

**mean  
more.**

CRAFTING A BRAND STORY  
THAT CREATES BELONGING



GIVING PURPOSE  
TO OUR VOICE

## OUR FOCUS

The ADAI is focused on helping everyone in Indiana make dairy a confident and regular part of their healthy diets.

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# OUR **PROMISE** TO INDIANA DAIRY

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The ADAI will always put **Indiana farmers first** by **promoting** the **healthy** aspects of **local** Indiana dairy.

# OUR PURPOSE

To help Indiana dairy thrive.

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READY

SET

GO

# OUR MARKETING GOAL

Elevate the value of ADAI, farmers and dairy products in Indiana.

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## COMMUNICATION OBJECTIVE (HOW WILL WE REACH OUR MARKETING GOAL?)

Reveal the purpose of the ADAI as the catalyst for promotion, education and excitement around Indiana dairy.

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Reveal the **purpose**<sup>1</sup> of the ADAI as the **catalyst**<sup>2</sup> for **promotion, excitement and education**<sup>3</sup> around Indiana dairy.

### 1 • purpose

We want to be clear about what we do and why we're an important organization for Indiana dairy and our dairy farmers.

### 2 • catalyst

We want to be known as the starting point and the go-to for all things dairy in Indiana.

### 3 • promotion, excitement and education

These are our core responsibilities that everyone should expect us to focus on as the leading organization that champions Indiana dairy.

OUR  
KEYWORD

# SPARK

It's both what we are and what we do.

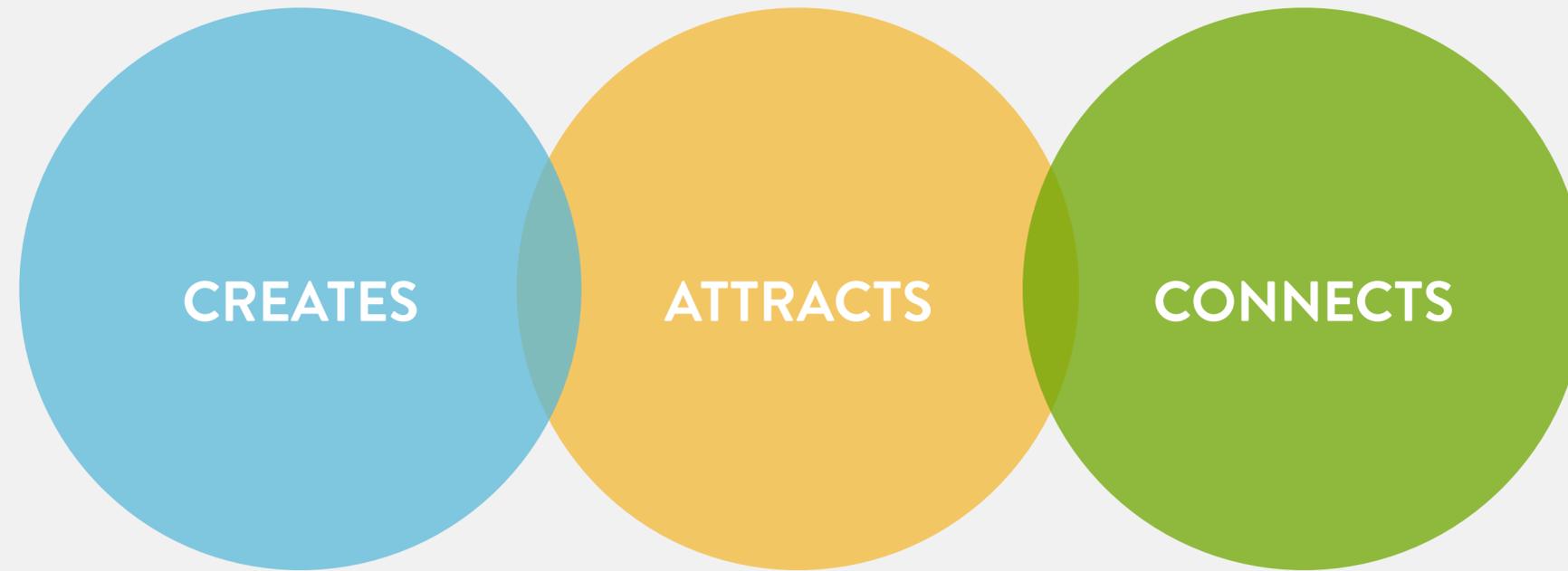
**NOUN:** Anything that activates or stimulates; inspiration or catalyst.

