

# CHANGING TASTES

Branding and  
marketing in the  
food processing  
industry



# SUMMARY

## Feed your market growth



### Stand out and be relevant

Like many industries today, the global food processing sector is changing rapidly, creating a number of challenges for businesses. But these challenges also come with opportunities for brands to stand out as innovators and clearly demonstrate the value they provide for customers and end-consumers.

In these volatile times, buyers are looking for a brand they can trust. To win that trust, your brand needs to demonstrate reliability and a clear strategy for the future. A solid brand positioning will allow you to make the right impression on your customer at every point of contact.

### Engage the modern buyer

With a strong brand as a foundation, your sales and marketing teams must work together to address the transforming buyer journey. The typical B2B buyer now spends much more time educating themselves online before contacting potential suppliers. This means you need to translate your brand positioning into engaging, meaningful content that matches every stage of your customer's buying journey.

Cross-Border Communications offers 40 years of experience and a unique understanding of the branding and marketing challenges inherent in the global food processing sector. Here, you will find some inspiration from client portfolio of food and processing suppliers, along with some practical tips for cross-border branding, lead generation and sales campaigns.



# MARKETING STRATEGY

## Turning challenges into opportunities



### Challenges facing the food processing industry

Evolving consumer trends require food processing suppliers to create new products that meet changing dietary preferences and the demand for a wide variety of flavour profiles. Staying profitable while meeting those demands is driving innovation in areas such as ingredient replacement, improved shelf-life and more efficient production processes.

The combination of consumer demand and increased regulation is driving the move to eco-packaging and more transparent sourcing. A shift to greener transport and improved traceability is transforming supply chain management, as is dealing with local demand, fluctuating commodity prices, natural hazards and changing trade routes.

### Be your customer's problem solver

All these challenges add up to a need for increased innovation across the industry. But as innovative as your business may be, you can't focus on product specs alone. You must continuously communicate the greater value you provide your customer and their consumers.

### Challenges and opportunities

- Consumer trends
- Regulation
- Sustainability
- Trade agreements
- Supply chain management
- Labour
- Automation



As a truly global organisation with thousands of employees and customers in virtually every market, the challenge for GEA Process Engineering was combining cross-market appeal with cross-border efficiency. We created a comprehensive internal and external communications platform that united and elevated GEA's global brand profile. GEA now speaks directly to each relevant segment, highlighting the company's responsiveness to customers and a deep understanding of their problems.

**GEA**

We know what makes  
**OUTSTANDING  
POLYMERS**

No one knows more about drying polymers and resins than GEA Niro. Which is why we count most of the leading producers worldwide among our customers. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution – designed to match your exact product and plant specifications.

Ads use imaginative transformations of spray-dried powders to show GEA's segment know-how.

**GEA**

**Powder engineering**  
From formulation to solution

**GEA Niro**

**Extending the relationship**

**Technologies for a world of food ingredients**

GEA offers decades of experience as a technology partner supplying solutions for food ingredients processing.

**Food ingredients**  
Solutions for food ingredients processing

**GEA**

**GEA**

We know what makes a  
**GOOD POWDER**

**GEA Niro**

**GEA**

We know what makes  
**STRONG PIGMENTS**

**GEA Niro**

**GEA**

We know what makes  
**FINE CHEMICALS**

**GEA Niro**

Sales-support brochures provide concise overviews of complex products and processes.

# BRANDING

## Unifying your message internally and externally

### Unite your culture behind a strong brand

The foundation for your business is your brand; it provides direction and ensures a consistent customer experience. Your brand unites your business internally and differentiates it externally.

Internally, you need to unite your organisation behind the brand promise you make externally. Your sales organisation (including partners, resellers and local reps) should be able to understand and deliver on that promise.

A clear understanding of your shared mission will improve internal collaboration and efficiency. This is especially true of businesses with a broad brand portfolio, and for brands undergoing mergers or consolidation.

