


**PLAYBOOK: STRATEGIC THINKING**

**03.29.22**

**LAND O LAKES<sup>®</sup>**

The logo features the words "LAND O LAKES" in a bold, red, sans-serif font. The letter "O" is replaced by a large, solid red circle. A bright, glowing sun is positioned behind this circle, creating a lens flare effect. The background is a gradient of yellow and orange. At the bottom, there is a blue body of water reflecting the sky, with two green forested islands on either side.

# LAST TIME

## Audit Phase 1: Immerse & Discover

### What We Heard From You

- Outline of Discovery takeaways
- Desired Land O'Lakes evolution
- Challenges

### Brand Overview

- Our efforts to date
- Historical social presence
- Eat It Like You Own It
- Social Snapshot
- Brand Social Listening

### Category Overview

- Butter & Dairy Landscape
  - What they're doing
  - What's working

### Consumer Insights

- GWI Snapshot
- Who They Are
- What They Care About
- How they Use Social
- Brand Perceptions & Expectations

### The Cut-Through Point

- Strategic Approach topline

# TODAY

## Strategy Phase 2: Contextualize

Based on our research findings, we developed specific Social Strategy to inform ALL social executions moving forward.

- Brand Narrative Recap
- Audit Recap
- Refinement of strategic social approach and positioning (Cut Through Point)
- Conception of social translation of "brand house," including brand social role, content themes and social channel roles, with distinctions where necessary for each audience
- Guidance on content themes to live across all channels, including breakdown
  - Our objectives and the content pillars to achieve them
- High level creative channel strategy (opportunities)
  - Considerations around how to activate partners and emerging channels
- Social measurement and key KPIs

# HOW IT ALL COMES TOGETHER

## Playbook Phase 3: Codify

We will develop a Social Media Playbook, serving as a digital framework for what to communicate, when, and how.

### Social Media Playbook

- Social channel strategy
- Social for campaigns vs social for digital first moments
- Hashtag strategy
- Influencer guidelines
- Content themes, potential calendar / ownable moments
- Creative tone & visual guidelines for social
- Channel activation best practices
- Creative content "do's and don'ts" for social

### Ways of working

- Input brief template
- Approvals & internal collaboration
- Timelines

### Measurement & Reporting Template

- Approach to creative measurement
- KPI and benchmark development
- Creative testing opportunities (to do, or not to do)

# BRAND NARRATIVE RECAP

# COMMS APPROACH

## BRAND TRUTH

**DOING GOOD DOESN'T JUST FEEL GOOD, IT TASTES GOOD**

## BRAND MESSAGE

**EAT IT LIKE YOU OWN IT (BECAUSE OVER 1,000 FARMER-OWNERS DO)**

(MAKE THEM AWARE)



### ELEVATE

A craveable product that directly supports farmer-owners

#### What it looks like:

Entice customers to give into their cravings with inspiring recipes and use cases with a product that not only tastes good, but *does* good for farmer-owners

(MAKE THEM CARE)



### EDUCATE

consumers to forge closer connections to product, people and process.

#### What it looks like:

Help customers understand their potential to directly support farmer-owners through inspiring storytelling, and experiences that make them feel a part of something bigger.

(MAKE THEM ENGAGE)



### CELEBRATE

collective participation that drives impact

#### What it looks like:

Acknowledge every Land O'Lakes success as a collective achievement between farmer & consumer. Make Land O'Lakes fandom something they can be proud to wear on their sleeve (maybe even literally.)

(MAKE THEM ADVOCATE)



### CULTIVATE

a growing community united by shared values

#### What it looks like:

Have frequent, open discussion with consumers and farmers to help spark new ideas and assess goals. Show our commitment to the brand community and welcome others to want to take part.

# COMMS APPROACH

## BRAND TRUTH

**DOING GOOD DOESN'T JUST FEEL GOOD, IT TASTES GOOD**

## BRAND MESSAGE

**EAT IT LIKE YOU OWN IT (BECAUSE OVER 1,000 FARMER-OWNERS DO)**

(MAKE THEM AWARE)



### ELEVATE

A craveable product that directly supports farmer-owners

#### Key Comms Tactics:

- Video/TV/OLV
- Digital (Upper Funnel & Shopper)
- Social
- Website (Recipe Discovery)

(MAKE THEM CARE)



### EDUCATE

consumers to forge closer connections to product, people and process.

#### Key Comms Tactics:

- Social (Product & Lifestyle)
- Digital (Upper Funnel)
- Website (About)
- Branded Content
- Activations (Digital/Experiential)

(MAKE THEM ENGAGE)



### CELEBRATE

collective participation that drives impact

#### Key Comms Tactics:

- Social (Lifestyle, UGC)
- PR/Press
- Merchandise

(MAKE THEM ADVOCATE)



### CULTIVATE

a growing community united by shared values

#### Key Comms Tactics:

- Social (Community Mgmt)
- Brand Partnerships
- Community Outreach

# AUDIT RECAP

# LAST TIME, WE TOOK A LOOK AT HOW CONTENT IS CURRENTLY PERFORMING ACROSS ACTIVE PLATFORMS



*Content created for the purpose of social media outperforms campaign content. Recipe and Food content are healthy performers and should be a backbone of Evergreen content.*



*Recipe links are real conversation drivers on Facebook. Users take to the comments expressing their love for Land O'Lakes products celebrating the products and flavors brought to each meal.*



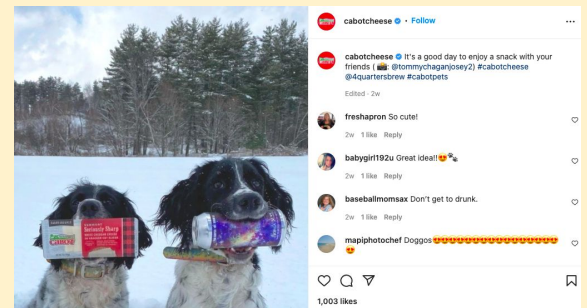
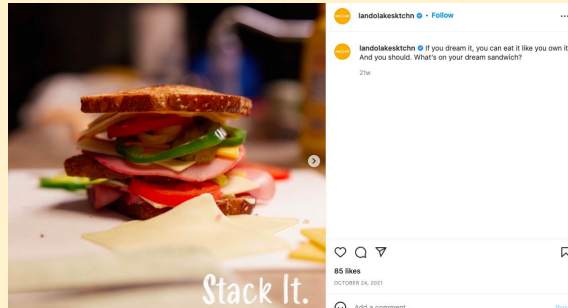
*Fans come for conversation and inspiration from Land O'Lakes. Sharing of UGC and content from other channels expands the Land O'Lakes conversation on Twitter.*

