

DOLLY'S DAIRY

by

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DOLLY'S DAIRY

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ABSTRACT

This project involves the marketing and branding of a dairy brand that sources its high-quality products sustainably from local farmland to bring them to their consumer's table. This was accomplished through extensive research into the dairy food industries as well as many sustainable food and dairy brands, including the profile of its educated consumer and target market and the marketing of dairy products and specialty brands that honor sustainability. The results include the identity system, brand collateral, multiple forms of packaging, social media platforms, and many interactive digital elements.

INTRODUCTION

We've made real milk a curse word the past few years. We proudly tell our baristas we want almond-milk lattes without so much as knowing what carcinogens are sprayed on our almonds. Think Roundup...a KNOWN cancer-causing toxin. We've added sugar, flavors, and unnecessary "gums" to our common oat milks and still managed to make it trendy. When a child weans from their mother around age one, their first vehicle of nutrition is introduced in another God-given form: dairy, specifically milk. Milk is one of our first words. Our first forms of comfort. It's most likely our first memory in regard to taste as a human. So, what if in an industry so saturated by false advertising, chemicals, and fake ingredients, there was a dairy brand committed to transparency so that you can be committed to milk, the way it is meant to be? No gums. No carcinogens. No fillers. Just real milk.

THESIS STATEMENT

This project involved the marketing and branding of a dairy brand that sources its high-quality milk straight from the farm to deliver them to their consumer's table. This was accomplished through extensive research into the dairy food industries and many sustainable food and dairy brands. This included the study of the educated consumer and target market of dairy products and specialty brands that honor sustainability. The final products include a logo and brand identity, web design, advertising, and package design.

METHODOLOGY

Descriptive research, which is known as a research method that describes the character of a population or phenomenon studied, was conducted in order to have a better understanding of the design process and marketing strategy for sustainable dairy brands. A variety of resources were used to perform this method of descriptive research. All the sources provided insight into target market demographics, marketing and promotional strategies, packaging design, and overall brand design of dairy brands.

CASE STUDIES

Volleman's Family Farm Dairy

Volleman's Dairy Farm was chosen due to the successful design and marketing strategy behind their concept of a sustainable dairy brand. Volleman's Dairy is a family-owned dairy company passionate about keeping dairy products sustainable and eco-friendly (Volleman's Family Farm).

Clover Sonoma Dairy

As a case study, Clover Sonoma Dairy Brand was chosen by their concept of a sustainable and high-quality dairy brand being elevated through its design, business model, and marketing strategy. Clover Sonoma Dairy Brand is passionate about clean and wholesome milk to ensure high quality products for its customers (Clover).

Blue Bell Creameries

As a case study, Blue Bell creameries was chosen due to the intentionality behind their branding and marketing of the family focused brand. The nostalgic idea of farm-fresh dairy &

homestyle ice cream products is found in the details of everything Bluebell stands for, especially in how they have used design and marketing over the years (Blue Bell Creameries).

ARTICLES

Dairy & Sustainability

“A Winning Growth Formula for Dairy,” written by Christina Adams, Isabella Torres Maluf, Miguel Ramirez, and Roberto Uchoa de Paula thoroughly evaluated the current target market for dairy brands. This article is written by a senior leading partner and fellow consultants at McKinsey and Company, a top four consulting firm and globally recognized company. By understanding the millennial buying power in the drink category of brands, this resource effectively added to the depth of this research process. Millennials are highly empowered and brought in by new and upcoming channels that aren’t seen on the mass market when it comes to dairy brands.

In a case study conducted by Denford Chimboza and Edward Mutandwa on “Measuring the Determinants of Brand Preference in a Dairy Product Market,” four main factors were evaluated in terms of increasing brand visibility for dairy brands. Chimboza and Mutandwa are well respected project officers and professors who wrote this article for the African Journal of Business Management. The four main factors were said to be promotion, price and availability, package design, and product quality. This was helpful considering understanding how a dairy brand’s voice can effectively speak to its consumers and in turn make sales.

In a case study article published by author and marketing analyst Mher Darbinyan, “Target Markets of Dairy Products, Danone and Activia,” the overall understanding of the target

audience for the adult beverage market was gathered. The health-conscious consumers make up a large majority of the target market for natural dairy brands.

When creating a brand, new and upcoming designs in technology are important to understand. Hallie Forcinio wrote an article entitled “Sustainable Packaging Options for Dairy Foods Continues to Improve” for the online Dairy Foods publication. Dairy Foods is an online and print database that delivers dairy news and information necessary for dairy businesses to succeed. The increased demand for renewable content and recycled content for dairy foods and beverages was expressed and contributions to sustainability were evaluated in order to have a greater understanding of the impact of innovation and packaging for dairy.

In an article “Future of the Global Dairy Packaging Industry,” published by Bizongo, one of the biggest tech-enabled e-commerce and supply chain platform for packaging and apparels, found that the demand for longer shelf life and overall sustainability of product packaging is greatly important to the target market and manufacturers. This research allowed for a greater understanding of the driving innovations within the dairy industry when it comes to package design.

A research article, “The Implication of E-commerce and its Impact on the Brand Identity of Bright Dairy,” investigated the impact of e-commerce. This article observed that many dairy companies have left the more traditional format and channel of business to move things online, incorporating new and innovative channels.

ARTICLES

Design & Branding

In the article “Color Considerations for Dairy Products,” written by Donna Berry, a greater understanding of color choice when it comes to dairy products and brands was gained and was used when choosing design elements for desired dairy brand products. This article is featured in Food Business News, which is a well-respected marketing tool that provides the food processing industry with new product trends, food ingredient innovations and market updates. In this article it was understood why people are drawn to specific colors and what they are reminded of when dairy products utilize specific colors.

Written by Kathie Canning, “Colors for Dairy Products are Going Natural,” was published in Dairy Foods, a digital and print magazine on all things dairy processing and dairy industry news. This article focused on the natural tones that many dairy brands are adapting to when it comes to their branding choices. According to the source, more natural colors are widely appreciated amongst the large target market of dairy brands that focus on sustainability.

“A Complete Guide to Marketing Strategy for Dairy Products,” an article published in the online business forum called Welp Magazine, analyzes the specific ways a dairy brand can be elevated through marketing to its target market effectively. It was found that strong marketing creates a specific brand voice that is shown to speak right to the intended audience for many brands.

“How Great Package Design Helps Milk Get Noticed,” written by Chris Gretchko for Dairy Foods online publication, humbly admitted to the wide range of competition with natural dairy options on the market. The article evaluated how the target market reacts to specific packaging, coming to the realization that the new wave of sustainable glass milk bottles and modern designs create strong brand engagement.

In “The Importance of Images in Marketing,” an article published by Solve Media, a web media company, a study was conducted to accurately explain the power images held when used to communicate for a brand. Through this understanding, brand imagery can be evaluated with logic and creativity. Images allow the story of a brand to successfully come to life through marketing.

In the article “What Different Types of Fonts Mean and How to Use Them,” published by Digital Synopsis, the understanding of personality and purpose was examined when it comes to typography and font choice. The article evaluated the intended tone of certain fonts when it comes to visual communication in order to introduce font psychology.

