

# RIND BLOWING MARKETING

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Suzanne Fanning,  
Chief Marketing Officer  
Wisconsin Cheese



You'll know it's one of ours  
when you see the badge.



*Dairy contributes more to Wisconsin's economy than citrus to Florida or potatoes to Idaho.*



**DAIRY FARMERS OF WISCONSIN**

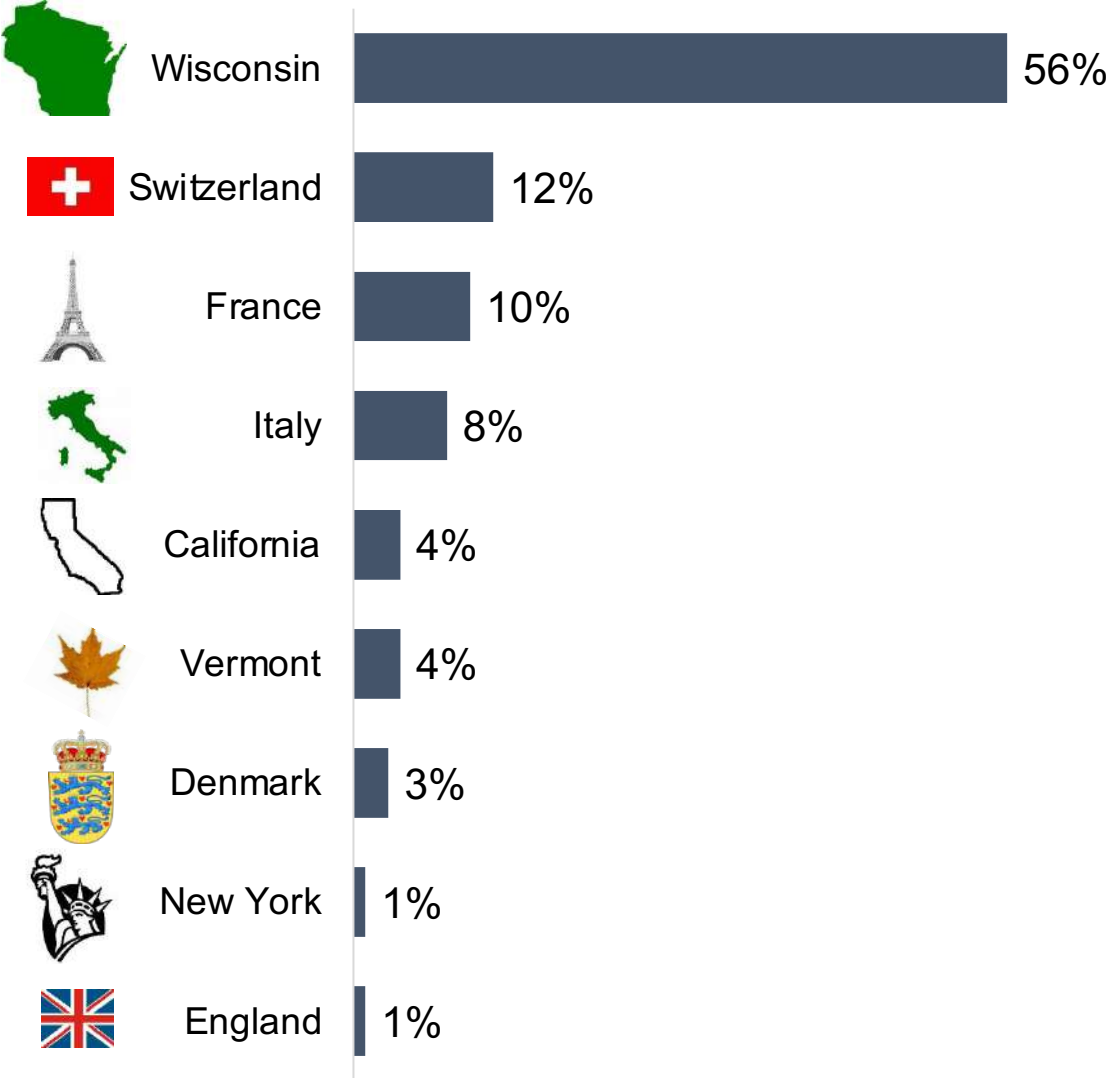
*Source: The Contribution of Agriculture to the Wisconsin Economy, University of Wisconsin 2017; Citrus Impact Report, University of Florida 2016; Potato Impact Report, Idaho Potato Commissions 2008 © Dairy Farmers of Wisconsin 2019*





