



THE
Rebranding
OF A
Cow Farm

a m o o v i n g c a s e s t u d y

Once Upon a Time



DairyFolks is what happens when clients come to us with an open mind and trust us to deliver great solutions. Kodi owns a cow farm in Singapore. He has been milking his 100 cows for more than 50 years and has been selling his milk to restaurants in Little India. Milked fresh daily, it is perfect for curries, lassi and Indian sweets. Indeed, it is a well-kept secret by those who are in the know.

But Kodi has bigger dreams. His son, Iswaran, has just graduated from polytechnic and he wants to his son to take over the business. However, the cow business is not the sexiest place for millennials. He needs to convince his son. And he just bought a spanking new Italian machine which can churn out gelato ice-cream out of fresh milk.

So he came to us for the branding magic.

We dug deep into what makes him (and his son) tick. Then we dug deeper into what will work in the fresh milk market in Singapore. Basically, we dug till we finally hit gold. We transformed his old brand into a family-friendly brand filled with nostalgia. We gave them a new name that is perfect for them. We positioned the brand and advised him on how to price their products. Then, we bring them onto the digital platforms. And as they say, the rest is history.

The results even blew away our expectations. *DairyFolks* clocked in more than \$25K worth of online sales in the first quarter alone and grew 237% in the first year alone. Simply put, *DairyFolks* is slated to grow till the cows come home.



Kodi in his younger days.

Brandgrammar™ is Firefish's proprietary branding framework which adopts linguistics for branding. Brandgrammar has its roots in one of Firefish's founding partner's master research work at the National University of Singapore. The research study of the meaning creation process of brands culminates into an effective and proven system for understanding and creating powerful brands in the marketplace.

brandgrammar.com

Primary Research

Iswaran, the reluctant heir apparent.

To understand very clearly what makes our stakeholders daydream in the day and stay awake in the night, we deploy our proven branding framework, Brandgrammar™. We conduct intensive primary research using tools such as in-depth interviews, ethnographic studies and focus groups underpinned by a robust theoretical framework.

brandgrammar™

THE LANGUAGE OF BRANDS

Kodi feeding Russell by hand in his farm aka home.

The discovery of the extreme user sheds light on the brand strategy and brand positioning.

Must Have

No room for compromise

100% milk (no other ingredients)

Whole milk (not reconstituted)

Hormone free

Antibiotic free

Nice to Have

Compromise only if necessary

Single pasteurized

Non homogenized

Grass fed

Organic

Avoid

No good for him

UHT

Permeates

Additives

Phase 1
brand audit

Secondary Research

To augment our primary research, we dive deep into secondary research, exploring branding from both micro and macro perspectives. We combine best practices in business analysis and design thinking to investigate the issues at hand. For DairyFolks, we discover a niche category of customers who are milk aficionados. They want their milk to be super pure, free of hormones and antibiotics. This becomes our extreme user and target demographic to generate the optimal customer profile.

The existing B2B business model is to supply milk to Indian restaurants.

We keep track of internal strategic plans such as expanding into a different product line, gelato ice-cream.

brandgrammar™

THE LANGUAGE OF BRANDS

Brand Positioning



Mr Thanikodi feeding his cows with HDB flats forming a backdrop to his Yio Chu Kang farm.

Dying breed, but some S'pore cowboys want to go high-tech



Mr Thanikodi (left) and Mr P. Kua monitor the mechanical milking of the cows.

The solution was obvious.

We decided not to rebrand the B2B business altogether.

In order to have maximal impact for the rebranding exercise, we will introduce an entirely new brand that relies on the B2C channel. This will create an alternative revenue stream for the business and hedge inherent business risks within the F&B sector.

The intensive Brand Audit phase managed to surface the inherent values as well as plausible key differentiators.

We concretise the new B2C brand's Brand Positioning as to offer authentic milk at a premium price-point with a made in Singapore heritage label.

Brand Naming

The Brand Positioning is further distilled into Brand Values of Singaporean, Authentic, Fresh & Heritage. The existing brand name “Fresh Milk Suppliers Pte Ltd” does not cut it at all. With the new Brand Strategy defined and concretised, we went on a Brand Naming exercise.

