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GRDS 400

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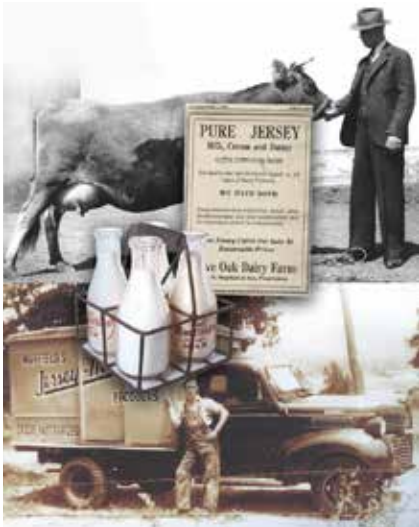
BRAND ASSESSMENT

BRAND HISTORY

A Brief Overview

Mayfield Dairy began in 1910 when founder TB Mayfield purchased 45 Jersey dairy cows. The business started out small by selling milk to local residents of Athens, Tennessee. Several years later, not long after a new plant was built, Mayfield Creamery was introduced to the market and their sales of ice cream began. This made Mayfield amongst the first to pasteurize milk. Right from the start, Mayfield had always been proactive in getting ahead of the game in terms of innovation and technology. They

helped “pioneer the Aro-Vac system, which removes unwanted flavors for a consistent pure, fresh taste” and developed “the first zipper opening for an ice cream carton, the Zip II”. Not only this, but Mayfield was the first dairy brand in the United States to make and fill its own milk jugs in continuous operation as well as the first to add probiotics to its milk. In 1990 Mayfield Dairy was purchased by nationally recognized brand, Dean Foods.



Leading Innovation

For much of its history Mayfield Dairy has been marked by its ahead-of-the-curve technology and innovation. They were the first to develop the single serve milk cartons, competing with sodas, the only other single serve beverages available at the time. They sought to improve efficiency in production by both making and filling its own milk jugs in continuous operation. In 1983 they released their iconic yellow milk jugs, which were more than just branding and attention seeking, but served a functional purpose. The opaque yellow jugs block out harmful light rays that can alter the flavor and nutrients in the milk. Mayfield Dairy paved the way for innovation in the dairy industry.



Currently

In 1990 Mayfield was purchased by Dean Foods, a large company with over 50 nationally recognized dairy brands. Now under Dean Foods, Mayfield Dairy continues to serve its consumers predominantly in the southeastern United States and are based in Athens, Tennessee.

BRAND CUSTOMER

A Special Emphasis

Mayfield Dairy has a special place in its heart for families and children. Because of their invention of the single serve milk carton, a major client of Mayfield has always been the public school systems. They allowed for children to have milk with their lunches at schools. On top of that, they also host tours at their dairy plants that are both educational and entertaining for the whole family. Schools will often take kids there for field trips where they teach kids about the whole process of making dairy products. After the tours guests are given scoops of their ice cream and are welcomed to a gift shop filled with fun memorabilia to commemorate the learning experience.

While being family friendly is critical to Mayfield's brand identity, they also seek to curate an experience for their customers through their rich history. Relying on their history as a brand has been what Mayfield has leaned on for quite some time. They have been around for over a century, which cannot be said about many dairy brands in the market. Creating a home-like, comforting, cheerful feeling for Mayfield's customers when consuming their products is important to them. Mayfield seeks to be America's most trusted dairy brand.

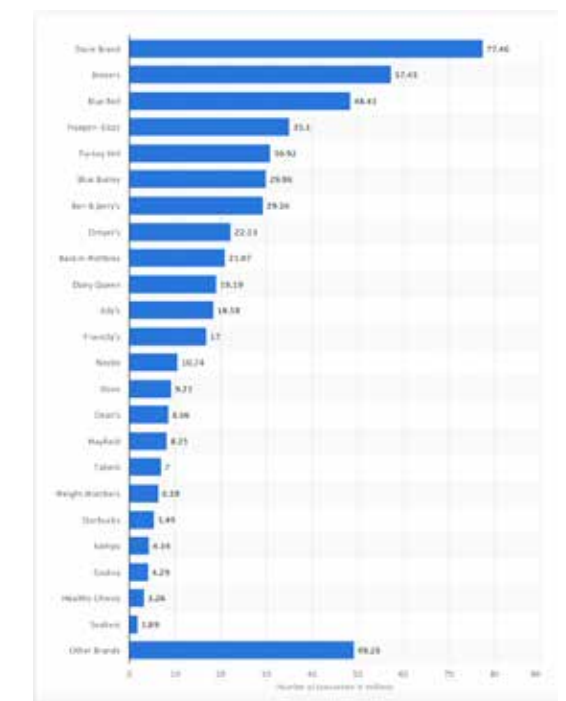


MARKET SHARE

A Change in Popularity

In 1983 nationally recognized Time Magazine published Mayfield Dairy on the cover of their magazine announcing they had “the World’s Best Ice Cream”. Mayfield occupied the top of the charts for America’s favorite dairy brand and was rising in popularity. Perhaps as a result of being bought out by Dean Foods, Mayfield relied too heavily on its history and reputation as a brand and failed to continue to push the envelope in innovation as well as keeping up with an ever changing world. In 2019, US Census data and Simmons National Consumer Survey (NHCS) conducted and published research on America’s most frequently purchased ice cream dairy brands. Mayfield went from having “the world’s best ice cream” in 1983 to 16th most popular brand by 2019.

According to the USDA's January 3rd, 2020 National Dairy Retail Report in the Southeast region, Mayfield Dairy's ice cream sold at a middle range price compared with other ice cream brands. However, their milk sells at a significantly higher price, averaging closer to the cost of organic milk brands. In 2018 Mayfield's Braselton, GA plant and facility closed. The tours the plant offered attracted 150,000 visitors annually and left many people upset when it closed. Many families, schools, and church groups would go to tour the facility and see the production of the milk. Now the company has only one plant in Athens, TN that does tours and is open to the public.



