



MADE IN ALBERTA PRESENTATION

AGENDA

Today's learning:

- Introduction to AI uses.
- Features & Benefits
- Positioning
- Summary
- Next Steps

Food
Biz
Mentoring



QUESTION TO ChatGPT

I am doing a presentation to food entrepreneurs and I have a few topics to cover in 45 minutes. I want to do some exercises that help food business entrepreneurs make sure they have a clear understanding of their target audience and how to get clarity on positioning and defining their features and benefits.

What would be a good summary for this session and a possible headline?



Chat GPT:



ANSWER

"Crafting Your Culinary Brand: Strategies for Targeting, Positioning, and Value Proposition"

In this session, we will delve into essential strategies for food entrepreneurs to refine their brand identity, understand their target audience, and effectively communicate their unique value proposition. Through interactive exercises and practical insights, attendees will gain clarity on their positioning in the market, define their key features and benefits, and develop a deeper understanding of their customers' needs and preferences.

Whether you're launching a new product or revitalizing an existing brand, this session will equip you with the tools and techniques to stand out in the competitive food industry landscape.

AI TOOLS WE ENJOY WORKING WITH



ChatGPT

ChatGPT is a free-to-use AI System. Use it for engaging Conversations, gain insights, Automate tasks, and witness the future of AI, all in one place.



AnyWord

The future of copywriting – save time and money and eliminate guesswork with **Anyword**



Video.ai

Generate **video** by giving simple text prompts to **VideoAI**, just like you would ask a human editor.



Grammarly

Grammarly makes AI writing convenient.



Canva

Produce AI-generated images and art with a text prompt using **Canva's AI** photo generator apps

DEMO

A blog post with ChatGPT

[CHAT GPT](#)

Chat GPT:



DEMO

anyword AI

Most Popular



Blog Wizard

Go from a blank page to a brilliant blog post in minutes.



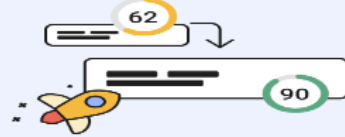
Instagram Caption

Generate catchy captions for your Instagram posts.



Prompt

Generate any copy you want! Tell the AI what to write and how.



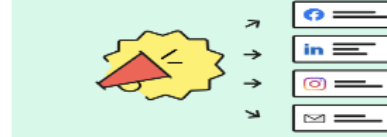
Content Improver

Spruce up your content. Make it more readable and engaging.



Facebook Ad

Easily craft highly engaging copy for your Facebook Ads.



Product Launch Campaign

Stage a successful product launch with impactful ads, engaging posts, and a conversion-driven email.

BRAND STORY

In the sun-drenched landscapes of Greece, where ancient olive groves stand as silent witnesses to the passage of time, a remarkable elixir is born. Terradew, our extra virgin olive oil, is a celebration of nature's harmony and the artistry of the olive tree.

The Dew of Dawn: Nature's Blessing

At the break of dawn, a delicate dance unfolds as the olive trees receive their lifeblood from the heavens – dew. This natural hydration, a gentle caress from the sky, imparts a distinct character to our olives. Terradew captures this essence, infusing every drop with the pure vitality of the Greek landscape.

Mediterranean Mastery: A Tradition Preserved

Our olive oil is a testament to the generations of skilled artisans who have perfected the art of olive cultivation in the cradle of the Mediterranean. The groves, rooted in rich, ancient soil, tell a story of sustainability, tradition, and a deep connection to the land.

Bag-in-Box Innovation: Preserving Nature's Bounty

Terradew embraces modern convenience without compromising the integrity of our olive oil. Housed in a bag-in-box format, our packaging is a nod to sustainability and freshness. The innovative design protects the oil from light and air, ensuring that every drop maintains its exquisite flavor until the last squeeze.

The Squeeze of Excellence: Culinary Versatility

With Terradew, culinary exploration knows no bounds. The accompanying squeeze bottle adds a touch of convenience to your kitchen, allowing you to drizzle, dress, and delight in the rich, fruity notes of our extra virgin olive oil. From salads to sautés, elevate your dishes with a squeeze of excellence.

A Taste of Greece: From Our Grove to Your Table

Terradew is more than olive oil; it's a sensory journey through the landscapes of Greece. With each drop, savor the flavors of the sun-soaked orchards, the earthy richness of the soil, and the gentle breeze that whispers through the olive leaves.