Our criteria is stringent: the new name must be available as a .com domain, be registrable as a trademark, easy to pronounce and recall. And most importantly, it captures the new Brand Positioning. Our Brandstorm Generator is able to generate hundreds of plausible brand names which are further gleaned through a rigorous process of filtering and testing, leaving only the crème de la crème.



Phase 3
brand activation

Brand Concept

DairyFolks
est. 1936

A black and white Holstein calf is lying down on a wooden floor in a barn. The calf has a distinctive white blaze on its face and white patches on its body. It is looking towards the camera with a calm expression. In the background, there are wooden stalls and a metal fence.

DairyFolks
est. 1936

*Johnston is the shy one;
always pretending he knows little.*

We have a cow farm
here in Singapore. since
1936
Our great tasting milk
comes direct from
our lovely Holstein
Friesian cows. Pure
and natural, nothing
added or mixed, just
100% pure fresh milk,
straight from our *DairyFolks*
farm directly to you.



DairyFolks
est. 1936

*Mike the resident dog is a bit edgy,
'cos she just gave birth...*

here in Singapore.
Our great tasting milk
comes direct from
our lovely Holstein
Friesian cows. Pure
and natural, nothing
added or mixed, just
100% pure fresh milk,
straight from our cow
farm directly to you.

since
1936

dairyfolks.com



since
1936

DairyFolks
est. 1936

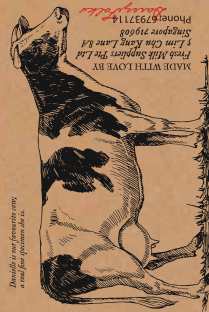
here in Singapore.
Our great tasting milk
comes direct from
our lovely Holstein
Friesian cows. Pure
and natural, nothing
added or mixed, just
100% pure fresh milk,

dairyfolks.com

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*For just eats and eats and eats...
must be the freshly cut grass*

DairyFolks
est. 1936



Danielle is our favourite cow,
a real fine specimen she is.

DairyFolks
est. 1936

Salted Caramel

We have a cow farm here in Singapore. This delicious tasting ice-cream comes directly from our lovely Holstein Friesian cows. Pure and natural, nothing added or mixed, made from 100% pure fresh milk, straight from our cow farm directly to you.

Product of Singapore

INGREDIENTS
Fresh Milk, Cream, Sugar & Salted Caramel

Five hundred and fifty (550) grams
Order from dairyfolks.com

Ingredient
100% Fresh Milk
Order online at dairyfolks.com

No Preservatives
No Additives
No Permeates
Single Source Milk
Direct Farm Fresh
Milked Everyday
Pasteurized
Product of Singapore



8 885006 372113

Made with Love by
FRESH MILK SUPPLIERS PTE LTD
5 Lim Chu Kang Lane 8A Singapore 719668

Do come and visit our cow farm!

Phone
67937114
Web
dairyfolks.com
Email
hello@dairyfolks.com

DairyFolks
est. 1936

Taste the Difference!

MILKED EVERYDAY IN SINGAPORE

DairyFolks

We have a cow farm here in Singapore. This great tasting milk comes direct from our lovely Holstein Friesian cows. Pure and natural, nothing added or mixed, just 100% pure fresh milk straight from our cow farm directly to you.

dairyfolks.com

One (1) litre



Danielle is our favourite cow,
a real fine specimen she is.

Please use by this date



Please Keep
Refrigerated
Below 4 °C

Best consumed within three (3) days after opening

Order from dairyfolks.com

Three hundred and fifty (350) grams

Best Before

INGREDIENTS
Fresh Milk &
Live Yogurt Cultures
Product of Singapore

We have a cow farm here in Singapore. This great tasting yoghurt comes directly from our lovely Holstein Friesian cows. Pure and natural, nothing added or mixed, made from 100% pure fresh milk, straight from our cow farm directly to you.

DairyFolks
est. 1936

Authentic Greek Yoghurt



Danielle is our
favourite cow,
a real fine
specimen she is.

MADE WITH LOVE BY
Fresh Milk Suppliers Pte Ltd
5 Lim Chu Kang Lane 8A
Singapore 719668
Phone: 67937114
DairyFolks

Product Branding



fresh milk Product Branding





milk ice-cream Product Branding



added or mixed, made
from 100% pure fresh
milk, straight from our
cow farm directly to you.