MAIN COMPETITORS

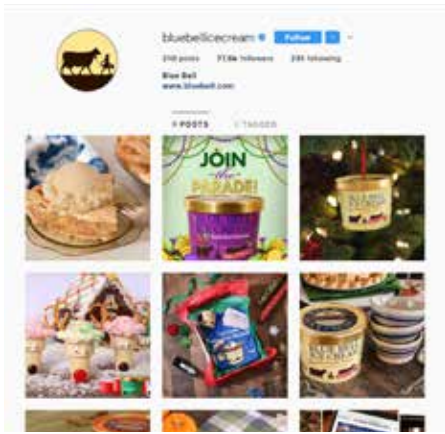
Ice Cream Competitors



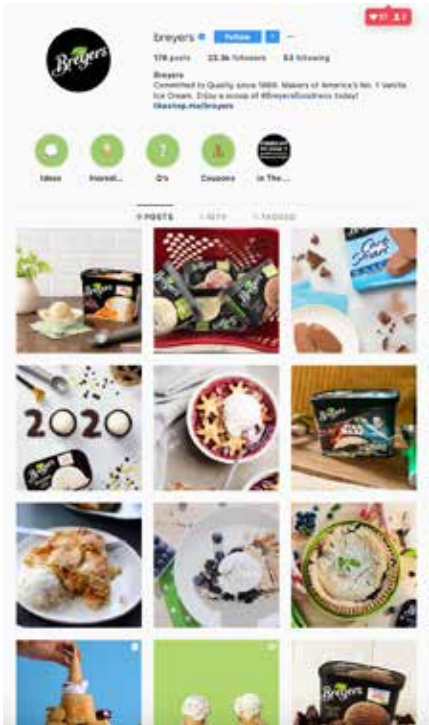
Milk Competitors



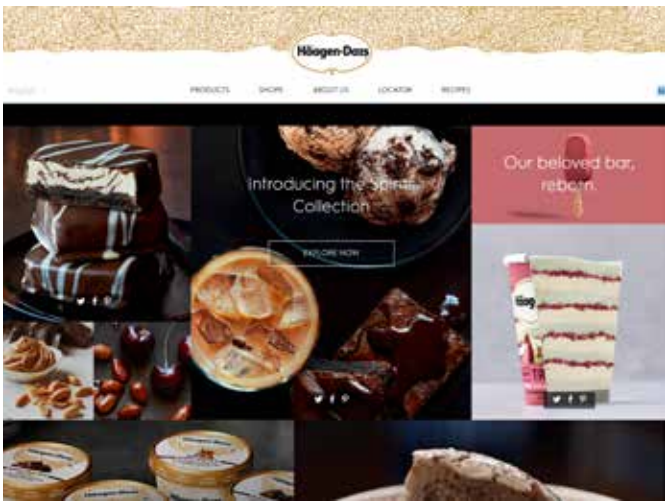
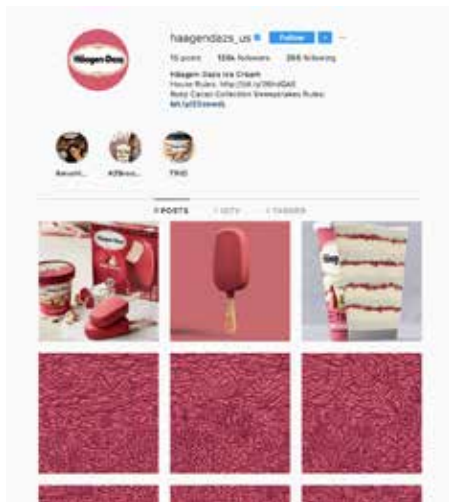
BLUE BELL'S BRANDING



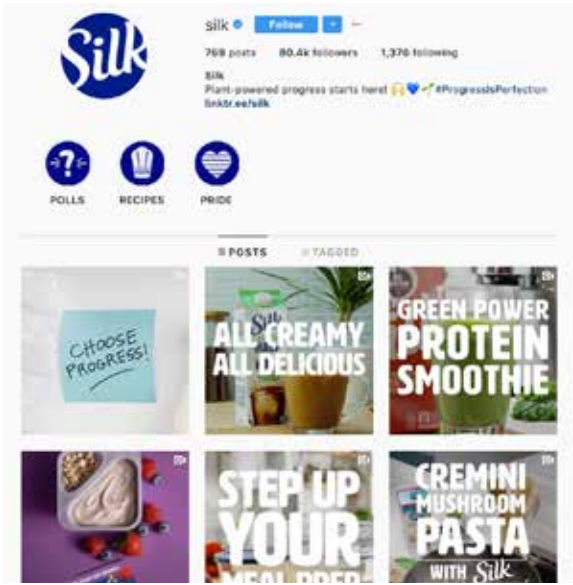
BREYERS' BRANDING



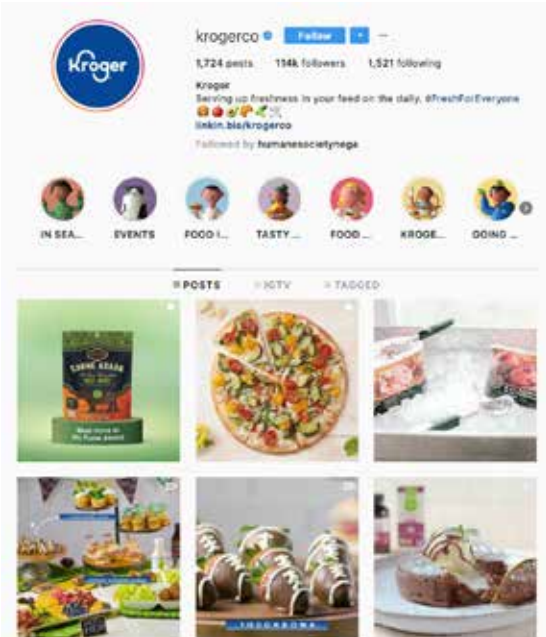
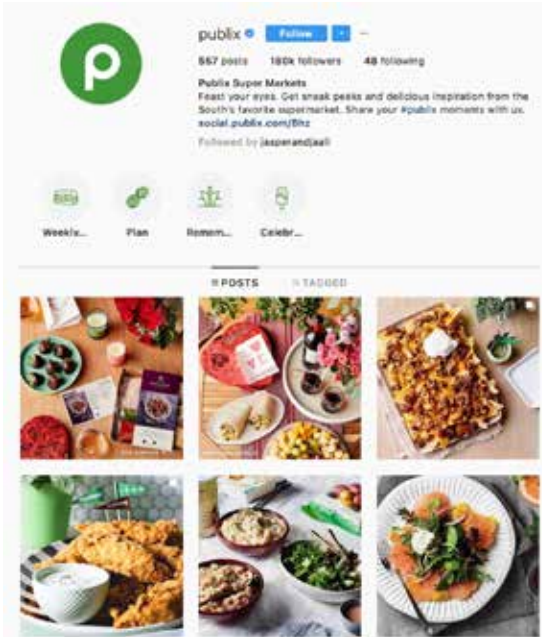
HÄAGEN-DAZS' BRANDING