**VERB:** To kindle, animate, or stimulate (interest, activity, spirit, etc.):

It's an internal call to action and a reminder of our external responsibility.

It also speak to devotion and leadership.

# SPARK...



“Spark” gives purpose to our communication and helps us to define our visual and verbal vocabulary.

“Spark” attracts partners and helps create relationships so we can manage any changing communication landscape.

“Spark” connects with client partners in a deeper way, proving our devotion and leadership.

OUR

**MESSAGE**

HOUSE

## EMOTIONAL BENEFIT

### MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

#### OUR HISTORY

Our love for the dairy community is deep. It's a love that can be clearly seen through the pathways of our history. We've been health and wellness educators, passionate promoters and champions of dairy farmers, for decades. Over that time we've grown confidence in our partners and the people of the state. We're proud of our history but, most importantly, we're inspired by the success of everyone we support. That's why we're excited, every day, to create new stories and new successes for the future of dairy in Indiana.

#### OUR EXPERTISE

We know dairy. With decades of combined experience in the dairy community, our knowledge and skill can be matched by few. The expertise throughout our organization has us poised to be the go-to, single source for all things dairy in the state. But, for us, expertise is more than just experience and knowledge. It's also centered on a mindset of constant improvement and creativity that supports stronger relationships and growth. For us, true expertise comes with the balance of knowledge and the desire to always be better.

#### OUR OUTCOMES

Delivering programs and education in support of dairy is more than a focus for us. It's part of a belief system that directs everything we do. The truth in our beliefs can be seen every day through the people who are affected positively by our actions. The positive outcomes we create define success for us and our dairy community. Our true success can be seen in the stories that come from trusted relationships. Because we understand our responsibility is to be the spark that leads to positive outcomes for the growth of dairy in Indiana.

#### OUR PASSION

Our people are our strength. They're the proof points that have crafted our history, the energy behind our programs and the heart of our expertise. They carry forward a deep passion as champions for dairy in our state. That passion delivers a clarity of purpose and is, without question, our most valuable tool. The expertise, knowledge and care that comes from our people are the centerpiece of an offering that's valued by the dairy community in Indiana. No matter the issue or possibility, our passion allows us to give the best of ourselves in everything we do.

AMERICAN DAIRY ASSOCIATION INDIANA, INC.

## EMOTIONAL BENEFIT

“The value of what ADAI does for Indiana dairy is unquestionable. They’re always so active and creative in promoting and educating. They’re THE go-to for all things dairy in Indiana.”

### MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

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REASONS TO BELIEVE



BRAND PROMISE

We are the champion  
of Indiana dairy.



EMOTIONAL BENEFIT

COMMUNICATION

**POSITIONING**

OUR PURPOSE + BRAND PROMISE + STATE PRIDE

## COMMUNICATION POSITIONING

**IN INDIANA,**

**WE ARE**

**DAIRY PROUD**

## THEME 1

# In Indiana, we are dairy proud

For dairy in Indiana, we're an advocate, a catalyst, a supporter, an educator. We've been with farms through thick and thin and have lost our share of sleep defending dairy. Our community deserves a strong voice because, in Indiana, it's not just dairy, it's OUR dairy, OUR community, they're OUR farmers. The success of dairy in Indiana reflects the success of the state. The Indiana dairy community, the farmers, the educators, the supporters; they deserve an advocate that believes in the future of dairy as much as they do.

That's why we're here.

To champion the future of dairy in Indiana. To be the defender of a foundational Indiana product. To be the spark for growth and education so that everyone in Indiana can feel the same pride in our dairy community that we do.

**mean  
more.**