Know who you  
are and who you  
want to become.

# To Consumers, Wisconsin = Cheese



2008 WMMB Consumer Research conducted among a nationally representative sample of adults 18+  
"Out of these regions, please select the one that is best well known for cheese."





Copyright: Joe Nicholson,  
<http://wrestlecrap.com>

# Imports More Likely To Have “Specialty” Status

## WISCONSIN CHEESE

- ✓ Ordinary
- ✓ Old fashioned
- ✓ Good for everyday use
- ✓ Familiar
- ✓ Traditional

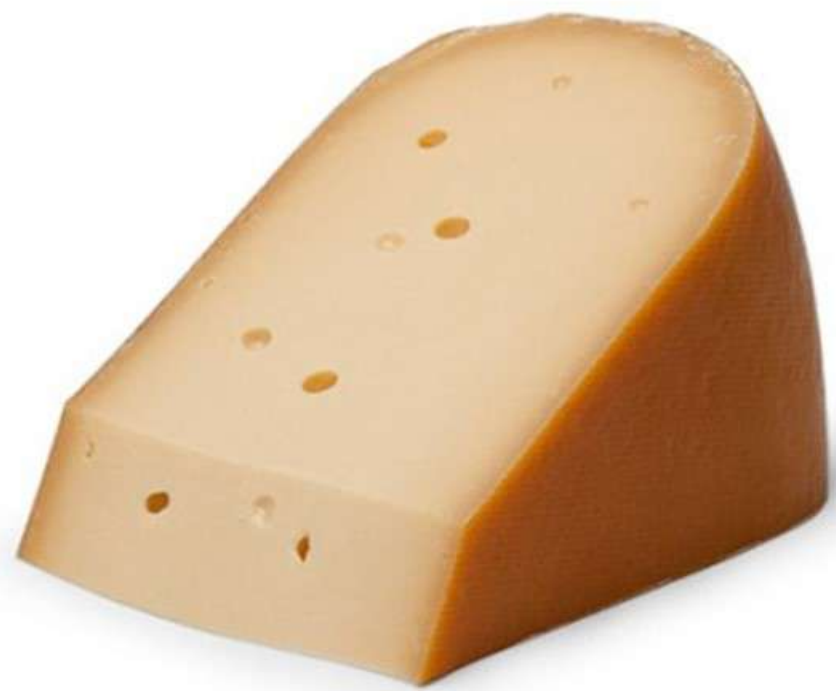


## IMPORTED CHEESE

- ✓ High quality
- ✓ Unique
- ✓ Indulgent
- ✓ Sophisticated
- ✓ Good for entertaining
- ✓ Exciting
- ✓ Impressive











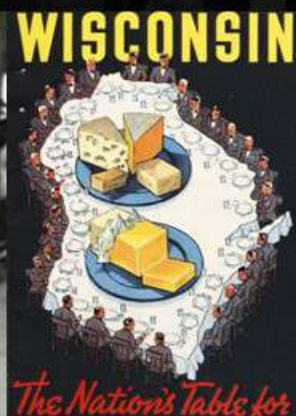
ORGANIZED FEB. 15<sup>TH</sup> 1872.