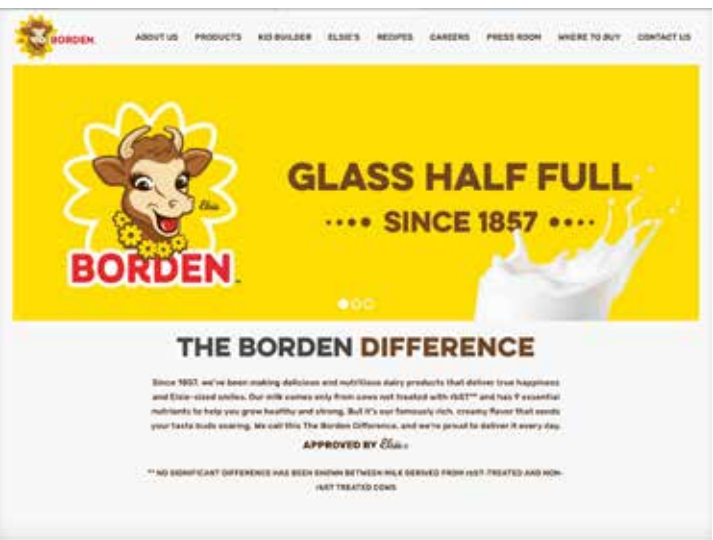
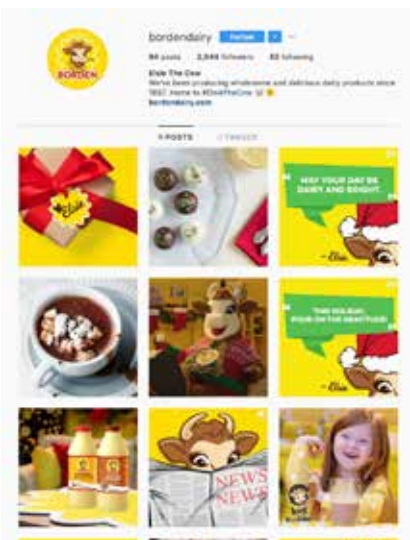
SILK'S BRANDING



PUBLIX & KROGER'S BRANDING



BORDEN'S BRANDING



CURRENT LOGO



This is Mayfield's all purpose logo.



This is Mayfield's logo that is used only for their ice cream products.



This is an additional logo you might find on packaging.

CURRENT PRINT MARKETING



CURRENT ONLINE MARKETING

Website



Significantly Outdated

Above is the home (left) and about us (right) page on Mayfielddairy.com, their primary website that features all of their products. As you can clearly see, their website is severely outdated and lacks clear organization, hierarchy, and consistency. The typefaces are used carelessly and inconsistently, elements are overlapping, and items that appear to be clickable are static.

