



# *Tillamook*

**INSIGHTS ROADSHOW:  
AN IMMERSIVE TRENDS JOURNEY**

JULY 2022

**OBJECTIVE:**

**Create a trends framework to**

**RALLY YOUR STAKEHOLDERS**

**into action.**



**WHY**



**CREATE**

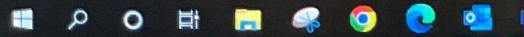
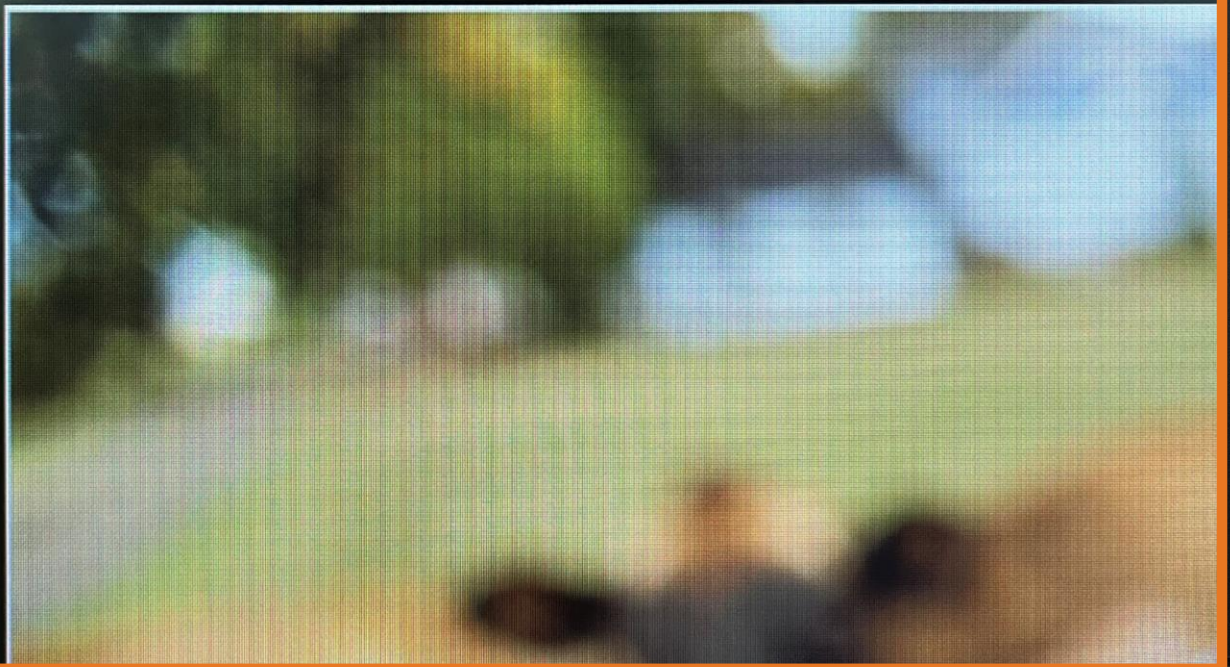


**IMMERSE**

Don't be a tool - be more than just a passive reporter of data



Don't be a tool - be more than just a passive reporter of data



DELL

# Hi! We're Tillamook.

FARMER-OWNED  
CO-OP

OREGON  
BASED

QUALITY DAIRY FOR  
113 YEARS

REAL FOOD  
SIMPLE INGREDIENTS



**?! WHAT IS A  
TILLAMOOK?!**



... WE'RE A  
PRETTY BIG  
DEAL IN  
THE WEST.



# Cheese. Ice Cream. Cream Cheese. Yogurt. Sour Cream. Butter.







**VISION:**

To make Tillamook the  
**MOST CONSUMER-CENTRIC**  
dairy company in the world

# CONSUMER PERSPECTIVE



**CONSUMER  
OBLIVIOUS**



**CONSUMER  
INSPIRED**



**CONSUMER  
CONTROLLED**

**?**  
**WHY  
TRENDS?**

  
**CREATE**

  
**IMMERSE**

**A TREND IS**  
**recognizing a change in**  
**BEHAVIOR, ATTITUDES OR OPINIONS**

# FAD

Short lived  
Get hot fast, fizzle just as fast

vs.

