



THE
FOOD
BUSINESS
SCHOOL®



Mission-Driven Brand Ideas for the Food Business

—with Steven Goldstein, Brand Innovation and Change Leader

DETAILS:

All online, asynchronous, and self-paced

First week of welcome and orientation, with five weeks of course content

WEEKLY COURSE SAMPLING

WEEK ONE:

It's Not About the Logo

- How to develop brand DNA
- Brand story
- Brand development

SAMPLE ACTIVITY:

Read a brand story about a leading company that highlights the concept of how brands develop their DNA. Consider your brand and share what you want your brand to be known for or, if you are still in the early stages of brand building, share words or images that illustrate your vision with the cohort.

WEEK TWO:

The Marketplace—Determining What's Available

- Trends, experiences
- Consumer targets, market segments
- Exploring guardrails

SAMPLE ACTIVITY:

Define consumer preferences and needs and what consumers “really” want in the broader marketplace. Identify a guardrail and think about your brand or analyze other brands and reflect on trends and experiences within that market segment.

WEEK THREE:

Living / Testing the DNA + Soul of Your Brand

- Elements of brand DNA
- Brand differentiation and building
- Brand audit

SAMPLE ACTIVITY:

Read a curated list of content on brand DNA. Select a food and beverage company and perform a brand audit, determining how well the brand you select is living the DNA of their brand. Reflect on what you learned in the process on how your brand is (or will be) measured.

WEEK FOUR:

Harnessing Consumer Insights

- Understanding customer base
- User experience, trend drivers
- Functional solutions, occasional experiences

SAMPLE ACTIVITY:

Read articles on understanding your customers. Define how functional solutions and occasion experiences connect to your perception of the food and beverage world as a consumer and / or food business leader, and how these insights may or may not impact your customer's user experience.

WEEK FIVE:

Activating Your Brand

- Brand positioning and purpose
- Brand vision and story
- Occasions and the marketplace

SAMPLE ACTIVITY:

Identify the criteria you would use to activate your brand. Then, select a business and identify whether or not you think they have consistently and successfully activated their brand. Reflect on how the ability to objectively review brands based on key criteria can support the development of your food product, business, or service.

“This course aligned with my business needs that I was looking to address in my day-to-day role. I gleaned a lot of value from the readings, discussion boards, and from other learners who shared their thoughts on readings and examples from their brand/company experiences.”

—Karen Tallent, FBS Learner