**WISCONSIN**  
Dairymen's Association,

EXECUTIVE BOARD.  
HON. CHESTER HAZEN, RIPON.  
HON. A. D. DE LAND, SHEBOYGAN.  
STEPHEN FAVILL, MADISON.  
HON. W. D. HOARD, FORT ATKINSON.  
HON. H. C. ADAMS, MADISON.  
PROF. W. A. HENRY, MADISON.  
C. H. EVERETT, BELoit.  
AND THE OFFICERS OF THE ASSOCIATION

OFFICERS:  
PRESIDENT,  
H. C. TAYLOR, Orfordville.  
SECRETARY,  
G. W. BURCHARD, Fort Atkinson.  
TREASURER,  
H. K. LOOMIS, Sheboygan Falls

FORT ATKINSON, WIS. *August 8 1899*





CARRIVAL

CHEESE REACT

# Uplands Cheese Company



## Rush Creek Reserve Gift Box (Ships Free!)

The 2020 Rush Creek is nearly here and we're accepting pre-orders! Order a Gift Box now and receive it when the first batches of Rush Creek are released, the week of October 26th.

How do you make this seasonal favorite even more fun? Match it with a few perfect accompaniments and have it delivered right to you and your family and friends. This box contains one of our seasonal, spruce-bound Rush Creek Reserve cheeses, together with crackers, fruit preserves and a salami, handmade this fall with pork from our own whey-fed pigs.

- One Rush Creek Reserve cheese (appx. 12-oz)
- 5-oz package of Organic Classic White Crackers, made by Potters Crackers (Madison, WI)
- 1.5-oz jar of Peach Chamomile Preserves, made by Quince & Apple (Madison, WI)
- 3-oz bag of Spiced Pecans, made by Treat Handmade (Madison, WI)

"If you're an editor, you should hire me to write a piece about Uplands, because there is so much to say, all of it good, and the cheese is exceptional" –  
Christine Clark (freelancer for Allrecipes, Food & Wine and more)







## THE HOME OF COLBY CHEESE

At his father's cheese factory about one mile south and one mile west of here, Joseph F. Steinwand in 1885 developed a new and unique type of cheese. He named it for the township in which his father, Ambrose Steinwand, Sr., had built northern Clark County's first cheese factory three years before. The town had taken its name from Gardner Colby, whose company built the Wisconsin Central railroad through here.

Colby is a mild, soft, moist cheese. Its taste became known in the neighboring areas











<p>Organic Cow's Milk, Cave Aged 1 year Bleu Mont Dairy, Blue / <b>CAMEMBERT</b> Goats Milk &amp; Cows C Butler Farm, Whitehall.....</p>	<p>No. 3 <b>SHARP GOVARTI</b> British Grassfed Goats Milk, Aged 6 months Cape's Creamery, Blue River <b>EMMENTALER</b> Traditional Swiss made in Copper Kettles Edelweiss Creamery, Monticello <b>CHEDDAR BLUE</b> Cow's Milk, Cheddar &amp; Blue Cheese Nor Dairy, Seymor.....</p>	<p>No. 4 <b>WI CHEESE SPREAD</b> 3 Award Winning Wisconsin with Crackers  Ask Your Server for Today's \$6.95</p>
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BELLAVITANO  
SARTORI  
PEPPER



The fruit of the black pepper vine, used

Be better  
storytellers.



# WHY WISCONSIN? COMMUNICATIONS PLATFORM

Some states dream of cars, or coal or craft beer or whatever it is that floats their boats. Wisconsin is completely bonkers for cheese, and we'll never understand why everyone everywhere on the planet doesn't feel the same way.

The thing is, we've had cheese on the brain for quite awhile. Our ancestors were expert dairy farmers and cheesemakers. They chose Wisconsin because the terroir — the soil and water nurtured by the goodness of glacial sediment — reminded them of the homes they'd left behind in Northern Europe. They started making cheese commercially as early as 1841 and, when the chinch bug killed the wheat harvest in 1855, it seems like everyone else in the state started dairy farming or trying their hands at making cheese. So, you see, making cheese is Wisconsin's birthright — it's in our blood, it's in the dirt beneath our feet, it's in the air we breathe — *it's who we are*.