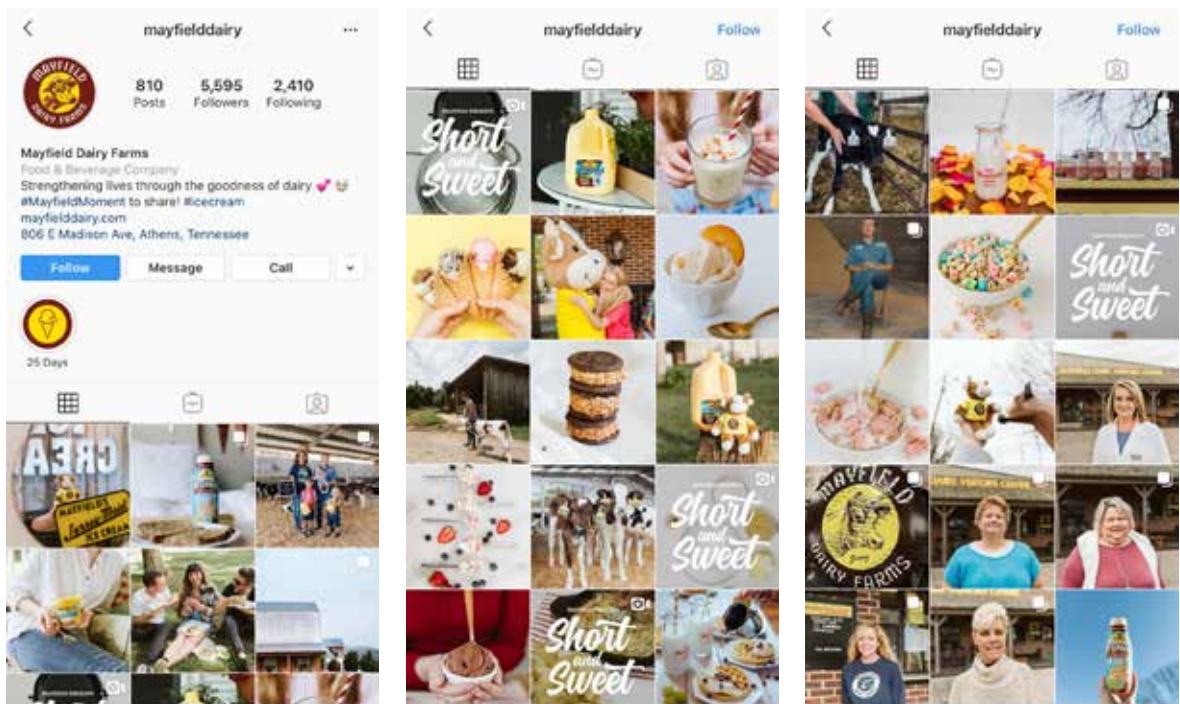


Overwhelming Product Page

This page (above) shows all of the products that Mayfield produces. As you can see, it's quite an overwhelming list of links. There is some organization by type of product but overall it is quite uninviting. The bottom left website screenshot is the page a visitor is taken to once they click on a product from the lists.

CURRENT ONLINE MARKETING

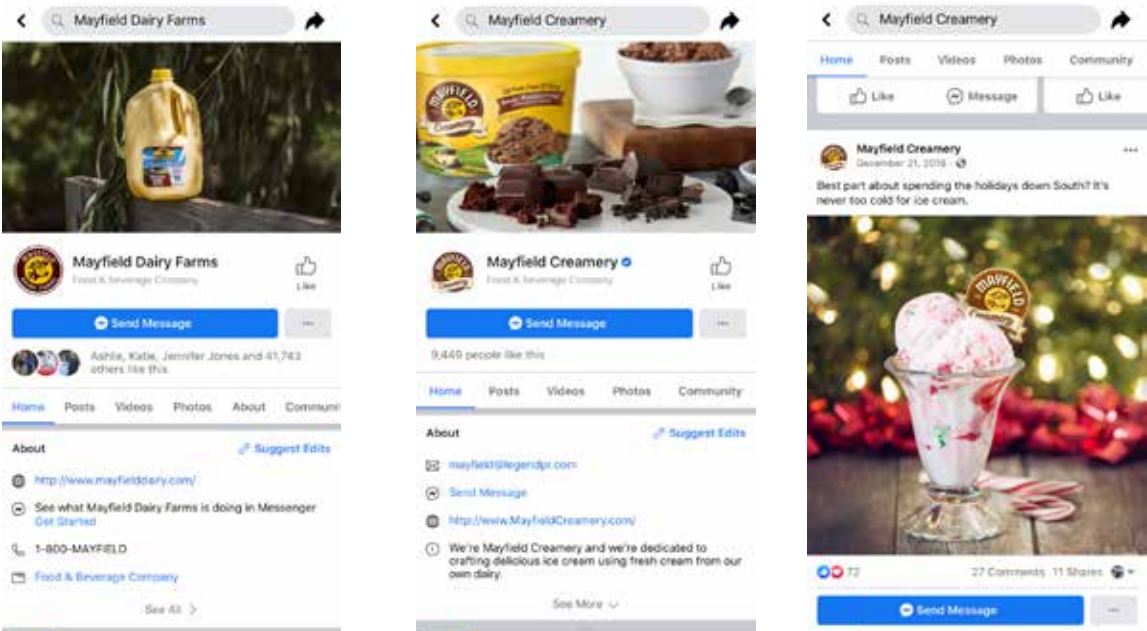
Instagram



Curated but Inconsistent Instagram

Of all of Mayfield's online platforms their Instagram is by far the most curated. It is clear that effort went into posting content that is relevant and attempts to carry a new voice of the brand. Their posting is sporadic and inconsistent, with the most recent post being over a year and half old. Their voice on Instagram does not match their other platforms. In order to remain in touch with consumers, Mayfield has to keep up with managing their online presence and develop a clear tone & voice for their brand that is consistent across all platforms.

Facebook



Unkempt Facebook

Their Facebook social media is not managed or kept up with. Mayfield Dairy's latest post was from over a year ago and Mayfield Creamery, their ice cream, was last posted about in 2018 (two years old). The most recent content hints at the style of their Instagram but is definitely more inconsistent across the board. As you get further down in their photos, the content is entirely randomized with poor design and no consistency at all.



OPPORTUNITY

Why Mayfield?

Mayfield used to be a trail-blazer brand that pushed the envelope of innovation, looked to the future with anticipation, and strove to be the leading dairy producer in the nation. When a brand loses sight of who they are as a company, so will its customers. For too long Mayfield has relied on their history as a brand to consistently drive sales and maintain customers, especially after being acquired by Dean Foods. Because of this, they have not adapted to reach the next generation of their target audience. This has played a very significant role in Mayfield's loss of popularity and sales as a whole. A re-brand for Mayfield is not just about a new look, it's about re-aligning their company with its vision, target audience, and purpose that will completely shift the whole trajectory of their company. It's time to regain and restore a distinct & memorable reputation for Mayfield. Implementing a new design system and a consistent, unified story once again will make all the difference for Mayfield Dairy Farms.





INTRODUCING... THE NEW BRANDING

THE SOLUTION



New Logo

The new logo for Mayfield Dairy is a fun and playful, handwritten style type that still remains structured and rectangular when used horizontally, like their previous logo. The cow's head remains in the same position facing the right, but is stylized to be more kid friendly and welcoming. A slab serif typeface invites the viewer to reminisce on the historic, more sentimental side of Mayfield Dairy, while remaining modern & fresh.

BLACK & WHITE LOGO



LOGO COLOR TREATMENTS



Cow Colors
While Mayfield has several new brand colors now, the only acceptable colors for the logo are the two primary colors for the brand: the yellow and navy blue by itself. All the colors are acceptable when all of the colors are used together in one logo. The cow should only be used with a darker fill, never filled with yellow or white.

LOGO VARIATIONS

Here are some treatment variations you might see for Mayfield’s new logo.