Nicoletta Neacsu, a scholarly researcher, wrote an article entitled “The Influence of Design Elements in Choosing Products on the Dairy Market,” where the study showed that design and aesthetics are among the greatest factors that play a decisive role in ensuring the success of a product and brand on the market. This article aimed to provide a clear picture of how design and aesthetics are used by renowned producers on the dairy market and how the consumers perceive the elements themselves.

Written by Leatrice Eiseman, *The Complete Color Harmony: Pantone Edition; Expert Color Information for Professional Color*, evaluates a variety of color palettes while expressing each meaning that would be understood through the consumer’s eye. Pantone is a widely respected color language used in the world of design. A range of considerations were made in this book, from the appetite of a deep red color to the thoughtful protection of the environment that is expressed when green is used. A deep understanding of color was beneficial for research and design development.

CASE STUDIES

Volleman's Dairy & Family Farm

Introduction/Background

From the fields of Holland and pastures of Luxembourg to the heart of Texas, Volleman's Dairy can trace their dairy heritage all the way back to 1890 (Volleman's Family Farm). Their passion and love for their cows are shared through their family friendly delicious products. The founders, Frank and Annetee Volleman started dairying on the family farm in Luxembourg, a small country in Europe. However, in 1993, after reading about the opportunities in Texas they decided to pack up their small family and make the journey to America. Over 25 years later, they are living the American Dream and still providing fresh milk to Texan families.

Today, Volleman's Family Farm consists of Frank and Annette alongside their four boys. They hope to leave a legacy for future generations to experience the passion they have for the dairy industry. Volleman's Family Farm believes in the power of environmental and sustainable goods. They believe the planet is not going to save itself, which is why they try to do their part to reduce plastic waste by providing returnable glass bottles with their milk products. Their products go through tough quality control procedures before they leave the farm. Volleman's promise is to ensure that their milk has no added hormones and is antibiotic free. Volleman's family farm boasts Texas pride. Through sustainable farming practices they ensure their cows get the nutrients they need in order to provide a high-quality product for families to enjoy (Volleman's Family Farm).

Target Market

The adult beverage market is heavily influenced by health-conscious consumers making them a prime target market for Volleman's Family Farm products. The clear brand message of Volleman's helps them in marketing to families of all kinds, especially those considerate of sustainable goods.

Business Model

1. When you purchase fresh milk from your farm, you will pay a \$2.00 deposit per bottle.
2. Drink all the milk.
3. Rinse the bottle and recycle the cap.
4. Return the bottle back to the store to get \$2.00 back or put it towards your next bottle.
5. We then collect all the returned bottles and take them back to our facility.
6. We can use an industrial size washing machine to wash and sanitize all the bottles.
7. The bottles get refilled.
8. Once refilled, they get taken to the store and put back on the shelf.

Marketing & Promotion



As a local family business, Volleman's created multiple different marketing and promotional strategies. One of the main ways they market their products and keep their family focused business in the hearts of the customers is by their active YouTube channel, The Dairy Dialogue. Their channel allows them to be open to all their well-loved customers. The team shows a new part of their dairy processes every 2-4 weeks. The other forms of marketing that Volleman's actively promotes their products on is their Instagram and Facebook pages. On these pages, they create content that is family friendly, wholesome, and fun. Images of kids with their milk products, families baking together using their milk, and live shots from the farm are presented because they are pursuing their target market well. Also, Volleman's sells and markets their merchandise, including a very own Volleman's Jar, a carrier for your milk, hats for men and women, and t-shirts.

Advertising + Branding

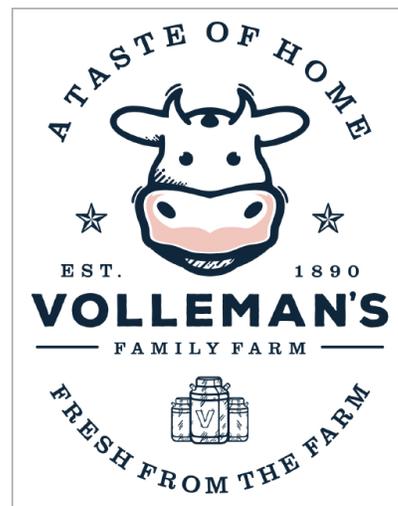
Volleman's Dairy Farm created branding that is long-lasting and then achieves the necessary advertising moments by visually communicating with their target audience. It is almost as if with every advertising decision they make, they communicate to the families that buy from them on a personal level. Everything the Volleman's brand presents works to elevate their brand promise and stand boldly alongside their sustainable and caring business model. Along with images of their brand products and marketing materials, another way they reach their target audience is by using their social media presence to engage with their customers, who they consider family. They post different recipes that include their milk products and create recipes for mac and cheese, pie, cookies, milkshakes and many more. When they do this, they engage their audience with their products by creating the recipe with the use of their products. This is a fun way they advertise and market to the customers and create a family fun atmosphere. This also places realistic value on the product for the customers buying it.

Their branding is featured below, showing consistency with their logos and symbols. The milk packaging for Volleman's Dairy is simple and cohesive all around, the glass bottles adding to the emotion the design makes a consumer feel. The simple design of the brand's packaging allows the milk product to showcase its color and texture, creating a stronger connection to those who are buying it because they can see the visual product.

The Volleman's Dairy brand finds themselves in the food & drink industry, working to stand out by being "A Taste of Home" for all their customers (Volleman's Family Farm). With that being their slogan, they created a brand that stays connected to its Texas based U.S. target market. Their brand design style is understood to be between playful and sophisticated, economical and luxurious, more organic than geometric, in between abstract and literal, more

classic than modern, more mature than youthful, and right in between feminine and masculine, to adhere to their entire target market.

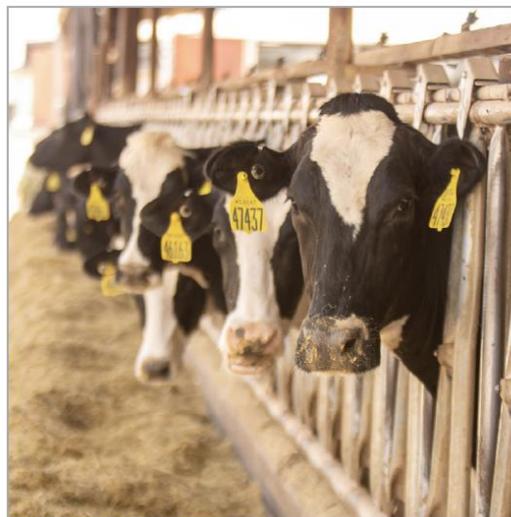
The brand/logo created a mix between an organic san serif font and a farm-based slab typeface. For the companies secondary marketing materials such as The Dairy Dialogue, they use playful and inviting script font that is legible but friendly and fun. The typefaces used in Volleman's branding create a friendly balance between playful and sophisticated while still strongly communicating product legibility.



The brand colors are simple, yet they can stand strong individually. A deep navy is the main color that corresponds with the use of white in their branding. This blue tone creates a foundation of confidence in branding. Secondly, a touch of pink is used to create a real-life image of the cow in their iconography. This pink is then taken into their brand with the strawberry milk product, as the pink is a light cow nose pink. The light baby blue is added and used in different marketing moments such as social media posts for the Dairy Dialogue. This blue creates a great contrast between the deep navy as well as adds a warm and inviting tone to the brand. The light tone of the baby blue contrasts with the stark color of the deep navy all while

balancing the light pink. Overall, the brand's coloring creates an organic and abstract feeling as well as a consistent sophistication.

