



State of Vermont

Secondary Wood Products Industry

“Branding the Industry”

Kenmuir & Company

Vancouver, BC

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Focus Group Findings - Market Observations

- Quality & consistency is regional wood differentiator
- Price less of a differentiator given universal competitiveness, all things being equal
- Just in time (JIT) is now a given
- Competition for small volume or specialty comes primary from other New England or Eastern Canada
- “Made in China” a major factor for larger volume
- South America emerging competition
- Intrinsic value in long standing relationships between Vermont industry and customers



Focus Group Findings - Branding Perspectives

- Brand would contribute to company marketing
- Link existing Vermont attributes to brand
- Final consumer would “feel good” about simple, traditional, American craftsmanship
- Some messaging already out there - brand will help *focus* it
- Brand will have utility for raw or component products and finished products
- Use of brand by all in industry key to its effectiveness



Focus Group Findings - The “Vermont” brand

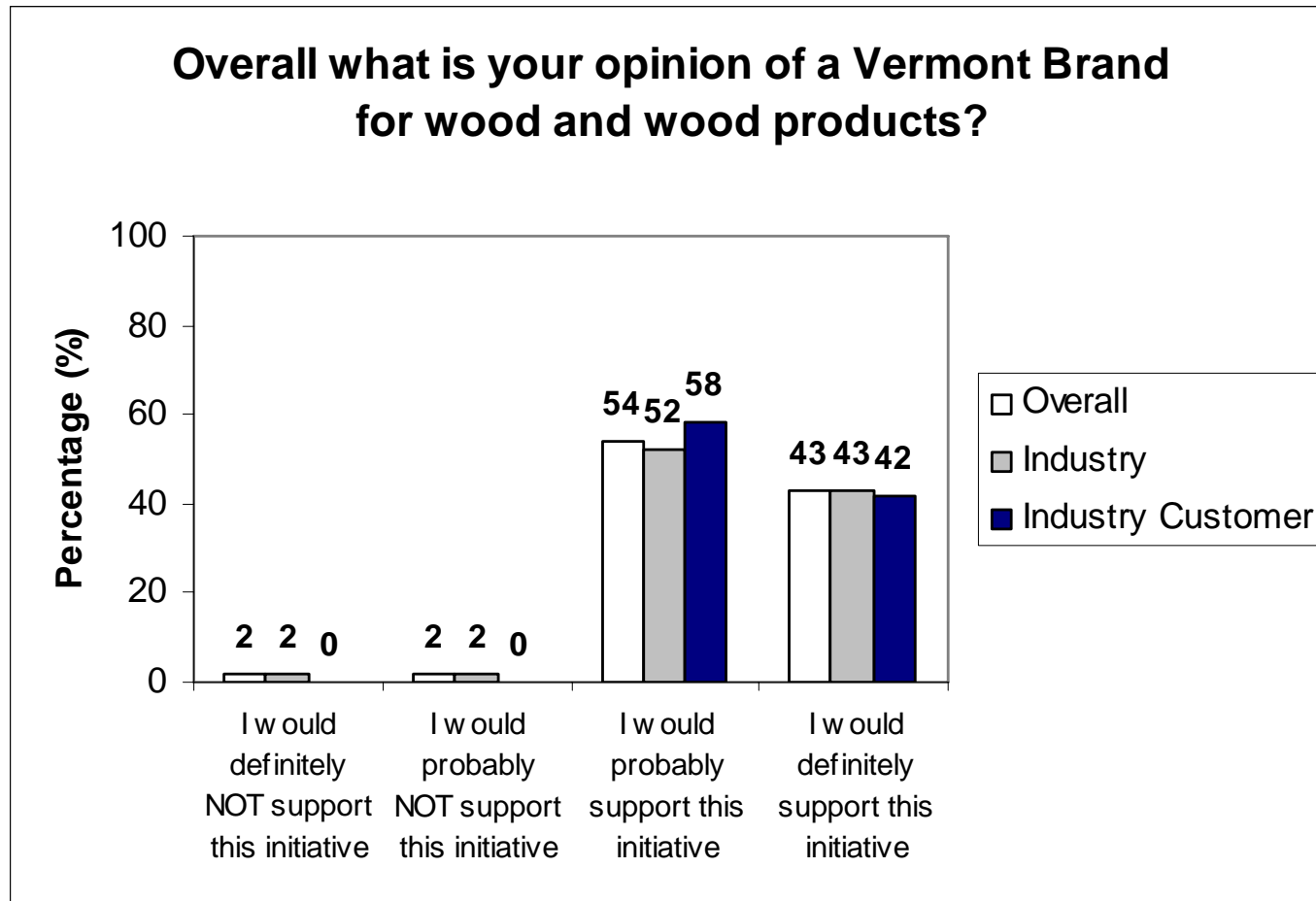
- Vermont perceived as relaxed, green, pastoral, clean and calm
- Tourism branding keeps awareness high but no direct correlation to wood industry
- Perception of environmental responsibility will not lever price but can contribute to customer preference
- Symbolic associations are Skiing and Maple Syrup - also a link with quality furniture via Ethan Allen
- Quality of furniture linked to quality hardwoods but this is characteristic of all New England