It's not in our nature as Wisconsinites to rest on our laurels, even if we wanted to. That's why we never stop experimenting, trying to improve, dreaming of your next favorite cheeses that we have yet to even imagine.

We believe in the power of cheese to make the world a better place. Great cheese can elevate any mood, any meal or any social occasion. We know because we produce more great cheese than any other place on earth. And we won't stop until the world dreams of cheese as we do.

Some people dream in color. Some in black and white.

Some states dream in oil. Others in bikini-covered beaches or barrel-aged bourbon.

We dream in cheese.







Invest in  
content.



# CONTENT

IS NOT JUST KING—IT IS SOCIAL CURRENCY.

The typical American **mentions brand names 90 times a week** in both online and offline conversations.

- Keller Fay Research



We DREAM  
IN CHEESE





**RECORD  
HOLDER**





## WHY IS IT IMPORTANT TO GET PEOPLE TALKING?

92%

Of consumers worldwide trust recommendations from friends and family more than any form of advertising.

- Nielsen Wire

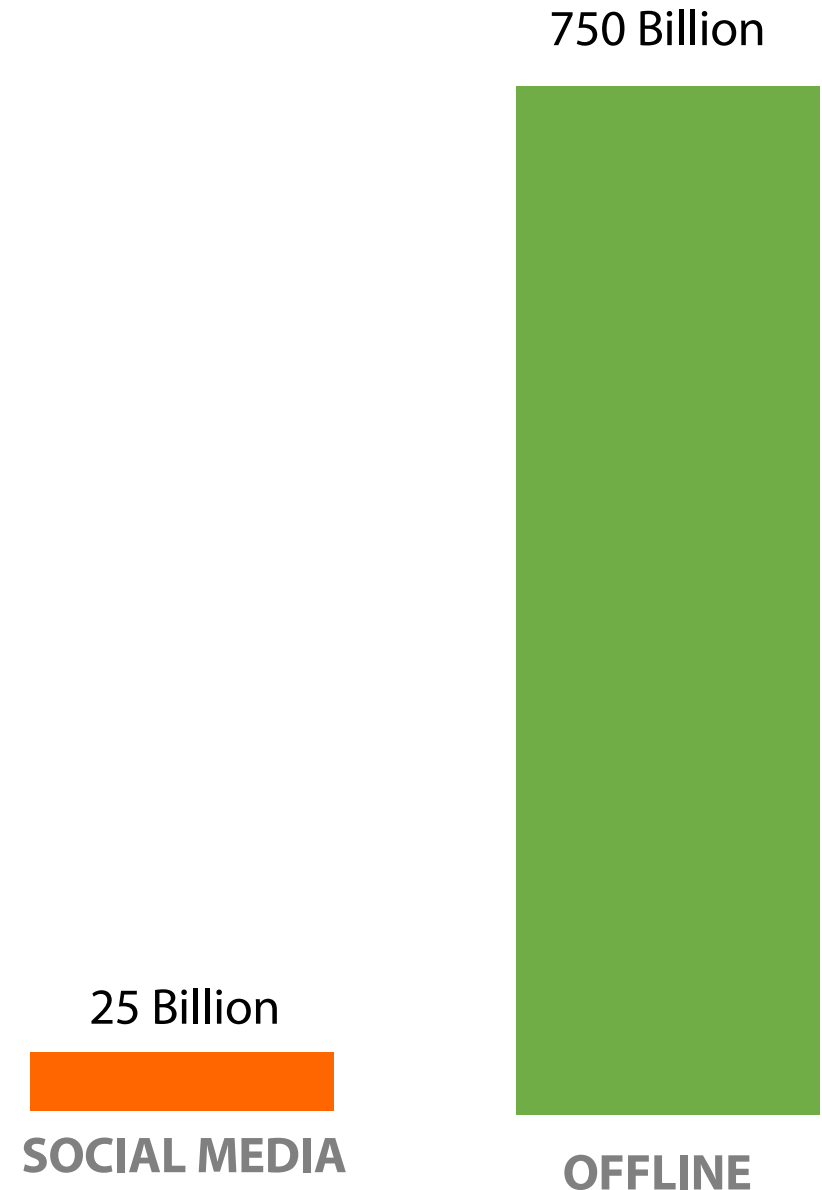


# BRAND IMPRESSIONS

We now have 25 BILLION brand conversations per year in social media, more than 80 for every US citizen!