# TREND

Lasts for many years  
Rises in popularity slowly

**TRENDS**  
**unlock opportunities**

# INTERNALLY a trends framework can...



CREATE A CORPORATE STRATEGY



BUILD A ROADMAP FOR GROWTH



CREATE A COMMON LANGUAGE



RALLY AN ORGANIZATION



INSPIRE INNOVATION



DIRECT MARKETING & COMMS



# EXTERNALLY a trends framework can...



ENSURE RELEVANCE



STRENGTHEN BRAND STORY



COMMUNICATE IN A PROPER  
TONE



INCREASE BRAND LOYALTY





identify what  
consumers want

---

**UNLOCK OPPORTUNITIES**



**HOW DO YOU  
CREATE  
ONE?**



# TREND GUIDELINES



**CONSUMER**



**INDUSTRY**



**BUSINESS**

**ultimately:**  
**MUST BE LONG-LASTING**

# Our trends are shaped by...

-  GLOBAL & LOCAL NEWS
-  SOCIAL & POLITICAL TRENDS
-  INNOVATION IN TECHNOLOGY
-  SHOPPING & CONSUMPTION
-  COMPETITIVE LAUNCHES



# Food Business News

DAILY UPDATE



## READ

Enhance mouthfeel, optimize cost, and get maximum authentic dairy taste with First Choice Dairy Concentrates