The brand imagery chosen by Volleman's gives a look into the aesthetic of the brand as well as the homemade attitude the brand brings to the table with other milk brands. The viewer can understand the clean, welcoming environment of Volleman's just by looking at the images they present on social media.



Clover Sonoma Dairy Brand

Introduction/Background

The Clover brand dates to 1916 when fresh, delicious milk was first bottled and distributed by the Petaluma Cooperative Creamery- a small creamery in the hometown of Petaluma, California. As found on the Clover website where they explain the Clover heritage and generations of goodness, it is noted that in 1977, the Benedetti Family took over the Clover brand and has been at the helm ever since, producing delicious, wholesome products and continued to elevate the dairy industry. Now, the family-owned third-generation company is

dedicated to making choices that are good for the land, for family farms, and for the cows in the beloved Milk Country (Clover). Today, Clover Sonoma produces a wide range of dairy products, including fluid milk, yogurt, butter, and ice cream. No matter what product it is, consumers can be sure of Clover's standards of sustainability (Organic Authority).

Target Market

The adult beverage market is heavily influenced by health-conscious consumers as well as families – making them a prime target market for Clover Sonoma's Dairy Products. The clear brand message of Clover Sonoma helps market them to families of all kinds, especially those considerate of sustainability and family-owned businesses with a passion for integrity and good service.

Business Model

First and foremost, Clover is founded on being a family, not a factory. They are proud partners of a select group of independent family farms across Northern California. Some of the family farmers have been in the dairy business for up to six generations (Clover). The cows are like family. At Clover Sonoma, the cows are treated with love, kindness, and respect. The cows that are raised on the family farms enjoy open pasture, a diet of fresh grass, hay and grains, and clean bedding when they go to sleep. After all, happy cows are healthy cows and Clover knows that their quality of life directly impacts the quality and taste of their milk (Clover).

The families that Clover Sonoma partners with are heartfelt, values-based, and downright hard workers. They've been stewards and residents of the land that is undeniably home to some of the best dairy in the country. They're proud to share their families' livelihood with the customers of Clover Sonoma (Clover). Integrity is at the core of the Clover Sonoma family

farms. The collection of family farms has always held themselves to a higher standard than the rest of the industry. The family farms selected to partner with Clover are chosen because they adhere to the Clover Promise of Excellence.

1. Cows are not treated with growth hormones such as rBST.
2. Farms adhere to the high standards of USDA Organic and Non-GMO project
3. Cows cared for under American Humane Certified animal welfare standards.
4. Daily and weekly testing of milk to ensure low bacteria counts, 3-6x lower than state and federal standards.
5. Farms strive to make annual environmental improvements to their land.

As part of the Clover Promise of Excellence, it is stated that their milk is tested to ensure that bacteria counts are 3-6 times lower than state and federal standards. Low numbers of bacteria cells and somatic cells indicate that the cows are healthy and free from infection, the udders were properly cleaned before milking, and the milking equipment is being properly cleaned as well. This ensures that the Clover Sonoma milk has that signature: fresh, clean Clover flavor that we all enjoy.



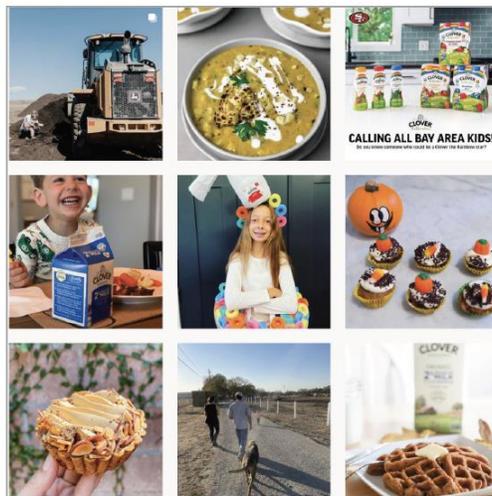
Another addition to the Clover Promise is Clover Cares. Upon reading about Clover Cares on the Clover Sonoma website, it is known as doing good through dairy. The founding father, Gene Benedetti, had a vision to build a company that reflected his personal ethos, “to do unto others as you would have them do unto you.” Today, Clover Cares is Gene’s ethos put into action. The Clover Cares mission is simple: “We use our best knowledge to produce quality dairy in ways that honor our collective values of care for family farms, animals, the environment and the communities we serve.” (Clover).

Marketing & Promotion

As a powerhouse of the dairy community, Clover Sonoma created multiple different marketing and promotional strategies in order to best connect with their consumers. One of the main ways they market their products and keep their family focused business in the hearts of the customers is through Clo’s Corner (Clover). This corner of their website is created with their spokesperson, Clo the cow. There is a blog forum where an array of things such as Crafting with Clo, Udder Stuff, Farm Life, Hot Moos, and recipes can be found. This corner of the internet created by Clover Sonoma allows them to interact with their customers and engage in creative ways that other dairy brands may not be doing.

Along with this, their Instagram and Facebook pages are filled with wholesome family friendly content and cows galore. They use bright colors and authentic moments to express their brand story and family values. They also have an array of merchandise anyone can buy. The merchandise is connected to the clover cares program where 100% of the funds generated through the store are donated back to the community through the program. The store includes a variety of different Clover themed pieces such as a pasture bedtime children’s book, half n’ half dog toy, Clo’s shopping bags, BUTTER cap, Clover mason jar mug, Clo cookie cutter, and a

kid's apron. These fun and unique brand pieces add a special sentiment to the customers' experience with Clover Sonoma and allow them to show off the brand through useful advertising methods. This is a smart and consistent way to market to others.



Advertising + Branding

Clover Sonoma dairy brand creates a branding that is timeless and full of personality that achieves the necessary brand voice for advertising, branding and packaging when visually communicating with their target audience. Each brand moment used through a marketing and advertising strategy; Clover effectively reaches the families they sell to on a personal level. They have successfully created a personal and down-to-earth voice through casual language filled with puns paired with years of experience and understanding of dairy.

Each brand moment Clover Sonoma presents to their target market elevates their brand promise of integrity and wholesome sustainability and stands boldly alongside their family focused business model that always manages to have a little fun. Clover uses some unique styles of advertising aside from social media that are seen in the traditional form of billboards and video ad campaigns. Puny billboards featuring Clover's beloved Clo cow have entertained drivers along Highway 101 and throughout California for generations. The focus of these billboards is found in joy and humor, as they are known to be quirky, cartoon-like and downright hilarious.

Another form of advertising by Clover is the way in which they create new and different campaigns that start meaningful conversations and educate others on the importance of a good dairy. A recent campaign created in 2019 was launched by Clover called "Strong Inside" in which it celebrated the inner strength of women. The series of videos will be shared across digital platforms including social media and sponsored ads. The campaign also includes a Public Service Announcement, "The More You Clo," spotlighting facts about dairy including Clover Sonoma's icon Clo the Cow. The campaign statement by Clover Sonoma was "We know the importance of healthy bodies and strong bones. But we also know that strength means more than just muscles—it's something that comes from within. We partnered with women who we believe embody strength as athletes, coaches, mothers and more" (Perishable News). Overall, these formats of advertising create fun ways to interact with their customers and create a family fun atmosphere.