But our offline brand conversations are far more plentiful.

Keller Fay Group





Find your  
people.

# Target: Food Fanatics



*For Food Fanatics, great food isn't just a hobby, it's a lifestyle. It's also a sport, where they experience the thrill of the hunt, the excitement of being first to make discoveries and the social currency 'winning SM' gives them. Their obsession runs deep and they love nothing more than spreading that gospel with their tribes. It's those conversations that define the winners and the losers in the Specialty marketplace, and it's those very conversations we needed to start infiltrating if we were going to change the minds that matter most.*

An aerial photograph of a Wisconsin farm at sunrise. The sun is low on the horizon, casting a warm, golden glow over the landscape. In the foreground, there are green fields and a road. In the middle ground, there are several farm buildings, including a large white barn and a smaller blue barn. In the background, a large cheese factory with a tall silo is visible. The sky is a mix of orange, yellow, and blue.

# WELCOME TO CHEESELANDIA!

Cheeselandia is a community for loud and proud cheese lovers, brought to life by Wisconsin Cheese. While you won't find it listed on any map, the spirit of Cheeselandia is rooted in the tenacity, ingenuity and creativity of Wisconsin's cheese industry. From dairy farmers and cheesemakers to cheese enthusiasts and cheese party hosts, Cheeselandia is a celebration and collaboration that proves the story of Wisconsin Cheese is about so much more than a single state. We're glad you're here.



SOME MIGHT THINK WISCONSIN CHEESE  
IS THE STORY OF A SINGLE STATE.



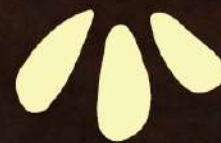
BUT IT'S REALLY THE STORY

OF A STATE OF MIND,





FROM THE EARLIEST  
DAYS OF CHILDHOOD,  
CHEESE PLAYS A PART  
IN THE MOMENTS  
AND MEMORIES



THAT MAKE UP THE TASTIEST BITS OF OUR LIVES.



THE FARMS AND FIELDS OF WISCONSIN  
ARE WHERE THOSE MEMORIES BEGIN;







A KINGDOM UNTO THEIR OWN.



THIS IS A PLACE WHERE CHEESE MAKERS  
BECOME STORYTELLERS,



1 CHEESE,  
RIND, WHEEL,  
CURD AND  
NIBBLE  
AT A TIME.

**BEFORE THE PANDEMIC WE  
WERE ALL-IN ON IN-PERSON  
EXPERIENCES**





WASHINGTON, DC

# Cheeselandia

brought to you by  
**PROUDLY WISCONSIN CHEESE™**

Over the fall 2018,  
winter 2019 and  
spring 2019 terms,  
we reviewed over

**1,125 APPLICANTS,**

and accepted the  
top-notch candidates  
for the program.

**2,050 POUNDS**

of Wisconsin cheese  
to over

**300 PARTY HOSTS**

in

**41 STATES**

across the country,  
which gave nearly

**3,500 PEOPLE**

the opportunity  
to taste some of

Wisconsin's finest product

through an intimate,  
fun, educational,

offline experience and generated

**1,800,000**

total impression across  
Instagram and Twitter.