industry news, global news, social media



## LISTEN

to ALL consumers, not just your target



## TALK

crowdsource from others within your organization from consumers



Whole Foods sees five trends disrupting the condiments category

The innovations may help drive the category to \$2.9 billion in sales by 2025

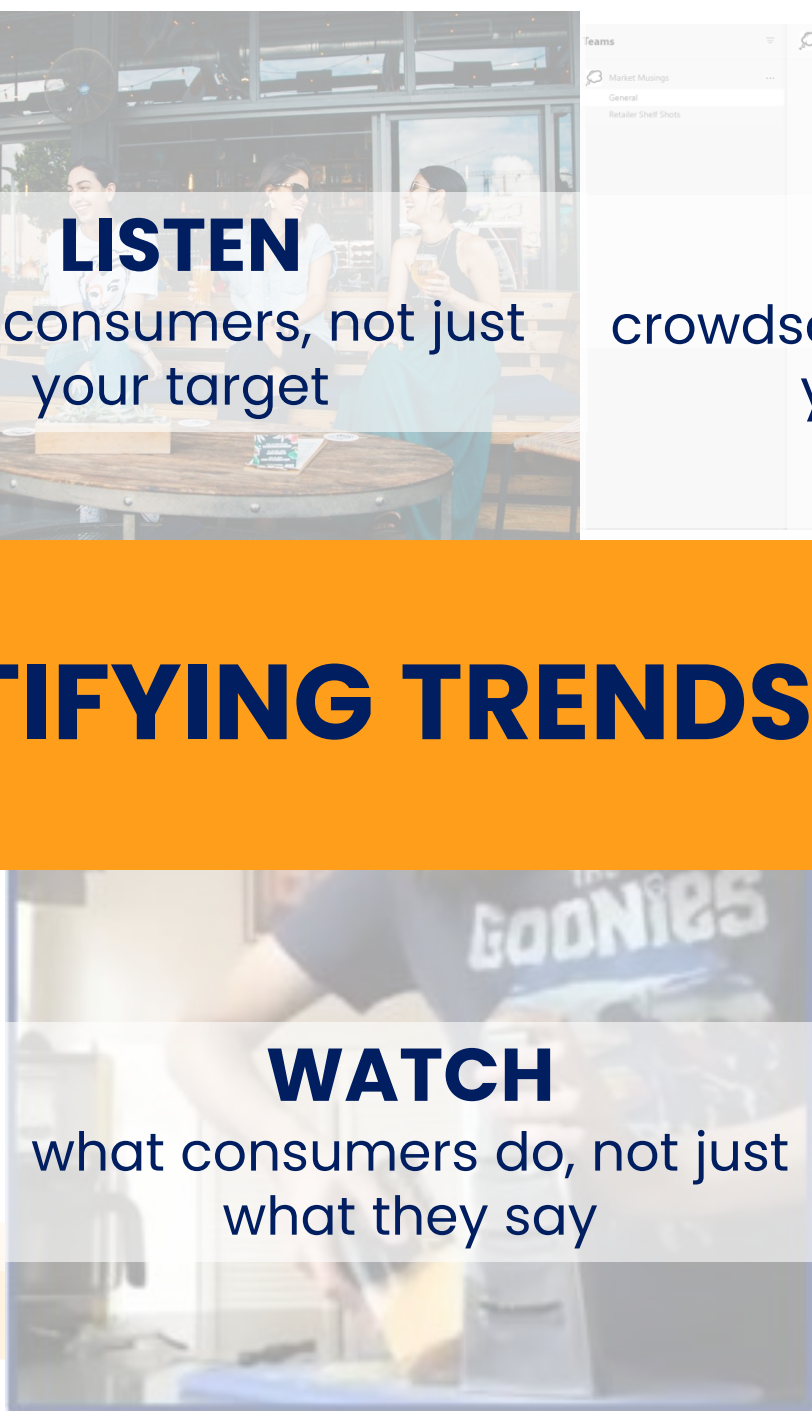
# IDENTIFYING TRENDS

## Dollar Sales Growth

Brands B and C saw faster growth than the competitive set in the P12M.

## ANALYZE

businesses that are growing and declining rapidly



## WATCH

what consumers do, not just what they say



## FOLLOW

new innovation, trade shows,



## WHAT YOU SEE

Plant-based diets are on the rise

## WHAT YOU THINK

People are prioritizing animal welfare

# HOW TO IDENTIFY A TREND



## WIDEN THE APERTURE

Values-led brands are also winning.