Embrace the essence of Terradew – where tradition meets innovation, and the timeless beauty of Greece is bottled for you to savor. Join us on a gastronomic adventure that transcends borders and brings the Mediterranean spirit to your table.

TERRADEW

A Symphony of Nature's Nectar

"RosiDrosi" (ΡοσήΔροσή), where
"Ροσή" translates to dew in
Greek

Terradew: Unearth the Elegance, Savor the Splendor.

DEMO

invideo AI





YOUR PRODUCT IS:

Strong

Fast Acting

Efficient

HOW TO GET TO STRATEGY

Translating features into Benefits

A feature is like an ingredient. How do you make it more appetizing to your customers?

- ➡ To make your product or service matter to consumers you need to promote the benefits not just the features.
- ➡ You need to communicate how your product will make their lives easier, better, or healthier.
- ➡ You need to show them how they can save money and time!

HOW TO GET TO STRATEGY?

- Achievement
- Exhibition
- Dominance
- Nurturance
- Diversion
- Understanding
- Security
- Independence
- Recognition
- Affiliation
- Sexuality
- Novelty
- Satiety



**Why do
People
Buy?**



JELL-O

FEATURES

- Colorful
- Flavourful
- Sweet
- Unique texture
- Low in calories
- Inexpensive
- Good hospital food
- Low in fat
- Cooking applications



HOW TO GET TO STRATEGY?

FEATURE

- Colourful
- Flavourful
- Sweet
- Texture
- Low in Calories
- Inexpensive
- Good in Hospital
- Low in Fat
- Cooking Applications

BENEFIT

- Visual Appeal
- Sensory Appeal
- Sensory Appeal
- Adaptable
- Fits all Diets
- Use it Frequently
- Implied Health Benefit
- Good for Health
- More Uses

WSGAT

1. Appealing
2. Multiple Uses
3. Multitargets



JELL-O



HOW TO GET TO STRATEGY?



Target
Audience

Frame of
Reference

POSITIONING

A positioning
statement contains 3
things...

01

02

A Point of
Advantage

03

HOW TO GET TO STRATEGY?



Jello's Target Audience

- Moms with kids
- Dieters
- Cooks

Jello's Frame of Reference

- Brand of gelatin

01

02

03

Jello's Point of Advantage

- Sensory appeal
- Multi use
- Multi-target audience



HOW TO GET TO STRATEGY?

Jell-O can have 3 positions...

- To moms with kids, Jell-O is the brand of gelatin that makes fun desserts
- To dieters, Jell-O is the brand of gelatin that makes low-calorie desserts
- To gourmet cooks, Jell-O is the brand of gelatin that makes exotic desserts

HOW TO GET TO STRATEGY?

The primary benefits for marketing Jell-O could include:

- 1. Versatility:** Jell-O can be used in a wide range of recipes, from simple desserts to more complex dishes like salads and molds. This versatility appeals to consumers looking for convenience and creativity in their cooking.
- 2. Sweetness and Taste:** Highlighting Jell-O's sweet and tasty flavor can attract consumers seeking a delicious treat or dessert option. Emphasizing its enjoyable taste can create a positive association with the product.
- 3. Colorful:** Jell-O comes in a variety of vibrant colors, making it visually appealing and suitable for festive occasions, parties, and family gatherings. Marketing campaigns can leverage this colorful aspect to evoke excitement and fun.
- 4. Low in Calories:** Positioning Jell-O as a low-calorie dessert or snack option can appeal to health-conscious consumers looking to indulge without excessive guilt. Marketing messages can emphasize its ability to satisfy cravings without compromising on health goals.
- 5. Easy Preparation:** Jell-O is easy and quick to prepare, requiring minimal ingredients and effort. This convenience factor can be highlighted in marketing campaigns to target busy individuals or families seeking hassle-free dessert solutions.
- 6. Nostalgia:** For many consumers, Jell-O carries nostalgic associations from childhood or family gatherings. Marketing efforts can tap into these sentimental feelings to evoke positive emotions and drive brand loyalty.

By emphasizing these benefits in marketing campaigns, Jell-O can appeal to a wide range of consumers and strengthen its position in the dessert and snack market.



HOW TO GET TO STRATEGY?

Yum for Everyone

A classic for all the best reasons. JELL-O is forever delicious.



JELL-O



SUMMARY

AI tools are there to support you.



Many are free and inexpensive
and can provide a strategic
resource.



CONTACT US

Whether you're based in Canada or the U.S., we are here to help you succeed. We are available coast to coast.

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**Thank
You!**

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