Product of Singapore

INGREDIENTS
*Fresh Milk &
Live Yoghurt Cultures*

Three hundred and fifty (350) grams

Order from dairyfolks.com

milk yoghurt
Product Branding



firefishadmin

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Digital Branding

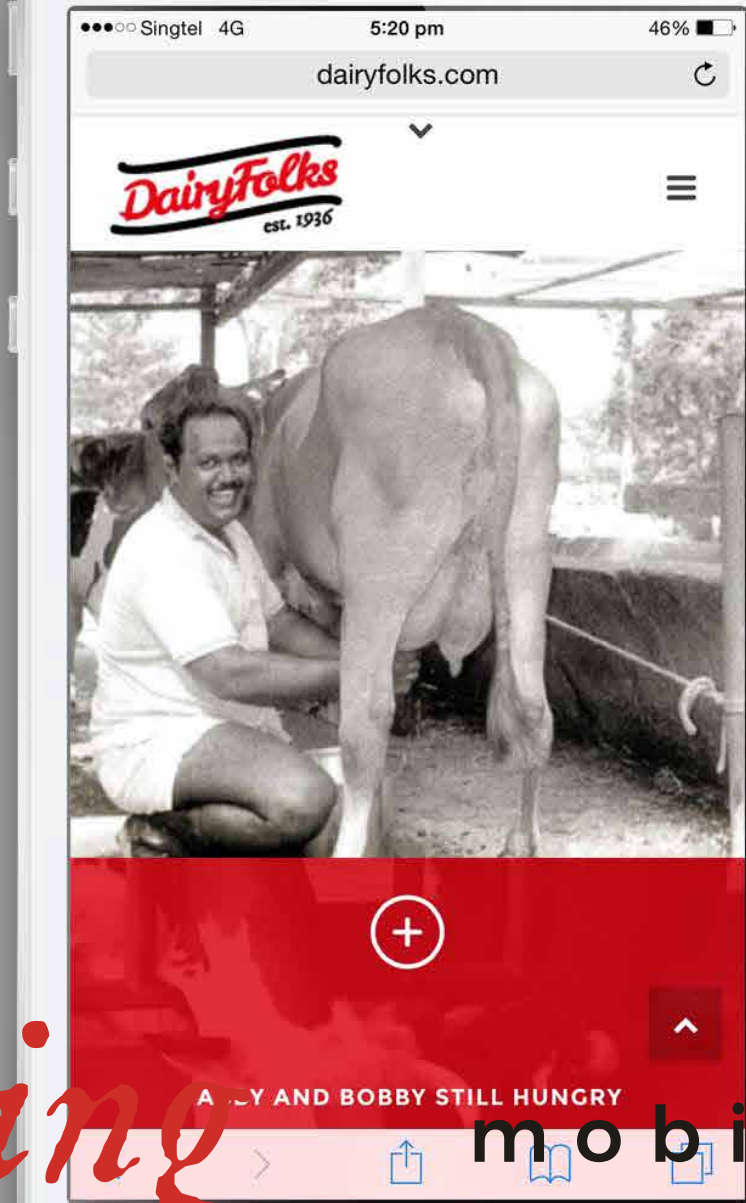


Digital Branding

tablet



Digital Branding



mobile



Digital Branding

desktop

dairyfolks
dairyfolks.com



Address
FRESH MILK
5 Lim Chu Kang L

DairyFolks

Corporate Branding



DairyFolks
dairyfolks.com



Name
P. Thanikodi
Mobile
90026245
Phone
67937114

Address
FRESH MILK SUPPLIERS PTE LTD
5 Lim Chu Kang Lane 8A Singapore 719608



Email
hello@dairyfolks.com
Contact
67937114
Address
FRESH MILK SUPPLIERS PTE LTD
Lim Chu Kang Road Lane 8 Singapore 719608