Instagram



Facebook

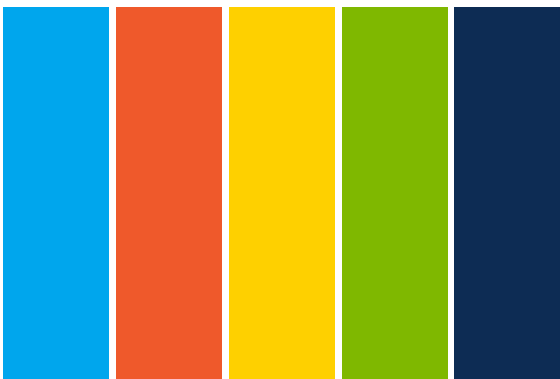
LOGO SIZE CHANGES



Logo Sizes
At most sizes, the logo with the cow icon and “dairy farms” type may be used. However, at smaller sizes or further distances when legibility becomes a concern, the logo with the cow icon (without dairy farms) or without both should be used.

BRAND COLORS

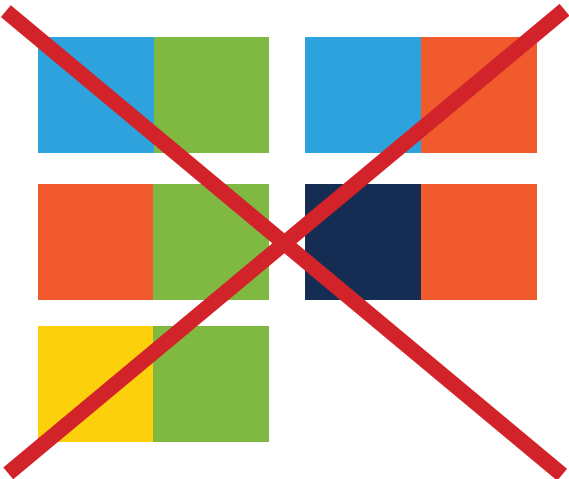
Color Swatches



New Colors
The new color palette for Mayfield is bright and exciting! It invites exploration, promotes creativity, and instills inspiration. A large reason for the color consideration was Mayfield’s emphasis on kids and the school system. Colors that kids find inviting were implemented. The iconic yellow remains the same as the previous Mayfield branding and navy has replaced the dark brown. A lighter blue, orange, and green are able to be used in conjunction with the yellow and navy.



Color Rules
Do not use the bottom right color combinations together. The approved color combinations are seen above. On any design for the company, either the navy blue or yellow must be used. The design must include one of those two colors, and the others can be used as accent colors.



TYPOGRAPHY

Display/Headers Only

MINDSET

Ernestine Pro Bold

Ernestine Pro Demibold

THE TASTE OF CHILDHOOD

Chase Your Dreams.
But Don't Forget to Taste Them.

Chase Your Dreams.
But Don't Forget to Taste Them.

Paragraph/Copy Only

Ernestine Pro Regular

This is a paragraph about Mayfield Dairy Farms to show readers what this typeface looks like in a paragraph format at 12 pts. This is a paragraph about Mayfield Dairy Farms to show readers what this typeface looks like in a paragraph format at 12 pts. This is a paragraph about Mayfield Dairy Farms to show readers what this typeface looks like in a paragraph format at 12 pts.

Ernestine Pro Light

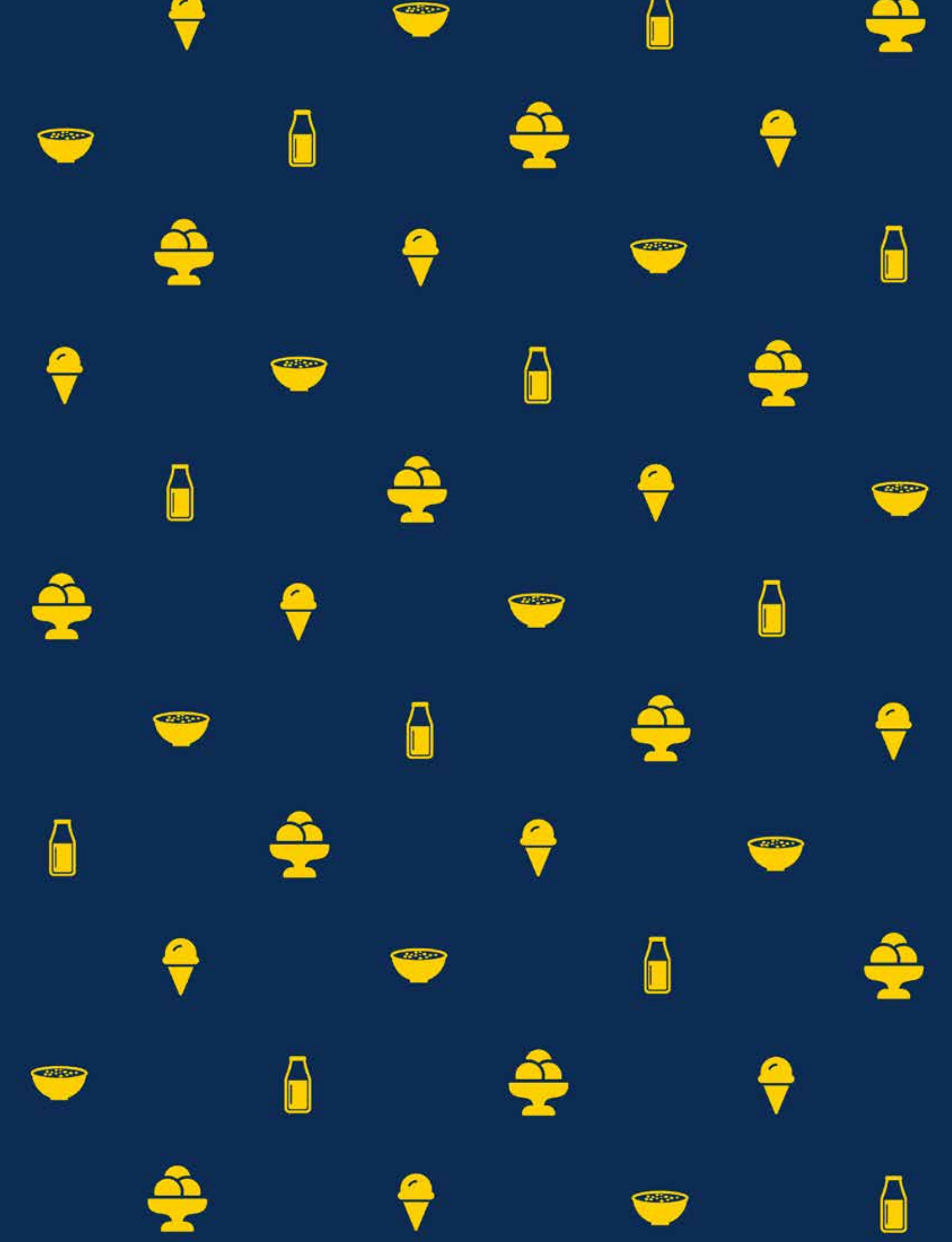
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Serenity Medium