### Build a brand that your customers believe in

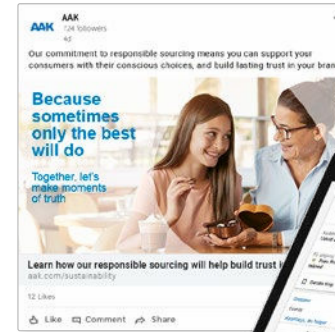
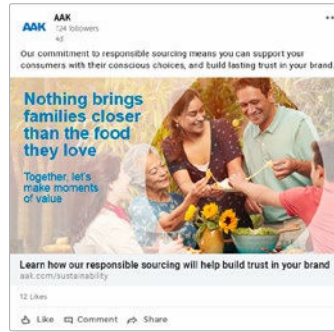
On paper, your customer's buying process is a rational one. But when making a tough choice between two equally competent suppliers, the ultimate decision may come down to a gut feeling. When it's time to make their purchase, your customer will pay a price premium for a recognised and trusted brand.

To tap into your customer's emotional drivers, you need to prove that your brand is smart, trustworthy and ready for the challenges ahead. The next step is turning positive expectations into positive experiences.

### Branding starts with a few simple questions

- Is it clear what your brand stands for?
- Why should customers choose you over the competition?
- Does your brand unite your business internally?

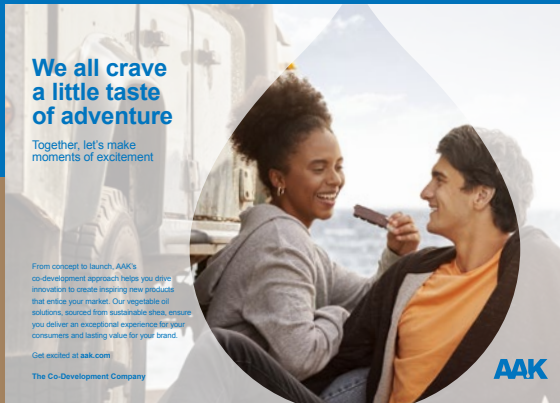




AAK, leading provider of value-adding vegetable oils and fats, needed a brand awareness campaign to build a stronger connection with customers and position itself as a co-development partner. We helped AAK develop a campaign that breaks away from traditional industry marketing to focus on the end-consumer experience. "Making moments" brings to life the crucial part AAK plays in the process of creating superior end-products to meet consumer demands and trends.

# Making Moments

Instead of focusing on the industrial process, high quality images and emotive headlines captured the consumer experience.



The campaign was realised online and offline across ads, social media and landing pages to boost brand awareness and re-position AAK.

These are the crucial moments where brand loyalty is built or broken - taste, colour, mouthfeel, freshness, and even labelling.



# MARKET RESEARCH AND ANALYSIS

## Understanding the customer journey



### Address the new B2B buyer

The buying process for food processing businesses is changing. Purchase cycles have increased significantly, and buyers are spending more time online researching their potential suppliers before reaching out to sales reps.

Your customers are out there searching for solutions, which gives you the opportunity to engage them with valuable content. By sharing content that supports the customer's decision-making process, you will build relationships, differentiate from the competition, and ultimately drive leads and sales.

### Dig into your customer's drivers

In order to provide valuable content at the right time and on the right channel, you need to map the customer journey. Depending on your offering, you may need to know what drives your customer's product development, procurement, maintenance, marketing and management teams.

If you want to be the trusted source of knowledge in your market, you need to conduct research to understand what's really on the customer's mind. Relying on experience and instinct isn't enough anymore.

Taking a data-driven approach to market research will give you a more nuanced picture of your customer's needs and processes, and your brand potential. Conducting qualitative and quantitative market research will help you stay in tune with the market, know where to focus, and prepare your next move.

### Research your customer

- Surveys and interviews
- Workshops and events
- Social listening
- Mining historical customer data

