



## From Farm to Table: TruMoo Image Creates Milk Lovers

### Quality

**A workflow that creates optimal quality and consistency**

Dean Foods is a leading food and beverage company in the United States. They are the nation's largest processor and direct-to-store distributor of fluid milk, marketed under more than 50 local and regional dairy brands and private labels.



Because Dean Foods handles fresh-to-shelf product, their commercialization strategy traditionally had involved multiple regions, each operating as an autonomous team of designers, printers and separators working to create and reproduce the designs. With this approach, multiple teams were producing multiple variations of a brand image. The resulting lack of consistency from region to region was due to varying levels of color reproduction and subsequent issues with producing uniformly high levels of print quality.

Preparing for a national rollout of TruMoo, Dean Foods recognized that this regionally structured approach could not create the necessary levels of quality and integrity for the brand image across every region and medium. Nor could the approach meet the compressed launch timeframe, because bringing together various regional production teams would result in massive redundancies.

Dean Foods turned to Beck for leadership in creating a streamlined process that would consolidate the workflow and guide the TruMoo brand into the national marketplace quickly, with optimal quality and consistency.



Dean Foods

CASE STUDY



Beck began the project by assessing the company's siloed commercialization process – the fundamental issue challenging a successful national launch of TruMoo. Through the audit, Beck showed how a centralized process and design could maximize brand intent across the entire country.

The approach would use a holistic process to improve the quality and consistency of the images, and ultimately, the bottom line success of the brand. To do that, Dean Foods needed to shorten the turn time for the national launch, lower the cost for the launch, and put guarantees in place for meeting design intent.

Beck applied a distinctive integrated workflow that involved Dean Foods, a design firm and a network of more than 20 printers. Beginning with printed intent, this team collaborated to create a single design image for the brand. Beck then guided each art reproduction effort to take the image from intent to shelf.

A process-driven communication plan clarified the graphics development and print cycles for all stakeholders. Templates were put in place to ensure production start-up times and in-market dates were clearly communicated and noted across every provider in the workflow. Checks and balances were put in place to reduce unnecessary, time-consuming revisions. And quality control standards established measurement metrics for brand reproduction across the Dean printer network.



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With this collaborative structure in place, Beck piloted images from design to print-ready files for more than 600 SKU's. Shortened turn times allowed the company to meet its aggressive schedule, with a lower cost. Most importantly, the revised process contributed to the massive success of the launch by communicating the quality and value of the TruMoo brand to the consumer through high fidelity color, enhanced graphics and total brand consistency.

Beck and Dean Foods accomplished every quality, time and cost objective set for the TruMoo brand introduction. By establishing a nationally integrated model that consolidated and streamlined the commercialization process, Beck, Dean Foods and the design team were able to:

- Shorten the turn time for the national TruMoo launch by several weeks through workflow transparencies and project tracking measures
- Consistently communicate the highest quality TruMoo brand images in every printed medium through high fidelity color and enhanced graphics reproduction
- Institute a powerful collaborative workflow with a national printer network, involving them in the ultimate print goals from the start of the design process
- Reduce the production costs of the national launch to below budget

For Dean Foods and TruMoo, these process achievements translated into immediate consumer success. In 2011, nearly 1,900 new CPG brands were introduced in the US, and TruMoo was ranked among the top 11% for sales. In 2012, Information Resources, Inc. (IRI), the standard in market and shopper information and predictive analysis, ranked TruMoo Chocolate Milk as the fourth most successful new CPG brand.

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With such impactful packaging earning TruMoo attention from the shelf, Dean Foods has earned numerous broad accolades:

- Recognized as a New Product Pacesetter Rising Star in 2011
- One of only 11% of brands to meet IRI strict, industry-recognized benchmarks of exceptional first-year sales success
- Ranked among the top five new convenience store brands in 2012, one of only two brands to do so (IRI)
- The leading brand in the \$1 Billion flavored milk retail category
- Sales volume growth of 7.5% in the year ending March 31, 2013
- 75% brand awareness, even gaining attention as a *Jeopardy!* game show answer in 2012
- Brand consistency across all markets in the US for TruMoo and its more than 32 logo branded dairies

Since its successful national launch, TruMoo has grown powerful brand recognition, trust and sales leadership, which have created new opportunities for innovation. TruMoo continues to expand its line to include protein enhanced, holiday themed and more nutritious variations – firmly establishing it as the favorite on shelves, in schools and in homes around the country.

## Response

*In a relatively short amount of time the TruMoo brand has made an indelible impression among consumers...We are pleased to see such a strong consumer response to our brand at checkout. We are constantly striving to delight our consumers with new and better products.*

*~ Greg Schwarz, Vice President of Marketing, Dean Foods*

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