The branding of Clover Sonoma contains a distinct voice created in their consistent use of Clo the cow along with the logos and other design elements. The packaging for their products is wholesome and pure, as the focus relies on imagery of fresh farm scenery or fresh foods that can be made with their products. While they have a variety of products and different packaging methods, they still manage to create a cohesive design process, especially with the natural aesthetic of each package. The design of the packaging allows for moments of emotion to connect with the customer, as each product is laced with texture, imagery, and an overall aesthetic that is in tune with Clover’s brand story.

The typography for Clover Sonoma is simple, organic and timeless. According to the Font Meme, the “Clover” part of the logo was designed based on Lato Black and the “Sonoma” part is Gotham Medium. For the script “Since 1916”, it is Kathya Script from Seniors Studio (Font Meme). Lato is a humanist san serif typeface that helps add a level of organic lines to the logo and branding. The typography used in Clover’s branding creates a friendly balance between playful and sophisticated and communicated well in product legibility.



The brand colors are simple; however, additional colors are added in different moments of branding and marketing. A bold use of color is used in most of its packaging to help consumers identify their preferred milk. The original brand colors are green, black and white which helps create an ode to the organic and natural nature of the brand's promise. The pops of color can be found in the form of orange, yellow, true blue, purple, and light blue.

Clover Sonoma uses raw photography right from the farm into the eyes of their customers. These real and authentic images escape the viewer into a dreamy farmland, leaving them wanting a cold glass of Clover Sonoma.

Blue Bell Creameries

Introduction/Background

According to the Bluebell website, it all started on a hot summer day in 1907 in a tiny Texas town named Brenham. A group of local businessmen launched the idea of Brenham Creamery Company as they hoped to create butter from the extra cream from the local farmers. By 1930, the company was then named Blue Bell Creameries after the native Texas bluebell wildflower and began on the journey of selling ice cream (Blue Bell). The company now sells

various ice cream products such as their homestyle ice cream, light flavors, no sugar added flavors, Sherbert, and frozen snacks.

Blue Bell is known to have slow growth in its brand; however, in the 1980s, Blue Bell reached outside of Texas and is currently sold in 23 states. It is also ranked one of the bestselling ice creams in the country. The company is known and committed to making the best ice cream for the customer to enjoy. They make it the old-fashioned way with the best flavors with high-quality ingredients. Along with their sales to the public, Blue Bell made their hometown a slice of creamery heaven by creating a Blue Bell experience in Brenham, Texas, and at their facility located in Sylacauga, Alabama. This has allowed customers to stop by for a scoop of their homemade ice cream at the Ice cream Parlor as well as experience the home sweet goodness they offer. Overall, Blue Bell is known to be so much more than just an ice cream brand. It's an experience. Blue Bell is an experience, a family tradition, and an emotional connection with each consumer.

Target Market

Blue Bell's prime target market is made up of millennial adults and families with children. The clear brand message of Blue Bell helps them stay connected to families of all kinds, especially those with children.

Business Model

Blue Bell is an ice cream brand that maintains its small-town feel and image while maintaining a big business reputation. The business model found behind Blue Bell can be focused on direct store delivery and their commitment to ice cream safety. In a study on Blue Bell's Company, it was said that their direct store sales and distribution system supported a high

level of service and product quality. For Blue Bell, “each branch serving a 75-mile radius, refrigerated trucks maintained a product temperature of 18 degrees below zero to assure product freshness”(ManagementPedia).

Over the past five years, Blue Bell has focused on reminding their consumers of their brand promise and trustworthy business model, which is why they came out with the headline “Handled with Care,” which can be seen in video form on their website. This video goes into detail with how their products are made and delivered right to you. It says that it all begins with fresh milk that gets delivered to the creamery and handled by a trusted Blue Bell employee from there on out.

Houston History Magazine released an article on Blue Bell in which it highlights their brand promises and business model. It goes on to explain Blue Bell’s emphasis on the cleanliness of its facilities and their commitment to the premium quality as “Each Blue Bell Employee ends their day by breaking down the plant equipment completely and cleans each piece thoroughly” (Inampudi and Harwell). This process is used to make sure the best tasting ice cream is made at the Blue Bell plants. Along with this, Blue Bell has made progress in recycling considering their concern for the environment. “Blue Bell now has a chute that goes directly from the banana-peeling station to a truck that delivers banana peels to Brenham farmers for their delighted cows” (Inampudi and Harwell).

Another part of the Blue Bell story is, most importantly, community. As Blue Bell has grown from a small-town creamery to one of the largest ice cream providers in the country, their commitment to the community has stayed the same. This creates a memorable brand built on integrity for everyone to remember it for. Examples include how “Blue Bell has provided cold treats and ice to rescue workers during natural disasters” (N Inampudi). These small yet

meaningful actions made by Blue Bell connect the hometown atmosphere of the brand to its communities and customers.

Marketing & Promotion

As a powerhouse of the ice cream community, Blue Bell has created multiple marketing and promotional strategies to connect with their consumers. As Blue Bell has grown as a company, so has its marketing and promotional strategy. While in the beginning, word of mouth would be the main form of marketing for the small hometown ice cream brand, they have now created a strong brand loyalty with their customers by creating personal engagement with Blue Bell itself. For example, Blue Bell has their Ice Cream Parlor where families can go and get the authentic family farm experience with their products. They also allow those who visit to take a tour of the facility to see how the ice cream is made. In an article about the power of marketing and Blue Bell, this experience “allows customers to become part of their process” (Bell).

Along with this, they have a membership experience called the “Blue Bell Country Club” in which consumers can join and receive exciting news and updates from The Little Creamery. This digital experience Blue Bell created for its customers speaks directly to their target market, as the story it tells allows the consumer to feel a part of the Blue Bell family, and therefore, continue to buy from them based on brand loyalty.

Consumers are also given a taste of Blue Bell’s brand through their social media. With well-designed mouth-watering images of their products, they connect with their family-focused market by painting a picture of making memories with Blue Bell Ice Creams on their Instagram. It can be understood that the brand strategically creates a brand voice and story through their Instagram by posting images that tell a story with experiences involving their flavors. For

example, they reminded their followers of the summer sun and fun memories with an animation of their mint chocolate chip gallon surfing on a wave at the beach. Quirky and inviting storylines bring Blue Bell to life for everyone to see.

Through social media, Blue Bell also utilizes photography to show off their products through lifestyle images that bring the flavor of ice cream to life through the environment. They shoot flat lay images of their products with surrounding elements that bring them to life, including fresh ingredients that make up parts of the products themselves. This brings life to the flavors of Blue Bell, which is what they pride themselves in as the best ice cream in the country.