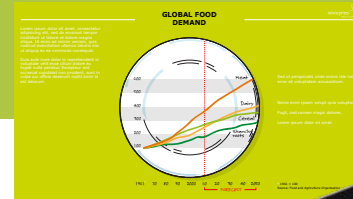
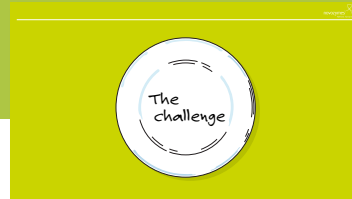
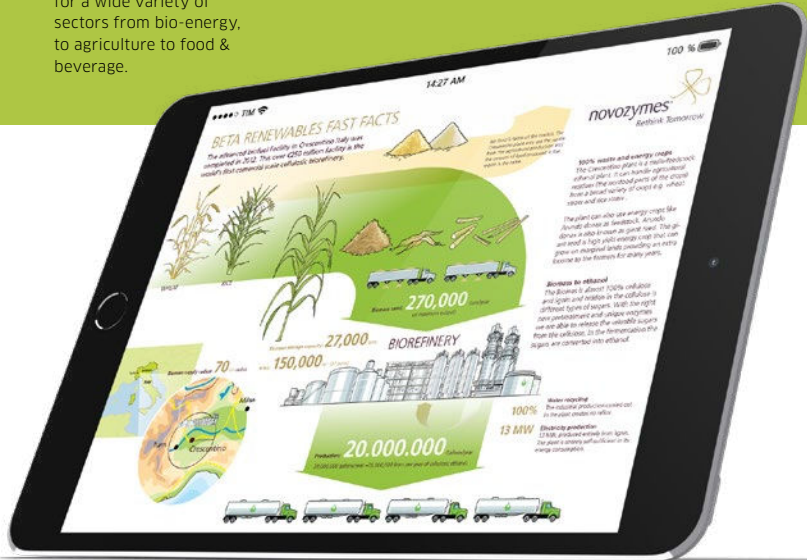
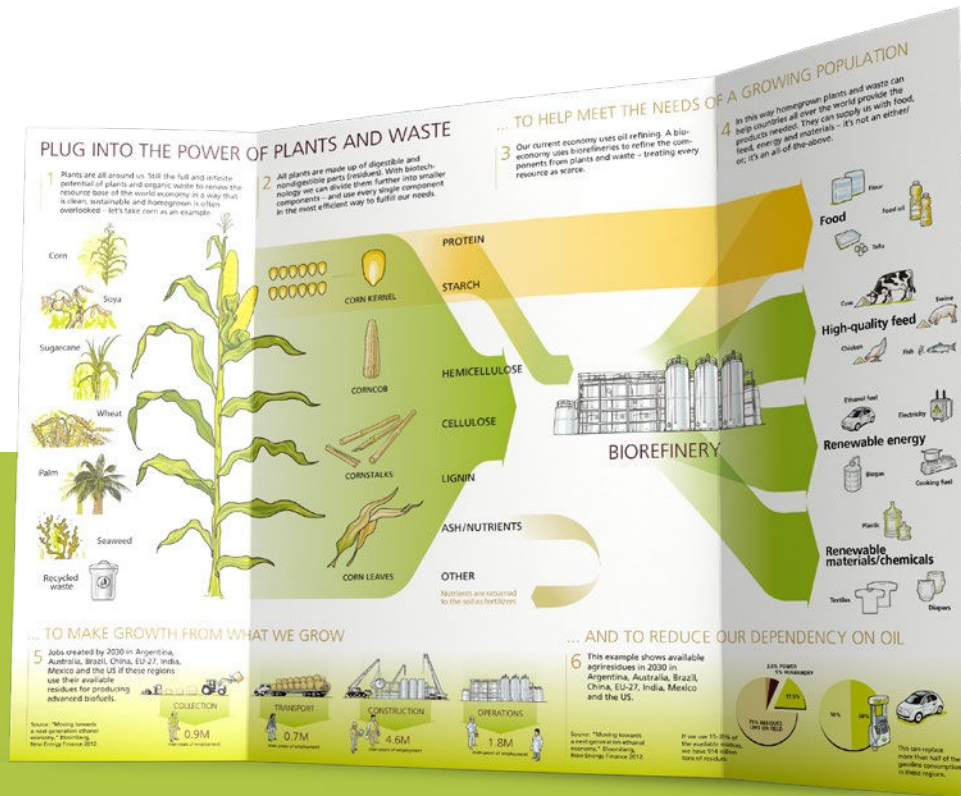


# NOVOZYMES



Novozymes, world leader in biological solutions, needed help delivering complex messages externally and creating engagement internally. Extensive use of infographics has proven effective in both areas, by visually conveying large amounts of information quickly and efficiently to decision makers while stimulating internal enthusiasm.