# AND WE SAW THAT COMPARED TO COMPETITORS, Land O'Lakes IS NOT TAKING THE GOLD FOR SOCIAL MEDIA.

From a content perspective, all brand's channels lack ownable visual treatment and fall into generic food styled and farm content. BUT, we do see some competitors with more consistency in their storytelling.

A strong visual narrative will give users context on how the brand is behaving on each platform and how to engage with Land O'Lakes on social media.

Butter content is tricky on social media. Competitor dairy brands see more engagement on other dairy products rather than their butter posts.





# FOOD & BEVERAGE BRANDS ARE TAKING DIFFERENT APPROACHES TO SOCIAL IN ORDER TO TELL THEIR STORIES, SHARE COMPANY VALUES, AND UNLOCK SUCCESS.

## WE NEED TO CONSIDER HOW WE WILL DO THE SAME:

### VALUES:

Reflecting the values of our cooperative believers in how we act and who we support.



### SHARE OF KNOWLEDGE:

Using social platforms to educate users on best cooperative practices and about Land O'Lakes Farmer-Owner stories.

### INSPIRATION:

Celebrate farm-focused messaging that properly contextualizes the brand in the world of the consumer.

### ACCESS:

Opening the doors & allowing Cooperative Believers to learn more about how their favorite dairy products land on their table.

## SO IN ORDER TO SUCCEED, WE'LL NEED TO...



Use platforms to share recipes, knowledge and inspire Cooperative Believers in order to build trust in the social communities.



Engage the audience as a champion of best farming practices & Coop. Believer while acting as a megaphone for the unapologetic use of butter.



Push creative pillars to create genuine social-first content that will work hard to win the trust of Cooperative Believers across social platforms.



Continue to champion the At-Home chefs using Land O'Lakes products everyday and inspire social users by sharing their UGC to owned social channels.

# THE CUT THROUGH POINT

**WE NEED TO ESTABLISH WHAT  
WILL MAKE LAND O'LAKES CUT  
THROUGH IN THE US IN 2022  
TO BECOME THE MUST-HAVE  
DAIRY BRAND IN THE HEARTS  
OF COOPERATIVE BELIEVERS ON  
SOCIAL MEDIA.**

### Objective

What is our goal in consumer terms?

### Expectation

What does our target want from us?

### Behavior

How do we need to act to provide it?

**The Cut Through Point  
for Land O'Lakes**



## WE KNOW LAND O'LAKES IS ALREADY PUTTING A NEW BRAND STORY OUT THERE WITH EAT IT LIKE YOU OWN IT, BUT AS WE LEARNED IN THE AUDIT:

1.

Though we're seeing some success on social, we haven't fully weaved the Eat It Like You Own It story throughout all our efforts.

2.

Historically, our focus is product-first storytelling. Though product should be at the core of everything we do, we need to show up in culture where our consumers are, in ways that matter to them.

3.

We lack control over the Land O'Lakes narrative on social. Conversation is politically motivated and rarely touches on brand product, farmers or sustainability.

# OUR FIRST OBJECTIVE IS TO GET THE ATTENTION OF COOPERATIVE BELIEVERS BECAUSE THEY AREN'T USING SOCIAL FOR US

## OBJECTIVE



**64%**

Use social to keep in touch with **friends and family** (102)

**40%**

use the internet for online gaming (120)

**28%**

use general **internet research** to seek out and buy products (134)

Currently, the Cooperative Believer's social feeds are filled with content from family and friends. **Without a clear message**, there will be difficulty cutting through the to the Cooperative Believer and pushing their behavior on social.

Source: GWI

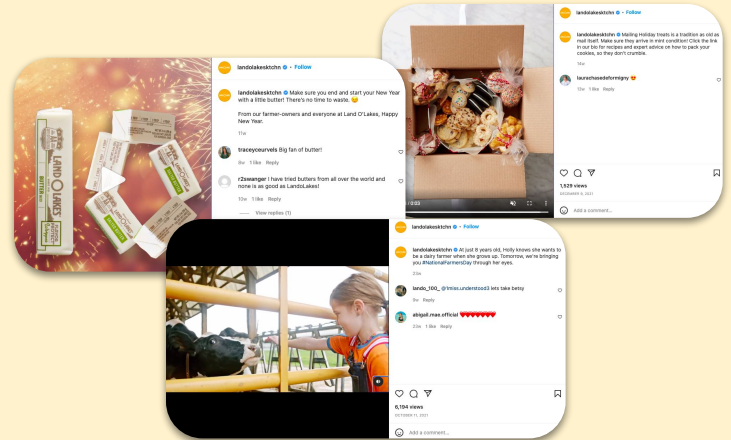
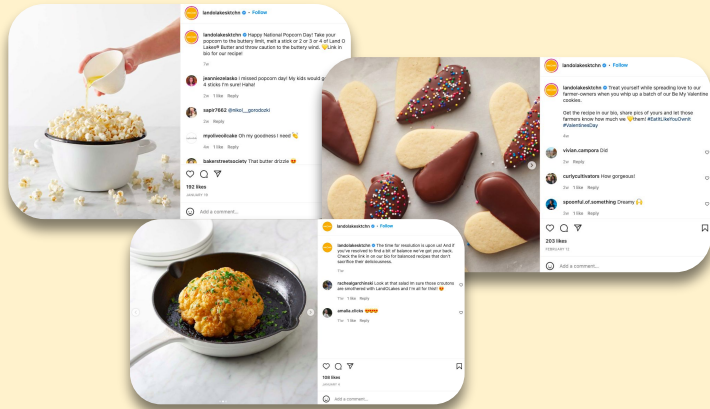
# EVEN WHEN THEY ARE RESEARCHING, RIGHT NOW THEY DON'T NECESSARILY GET A CLEAR PICTURE OF WHO WE ARE - LEAVING THEM WITH A SHALLOW UNDERSTANDING OF LOL

## OBJECTIVE

We need to move from just this  
Simple food and recipe imagery,  
overused recipe visuals and  
non-coop-first sense on social  
channels



To a strategy that allows us to flex all  
of the things Land O Lakes can offer  
Farmer-Owner stories, social-first  
creative, highlighting uses for Land  
O'Lakes products.