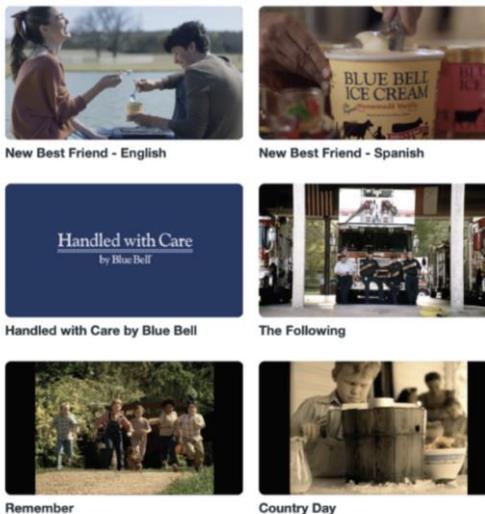
Advertising & Branding

Blue Bell Creameries creates a branding that represents the small-town country feel in a long-lasting way by visually communicating with their consumers in a creative and down-to-earth way. The advertising, branding, and packaging all embrace the company's country roots while also bringing to life the belief that Blue Bell is the best ice cream in the country. Each branded moment speaks to the consumer through the heart of Blue Bell, which effectively reaches them on a personal level.

For example, Blue Bell does a great job of designing advertisements that remind their customers of the association Blue Bell has with special times and memories in their lives, such as

birthday parties, celebrations, and each moment in between. An example of this advertisement can be found in their TV and radio commercials. On their website, you can find a gallery of Blue Bell's TV and radio commercials and watch them each individually. In these commercials, Blue Bell is reminded to be the piece in everyone's lives that is there for it all.

Along with these commercials that tug on your heartstrings and remind you why you buy from their brand in the first place, some infomercials highlight how the ice cream is made, how new flavors are developed, and just how Blue Bell came to be what it is today. Each of these continues the familial connection with its consumers, reminding them why some say Blue Bell is the best in the country. The commercials are heartwarming and straightforward, just like the Blue Bell brand. They do not try to fluff up the brand, but instead, they remain true to family, themselves, and their wholesome values. Creative copywriting is used in the background of the commercials with jingles, voiceovers, and creative sayings.



When it comes to the company's branding, each branded moment captures the essence of the brand and its rich history and heritage dating back to 1907. Blue Bell is not just a brand but a tradition that lives within the hearts of families everywhere. In an article studying the branding of

Blue Bell it is said that when they asked families and friends why they love Blue Bell, the answer came out to be “because it reminds them of their childhood” (Lindsey Hurr). Blue Bell creates products that represent family tradition and the warm and fuzzy feelings that come with it. The same goes for the branded elements of the brand itself. The gold-lidded tub with a girl’s silhouette leading a milk cow signaled to everyone it was time for dessert, which means Blue Bell. The Blue Bell logo is a badge-type logo that remains simple yet unique.

Blue Bell ice cream packaging is standard through all the different flavors except for the color, which creates a lively frozen section when the consumer comes across the iconic Blue Bell gold lids and various colors. Each color connects the consumer with the flavor. For example, strawberry ice cream is noticed by the bright pink tub in the ice cream aisle at the store, while the mint chocolate chip is shown as the most vibrant mint green color. Blue Bell brings its flavors to life through color while still maintaining the traditional brand standards with the bluebell typography and packaging layout.

The Blue Bell Ice Cream brand is found in a large and overwhelming dairy and ice cream industry. However, they work to stand out as the traditional ice cream that continues to be the “best ice cream in the country” while simultaneously being far more than just their ice cream products. With Blue Bell’s old-fashioned way of doing most things, the brand itself is traditional yet communicated in a way that still brings their evolving target market back to the company’s originality. The marketing is wholesome and wholeheartedly created to bring a piece of family tradition to every home it is in. A balance of mature and youthful design elements brings everyone together, just like a cup of ice cream will.

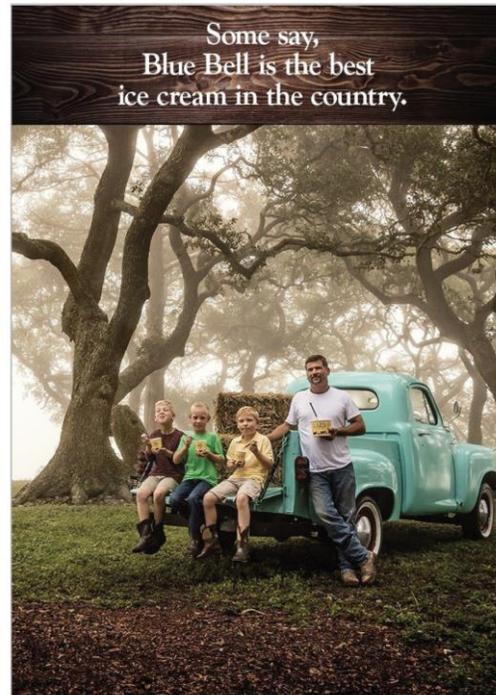
The original typeface used for the trade marked Blue Bell ice cream logo, which is seen on each tub of ice cream, is Goudy Hand tooled. The font itself is a balance between decorative

and simple, with an engraving texture made with an inline design element. This gives the consistency of the typeface depth and texture. The brand balances out the inlined serif font with a secondary piece of the packaging as the name of the flavor is written in Futura. This typographic duo adheres to the traditional look of Blue Bell's branding.



The Blue Bell Creameries logo holds a color scheme that includes mustard, blue, white, crimson red, and brown. While this scheme is traditional and home to Blue Bell, it connects the consumer with the nostalgic feelings the product brings to them when they see them. Also, the color scheme does not just stop at the logo. The colors range depending on each flavor, which is a unique aspect of the product design. A commonality within ice cream branding and packaging is that there is a different color on each flavor to stand out on the shelf. What makes Blue Bell so unique? The bright and vibrant colors and the variety of colors it brings to the grocery store ice cream aisle. Blue Bell has over 300 flavors year-round, which allows the shelf to change and constantly brings attention to the consumer's eye.

Much of the Blue Bell imagery and photography is used from the "Blue Bell Is..." commercial that ran in 2017 in which Andy Mahr took the photos. These lifestyle images express the heart of Blue Bell and the emotional feeling one may have with the brand and product itself. The other photography that Blue Bell represents is product photography, which enriches the environment where the flavor can be seen.



LITERATURE REVIEW

Target Market

Dairy is considered a major part of human nutrition. Dairy products are primarily produced from milk, and commercial dairy include products ranging from liquid milk to processed products such as yogurt, cheese, butter, and others. The adult beverage market is heavily influenced by health-conscious consumers and families, making them a prime target market for sustainable and natural dairy brands alike (Darbinyan). Along with this, it is known that millennials have more spending power than any other generation. A study on the winning formula for growth in the dairy industry found that millennials are empowered by digitization and prefer to shop channels beyond the mass market (Adams). Most of this market also wants to know more about the ingredients and sourcing practices for dairy brands. This makes the sustainable dairy industry the prime market for millennials, which has had a growing population

of new parents in the past few years. The parental association of millennials creates a heavier influence on the dairy industry.

Package Design

Dairy brands are aware of consumers' thirst for variety and have responded with an ever-expanding range of natural options (Gretchko). Understanding the recent trends within the dairy world, it can be known that sustainable milk is the main force behind it. Some dairies go well beyond organic certification requirements, making significant contributions to sustainability. One contribution to sustainability between dairy brands I came to notice was the creation of reusable bottles (Forcinio).

Three brands that do this are Volleman's Dairy, Shatto Milk, and Straus Family Creamery. Each of these brands sell milk products that are sold in glass bottles. This creative form of resilient packaging is an ode to each brand's sustainability mission and their pledge to reuse as many bottles as possible because it is good for the environment. Also, this allows for the main shelf attraction to be the milk product itself, as glass bottles allow the consumer to see through.