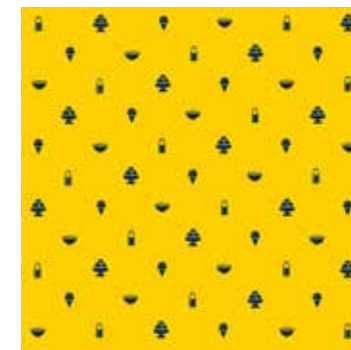
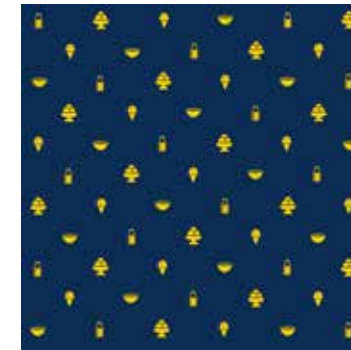
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Serenity Light

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BRAND PATTERN EXAMPLES





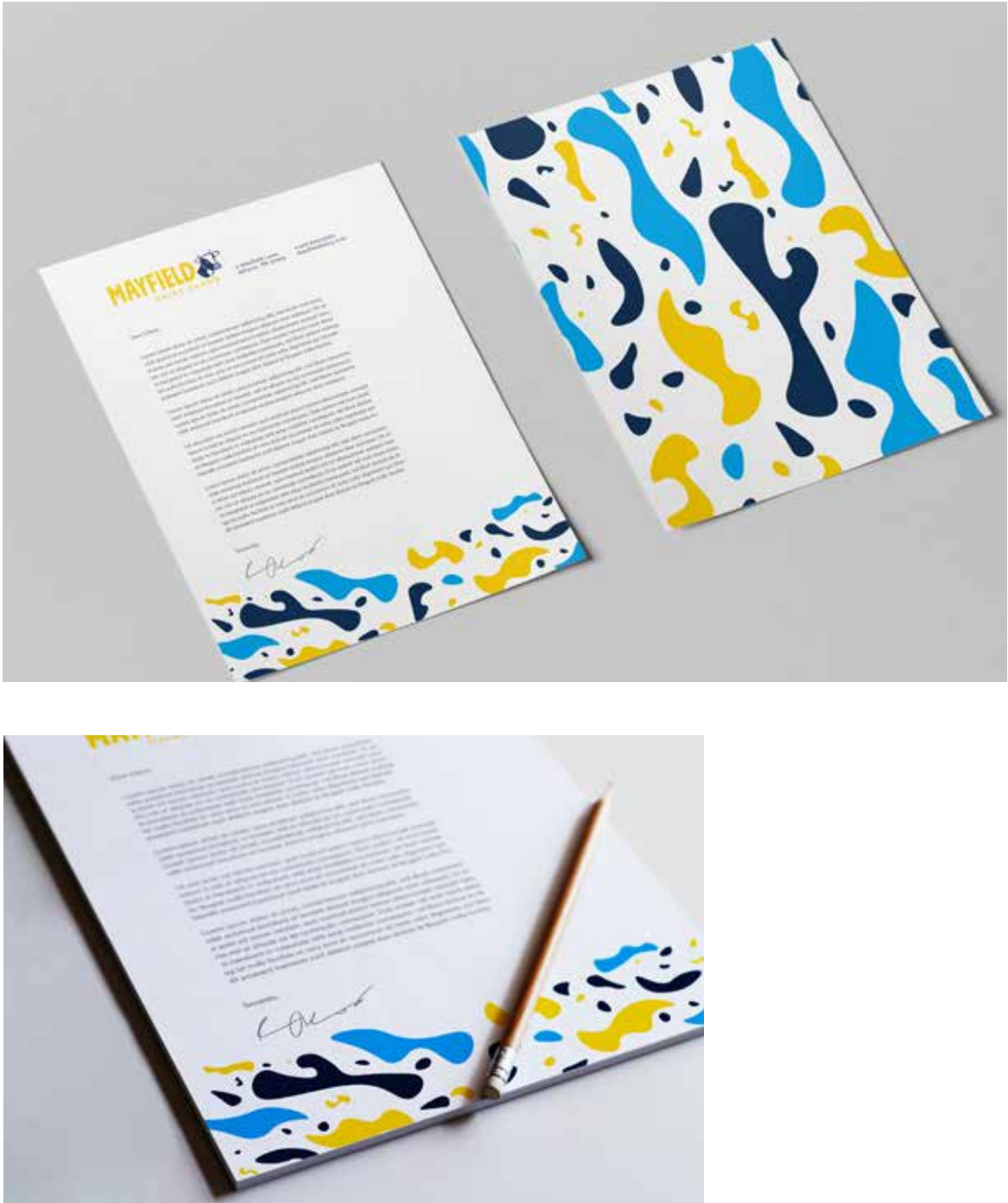
PHOTOGRAPHY STYLE



FULL STATIONERY



LETTERHEAD



BUSINESS CARDS & ENVELOPE



SEMI TRUCK



GIFT SHOP COFFEE MUGS



GIFT SHOP BAG



ICE CREAM CART



ICE CREAM CUP



ICE CREAM CONE WRAP



ICE CREAM FUDGE BAR



CORPORATE OUTDOOR SIGNAGE



INDOOR SIGNAGE



OUTDOOR VISITOR CENTER SIGNAGE



CHILDREN'S T-SHIRT



SCHOOL SINGLE SERVE CARTON



SCHOOL EVENT DRAW STRING BAGS



PRINT CAMPAIGN



**THE
TASTE OF
CHILDHOOD**
since 1910

MAYFIELD 
DAIRY FARMS



**THE
TASTE OF
CHILDHOOD**
since 1910

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**THE