**SUCCESS ON SOCIAL IN 2022  
AND BEYOND WILL RELY ON  
SUCCESSFULLY BUILDING  
TRUST FROM OUR  
COOPERATIVE BELIEVERS IN  
A GENUINE WAY.**

### Objective

Establish that Land O'Lakes is a trusted destination on social for the Cooperative Believer.

### Expectation

What does our target want from us?

### Behavior

How do we need to act to provide it?

**The Cut Through Point  
for Land O'Lakes**





# COOP BELIEVERS ARE USING SOCIAL TO BROADEN THEIR KNOWLEDGE (AND PALETTE)

## EXPECTATIONS

**27%**

follow chefs, restaurants and food personality accounts **(153)**

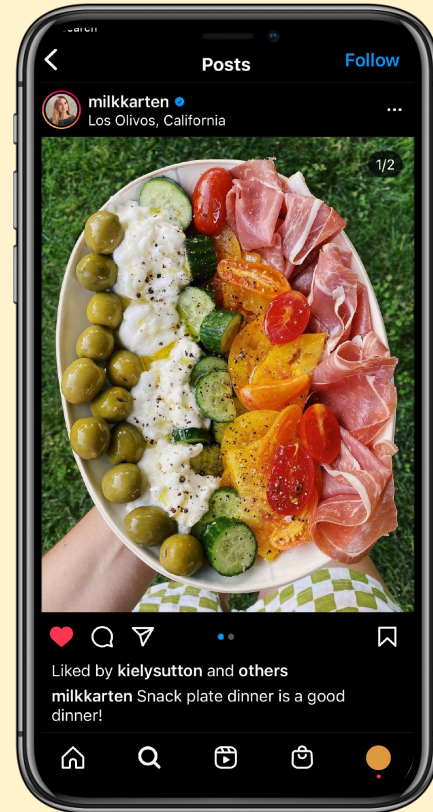
**36%**

seek entertainment and life hacks **(102)**

**25%**

of finding like minded communities and interest groups **(131)**

Source: GWI



# AND WHEN THEY FIND SOMETHING THEY LIKE, THEY AREN'T AFRAID TO SHARE

## EXPECTATIONS

**37%**

use social media for the purpose of sharing their videos and photos (113)

**25%**

use social media to share information or an opinion (129)

Source: GWI



EXPECTATIONS

**BUT THAT DEEPER ENGAGEMENT ONLY COMES  
WHEN THEIR VALUES ARE BEING REFLECTED**

**51%** want a brand to make them  
feel valued (119)

**49%** will promote brand they feel  
involved/a part of (133)

**55%** buy products to access the community  
built around them (113)

**A SENSE OF BELONGING**

Source: GWI

**WE NEED TO STEER OUR EFFORTS TO ALIGN ON WHAT COOPERATIVE BELIEVERS CARE ABOUT, HOW THEY CONVERSE, AND WHERE THEY DO IT IN ORDER TO GAIN TRUST OF THE COMMUNITY.**

### **Objective**

Establish that Land O'Lakes is a trusted destination on social for the Cooperative Believer.

### **Expectation**

The Cooperative Believers expect brands to project value - in their time spent & in their community.

### **Behavior**

How do we need to act to gain trust?

**The Cut Through Point  
for Land O'Lakes**



SO,

We know they want to feel involved and contribute to the communities they affiliate with.

*But*

The time they spend on social is spent keeping up with their friends and family.

*Which means*

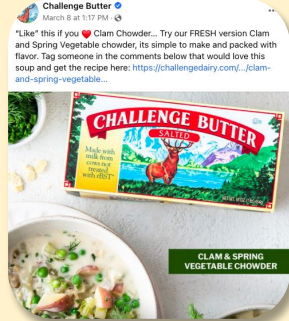
They expect the brands they patronize to share their values and use social to express them to the world while building trust with each user.

**WHAT DOES THAT COMMUNITY OF SHARED VALUES LOOK LIKE FOR LOL?**

# DAIRY BRANDS HAVE BEEN ATTEMPTING TO BUILD THEIR COMMUNITY IN VARIOUS WAYS.

## BEHAVIOR

### PRODUCT



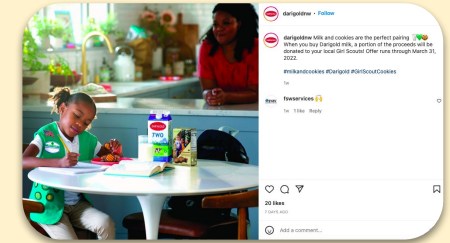
Challenge is very product and recipe-centric. This limits their content to product flatlays and recipe imagery, but helps with recognizing the products in-store.

### FARMS



Kerrygold is a great example of highlighting their farms, livestock and natural beauty of the Irish landscape.

### COMMUNITY



Other butter and dairy brands highlight their favorite in-home uses of dairy and the pride consumers feel when they get to share that food with their family.