Business Registration No.
19900370W

DairyFolks

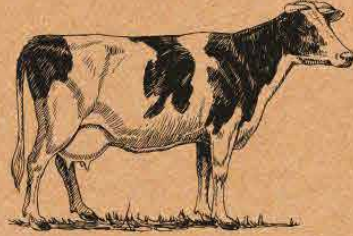
stationery
Corporate Brand



vehicle livery *Corporate Branding*



uniform
Corporate Dining

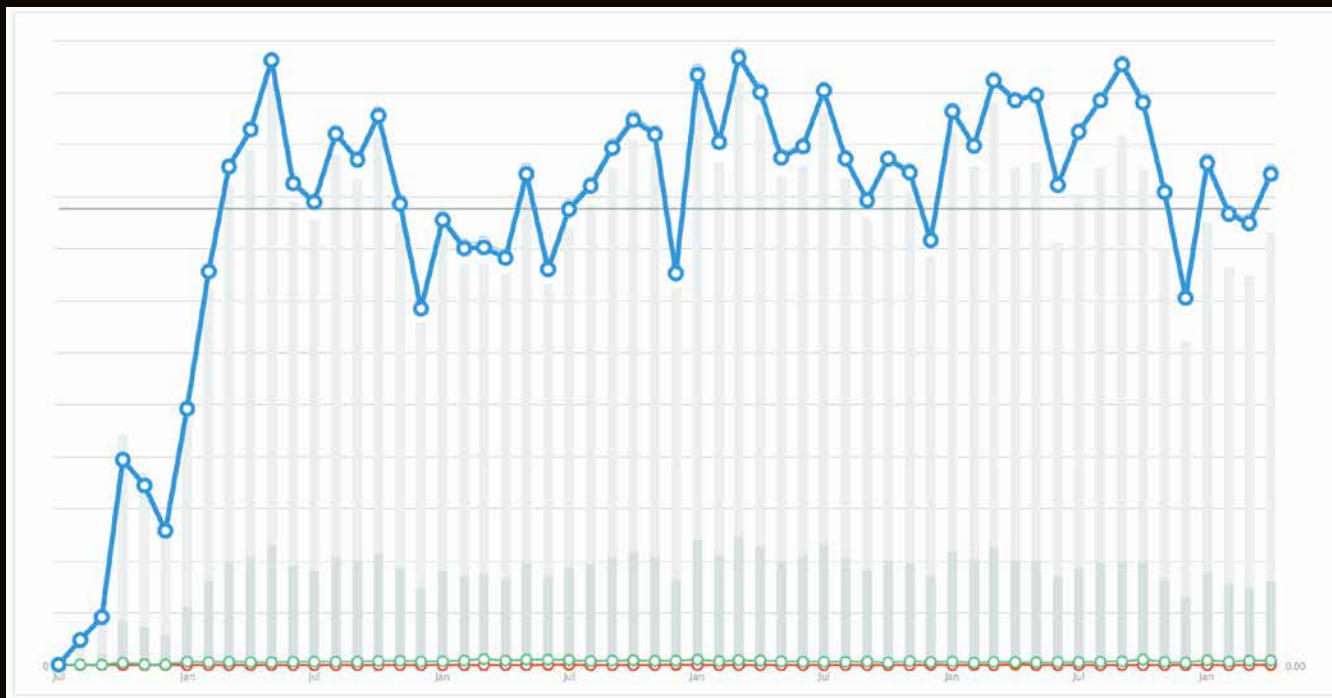


Daisy Folks

Tangible Results *Measurable Outcomes*



Branding Impacts Topline Sales.



The chart is an actual screenshot of real sales figures on DairyFolks online store.

After birthing DairyFolks, it was understandable that Kodi was reluctant to spend extra moolah on expensive listing fees at the supermarket chains. So, we told him to get their cold truck wrapped with the new brand livery and drive it around. Lo and behold, where the cold truck went, the sales came ringing. The sales shot up within 6 short months. Today, DairyFolks form more than 50% of their revenues and has become the proverbial cash cow.

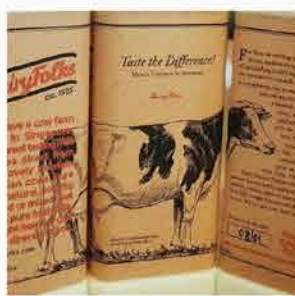


#dairyfolks

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Branding Increases Viral Factor

Even without spending a single cent on social media engagement, the DairyFolks brand went viral with the crowd-sourced hashtag #DairyFolks. Powerful and effective branding creates that desirable factor to be the first netizen to discover a new and exciting brand. In addition, the compelling brand packaging creates a diorama that is perfect for that instagrammable pic.