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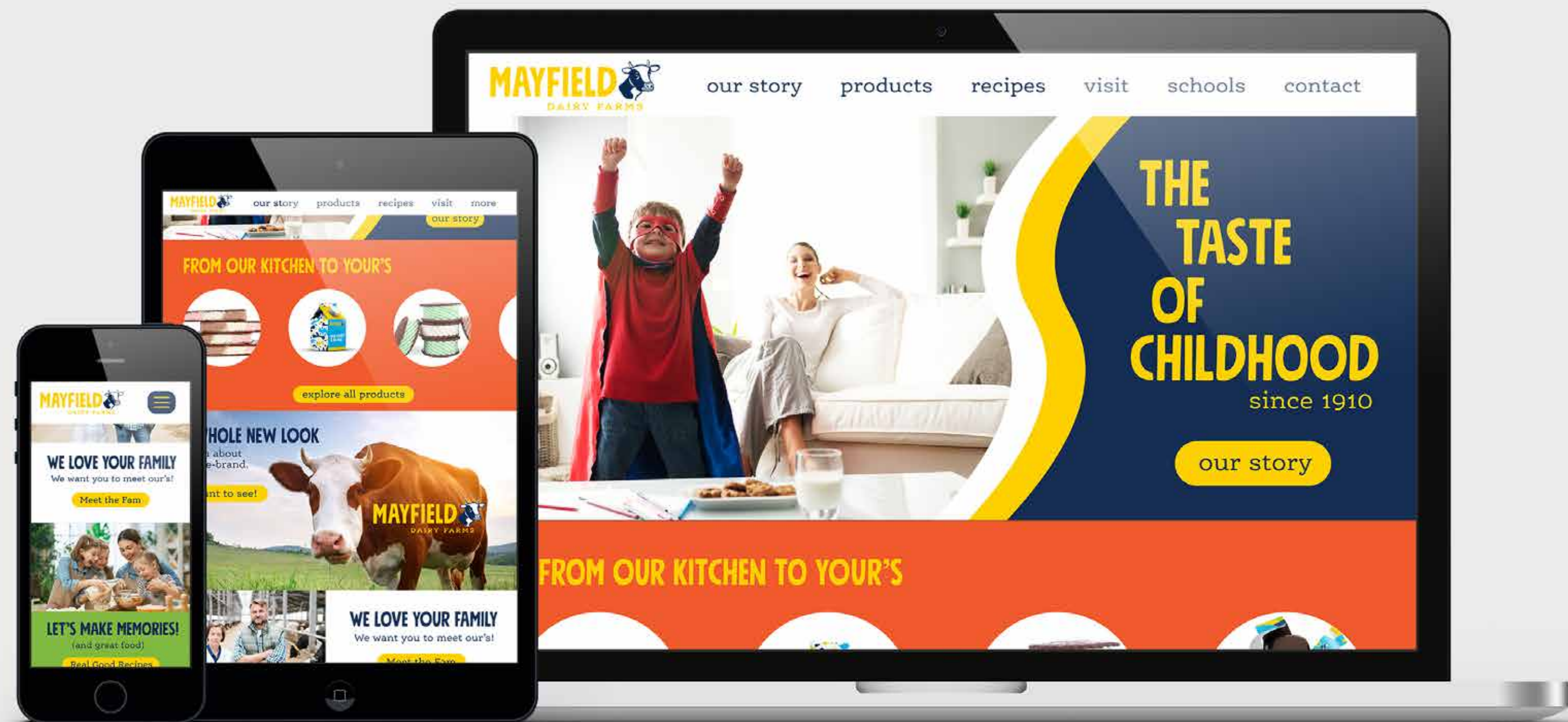
MAYFIELD 
DAIRY FARMS

**THE
TASTE OF
CHILDHOOD**
since 1910

MAYFIELD



RESPONSIVE WEBSITE & DIGITAL USE OF CAMPAIGN



NAME THAT MOOVIE!

We are going to
pull the moo
crime of the
century!
We are going
to steal the
moon!

MAYFIELD 
DAIRY FARMS

Play the game with us!
Comment on this post on
our Instagram or Facebook
for a chance to win a set of
three movie tickets and a
voucher for a free half
gallon of our ice cream!

SOCIAL MEDIA CAMPAIGN (with print applications)

To get the whole family involved, we're introducing the "Name that Moovie!" campaign. Everyone is invited to guess what moovie the quote is from and comment their guess on the Instagram or Facebook post associated with the quote. Several lucky winners will get three free moovie tickets and a voucher for free ice cream to enjoy together!

NAME THAT MOOVIE!