# BUT THEY ARE JUST SCRATCHING THE SURFACE AND NOT TRULY ENGAGING WITH THEIR COMMUNITIES

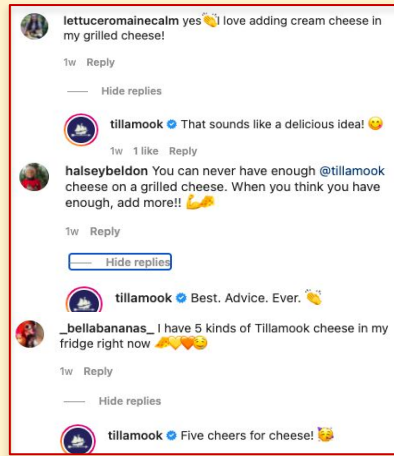
## BEHAVIOR

*Cabot is not engaging with their social media audience on the platforms that are geared towards community engagement and social conversation.*

*Tillamook engages with comments, but is stifling conversation by responding in a closed ended way vs. opening the conversation up to the community.*



Comments in a **celebration** Instagram post for Cabot's Certified B Corporation status



Comment section in a repurposed tweet post for Instagram about Grilled Cheese using Tillamook cheese.

*One thing we are observing from competitors is that they are not fostering social conversation. This is an opportunity to engage and execute Eat It Like You Own It messaging on social to further provide information, trust and inspiration for Cooperative Believers.*

# HOW DO OTHERS CREATE THAT DEEPER ENGAGEMENT?

## BEHAVIOR

### Reese's



Reese's is doing a great job using their creative assets to drive engagement and conversation. A simple CTA lets users engage without having to overthink or jump through hoops.

### Mint Mobile



Mint Mobile uses their social profiles to champion their savings and customer-forward practices. Their content is made for a social-first audience. This drives brand trust and loyalty.



**BE THE MEGAPHONE FOR  
COOPERATIVE BELIEVERS BY  
SHARING SOCIAL MEDIA  
CONTENT THAT PRIORITIZES  
CONSUMER PASSIONS AND  
PROVIDES TRUSTED VALUE  
AND SERVICE AT EVERY  
OPPORTUNITY.**

### **Objective**

Establish that Land O'Lakes is a trusted destination on social for the Cooperative Believer.

### **Expectation**

The Cooperative Believers expect brands to project value - in their time spent & in their community.

### **Behavior**

Provide Cooperative Believers a trustworthy source of information, inspiration and exposure to Eat It Like You Own It messaging.

**The Cut Through Point  
for Land O'Lakes**



# ON SOCIAL WE ARE

**Here to be a community organizer for the Cooperative Believer and celebrate indulgent and delicious food made with Land O'Lakes products.**

Cooking is full of choices. And we know shoppers can be overwhelmed with the wide varieties of similar brands selling almost identical products. Land O'Lakes is here to cut through the butter clutter on social, providing responsibly sourced products at varying price points and helping foster community and raise awareness about Cooperative Excellence.

Establish that Land O'Lakes is a trusted destination on social for the Cooperative Believer.

The Cooperative Believers expect brands to project value - in their time spent & in their community.

Provide Cooperative Believers a trustworthy source of information, inspiration and exposure to Eat It Like You Own It messaging.

**Cut-Through Point**

OUR STRATEGIC APPROACH

# SHARE IT LIKE YOU OWN IT

Our Eat It Like You Own It mentality is rooted in an unapologetic celebration of the tastes of real good, feel-good food. In order to actively empower the real Farmer-Owners in our cooperative who are making a real impact on our collective future, we need to use our social channels as a place to showcase that empowerment and also enable the Cooperative Believer to feel empowered to share their unapologetic celebrations as well.

## Objective

Establish that Land O'Lakes is a trusted destination on social for the Cooperative Believer.

## Expectation

The Cooperative Believers expect brands to project value - in their time spent & in their community.

## Behavior

Provide Cooperative Believers a trustworthy source of information, inspiration and exposure to Eat It Like You Own It messaging.

**The Cut Through Point  
for Land O'Lakes**



# CONTENT PILLARS

# EAT IT LIKE YOU OWN IT CONTENT PILLARS

## EAT IT

### 50% of Content

We make craveable food with attitude. Show how people can eat Land O'Lakes proudly and with indulgence, as if they were a Farmer-Owner themselves, because they can feel good about where and who it comes from.

## OWN IT

### 25% of Content

We make a difference through the lives of farmers. Show how every dollar spent on Land O'Lakes empowers modern Farmer-Owners to create new opportunities for their communities and future generations.

## IMPACT IT

### 25% of Content

We make a real impact on people and planet. Show how the Land O'Lakes farmer-owned cooperative is leading the industry in transforming our food system, from environmental innovations to responsible manufacturing processes to community engagement.

# HOW IT COMES TO LIFE

## EAT IT

### **Social Opportunity:**

*Highlight the amazing food, inspirational at-home recipes and the true spirit of each dish that touches the table.*

### FOOD INSPIRATION

Content on how LOL can improve ones cooking experience - Not necessarily recipes, but instead elevating the cooking you already do at home.

Lifestyle Imagery.

### RECIPE SHARING

Highlight the incredible culinary creations from lifestyle shoots.

In addition, UGC content will be shared to Land O'Lakes owned channels to champion the consumer and create one-on-one connections with social users who engage with the brand.

### YOUR TABLE

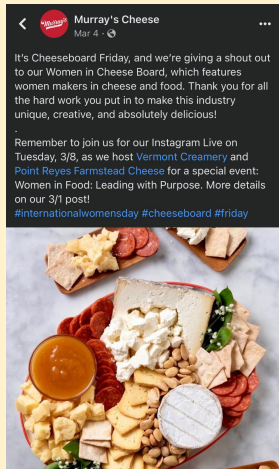
Be the central hub for those looking for inspirational recipes to bring to their dinner table.

Position the messaging as a resource for those eager to grow culinary skills, rather than an exhibition of what professional chefs can do.

# HOW IT COMES TO LIFE

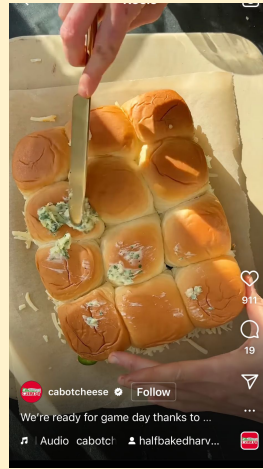
## EAT IT

### FOOD INSPIRATION



**Food Inspiration** from Murray's Cheese - Highlighting how their product **enhances** the food experience.

### RECIPE SHARING



Cabot partnered with **and** influencer to create a to a simple, satisfying recipe highlighting their sharp cheddar cheese [WATCH HERE](#)

### YOUR TABLE



Celebrate **Your Table** by highlighting the joy of cooking/baking at home with butter using high-quality **lifestyle photography**.