Focus Group Findings - Potential Differentiation

- Product quality
- Excellent craftsmanship
- Reliability
- Tradition/History
- Simplicity
- Environmental sensitivity
- Integrity

Survey Findings - Strong industry support for Branding





Survey Findings - What consumers consider when buying products from Vermont

	Importance Rating Consumers (percent)
Quality of Vermont products	91
Vermont manufacturers' craftsmanship and attention to detail	88
Environmental sensitivity shown by Vermont manufacturers	81
Place of origin of materials/ingredients used	79
Traditions and history of Vermont manufacturers	71



Survey Findings - Selected consumer perspectives - branding Vermont wood products

- Overwhelming endorsement for the idea of branding “from Vermont”
- Indications that this would positively influence purchase decisions
- Support for “made in America”
- Emphasize craftsmanship
- Emphasize history and tradition



Brand Hypotheses Tested in Surveys

Wood products from Vermont....

1. *Integrity, Craftsmanship & Creativity*
2. *Preserving American Craftsmanship*
3. *Sustainable Tradition & Craftsmanship*
4. *Renewable, Resourceful & Original*
5. *Renewable resources from the Northern Forest*

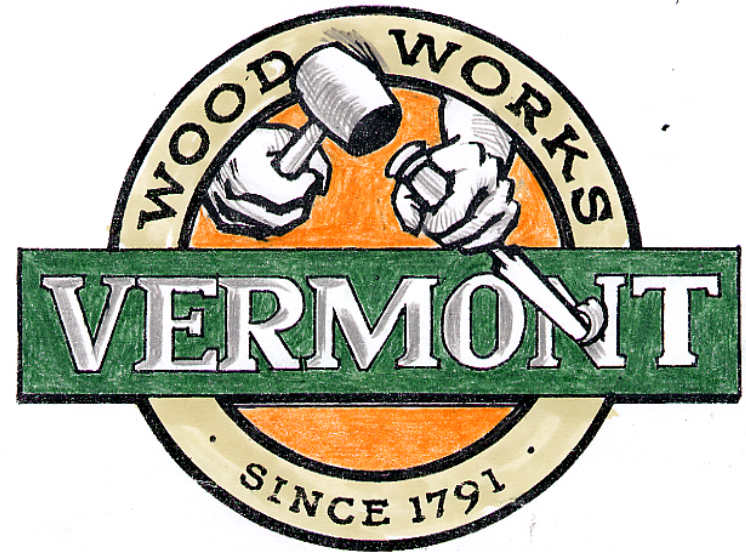


Survey Findings - The collective reaction to brand hypotheses

	Overall Believability	Score
Integrity, Craftsmanship & Creativity	81	50
Preserving American Craftsmanship	79	46
Sustainable Tradition & Craftsmanship	74	36
Renewable, Resourceful and Original	69	27
Renewable resources from the Northern Forest	67	25

Brand Development & Design Criteria

Brand Criteria	
Implies craftsmanship, tradition in wood, New England	✓
Communicates Vermont	✓
Quick read for wood products	✓
Scaleable	
Flexible	
Duplicate-able	



New England Craftsmanship Since 1791

Go-to-market Strategy Detail - Announcement Advertising & Vermont Wood Fair





Next Steps

- Steering Committee Formation
 - Your feedback & questions
 - Completion of brand logo
 - Recommendations for use/licensing policies
 - Refined “Go to Market” Plan
 - Recommendations for further work