Infographics were created for a wide variety of sectors from bio-energy, to agriculture to food & beverage.



A presentation showed how Novozymes technology could help meet the world food challenge.



# CABINPLANT

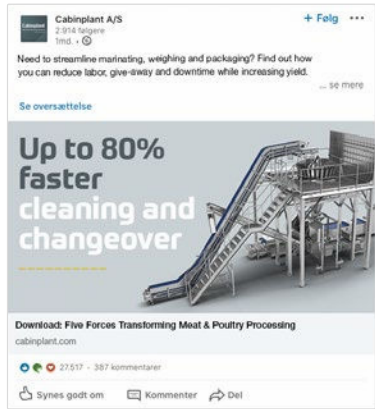
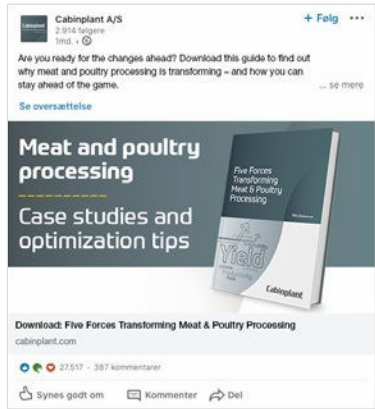
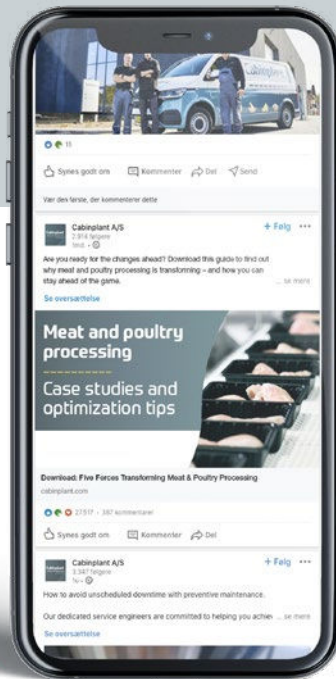


Insights and advice were shared in a sleek, modern design.

The sales and R&D teams at Cabinplant have a lot of practical insight on how clients can make the production floor safer, more cost-efficient and more productive. However, much of that knowledge wasn't reaching customers until the sales team had already initiated a dialogue.

The Cabinplant marketing team identified the need to share those insights with potential customers earlier in the sales decision-making process. Cabinplant asked CBC to help them leverage content marketing as part of their lead generation strategy and to reinforce their position as a trusted thought leader.

We crafted an e-book and managed a digital lead generation campaign that collected over 100 MQLs in just a few weeks. We also created a content strategy to build on this e-book and to target additional verticals in the same effective manner.



### A strategic partner for the future

Copying with these forces requires the right kind of partners, ones who can provide both strategic and practical insights. At Cabinplant, we provide more than just products, we offer our customers the know-how to optimize their plant, throughput, and quality.

In close cooperation with customers, a range of solutions have evolved with us for decades, and developing and manufacturing innovative and highly automated solutions for processing, weighing and packaging, as well as sanitation machines, there are a fine example of how we support our customers in their evolution to increased automation and more efficient production.

**50+ years of experience**

Since 1969, we have provided the global food industry with labor-made processing solutions.

### 3. The transition to automation

Integrating automation of diverse systems with a number of other key processes can be a challenge for the entire life of your facility. To avoid this complexity, you need to create a holistic solution based on an understanding of your entire business.

Many processing plants such as scaling and weighing still use a manual overhead balance. Automating these tasks might mean a substantial investment that will have considerable time to recoup.

In contrast, weighing, handling and packaging tasks are evolving, where automation is pushing the pace forward. An automated system like a weighing station can reduce the amount of space it takes up and increase the accuracy of your weighing system and cleaning, simplifying your system and increasing efficiency.

**Questions to ask:**

- What kind of automation do we want to achieve?
- How much is governing costing?
- What are our goals and objectives?

### 4. Demands for sustainability

As food safety becomes a top priority, a range of food safety solutions are being developed to meet the demand for more sustainable production.

Food and poultry processing plants need to be more sustainable. This means that they need to be more efficient in their use of resources, such as energy, water and space. This is achieved through automation and optimization of the production process.

