



Marketing Committee Report

*EPIA 2011 Convention
November 10th 2011*

Marketing Committee Members

- Jen Setian – Chair
- Bill Bentley - Member
- Andres Gutierrez - Member
- Maryse Prior - Correspondence Secretary
- Stan Williams - Board Liaison

Agenda

- EPIA Strategic Goals
- Strategic Marketing Initiatives
- Five-Year Marketing Roadmap
- 2011 Marketing Accomplishments
- Branding
- Wanted: New Chairperson and Committee Members
- Questions and Answers

EPIA Strategic Goals

To be recognized as the *premier* association of EU packaged ice producers, distributors, and suppliers by:

• Industry and Consumers

- EPIA must be the model for quality standards and best practices
- EPIA must give back to the community

• Members and Partners

- Members represent every EU country
- EPIA provides its members continuous learning opportunities and shares industry best practices
- EPIA's brand has positive recognition throughout EU

Strategic Marketing Initiatives

In April, 2011, Board approved a Five-Year Marketing Roadmap that focuses on six initiatives:

- 1. Internal and external communication**
- 2. EPIA Professional Development Program**
- 3. Non-traditional uses for packaged ice**
- 4. Reaching out to non-traditional customers**
- 5. Revenue sharing activities**
- 6. Embracing technology**

Five-Year Marketing Roadmap

Strategic Initiatives	Tactical 2011	Initiatives 2012	----- 2013	----- 2014	----- 2015
Communication	Facebook, Website, Logos Taglines, Newsletters, IWJ Articles, Committee Sup	Industry Newsletter, Ice Blog, Comm/Board Qtr, Skype	Continue previous years Initiatives	Continue previous years Initiatives	Continue previous years Initiatives
Professional Development	Convention Workshops, Panel Discussion, Speakers	Cust. Service, Ethics	Gov' t Relations, Partnership Marketing	Continue previous years Initiatives	Continue previous years Initiatives
Non-Trad. Uses for Ice	Research non-traditional uses	Disaster Relief	Explore more non-traditional uses	Continue previous years Initiatives	Continue previous years Initiatives
Non-Trad. Customers	Research Travel Organizations	Trade Orgs. and Corp. Alliances	Large Wholesale partnership	Continue previous years Initiatives	Continue previous years Initiatives
Revenue Sharing	Research Revenue Sharing Opportunities	Bus. Development Subcommittee	Joint Advertising of Bags, Sell Newsletter	Corporate Sponsorships by Food Industry	Sponsor Annual Events
Embrace Technology	Establish Technology Subcommittee	Develop "APP" for finding packaged ice	Expand use of technology for members	Expand use of technology for members	Expand use of technology for members

2011 Marketing Accomplishments: Internal Communication

- ✓ Produced Marketing/Sales Brochure User Guides
- ✓ Issued Quarterly Newsletters and Letters from the Chairman
- ✓ Included Supplier Member on Marketing Committee to forge closer relationships to Producers/Distributors
- ✓ Identified a Board Member to serve as a liaison with each Committee

2011 Marketing Accomplishments: External Communication

- ✓ Developed an EPIA logo and tagline for use on bags
- ✓ Established an EPIA Facebook account
- ✓ Developed a flyer to explain the benefits of EPIA membership for potential members and posted on EPIA web site
- ✓ Provided 4 articles about EPIA for publication in the “Ice World Journal”

2011 Marketing Accomplishments: EPIA Professional Development Program

- ✓ Expanded annual convention offerings to include team building events and interactive discussions
 - Panel Of Experts Discussion
 - Interactive Role Playing (Marketing Workshop)
 - Treasure Hunt
 - Bar Crawl

2011 Marketing Accomplishments:

Research Non-Traditional Uses for Packaged Ice

- ✓ Recommended a Disaster Relief Program to give back to the community
 - Implement a system similar to IPIA e-Ice, such as Disaster Relief Ice (“*Dr. Ice*”)
 - Establish alliances with Disaster Relief organizations within each European Country.
 - EPIA members register with website stating how much ice can be provided in times of emergency (updated as needed).

2011 Marketing Accomplishments: Reaching Out to Non-Traditional Customers

- Food and Beverage Industry
 - ✓ Issued letters of introduction to 50 European Food and Beverage Organizations, including:
 - Coca Cola
 - Pepsi
 - Schweppes
- Online Travel Organizations
 - ✓ Initiated contact with 6 organizations, including:
 - Venere
 - Trip Advisor
 - Fodor's
 - Expedia

2011 Marketing Accomplishments: Research Revenue Sharing Activities

- Investigate feasibility of a Business Development Sub-Committee
 - Project Management Office to facilitate:
 - Acquisition for factory expansion
 - Injection of automation into your production processes
 - Facilitate transfer of used equipment
 - Among EPIA members, and
 - Among the entire ice-making community
- Explore third-party advertising on EPIA members' bags
 - Revenue split between EPIA association and local EPIA members whose ice is used
- Explore use of “Groupon” to acquire new customers for EPIA members

2011 Marketing Accomplishments: Embracing Technology

- ✓ Established and maintained the EPIA Facebook Account
- ✓ Developed and distributed an on-line survey to producer/distributor members to capture data for Marketing Workshop
- ✓ Arranged videotaping of Convention sessions to post on EPIA web site for Members
- ✓ Exploring online HACCP Certification Workshop

**How can Marketing Continue to
Promote EPIA's Strategic Goals?**

Branding

What is Branding?

- Entire process involved in creating a *unique name and image* for a product (good or service) in the consumer's mind, through advertising campaigns with a *consistent theme*.
- Branding aims to establish a significant and *differentiated presence* in the market that attracts and retains loyal customers.
- It typically begins with a *logo and tagline*.

Test Your Recognition

LOGOS

Test Your Recognition of Logos



Test Your Recognition of Logos



Test Your Recognition of Logos



EPIA Logos



Test Your Recognition

TAGLINES

Test Your Recognition of Taglines

Just do it.



Test Your Recognition of Taglines

You deserve a break today.



Test Your Recognition of Taglines

It's the real thing.



Test Your Recognition of Taglines

Ice you can trust.



Wanted: New Marketing Chair and Committee Members

- As we aspire to be the premier EU packaged ice association, we need your ideas and participation on our Committee:
 - To continue promoting the EPIA brand
 - To execute tactical marketing initiatives
 - To initiate new strategic marketing initiatives
- **EPIA Needs You** to help convey the message of “Ice you can trust.”

Wanted: New Marketing Committee Members (continued)

We are also interested in
volunteers to help communicate
the unfortunate consequences
of not consuming ice:

Wanted: New Marketing Committee Members (continued)

“No ice? No party!”

Giuseppe Olivetti

Chairman of the Board

Questions?

Please join the Marketing Committee tomorrow at 14:30 to find out more about our initiatives for 2012 and beyond.