=

Bettering the world:  
for me, society, the planet



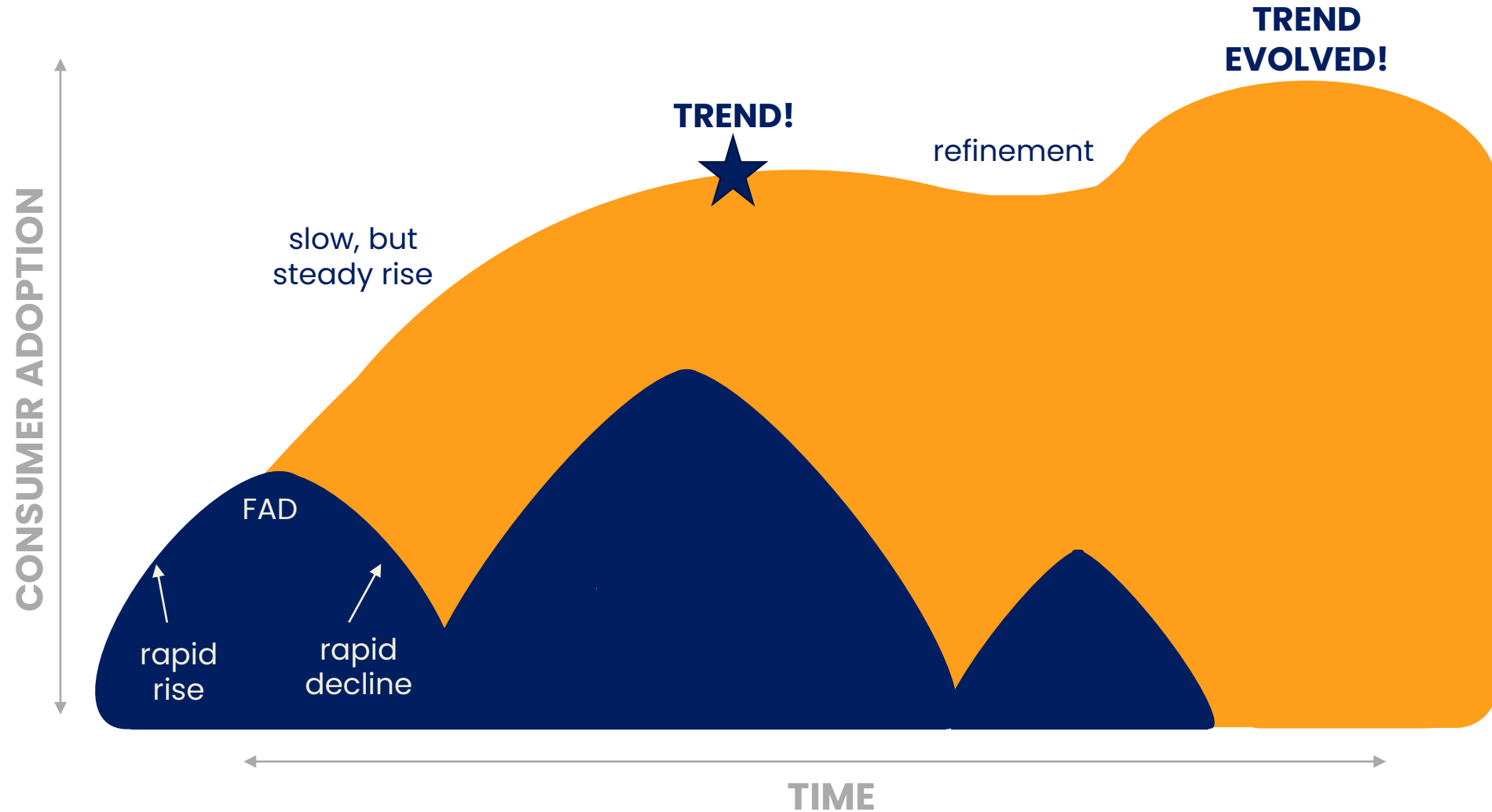
## TREND

Better for me **AND** we

**YOUR FRAMEWORK  
SHOULD REMAIN  
RELEVANT FOR SEVERAL  
*\*with constant refinement*  
YEARS.**



# LIFECYCLE OF A TREND



# CASE STUDY: THE TILLAMOOK CULTURAL TRENDS FRAMEWORK

## PRIMARY



## SECONDARY



## TERTIARY



**GOAL: FOCUS THE APERTURE BY IDENTIFYING THE VECTORS OF EACH TREND THAT YOUR BRAND HAS CREDIBILITY TO OWN AND ACTIVATE**



**IMMERSE  
YOUR TEAM**

What good is having a trends framework if your organization doesn't **RALLY BEHIND IT?**

A poor share-out can lead to...