**5. Evolving supply chains**

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**Questions to ask:**

- How do we ensure our supply chain is sustainable?
- What are our goals and objectives?
- How do we ensure our supply chain is sustainable?

### CUSTOMER CASE: Achieving ROI in 18 months with a customized solution

**Challenge:** To meet the demands for high-quality products, the client wanted an automated weighing and packaging solution that could handle a wide range of product weights and sizes.

**Solution:** The client needed a custom solution that could handle a wide range of product weights and sizes. The solution was a custom solution that could handle a wide range of product weights and sizes.

**Results:** The client achieved a 15% increase in production efficiency and a 10% reduction in waste. The solution was a custom solution that could handle a wide range of product weights and sizes.

Parameter	Before	After
Production efficiency	85%	100%
Waste reduction	10%	0%
Return on investment payback	24 months	18 months
Energy consumption	100 kWh	80 kWh

### CUSTOMER CASE: Reducing downtime and increasing yield

**Client:** Leading business meat and poultry processor

**Challenge:** Inefficient production and high maintenance costs were causing significant downtime and increasing costs.

**Solution:** The client needed a custom solution that could handle a wide range of product weights and sizes. The solution was a custom solution that could handle a wide range of product weights and sizes.

**Results:** The client achieved a 15% increase in production efficiency and a 10% reduction in waste. The solution was a custom solution that could handle a wide range of product weights and sizes.

Parameter	Before	After
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Social media posts appealed to specific audience pain points.

# CONTENT CREATION AND LEAD GENERATION

Filling the  
customer journey  
with value-adding  
content



## Turn data into insight

With a strong brand and solid market research to support you, you can create content that demonstrates experience and industry-specific insights and speaks directly to your customer's needs.

Using content in combination with marketing automation will allow you to generate more leads and move them through the pipeline faster. With digital targeting tools, you can micro-focus on your audience.

## Convert opportunities into revenue

Once someone exchanges their contact information for your content, you can quickly determine if they match your lead criteria and keep nurturing them with targeted content until they're ready to engage. With the ability to track the entry point for each lead, you learn more about the buyer journey and can clearly demonstrate the ROI from your branding and marketing budget.

It's essential your teams understand that content marketing is an iterative process which requires ongoing commitment. Tracking and evaluation will allow you to see what's working and what's not, enabling your brand to become stronger over time.



# LACTOSAN

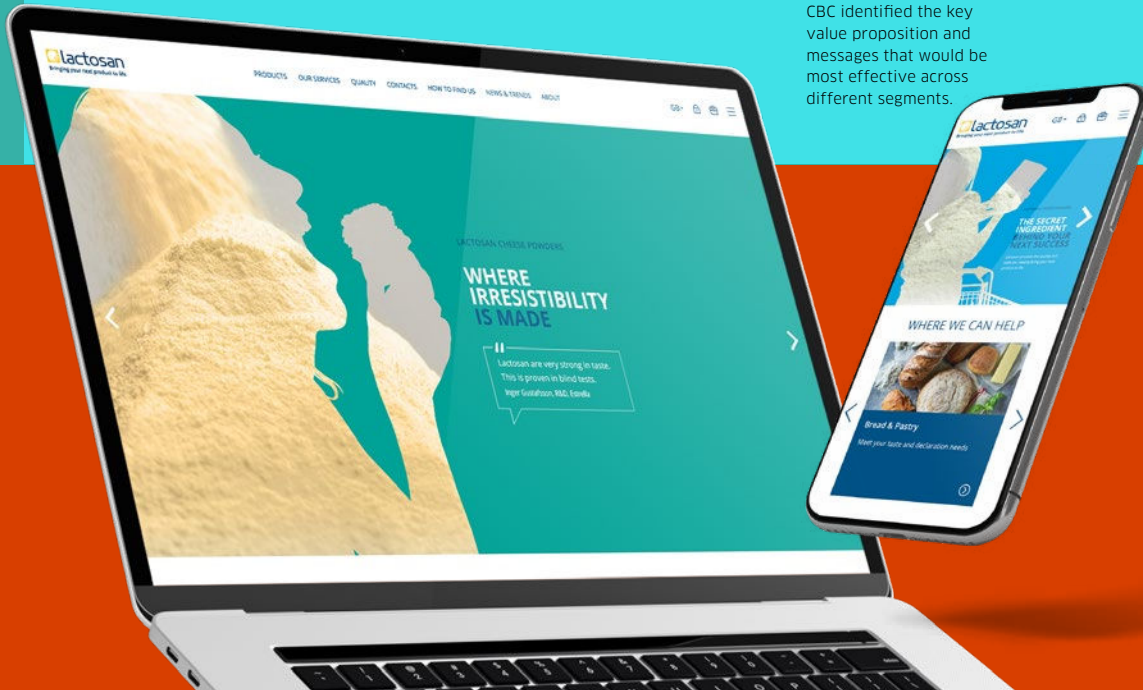
The customer-centric brand platform was developed across channels including a new website, corporate brochure, advertising and sales presentations.