Researchers from "The future of the global dairy packaging industry," found that the demand for longer shelf-life, convenience, and wider scope of distribution are driving innovations in dairy packaging (Juyal). Also, environmental sustainability remains a major concern for manufacturers. Each of the bottles is simple and maintains a wholistic and clean aesthetic. When understanding how design elements help dairy brands get chosen, it was stated that "Intangible aspects such as sensory experiences are key selling points. The attractive aesthetic message and rehearsal forms increase the durability of visual signs in the minds of

consumers, therefore products are more easily recognized and selected at the time of purchase” (Neascu).

This study directly correlated with the aesthetically pleasing and minimal design of modernized dairy product packaging for these three dairy brands. Also, in a study on “How great package design helps milk get noticed,” it was found that nearly four in ten consumers share pictures of unique packages over social media, a figure that jumps to more than seven in ten when solely looking at millennials (Getchko).

Advertising

When it comes to print advertising, is it important for the advertisement to speak to the target market? Clover Sonoma, Promised Land Dairy, and Califia Farms have effectively created print advertisements that use storytelling to speak to the consumers.

For example, Clover Sonoma created an advocacy campaign, being sure to speak to current and future Clover consumers, particularly millennial moms looking to make healthy choices for their children (Ad Age). They did this by making nutrition the lead message, also playing off the Clover family values. Through the print ad campaign, visual storytelling was at the front and center of the creative process, and it communicated the goal perfectly.

Secondly, Promised Land Milk created an advertisement campaign that was an opportunity to communicate the unique richness of the different flavors they create (Wezenky). In this case, the story to tell was about the dominant flavor characteristic that will sell to the consumer. By creating rich visuals that bring a product to life, effective storytelling took place.

Lastly, Califia Farms created a line of holiday-themed ads that work to tell the story of their brand’s lighthearted and wholesome character (Chase Design Group). The whimsical

typography and overall aesthetic allow a scene out of a picture book to come to life while allowing the dairy product to be the main character.

In a study considering “A Complete Guide to Marketing Strategy for Dairy Products,” the idea that for advertising to be successful, it must be created with the intention to speak to the target market (Welp Magazine). The goal is to advertise the dairy products to communicate positive messages and impact the customers who are buying the product. Overall, all three of the brands print ads successfully speak to their target market through creative and visual storytelling.

A variety of dairy brands have taken their outdoor advertising moments to showcase brand personality and authentic character. Brands such as Clover Sonoma, Oatly, and Organic Valley actively speak in a humorous voice when advertising in the outdoor scenery. Oatly uses their advertising space on billboards to crack jokes with their target market and showcase quirky brand typography.

Organic Valley created an outdoor advertisement piece to launch their milkshakes. They used creative copy and concept of “saving the bros” to alert the world that the bro population was in danger of drinking nasty drinks full of protein. However, they used this moment to show how the Organic Valley milk drinks have just as much protein and will indeed save the bros and meatheads of the world.

Lastly, Clover Sonoma uses their cow Clo to advertise on billboards with funny captioning and out of this world concepts, as seen below in the example of a cow mediating. In a study on “Outdoor Advertising as the Brand Communication Medium,” it is understood that outdoor advertising speaks the brand language of consumers (OAAA). It goes outside of the

chronic information overload, allowing a consumer to process the information in a more lighthearted and memorable way as seen in the examples.

A large majority of dairy brands, such as Volleman's Dairy, Clover Sonoma, and Organic Valley are primarily marketed to families and millennials. While each of the brands is known for their all natural and organic dairy choices, each brand's overall focus was to spread their philosophies to families all around. Each of these brands used marketing and social media advertising to speak to their desired family target markets. They do this through creating a clear brand voice that is family friendly, safe, and welcoming.

Each brand voice can be noticed by skimming their social media pages, as family focused testimonials along with warm and welcoming photographs fill the pages. In these three cases, authenticity is communicated through the lens of life on the farm for the dairy brands. In a study on the determinants of brand preference in the dairy market, four main factors were found to be promotion, price and availability, package design, and product quality. The study found that in terms of priorities, increasing brand visibility through promotional advertising was extremely important (Chimboza and Mutandw). A brand's voice to speak to its consumers and advertise strategically can hold more power than the product itself to the target market. the bros and meat heads of the world.

Web Design

Designing a web interface for consumers is a large part of creating a successful brand and business. If the website for a brand effectively communicates the brand promise while also giving interactive design, it has the chance to create a large wave of success. Maple Hill Dairy, Clover Sonoma, and Califia Farms dairy brands all use the web interface as an excellent

opportunity to elevate their brand promise, stand boldly alongside their business model, as well as create unique ways for the consumer to interact with their products. The web design elements that made this possible are seen in the form of featured blog pages with recipes and any news regarding the specific brand.

Another interactive piece each of these dairy brand websites makes sure to create are “finding” pages, where a locator is used to guide the consumer to the nearest area that carries their brand of dairy products. All three of these dairy brands have e-commerce driven pages that link the buyer straight to the source of buying their products. In a case study on the implications of e-commerce and its impact on dairy brands, great observations were made that point out the strength of their dairy brands web design.

It was found in a case study that “With the rapid implications of the “information communication technology,” it is getting important for the business to improve its business model and effectively relate it with the internet. For that purpose, the most effective strategy developed by the companies is the implication of e-commerce in their business model” (Liang). While these three dairy brands aren’t fully functioning as e-commerce business models, they point their customers to various e-commerce channels that sell their products.

App Design

None of the four case studies researched currently have an app. However, it would serve as a relevant brand extension. An app provides many of the same functions as a website does, while being easier to manage and remember to use. Well-designed apps gave the right target audience the opportunity to remain connected with consumers and continue to build a

meaningful relationship with them through the success of an application (Patel). An app also allows delivery systems within businesses to flourish, remaining the key purpose of the app.

Brand Considerations: Color

After researching an assortment of dairy brands and their brand coloring, it can be understood that “natural” coloring for dairy brands is very appreciated among the target markets (Canning). In a study on color considerations for dairy products, a researcher noted that people “are drawn to products that use colors made from recognizable fruits and vegetables” (Berry). If this is especially true, natural colors blend well with the organic nature of fruits and vegetables. For example, Volleman’s Dairy, Clover Sonoma, Promised Land, Califia, Organic Valley, and Dairy Pure all use an array of natural, earth grown colors such as green, red, and blue with tones of creams and browns.

In *The Complete Color Harmony*, by Pantone, it is noted that several kinds of appetites are stimulated by red. Many of the blues used in dairy branding are light and emulate the sky, as the azure blue of the daylight sky promises continuity of another day, being dependable, constant, and ever faithful (Eiseman). When it comes to green, it is connected to nature and growth. Green is a mark of honor, validating a company dedicated to the thoughtful protection of the environment, which is true for the sustainable dairy brands (Eiseman). When it comes to neutrals, various gray, beige, and taupe tones are referred to as natural colors. These color tones often create a mood of warmth and calmness, balancing well with a color such as red, blue or green. For brands such as Promised Land, Califia, and Organic Valley incorporate brown and natural hues for their branding. This color is understood to be an active connection with being substantial, earth-friendly and authentic (Eiseman).