# HOW IT COMES TO LIFE

## OWN IT

### ***Social Opportunity:***

*Show how every dollar spent on Land O'Lakes empowers modern Farmer-Owners to create new opportunities for their communities and future generations.*

### FARMER EDUCATION

Bring to life the daily activities of a Farmer-Owner and how they can educate the social media community on what being a part of a Cooperative means and how they are pushing to improve their farming practices, their dairy, and their local communities.

### COMMUNITY CELEBRATION

Celebrating the people who live the Farmer-Owner or Cooperative Believers lifestyle.

### FARMER-OWNER STORIES

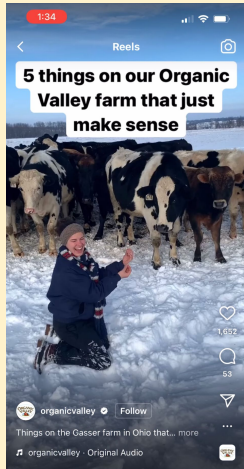
Share interesting details about the Farm-Owners and their daily activities on the farms. Share information on how their farms are moving towards sustainable practices.



# HOW IT COMES TO LIFE

## OWN IT

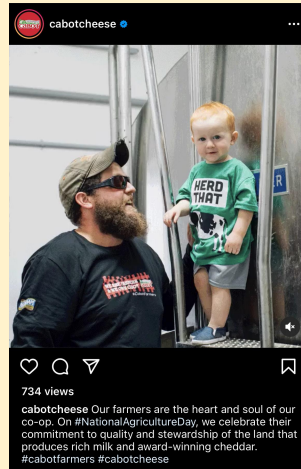
### FARMER EDUCATION



Organic Valley features **Farmer Education** through platform-based storytelling, making it feel genuine for users.

[WATCH HERE](#)

### COMMUNITY CELEBRATION



Cabot often posts **Community Celebration** content that highlights their Farmer-Owners participation and making the Cooperative successful.

### FARMER-OWNER STORIES



Darigold's *Farmer Friday* series highlights their **Farmer-Owner Stories**, their farming operations and even how they use dairy in their day to day.

# HOW IT COMES TO LIFE

## IMPACT IT

### **Social Opportunity:**

*Show how the Land O'Lakes farmer-owned cooperative is leading the industry in transforming our food system, from environmental innovations to responsible manufacturing processes to community engagement.*

### INDUSTRY EXCELLENCE

Through feed-stopping imagery and video, the brand will highlight cutting edge farming techniques, sustainability efforts and new technology.

### PRODUCT INNOVATION

How Land O'Lakes are creating products for ease of use and cooking enjoyment.

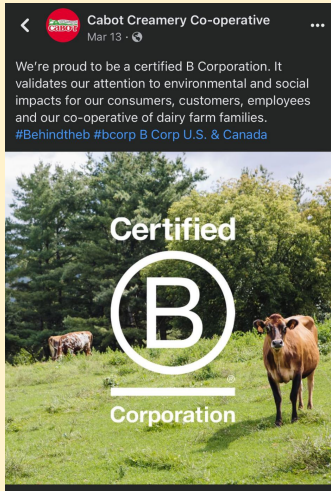
### COOPERATIVE INSPIRATION

Call out to the Cooperative Believer and provide inspiration and resources that could help them better get involved with Land O'Lakes or their local Cooperatives.

# HOW IT COMES TO LIFE

## IMPACT IT

### INDUSTRY EXCELLENCE



Cabot demonstrates **Industry Excellence** by celebrating their achievement to become a Certified B Corporation - demonstrating their commitment to quality.

### PRODUCT INNOVATION



Organic Valley highlights their **Product Innovations**. The creative highlights the new benefits of the product and offers a **CTA** in the copy to spark engagement.

### COOPERATIVE INSPIRATION



Kerrygold releases **inspirational** video content that speaks about their farmers' experiences and their ties to the **culture of farming**.

# CHANNEL STRATEGY

# PURPOSE FOR SOCIAL CHANNELS



A data rich platform powering the FB family of apps, used to enable customer interactions at scale and drive sales.



Where visual inspiration is shared enabling the brand to weave storytelling & commerce around its most important moments.

PRIORITY CHANNELS



A full focus on product-focused storytelling & real-time moments.



Where users go for inspiration about what they want to do and where the brand can ignite intent.



Home to short-form videos that capture the cultural zeitgeist and where the brand can be creative in how we engage users.

EMERGING CHANNELS

# INSTAGRAM STRATEGY

## How Does the Cooperative Believer Use Instagram:

- **47%** watch videos (**132**)
- **40%** create stories (**188**)
- **30%** swipe up on stories to see more (**150**)

**Role of Channel:** Through eye catching social-first creative, capturing the trust of Cooperative Believers. We'll bring to life delicious recipes, share innovative tips for Land O'Lakes products and the spirit of the Farmer-Owners.

Instagram will be a central hub for fans of Land O'Lakes to be inspired and celebrate their culinary creations! The account will champion UGC, utilize Story Stickers to drive engagement and gain insights about the active social community and what they look for on Instagram.