**MISDIRECTION**  
**NO ACTION TAKEN**  
**UNENGAGED AUDIENCE**

*Tillamook*



# Where it typically goes wrong...



POWERPOINT PRESENTATIONS



CITING FACTS



ANONYMIZING CONSUMERS



# Stakeholders experience things differently depending upon where they are.

Tillamook team **at work**

Tillamook team **in a grocery store**



**THEIR MINDSET AND THE SETTING MATTERS**  
**Strong Storytelling. Relevant Information.**  
**Sticky Messages.**

# When it goes right...



CO-DISCOVERY



EMOTIONAL CONNECTION



DIRECT CALLS-TO-ACTION



INSPIRATION



ALIGNMENT



BUSINESS RESULTS



**What resonates with your stakeholder?  
Use that to captivate them and  
ultimately **DRIVE ACTION.****



# How do you break through?

## QUESTIONS TO ASK YOURSELF:

**AUDIENCE:**  
INTERNAL VS. EXTERNAL

**PRIMARY OBJECTIVE:**  
INSPIRE VS. EDUCATE

**IS IT...**  
SMALL VS. LARGE GROUP

**IS IT...**  
DISCUSSION VS. LECTURE



**CONSUMER PANELS**

**SHOP-A-LONGS/  
FIELD TRIPS**

**ROOM TAKEOVER/  
IMMERSION**

**CHOOSE YOUR OWN  
ADVENTURE  
STATIONS**



**AUDIO/VISUAL  
IMMERSION**

**VIRTUAL IN-HOME USE  
TEST**

**BREAK OUT ROOMS**

**POLLS/  
CHAT ROOM Q&A**



**KEEPSAKES/  
MEMENTOS**

**VISUAL PAMPHLETS/  
DESK DROPS**

**SCAVENGER HUNT**

**QR CODE**

# CASE STUDY: INSPIRE ACTION



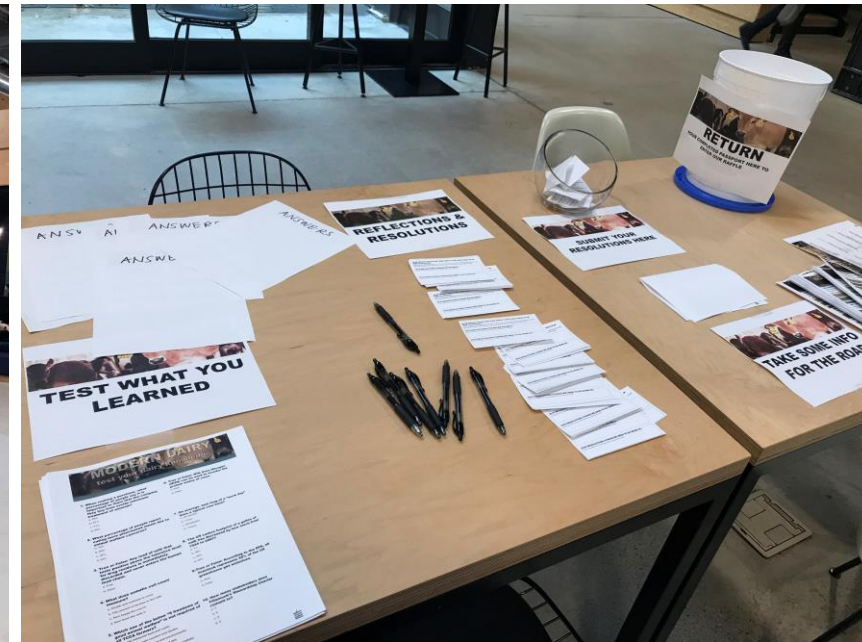
# CASE STUDY: INSPIRE ACTION



**CHOOSE YOUR OWN  
ADVENTURE  
STATIONS**



**ROOM TAKEOVER/  
IMMERSION**



**KEEPSAKES/  
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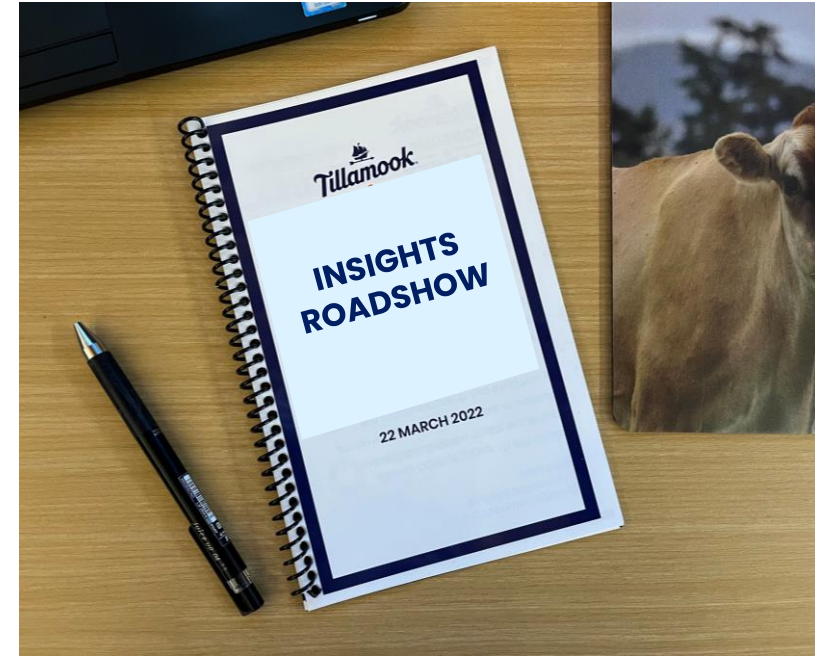
# CASE STUDY: EDUCATE



**ROOM TAKEOVER/  
IMMERSION**



**AUDIO/VISUAL  
IMMERSION**



**VISUAL PAMPHLETS/  
DESK DROPS**

**there is**  
**NO ONE-SIZE FITS ALL**  
**approach to trends**

**THANK YOU**