Brand Considerations: Typography

Typography plays a crucial role in the design of any brand identity. It is important to understand the variety of feelings the audience of a product can feel from a certain typeface. In an article “What Different Types of Fonts Mean and How to Use Them,” it is noted that sans serif fonts create a modern and clean personality, serif fonts are more traditional and sophisticated, script fonts are elegant and classic, and slab serif are bold and contemporary (Digital Synopsis).

While studying different dairy brands and the modernized, sustainable, eco-friendly brand promises they represent, it is easily understood that more sans serif type is being used to help communicate a variety of dairy brand identities. A sans serif type choice communicates stability as well as clear and clean objectives. Along with this, the moods that a sans serif communicates can range from simple, sensible, straightforward and neutral (Digital Synopsis). The dairy brands Volleman’s, Maple Hill, and Shatto successfully create their brand voice in modern sans serif typefaces that each hold a different character voice yet a similar tone.

Brand Considerations: Imagery

Imagery and the choice of photography play a huge role in a brand’s storytelling strategy. For example, dairy brands such as Organic Valley, Volleman’s, Clover Sonoma, Promised Land, and Maple Hill all use authentic and wholesome images of life on the farm to help communicate to their customers. This imagery of cows, wide open spaces, rolling green hills, and family friendly environments are used in the brand’s advertising, marketing and collateral. In a study on the importance of images in marketing, it is said that “you can evoke an emotion, a dream or a vision simply by using a well-placed carefully composed image” (Solve). Images have the power to invite more consumers to their brand by simply acting as a storyteller. Each of the dairy

brands mentioned above use their brand imagery as an opportunity to give the consumers a look inside their business, helping bring their brand personality to life, setting them apart from faceless competitors.

ACTIONS TAKEN

Naming

The name Dolly's was chosen for the brand because it is memorable and welcoming. Everyone knows the name Dolly from the iconic Dolly Parton, which adds an iconic and favorable aspect to the brand itself. Additionally, the alliteration of Dolly's Dairy allows consumers to easily remember the brand by it being fun and easy to say. The goal of the name for the dairy brand was for it to be welcoming to all and easy for others to remember and recognize. The hope was that by naming the brand after a personal name, the consumers would understand the connection between the cows on the farm and the product itself. Dolly's achieves all those goals for the brand, as it brings memorable connotations to the consumer's mind, flows right off the tongue, as well as creating a personal bond with the buyer.

Typography

A hand manipulated script typeface was chosen to help reinforce the personality of the brand. The typeface chosen illuminates the vintage and old school aesthetic of a 1950's malt shop but with a modern flare. The letters are manipulated to look clean and shaped well, and the rounded shape of the letterforms adds to the personality of Dolly's. The typography used in the main logo is approachable and friendly to all. The secondary typefaces that complement the main script logo add to the vintage design elements within the branding. This design concept comes from the vintage badge logos, bringing the brand together nicely. Proxima Nova was chosen for

the copy of the brand. This specific font family helps communicate the strength and clean nature of the brand. It is timeless and approachable and continues to bring the sustainable family friendly brand to life.

Logo Type

Black Star Light

Heading

BIRCHFIELD REGULAR

Subhead

HERITAGE SANS

Body Copy

Proxima Nova



Dolly's
DAIRY & CREAMERY



Color

The primary color of Dolly's Dairy is a deep and wholesome blue that has a pastel partner. Equally part of the brand color scheme is a deep pink that has a pastel tone. Both the blue and pink that mark Dolly's to be the iconic brand it is are complimented by a baby blue and light pastel pink. In this case, blue represents a friendly, approachable and natural essence to the brand, complimented by pink which symbolizes the caring and gentle heart of Dolly's. Each color comes together to build a brand identity that communicates both strength and integrity as well as heartwarming and sweet. The pastel tones complement the stronger tones in the color family to express the contrast of a subtle yet powerful voice of the brand. They come together nicely and build a brand that is memorable and unique.

Imagery

In Dolly's Dairy brand identity, photography plays a significant role in effectively telling the brand story. The photography chosen communicates directly to the target audience, showcasing the wholesome and down-to-earth nature of the brand. The imagery chosen to communicate the heart behind Dolly's is family focused, driving the connection between family and the farm. Aesthetically pleasing images of the children playing on the farm and drinking milk with their family, making memories together lies at the core of Dolly's branding, making photography a showstopping attribute to the brand. Through the imagery chosen to represent Dolly's brand, the consumer can proudly associate themselves and their family with the dairy brand and what they stand for.

Logo

The logo that has been created for Dolly's can stand alone as a typographic logo, or it can also be paired nicely with additional content that provides information about the brand. There is

one primary logo and two secondary logos to make up the brand identity for Dolly's, all of which can be seen on outdoor signage, product and package design, as well as the marketing and branding collateral. The logo forms fit the concept of a vintage logo badge with current design elements. Typography is not the only design element used to create the brand within the logo, as Dolly's logo also has a cow silhouette.

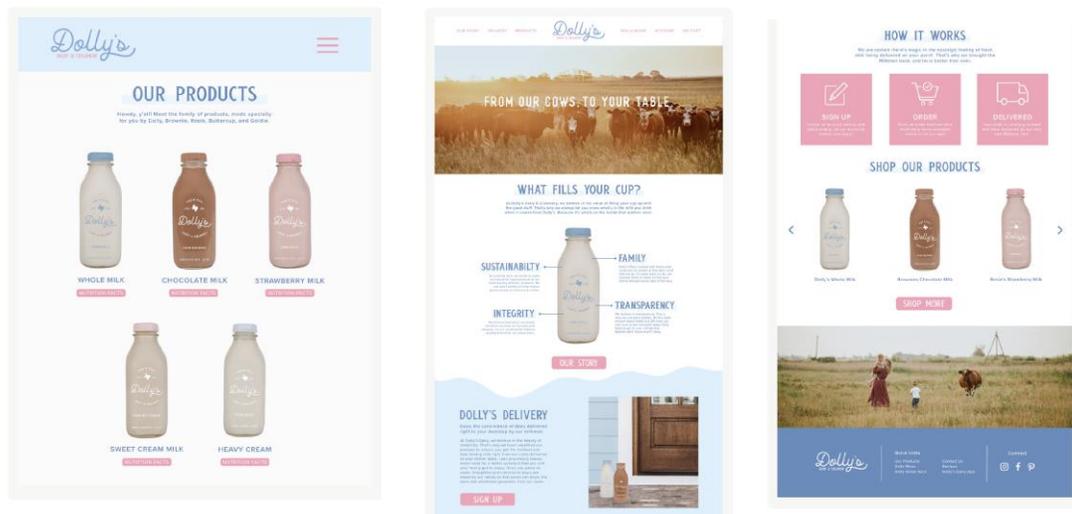
The cow silhouette is mostly seen in the secondary logos; however, the element itself stands alone as an icon. This icon used within the logo represents Dolly the cow. It is simple and clean to not take attention away from the typographic pieces in the logo; however, it still holds its own weight in a logo where the cow is the focal point. Overall, each logo for Dolly's brand comes together to create a family of logotypes that communicate well using typography, icons, and colors.