## Proposed Frequency

2- 3x per week

## KPIs

Active Engagements (comments, swipe ups, engagements with interactivity on Stories)

Passive Engagements (likes, open rate, total view rate)

Reach

## Content pillars will roll out as such

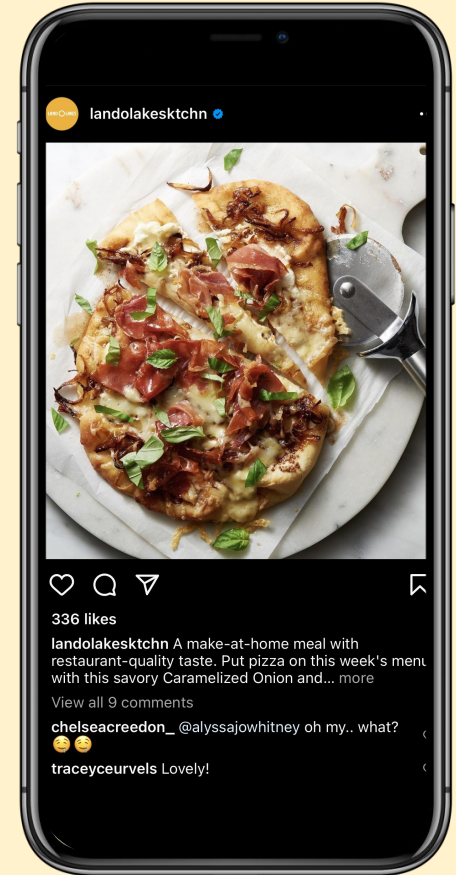
60% Eat it

20% Own it

20% Impact it

**Role of Paid Social:** With a mix of video and static imagery, we will use Instagram Feed, Stories, Explore, and Reels to showcase the amazing uses of Land O'Lakes butter paired with Eat It Like You Own It messaging to drive brand narrative and sell the attitude of the unapologetic dairy-lover, capturing the trust of Cooperative Believers. A mix of placements allows us to reach our consumer where they are spending the most time on the platform.

**Paid KPIs** - Reach & Viewability



Source: GWI



# TWITTER STRATEGY

## How Does the Cooperative Believer Use Twitter:

- **20%** search for trending topics (**148**)
- **26%** watch full videos (**137**)
- **20%** save and follow Twitter topics (**198**)

## Role of Channel:

Twitter will act as the go-to platform for real-time conversations and trending topics important to the Cooperative Believer. With timely and creative execution, Twitter has an opportunity to engage with Cooperative Believers, finding their niche interests and celebrate their used of Land O'Lakes.

Aside from conversations and real-time trend responses, our content should be cutdowns or edits of existing content for other channels.

## Proposed Frequency

1-2x per week

\*adjusted for real-time conversations/trending topics

## KPIs

Engagement (views, RTs, clicks, favorites)

Reach

## Content pillars will roll out as such

50% Eat it

20% Own it

30% Impact it



Source: GWI



# FACEBOOK STRATEGY

## How Does the Cooperative Believer Use Facebook:

- **49%** watch full videos (**130**)
- **41%** create Facebook Stories (**180**)
- **37%** participate in Facebook Groups (**142**)

## Role of Channel:

Facebook can act as a hub for information, recipe links, campaign content and Farmer-Owner stories. We recommend repurposing content from other channels and take advantage of the larger audience size, seeing high impression and engagement numbers.

## Proposed Frequency

1-2x per week

## KPIs

Impressions

Active Engagements (comments, shares, clicks)

Reach

## Content pillars will roll out as such

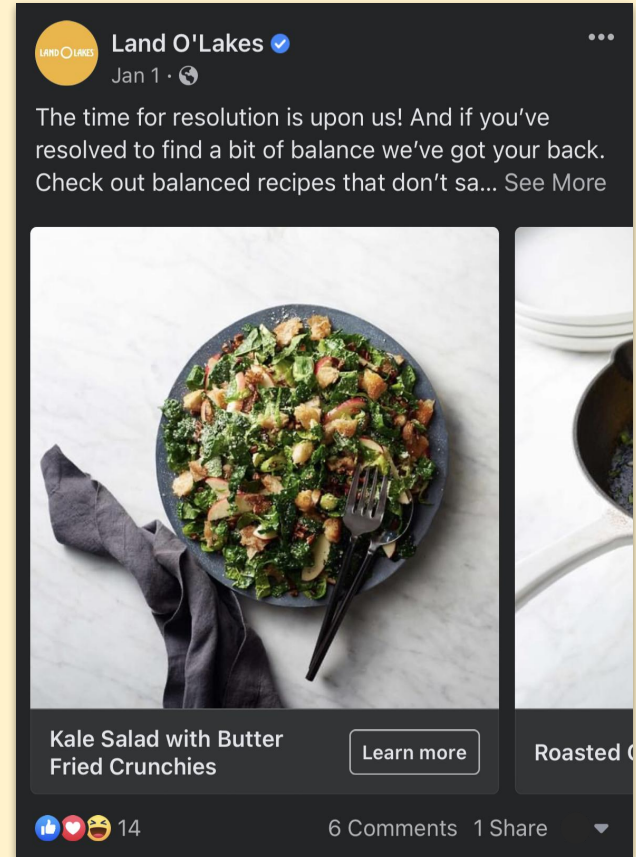
60% Eat it

20% Own it

20% Impact it

**Role of Paid Social:** Act as a place to highlight Land O'Lakes products maximizing reach on feed, stories, and in-stream. Premium video placements allow for contextual alignment with the most premium content resulting in high viewability and brand recognition.

**Paid KPIs** - Reach & Viewability



Source: GWI





# TIKTOK STRATEGY

## How Does the Cooperative Believer Use TikTok:

- **24%** Like or Comment on videos (**142**)
- **18%** uploaded video content (**203**)
- **20%** watch live streams (**174**)

## Role of Channel:

Act as a platform for visibility and video views. Keep updated with platform trends where Land O'Lakes can learn about the TikTok communities and genuinely participate when appropriate.

