



mosaic marketing

Observers. Planners. Connectors.

Case Study



BACKGROUND

Background

- International non-profit founded by General Mills in 2009; spun-off June 2011
- A pioneering volunteer movement designed to improve the food value chain in Africa
- 300+ volunteers work with 28 food processors in 4 countries, impacting 92,000 smallholder farmers, supporting 552,000 family members
- Plans to expand to 200 food companies in 14 African countries in 5 years

Background

- Business model in place and tested
- Needed to develop marketing and communications strategy for national roll-out
- Conducted Metaphor Elicitation Collage Exercise with 11 key constituents
- Focus: To develop Brand Message Architecture

Corporate Setting





11 Collages by board, staff & volunteers



Group Sharing

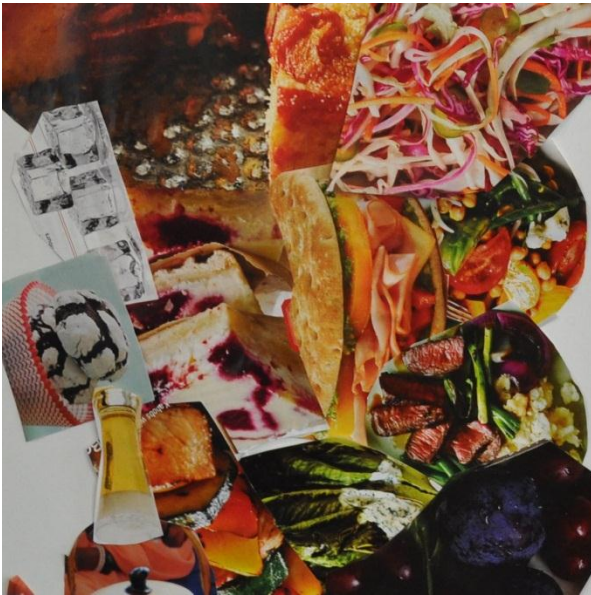


Group Sharing

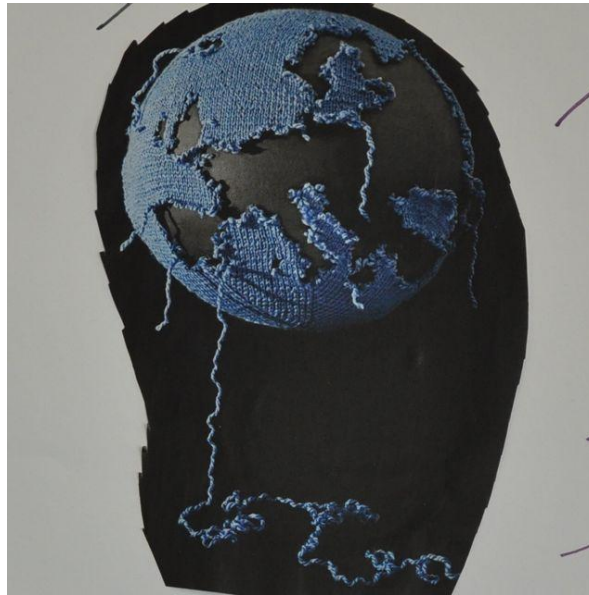


FINDINGS

Food



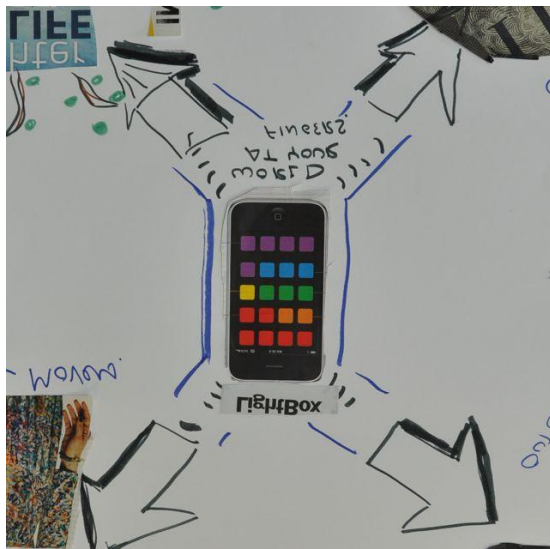
Global



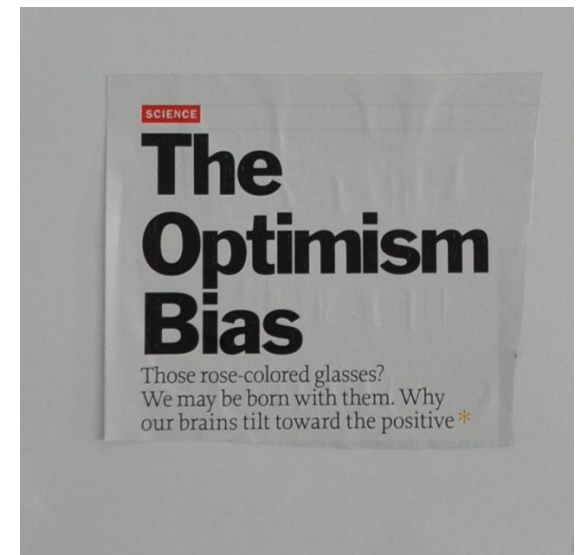
People



Break-through Connections



Optimism



Results

- **Brand Architecture created to frame, inform and define all communications**
 - Premise
 - Purpose
 - Goal
 - Vision
 - Mission
 - Key Message
 - Tagline

Results



Connecting Expertise with Opportunity