

HEREFORD

CORNED BEEF

OBJECTIVE:

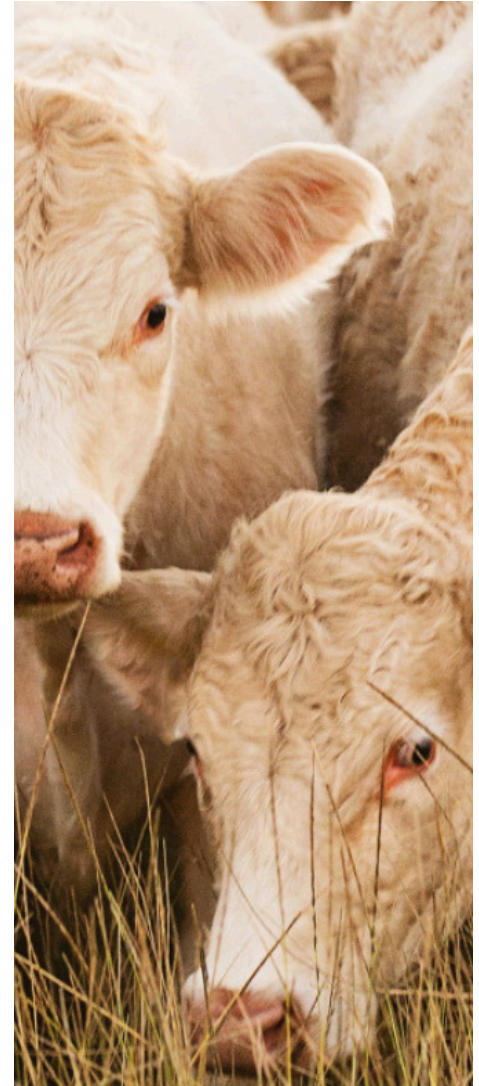
The objective is to modernize and add a new air of freshness to the brand and products. The package is outdated however iconic to the older generation who grew up with it. The goal is to appeal to the younger generation to continue the brand legacy for generations to come.

CATEGORY OVERVIEW AND CHALLENGES:

Hereford Corned Beef was a staple in the diets of the baby boomers yet the design hasn't been modernized since the boomers were born, so to say they have falling behind on innovation is an understatement. Today you hear more about Spam than canned corned beef, since spam is huge in other parts of the world (Asia). The trend of canned meat being perceived as not healthy is a common one. The appeal for canned meat has since lost traction with people since they enjoy more fresh meat or no meat at all (vegan).

COMPETITIVE LANDSCAPE:

The competitive landscape for corned beef is pretty low, however SPAM seems to be the main competitor in the canned meat area. An article written in 2017 for the Jamaica Observer reported that the sales of the corned beef products declined after a recall and temporary import shut down for the product. Whereas in a 2014 article written for the website adweek, it was stated that "The World Eats 3 Cans of Spam Every Second".



Kam, contains chicken and pork.



Klik, premium pork luncheon meat.



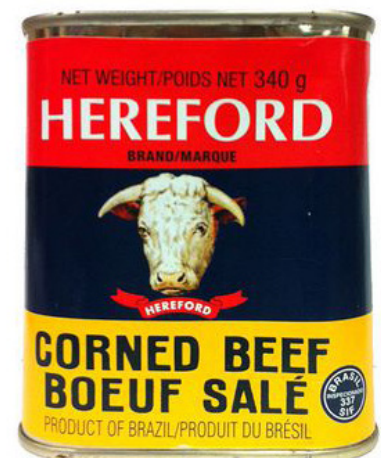
Spam, mixture pork meat.

IDENTIFY THE TARGET MARKET:

The current audience is the older demographic since they have grown up with the product and are more likely to eat it. The target audience for this campaign will be the younger generation (20s-40s males); To promote the protein and convenience aspects of the products.

BRAND LEGACY:

The name Hereford comes from a type of cow originating from Herefordshire in England but now exported all over the world. The Hereford website gives a brief overview of the history of corned beef.



“PAMPA AND GAUCHOS

The history of corned beef begins in South America, on the pampas [grass-covered plains], among the gauchos [a skilled horseman] with their huge herds of cattle. This is where the first salted beef recipes were created to accompany riders on their long horseback rides to watch over their herds.

ON THE ROAD TO EUROPE

Only later was the famous corned beef recipe exported from the [South] American continent to Europe. The shape of the can and the key opening system contributed to its reputation and its success.

THE STORY CONTINUES

Nowadays, Hereford corned beef is manufactured according to the original [French] recipe, at Bressuire in western France, a region which is famous for the quality of its meat and its farming.” Using cattle from Argentina and exporting from Brazil.