## Proposed Frequency

Not an Always-On channel

\*learn from real-time conversations/trending topics

## KPIs

Exposure

Video Views

Active Engagements (comments, shares, clicks)

Reach

## Content pillars will roll out as such

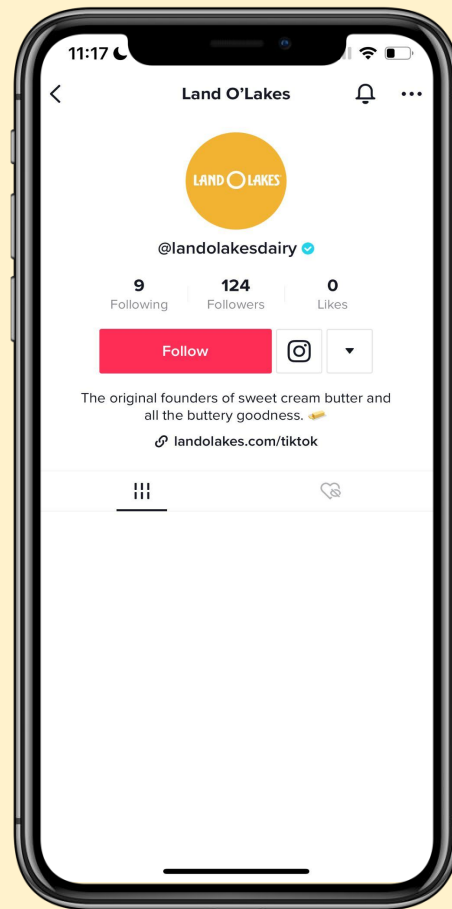
60% Eat it

10% Own it

30% Impact it

**Role of Paid Social:** Share platform-centric video content to tell Farmer-Owner stories and reach a new demographic of Cooperative Believers. Tap into creators to create content that feels native to the platform and sparks engagement with our target audience.

**Paid KPIs** - Reach & Viewability



Source: GWI



# PINTEREST STRATEGY

## How Does the Cooperative Believer Use TikTok:

- **29%** Recipe, Food, Meal Ideas (**142**)
- **25%** Home decor, Design inspiration (**151**)
- **20%** Style, clothing, beauty inspiration (**149**)

## Role of Channel:

Act as a central hub for beautiful and eye-catching content that highlights recipes, inspirational Farmer-Owner stories, creative uses of Land O'Lakes products and stunning food photography.

## Proposed Frequency

Not an Always-On channel

\*Post when there are trending conversations/topics where Land O'Lakes can genuinely chime in.

## KPIs

Exposure  
Content Pins  
Reach

## Content pillars will roll out as such

60% Eat it  
20% Own it  
20% Impact it

**Role of Paid Social:** Pinterest will be the champion of promoting the uses of dairy and sharing recipes that highlight Land O'Lakes products at their core. Pinterest is a discovery platform where users are coming for inspiration and do not already have a specific brand in mind.

**Paid KPIs** - Reach & Viewability



Source: GWI



# BEST PRACTICES FOR ORGANIC ENGAGEMENT



- Use thumb-stopping, aspirational imagery that is reflective of the Cooperative Believers visual identity and stands out in a mobile feed.
- Leverage app features such as Reels, IG Stories, Polls and live for maximum engagement and reach.



- Lead with visuals, and follow with engaging copy, under 140 characters for optimal consumption
- Keep videos to 15 seconds or less
- Consider using emojis to add emotion



- Include strong, clear EILYOI messaging to reach the largest organic audience
- Use rich content such as recipe videos/GIF to bump engagement and increase interaction



- Explore platform communities
- Include quippy captions with brand and trending hashtags



- Explore niche communities
- Post beautifully designed and high-quality content that offers information, inspiration or entertainment
- Create Pin Boards that reflect Cooperative Believers and Farmer-Owner values

# ROLE OF PAID SOCIAL CHANNELS AND AREAS OF OPPORTUNITY



**WHAT:** Visual storytelling for our next generation

**WHY:** With a large and still growing audience, Instagram provides us with a base for reaching our next generation,

**HOW:** Utilize playful short form video that brings the brand to life. Tap into multiple placements to reach consumers where they are spending the most time.



**WHAT:** Operationalizing our social activities

**WHY:** With the largest social following of all networks and the most sophisticated advertising options, FB offers the opportunity to reach consumers at every stage of the funnel

**HOW:** Run multiple paid units simultaneously towards different target audiences



**WHAT:** Short-form mobile videos

**WHY:** Attracts a desirable target audience and provides deeply engaging yet snackable content in a fast-paced digital world.

**HOW:** Tap into creator content to seamlessly align with how users are consuming content on the platform



**WHAT:** Visual Planning Moments

**WHY:** One of the top search engines in the social space and a primary tool used when people are in planning phases

**HOW:** Promoted pins geared toward contextually relevant recipes targeting parents. Breakthrough creative to capture users attention.

# INFLUENCER STRATEGY

# ROLE OF INFLUENCERS & PARTNERS

Working with brand partners and **influencers to expand reach** and increase the brand's image and conversation ownership.

Additionally, partners and influencers help **seed thoughts and perceptions** around the Land O'Lakes across each pillar and what it means to be a part of a Cooperative. Land O'Lakes needs to ensure that partners and influencers align with the values of Cooperative Believers.

## **Role of Brand Influencers:**

Further establish the trust of Cooperative Believers and demonstrate the value of Land O'Lakes and the Farmer-Owners.

Test and learn influencer strategies that involve expository channels like TikTok, utilizing influencer content over content produced by Land O'Lakes.

## **Role of Micro Influencers:**

Deliver the true values of the Cooperative Believer and sustainability to new audiences.



# INFLUENCERS PLAY DIFFERENT ROLES IN CAMPAIGNS

## FARMER-OWNERS

Lean into Farmer Owners as storytellers and educators to convey the values of the Cooperative Believer.

Farmer Owner content could be produced for a social-first audience. By storytelling through their boots-on-the-ground point of view, this gives a unique look into life on a farm while educating the community simultaneously.

### INFLUENCER TIERS

Nano, Micro

## REACH DRIVING INFLUENCERS

These influencers will be used to drive brand awareness and tap into large audiences that share the Cooperative Believer's values.

Reach drivers are best utilized for product announcements, social campaigns and encourage followers to participate in campaigns or look for products in-store.

### INFLUENCER TIERS

Midtier, Macro, Mega+

## MICRO-INFLUENCERS

Collaborations with lower caliber influencers and content creators are great for UGC collection and reaching niche audiences that place their trust in that influencer.

These influencers should be used to seed trust within Cooperative Believers and call out Land O'Lakes' values in regards to community and responsible farming practices.