Website

The Dolly's Dairy website has been created as one of the main references for the brand, as it includes a reference for the products sold by Dolly's as well as tells the brand story on a

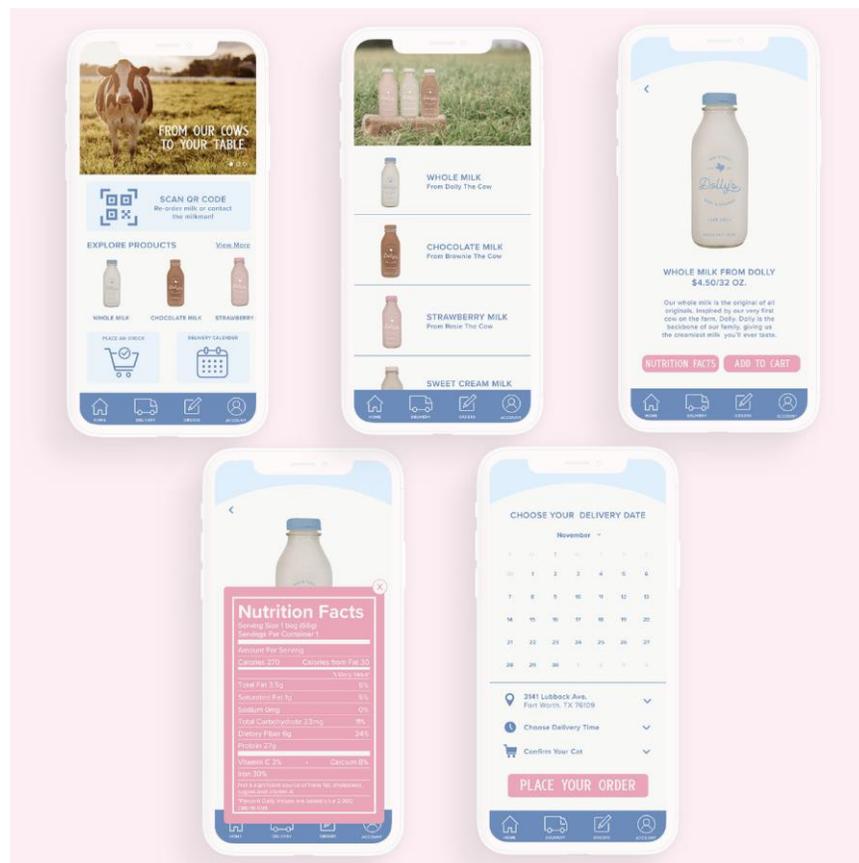
digital platform. The website allows customers to dive deeper into the brand and learn more about the history and heart behind all that they do. It also allows them to learn more about each product, including nutrition facts and where it came from. The website does a great job at communicating the difference between Dolly's and every other milk brand on the market. By speaking directly to the target audience of millennial parents, Dolly's website creates a space for opportunity to learn about each product and the process that goes into it. This web design creates a connection to the consumers, appeals to its buyers, as well as communicates a strong sense of trust to its viewers.



App Design

In addition to the website design, an app design was created in order to create a realistic standard of the ordering process for Dolly's. With the entire unique selling point of Dolly's being centered around modernizing the milkman and bringing back the more innocent times of milk, a mobile application was just the right thing to create in order to help bring Dolly's to life. The user experience is important for this brand, as the consumer is meant to have the easiest and most enjoyable experience when ordering their farm fresh milk. In order to help create this user

experience, an application for the brand was made where the customer can easily access their dairy delivery calendar, contact the milkman, and plan out their next deliveries. The app design is clean, simple, and focused on creating the easiest experience from when the user opens the app to when they click place order on the app. With easy to navigate design and unique features that allow the user to know more about where their milk came from, Dolly's Dairy App is one of a kind.



Advertising

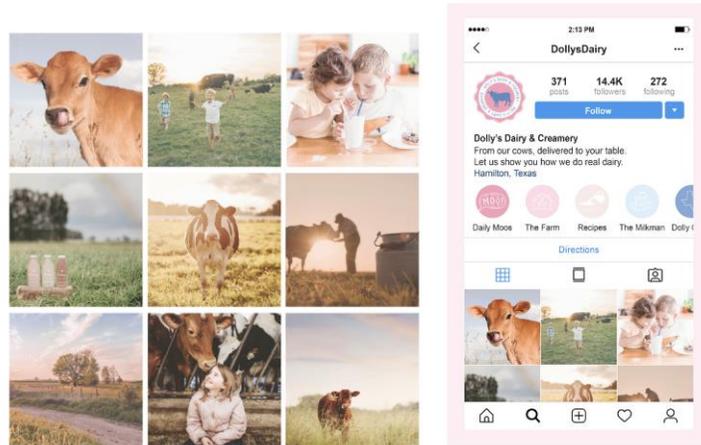
A key part of Dolly's advertising is to connect to the consumer, the majority proving to be millennial adults with families of their own. Through the art of storytelling, advertising for Dolly's Dairy creates meaningful images that directly relate to the target market, families. The

entire idea behind the advertising for the brand is to create a connection between the viewer and the heart of the brand. Through advertisements, the consumer will become a part of the family at Dolly's.

Print advertisements were created in order to provide the target market with heartwarming photographs that paint a picture of the heart of Dolly's as a brand as well as connecting with the audience in a way that draws them in and urges them to be a part of the family within the brand. The sentimental and heartwarming connection in the print ads is created through evoking images, memorable headlines and meaningful copywriting.



Regarding social media advertising, the same concept for print advertisements is applied to social media. Aesthetic images are strategically placed on a grid such as on Instagram so that the consumers can see the story of Dolly's unfold with just one scroll. Each image expresses a piece of the brand's heart as well as creates the voice that they want to express to those buying their products.



Labeling & Packaging

Through research of milk product packaging, a great deal about how important it is to create an attractive presentation of the brand which is most easily represented in package form was learned. As the target market of Dolly's Dairy is millennials, it was important to learn the "look" of the package that they attract specifically. Dolly's has been intentionally placed outside of the grocery store shelf that most milk finds itself on, and rather been marketed as a farm-to-table product.

As a brand built around sustainability, a clear glass bottle played a large role in the branding process for the packaging and label design. Each label and package have been designed with the goal of being fresh and clean, while also showing off the creative branding of the logo and brand elements. The package design gives Dolly's a chance to communicate clearly to the consumer, through creative copy written on the bottle and brand elements that further tell the story behind Dolly's.



Collateral

Various extensions of Dolly's brand identity were created as collateral with unique and creative pieces the consumer would benefit from. Some of these designs include business cards, t-shirts, hats, mugs, and stickers. Within each of these designs, the brand identity of Dolly's is further extended to connect the consumer with the brand voice.



CONCLUSION

Through extensive research, Dolly's Dairy & Creamery was created to provide a cow-to-table sustainable milk experience for consumers in the dairy industry. It stands to be the realest milk in an industry of fake milks and other milk brands that lie about what is in their ingredients. The brand was created to go against the norm of what we have accepted and make it just as trendy as the last oat milk that was put on the market. Over the course of this project, dairy branding, the dairy industry, relevant target markets, and the relationship between sustainability and dairy brands were studied in order to inform the concept and design decisions behind Dolly's Dairy. Overall, the design, marketing and branding of Dolly's serves to better promote real milk,

the milk everyone has been told to run away from for years on end. It elevated the industry through a wholesome and natural way by communicating to the target market correctly and prioritizing the heart of the brand to be seen through design above anything else.

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