As the leading provider of cheese powder solutions, Lactosan knew that keeping its brand relevant was vital to its ambitious growth plan. The campaign “Bringing your next product to life” conveys Lactosan’s strengths to clearly differentiate the brand from competitors, with all messaging focused on customer needs. Lactosan now has a strong value proposition and powerful brand platform to connect with new and existing customers.

## Bringing your next product to life

CBC identified the key value proposition and messages that would be most effective across different segments.



**Superior cheese powders**  
Only Lactosan provides the quality and taste you need to bring your next product to life.



**“Lactosan are very strong in taste. This is proven in blind tests.”**

Project manager: R&D, Estrelis



Lactosan brings a unique blend of experience and expertise to meet your flavour profile.



**Why cheese powder?**

Improved taste  
Easier handling  
Better functionality  
Clean labelling

**Just add Lactosan**  
Lactosan is the key ingredient you need for success. Not only do our specialists provide a vital contribution to your development process, but the exceptional cheese powders we create ensure a truly distinctive result. With Lactosan, you have the people, passion and process you need to bring your next product to life.

**A perfect fit**  
As your partner, we can work closely with you across all segments to help inspire and streamline the delivery of new product ideas. Our all-natural,

pure cheese powder blends deliver unmatched taste and quality with the right functionality and properties to fit your specific flavour profiles and labelling requirements. Lactosan brings a unique depth of insight and a proven approach to every project, with a fast and flexible service from development to delivery. No other provider worldwide specialises in nothing but cheese powder, which means only we can offer the perfect blend of innovation and experience to meet your needs across applications, markets and marketing.



# DANSENSOR

Humorous headlines and eye-catching visuals communicate the benefits of MAP – a creative approach vastly different than anything else on the market.



Dansensor had recently taken on a new position in the market as a specialist in Modified Atmosphere Packaging (MAP). With the tagline “Fresh Thinking”, the campaign focused on food quality and freshness – highlighting issues that trigger customer interest, rather than specific products. Strategically relevant and creatively engaging, the campaign stood out from anything else in the product category and helped position Dansensor as an innovation and thought leader within MAP testing.

## Fresh Thinking

**NEW TECHNOLOGIES FOR FATTER PROFITS**

Modern QA solutions join in in the future, leaving room for fatter profits. And they're a must at higher packaging-machine speeds.

As long as the food stays delicious and stays fresh, it's a win-win. Regularly updated and expanded, Dansensor offers a wide range of solutions for MAP testing. From the most basic to the most advanced, our solutions are designed to meet your needs. And they're a must at higher packaging-machine speeds.

On the other hand, continuous state testing of quality assurance, such as for heat-treated products, can be challenging. Our solutions are designed to meet your needs. And they're a must at higher packaging-machine speeds.

For more information, visit [www.dansensor.com](http://www.dansensor.com) or contact us at [info@dansensor.com](mailto:info@dansensor.com).



A profile brochure details the business case – from product freshness to higher profits and stronger branding – for MAP technology and Dansensor.

**I SPENT OVER A WEEK IN A MAP PACKAGE AND NEVER LOST MY COLOR**

Oh, how fresh it feels to be stored in a MAP package that's been tested with the right equipment. With looks like this, someone is sure to take me home. And when they do...well, one bite and they'll be back for more.