### INFLUENCER TIERS

Micro

# INFLUENCER & PARTNER GUIDELINES

To help further establish and shift perception of Land O'Lakes towards a more sustainable and Coop-focused message. Influencers & partners should be given some creative control while still making sure that they fit within some guidelines:

1. Content should embody the values of sustainability and the Cooperative Believer
2. Images should be visually aligned with Land O'Lakes content
3. An image should not feature any other visible brand labels/logos





# MEASUREMENT







# SOCIAL MEDIA OBJECTIVES

## *Engagement, Advocacy, Awareness*


Our three core social objectives drive each other in a cycle. By working towards each objective individually, we will be creating a cycle that will meet our social goals.



# ORGANIC SUCCESS DRIVERS

	ROLE	SUCCESS DRIVER	PRIMARY KPIs
	Our central platform for bringing the essence of Eat It Like You Own It to life! Eye-catching imagery and copy paired with cultural touchpoints can establish a recognizable and unique identity	Engagement Awareness Advocacy	Engagement Rate Total Impressions UGC Creation Rate
	A closer look at the uses of Land O'Lakes products in the home and championing the at-home Cooperative Believer! Real-time content sharing for deeper brand storytelling that highlights campaigns or moments through snackable content.	Awareness Engagement	Open Rate Completion Rate
	Content amplifier - Land O'Lakes opportunity to share meaningful content to the largest organic social audience. Content will supply deeper insights around the community and what it means to be a Cooperative supporter.	Engagement Awareness	Engagement Rates Total Impressions
	Connect with users in conversational and informative ways. Repurpose content from Instagram and Facebook to provide additional cultural context.	Engagement Awareness	Engagement Rates Total Impressions
	Create a collection of aesthetic-forward content that encourages users to learn more about the Land O'Lakes story, and the Farmer-Owners who work each day to produce high-quality dairy products.	Advocacy Awareness Content Pins	Engagement Rates Total Reach
	Closely monitor the platform for trends that speak to the Cooperative Believer.	Awareness Advocacy	Engagement Rates Video Views

# PAID SOCIAL SUCCESS DRIVERS

PRODUCT	JTBD	CHANNEL	MX KPI
National Butter	<b>Aware/Care/Engage</b> Elevate, educate, and celebrate our craveable products	   	Reach Viewability
National Butter	<b>Shop</b> Create seamless shopping experiences within digital connection points	  	Site Traffic Purchases
Butter Spreads & Innovation	<b>Aware/Care/Engage</b> Elevate, educate, and celebrate our craveable products	 	Reach Viewability
Butter Spreads & Innovation	<b>Shop</b> Create seamless shopping experiences within digital connection points	  	Site Traffic Purchases
Deli Case & Dairy Case	<b>Aware/Care/Engage</b> Elevate, educate, and celebrate our craveable products	  	Reach Viewability
Deli Case & Dairy Case	<b>Shop</b> Create seamless shopping experiences within digital connection points	  	Site Traffic Purchases

# RECAP

# HOW IT FITS TOGETHER

Brand Idea: **EAT IT LIKE YOU OWN IT**

Social Expression: SHARE IT LIKE YOU OWN IT

*When messaging, we do so through three methods:*

**Eat It**

**Own It**

**Impact It**

*How we communicate our POV through these methods:*

Craveable food with attitude. Show how people can eat Land O'Lakes proudly and with indulgence. We will make this come to life on social through eye catching creative and community celebrations.

Land O'Lakes empowers Farmer-Owners that make a difference by creating opportunities for their community. Content will highlight how proceeds are being reinvested in their responsible farming practices.

Show how the Land O'Lakes is leading the industry in best farming practices. Real impact on people and planet comes to life through visual storytelling and strong messaging that supports core values of the Cooperative Believer.

**Primary Channels**



**Emerging Channels**



*How we speak to Cooperative Believers:*

We speak to their desire to buy responsible sourced products. We show why Cooperatives matter. We build a community.

# NEXT STEPS

- **Tues, 3/29 - Phase 2: Strategic Thinking**
- *4/01 - Strategic Thinking Feedback Due*
- **4/29 - Phase 3 - Playbook**
- *5/04 - Social Playbook Feedback Due*
- **5/10 - Deliver Playbook**



# LAST TIME

## Audit Phase 1: Immerse & Discover

### What We Heard From You

- Outline of Discovery takeaways
- Desired Land O'Lakes evolution
- Challenges

### Brand Overview

- Our efforts to date
- Historical social presence
- Eat It Like You Own It
- Social Snapshot
- Brand Social Listening

### Category Overview

- Butter & Dairy Landscape
  - What they're doing
  - What's working

### Consumer Insights

- GWI Snapshot
- Who They Are
- What They Care About
- How they Use Social
- Brand Perceptions & Expectations

### The Cut-Through Point

- Strategic Approach topline

# TODAY

## Strategy Phase 2: Contextualize

Based on our research findings, we will develop a specific Social Strategy to inform ALL social executions moving forward.

- Audit Recap
- Refinement of strategic social approach and positioning (Cut Through Point)
- Conception of social translation of "brand house," including brand social role, content themes and social channel roles, with distinctions where necessary for each audience
- Guidance on cultural content themes to live across all channels, including breakdown
  - Our objectives and the content pillars to achieve them
- High level creative channel strategy (opportunities)
  - Considerations around how to activate partners and emerging channels
- Social measurement and key KPIs

# HOW IT ALL COMES TOGETHER

## Playbook Phase 3: Codify

We will develop a Social Media Playbook, serving as a digital framework for what to communicate, when, and how.

### Social Media Playbook

- Social channel strategy
- Social for campaigns vs social for digital first moments
- Hashtag strategy
- Influencer guidelines
- Content themes, potential calendar / ownable moments
- Channel activation best practices
- Creative tone & visual guidelines for social
- Creative content "do's and don'ts" for social

### Ways of working

- Input brief template
- Approvals & internal collaboration
- Timelines

### Measurement & Reporting Template

- Approach to creative measurement
- KPI and benchmark development
- Creative testing opportunities (to do, or not to do)



**THANK  
YOU**