MAP OUT BRANDS PACK EVOLUTION:

The history of the packaging is non-existent to my research; no dates can be found. I did find multiple images of limited variations (on the right) however it doesn't seem to have changed over the history of the product. The product was released in 1929 and last redesign was probably around 1950 based on stylistics properties. The graphics have changed over time from showing real food images and ways it can be consumed to the classic cow.

LIST YOUR BRAND EQUITIES:

The main equities of Hereford are their coloured stripes of Red, Blue, and Yellow. The use of their cow is key to linking the history of not only the brand but also the product being made of beef. The shape and style of the packaging would also be key to continuing the identity of the product and brand.

DEFINE BRAND CHARACTER:

The three adjectives used to describe Hereford Corned Beef would be: simple, comforting and dependable.

UNDERSTAND YOUR UNIQUE POINT OF DIFFERENCE:

The brand sticks out for its great quality and recognizable packaging. People who grew up with it would pick it over spam because its quality is much better and delicious. It's a comfort food that reminds older people of their childhood.

BRANDS CURRENT PRODUCT OFFERING:

Hereford currently has 5 products: corned beef (in 2 sizes), pork ham, pork shoulder, chicken fillet, and beef in jelly. Most of the products are in French and manufactured in France with a difference design however the corned beef is manufactured in Brazil.





Bœuf a la Gelée | Beef in Gelly



Épaule de Porc | Pork Shoulder



Filet de Poulet | Chicken Fillet



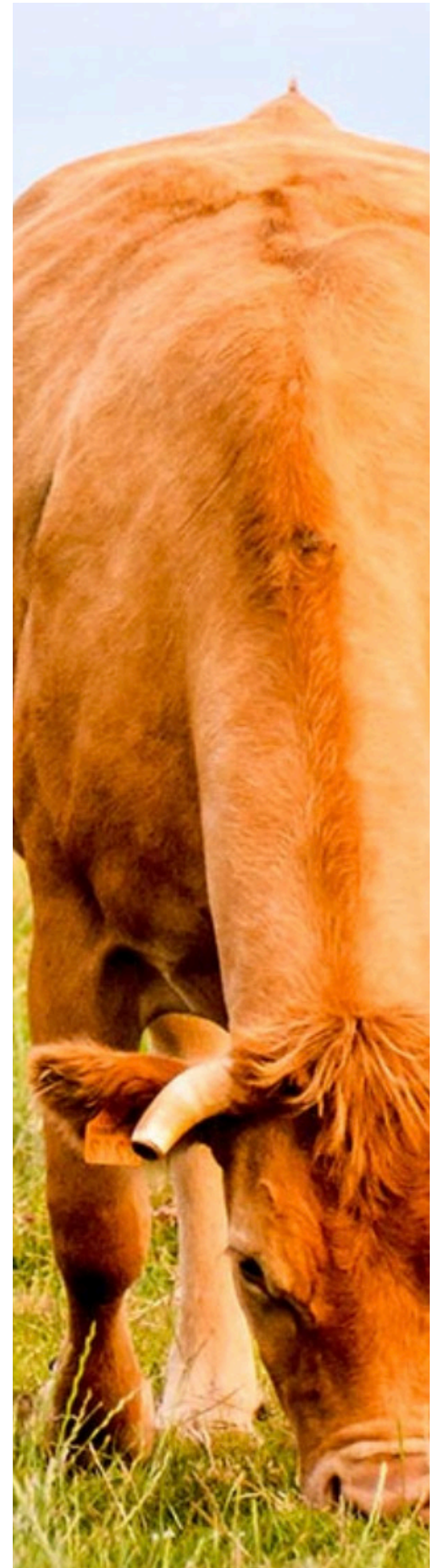
Jambon de Porc | Pork Ham

DEVELOP DESIGN STRATEGY:

From my findings, I need to cater to my current audience and my target audience and form a unification across the line extensions while keeping the equities and character intact to feel like they're part of the family.

MARKETING AND ADVERTISING REFERENCES:

The ads/marketing that were found were only from the Hereford site under "News". It's hard to tell if the main audience is located in France for that being the reason there is little to no marketing in Canada/North America.



SOURCES:

- www.hereford-meat.com/en
- <https://www.veldis.com/en/catalog/canned-meat/hereford-corned-beef>
- <https://www.theguardian.pe.ca/news/local/price-watch-hereford-corned-beef-101566/>
- http://www.jamaicaobserver.com/news/corporate-area-retailers-report-lower-corned-beef-sales_98750?profile=1373
- <https://www.adweek.com/brand-marketing/world-eats-3-cans-spam-every-second-159671/>
- <http://www.google.com/>