CALIFORNIA



CALIFORNIA



COLORADO



ARKANSAS



FLORIDA



WISCONSIN



ILLINOIS



NEW JERSEY

**WE REACHED THOUSANDS OF PEOPLE THROUGH IN-HOME CHEESE PARTIES**



# WISCONSIN CHEESE

WE WENT BIG AT SXSW



**WE TOOK THE STATE-FLAIR EVENT ON THE ROAD TO BOSTON...**



...AND SAN DIEGO





*The Greatest Cheese Board on Earth was the Star of the Show!*

# WISCONSIN CHEESE



**AND THEN CAME MARCH...**



# Since the pandemic, we've been doing a variety of monthly events ... and now they sell out within minutes.

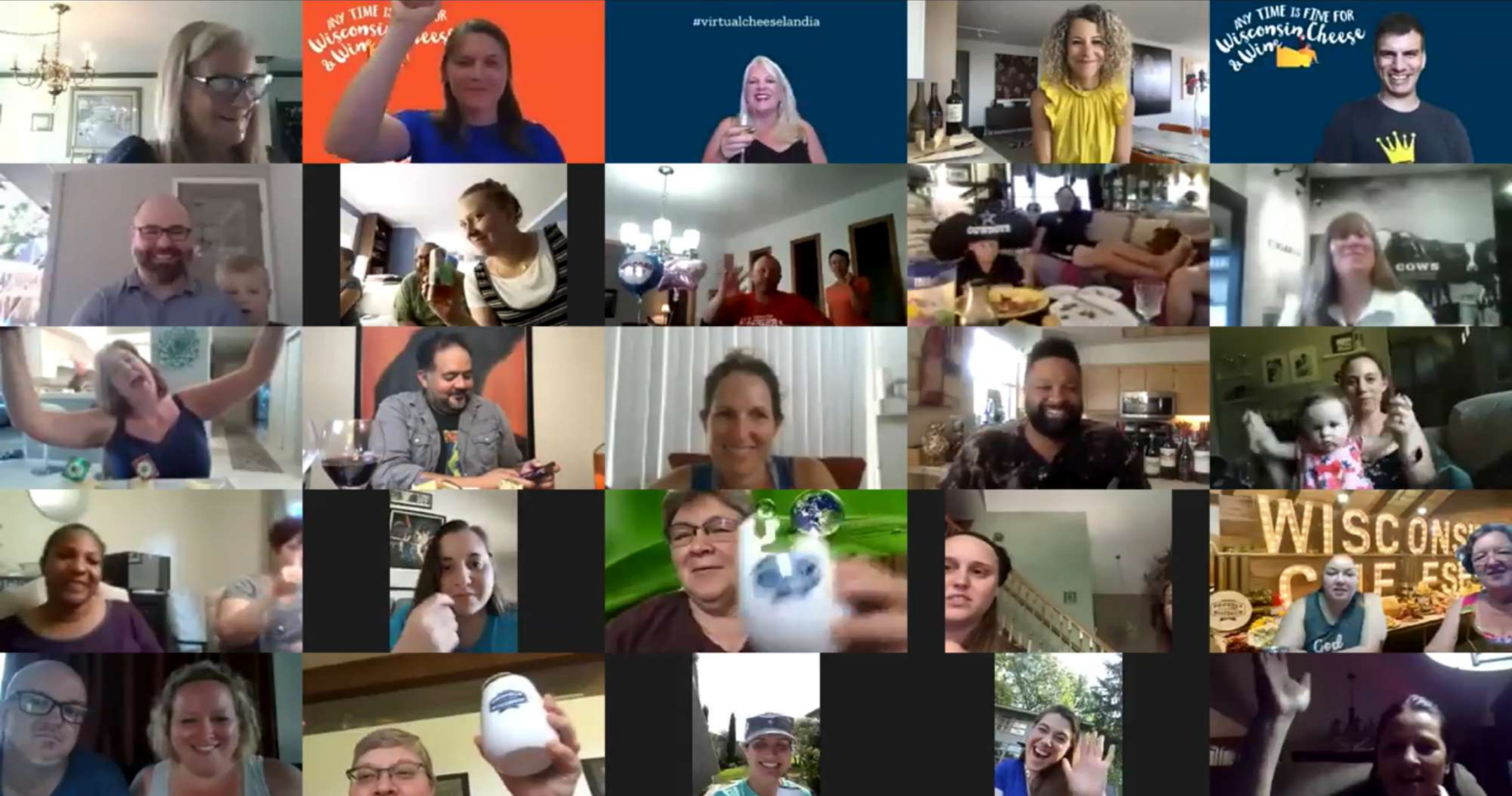
The collage features six Instagram posts:

- Post 1:** User **\_sandiegofoodie** (Sartori Cheese) shows a gift basket of Sartori cheeses.
- Post 2:** User **smackofflavor** (Norwood, Massachusetts) displays a cheese board with 'PROUDLY CHEESE WISCONSIN' branding.
- Post 3:** User **cassrn08** (Miami, Florida) shows a cheese board with a glass of wine.
- Post 4:** User **chefsrd** (Oak Park, Illinois) shows a wooden tray with various cheeses.
- Post 5:** User **jmgmom** shows a gift basket with Leinenkugels beer and Wisconsin cheese.
- Post 6:** User **takeabitechi** shows a gift basket with 'CHEER CURDS' and a blue bag.

Each post includes engagement metrics (likes, comments) and captions. The bottom of the image shows the Instagram navigation bar.



*#cheeseccation*



ANY TIME IS FINE FOR  
WISCONSIN  
& WINE

#virtualcheeselandia

ANY TIME IS FINE FOR  
WISCONSIN  
& WINE



# Cheeselandia

WISCONSIN

## Cheeselandia Goes Into the AGING ROOM

Participants of Cheeselandia's latest virtual event enjoyed a behind-the-rind peek of U.S. cheese champion Marieke Penterman's special curing room at Marieke® Gouda in Thorpe, Wisconsin. She guided guests through a tasting of her flavored goudas made from old-world cheesemaking methods and equipment, cultures, spices and herbs imported from Holland. Marieke then shared her fascinating cheesemaking journey, where her extraordinary ability earned her a green card.



*Cheeselandia is a consumer movement celebrating the Wisconsin cheese industry through in-person and online experiences to spread the word about Wisconsin's famous cheeses far beyond our borders. Join the Cheeselandia community at: [www.cheeseapplication.com/apply](http://www.cheeseapplication.com/apply).*



ANY TIME IS FINE FOR  
*Wisconsin Cheese*  
& Wine  
ESPECIALLY WHEN IT'S  
NATIONAL WINE & CHEESE DAY!



LAURA WERLIN



ANY TIME IS FINE FOR  
*Wisconsin Cheese*  
& Wine  
ESPECIALLY WHEN IT'S  
NATIONAL WINE & CHEESE DAY!