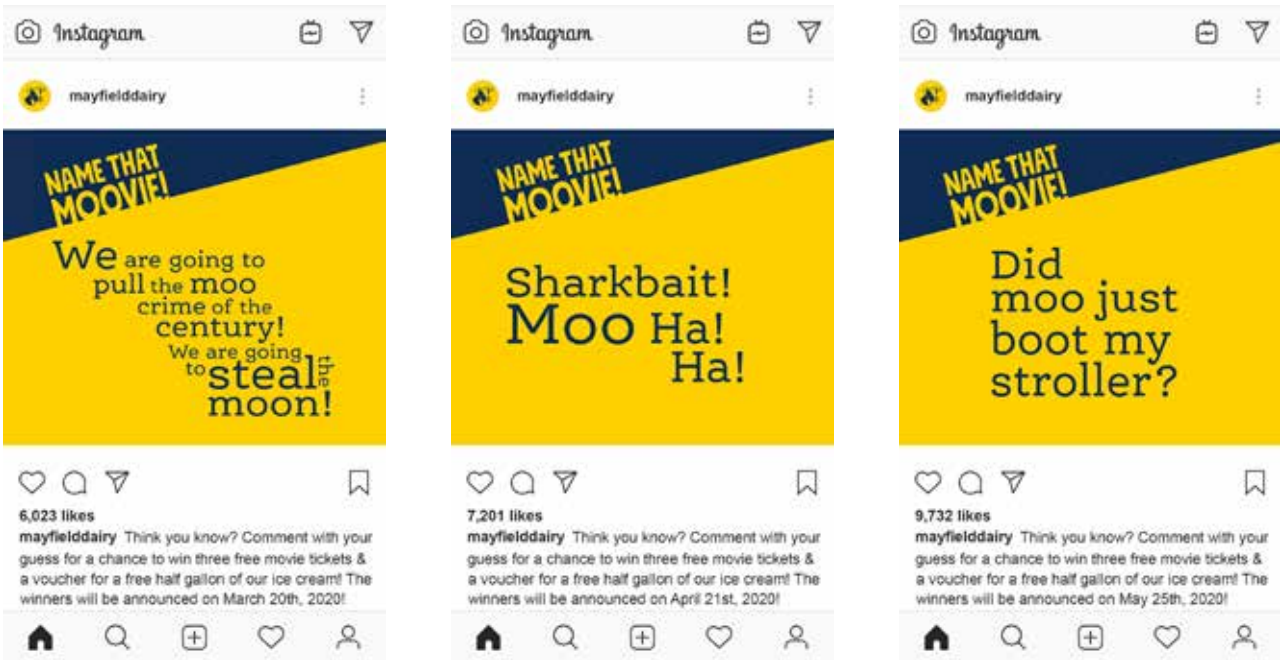
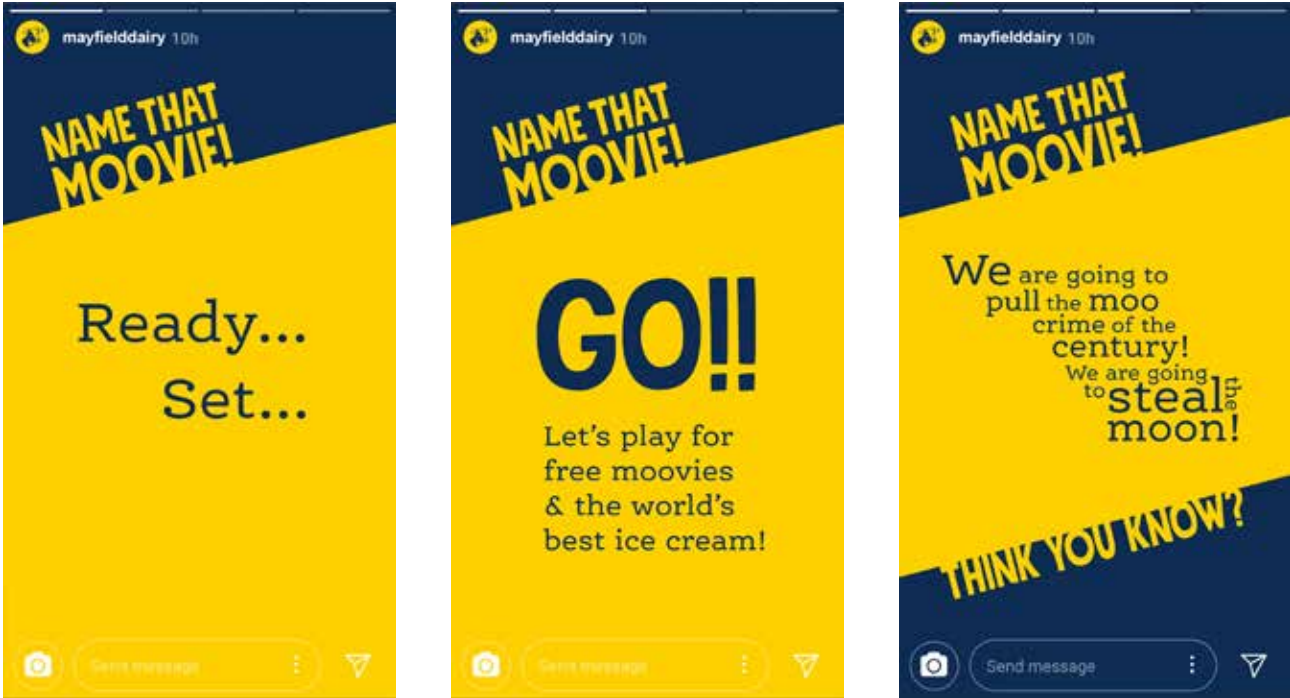
We are going to
pull the moo
crime of the
century!
We are going
to **steal** the
moon!

MAYFIELD 
DAIRY FARMS

Play the game with us!
Comment on this post on
our Instagram or Facebook
for a chance to win a set of
three movie tickets and a
voucher for a free half
gallon of our ice cream!

INSTAGRAM CAMPAIGN

INSTAGRAM SOCIAL MEDIA



ABOUT THE DESIGNER



Courtney Peplin

Courtney is an avid dog trainer, photographer, & graphic designer. After owning her own dog business for 9 years, she decided to switch gears to help businesses make a powerful visual impact on potential clients. Building trust, opportunity, & professionalism for businesses through design, photography, and media is one of her biggest passions in life. She loves to see the incredible difference it makes for how people view a company and then choose to trust them. She finds great joy in seeing lives positively impacted through the power of visual communication.

BEFORE & AFTER LOGO



Before



After

THANK YOU!