DAIRY FOLKS – MILK FROM A LOCAL FARM

March 11, 2016

Last week, I shared about offering C U H T full cream milk instead of formula milk. As much as we are comfortable with that, we are also looking for better milk options.

Why better milk options?

You see, UHT milk is milk that has undergone ultra high temperature to kill off any bacteria in it, hence the long shelf life. This also minus off the some of the nutrients and enzymes in milk itself that are required to digest the casein which is indigestible. Then again, a lot of the organic milk that are available in Singapore have gone through UHT too.

Fresh milk? Full Cream Milk?

This article was very informative on what are the different types of milk and milk jargons. Before you decide on what milk to offer to your toddler, you might like to read up a little more on the milk jargons. After a mini research, I conclude that fresh milk is a general term that refers to milk that is non UHT, needs to be refrigerated, with a best-before date within 1 week plus or shorter. There are full cream fresh milk, low fat fresh milk etc. There many variations of what goes, or does not goes, into the milk. So it's important to read the labels properly.

On the other hand, full cream milk (aka full fat milk, regular milk) is milk that contains about 3-3.5% butterfat. It can be homogenised, which is an additional process that spreads the fat content evenly throughout the milk. It can also be non-homogenised, which you can tell by the creamy fat layer sitting on top, like chilled breastmilk.

Disclaimer: this is purely how I interpret these two milk jargons. I am also not sponsored by Dairy Folks. I am writing based on my experiences.

So what is a better option for us?

It has to be milk (real milk), hormone- and antibiotic-free. I am exploring the option of offering fresh milk, since it doesn't go through UHT and well, non-homogenized if possible as well. Organic milk is way too expensive, so whatever we decided on has to be within our budget. The family currently enjoys Meiji Fresh Milk. We follow a general guideline as follows:



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Little Human

Made Me Holiday

Branding Cultivates Brand Evangelists.

Again, Kodi did not spend a single cent on engaging well-known bloggers to write about them. With a crystal-clear brand positioning, DairyFolks was a hit with milk purists immediately. The brand imagery works together beautifully with the brand message to resonate strongly with the target demographic, converting hearts, spawning believers who naturally become fervent evangelists for DairyFolks, and starting a milk crusade of sorts.




Singapore Young Farmers


March 31, 2016 · 🌐


LAST WEEKEND: We visited The Dairy Folks farm (yes a cow farm!) to make some delicious ice-cream on a hot, sunny Sunday. Look out for the album for photos of cute cows!


Next up, we're heading to Jurong Frog Farm on 24th April 2016, register here: <https://goo.gl/TGJq8B>


#farmtour #nextchapter #sgyoungfarmers





 6


 2 Comments

 Like

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Lynda Valencia Tan

Is it open for visit?


Like · Reply · 3y





Singapore Young Farmers

Hi Lynda, Dairy Folks is typically not open for visits so this was really a treat!


Community


 Invite your


 1,534 people


 1,601 people

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 Community


 Suggest Edit

 Page Transparency


Facebook is showing this to help you understand the privacy of the people who are using this page.

 Page created by


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Citizen Urban




The Living Centre



Urban

Pages Liked by 1



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firefish

Branding Re-aligns Corporate Strategy.

We are very happy indeed that in the end we managed to help Kodi fulfil his wish. Remember he wants the son to take over the business? Well, DairyFolks has proven itself to be quite a millennial brand. Brand evangelists are knocking at their doors for more truth. And not forgetting she is a quite a lookwer with rich potential. As a result, Iswaran has taken over the mantle from his father and relishing in the newfound fame of his beau. The next step is whether he can scale the business and bring the brand to the global arena. The mooving story continues...

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Transform Your Business with Branding Today.

“We are definitely
selling more milk
than before.”

T. Isawaran

*Managing Director
DairyFolks*



+65 6219 2925



<https://firefish.com>



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firefish

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➤ brandgrammar.com