*Fantasia* 1/3

DLYNN PROCTOR

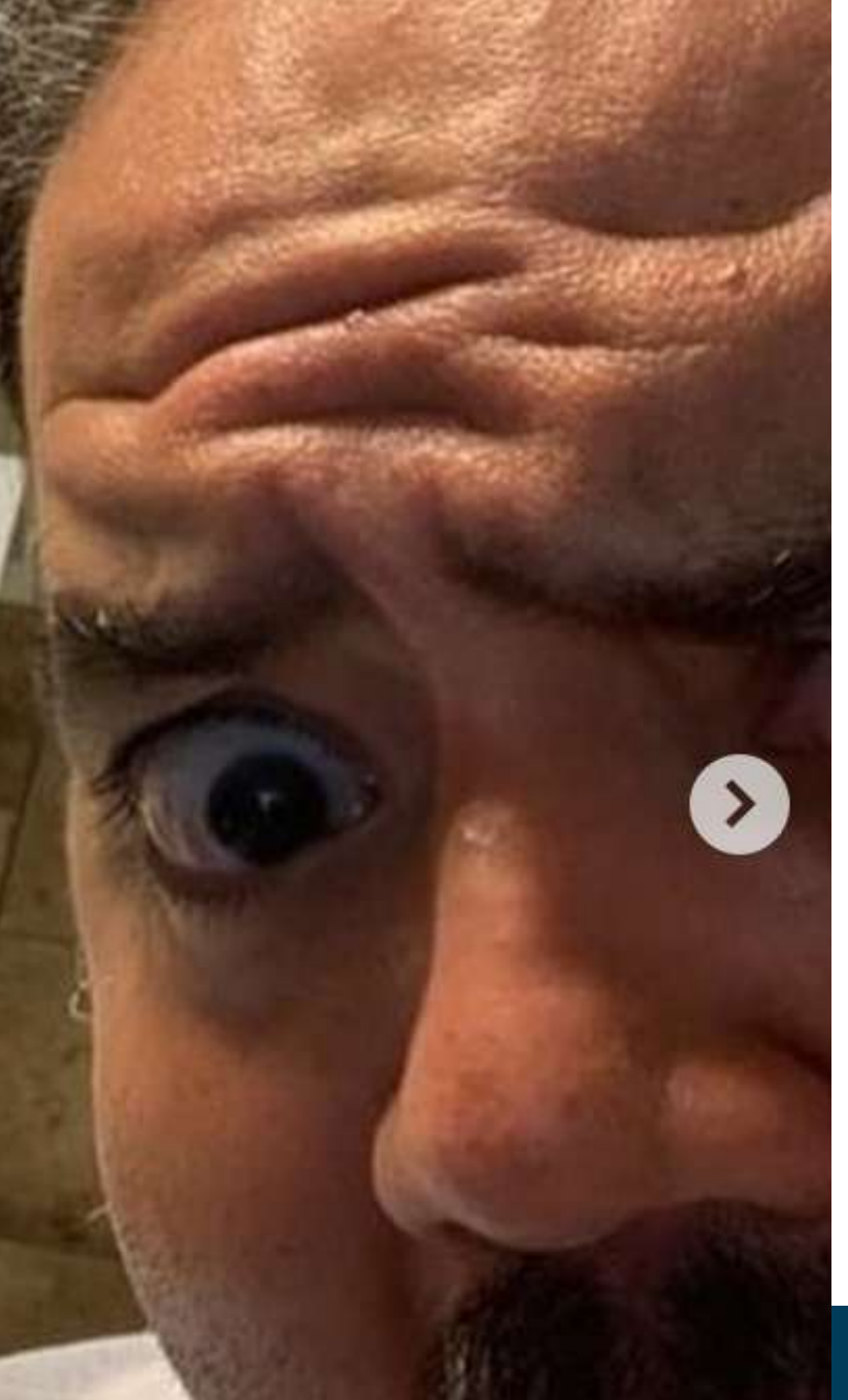












**SO WHAT HAPPENED NEXT?**



**2020 Media  
Coverage**

**\$40  
million**

**NOT ACTUALLY  
CHRISTMAS**



KATY  
CLARKSON  
SHOW

4  
NEW YORK

**We now have  
Cheeselandians**

**In all 50  
states!**





**Social Media  
Engagement  
increased...**

**by 4,000%**



**WisconsinCheese.com  
hit a record!**

**1.7 million  
visitors and  
counting**



**Wisconsin Cheese  
leads in funnel  
performance among  
all origins tested...**

**Significantly  
outpacing France  
on awareness,  
consideration and  
purchase.**



**Awareness of  
varieties made  
in Wisconsin...**

**is up to 60%**



Nearly six in ten consumers who are aware of Wisconsin are 'extremely likely' to buy the cheese strictly based on the origin—  
Wisconsin!



**Growth of Wisconsin  
Specialty Cheese  
Retail Sales...**

Outpaced  
growth of  
the **ENTIRE**  
cheese  
category

# LET'S STAY CONNECTED

**Follow Me on Instagram:  
@SuzFann**

**Connect with me on LinkedIn:  
<https://www.linkedin.com/in/suzannefanning>**

**[sfanning@wisconsindairy.org](mailto:sfanning@wisconsindairy.org)**