Yes—if your products could talk, their very first words would be “Tast me!” Because only by controlling the gas content of their packaging can they—and you—be sure of a welcome customer response.

For imaginative ideas in quality control and assurance, contact PBI-Dansensor—the world's leading name in modified atmosphere packaging.

**Dansensor**

**ALL THAT TIME IN A MAP PACKAGE BUT I STILL HAVE GREAT LEGS**

Oh, how fresh it feels to be stored in a MAP package that's been tested with the right equipment. With looks like this, someone is sure to take me home. And when they do...well, one bite and they'll be back for more.

Yes—if your products could talk, their very first words would be “Tast me!” Because only by controlling the gas content of their packaging can they—and you—be sure of a welcome customer response.

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**Dansensor**

**NIGHT AFTER NIGHT IN A MAP PACKAGE BUT I'M AS ATTRACTIVE AS EVER**

Oh, how fresh it feels to be stored in a MAP package that's been tested with the right equipment. With looks like this, someone is sure to take me home. And when they do...well, one bite and they'll be back for more.

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**Dansensor**

The branding platform later encompassed the launch of two important new products.

**CBC = B2B**

A specialist  
resource for  
international  
B2B marketers

Do you need help growing your brand?  
Do you want to make your marketing efforts  
more profitable? Our experienced team is  
ready to help you get there faster.

At Cross-Border Communications (CBC),  
we combine an international mindset and a  
creative approach with a deep knowledge  
of B2B marketing gathered over more  
than 40 years of experience. We offer a  
full spectrum of branding, marketing and  
communications services that will help you  
engage your audience, boost awareness,  
generate leads and drive sales.

Our B2B experts in Denmark, the UK and  
Singapore have been handpicked for their  
specialised knowledge in international  
branding and communications. This  
means you always get an effective team  
behind your project with no need for long  
consultation processes.

If you're ready to take your brand and  
business across borders, talk to us.



“

“GEA Niro is run by engineers. We need an agency skilled at rendering exceedingly technical and product-oriented briefings speedily. CBC has several creative teams, all of whom we work with on a regular basis, and, I'm happy to say, are able to hit the right note just about every time.”

**Henrik Bertelsen,**  
International Marketing Manager,  
GEA Niro and GEA Process  
Engineering



“The tagline Fresh Thinking helped perfectly position Dansensor as an innovation and thought leader within MAP testing. This was particularly important, since potential customers don't just buy our products, but also our consulting expertise.”

**Karsten Kejlhof,**  
Sales & Marketing Director,  
Dansensor

”

# CBC takes you from complexity to clarity to commercial results



## Brand development

CBC helps you define the cornerstones of your global B2B brand: a solid brand position and clear value proposition; a strong visual identity; and the Big Idea that makes you relevant and compelling.

Our brand communications platforms, built on 40 years of B2B sector expertise, deliver strategic insight, razor-sharp copywriting, and world-class design.

### You need this to:

- Refresh or rebrand your company
- Clarify your brand hierarchy
- Update your digital brand experience
- Create a more relevant identity
- Improve your value proposition
- Align your brand after an acquisition
- Communicate customer-centric messages



## Marketing activation

CBC is an international team of dedicated B2B experts who get the complexities of your business and will develop tactical campaigns tailored for your markets and KPIs.

Whether you need greater brand awareness, stronger product marketing, or tighter internal alignment, we help you connect with audiences and increase your marketing ROI.

### You need this to:

- Increase brand awareness
- Launch a new product or service
- Reach more customers online
- Get more from your marketing ROI
- Enter a new segment or market
- Secure internal stakeholder buy-in
- Attract new talent



## Digital engagement

CBC enables you to drive digital lead generation with high-value content via ABM and marketing automation programmes that deliver the right message, in the right format, at the most influential moment in the buying journey.

Our engagement activities are tailored for your business to create both qualitative and quantitative inbound results.

### You need this to:

- Generate more business leads
- Create better quality content
- Find new ways to engage prospects
- Give your sales teams greater support
- Drive and convert online traffic
- Improve your sales activities
- Optimise your online sales

# LET'S TALK



If you've got a particular challenge to solve, a target to reach or you're simply looking for inspiration, let's talk.

**RALPH KRØYER**  
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