



omaha steaks:
mouth-watering makeover



Omaha Steaks Brand BEFORE.



industry setting

The food processing and distribution industry contains thousands of companies with total revenues exceeding \$100 billion. Omaha Steaks is a nationally renowned food company that boasts an outstanding pedigree, notable community heritage and fifth-generation family ownership.

challenge

Omaha Steaks was looking to expand its consumer audience and develop a unique, contemporary brand that spoke to a broader consumer landscape and 21st century marketplace. The challenge was to achieve this while honoring significant brand equity, history and tradition and retaining a loyal consumer base.



Omaha Steaks Brand AFTER.

strategy

Omaha Steaks' brand hit a critical crossroads, needing to balance respect for its past foundation with a forward-thinking approach to its business activities, a progressive relationship with its customers and "copy-cat" aesthetics in the marketplace. The strategy was to re-examine the company's archetypal "soul" and aspirations and express that anew through the visual and verbal brandscape both internally and externally.

results

The refreshed brand better expresses the "lover" archetype, has eliminated brand fragmentation, and has created differentiation. New brand direct mail and other touchpoint tests are positive. It's an important initial step in a continuing evolution of the brand, being implemented in every area of engagement with Omaha Steaks' customers.



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in a client's words...

Todd Simon
Owner & Senior Vice President Marketing
Omaha Steaks

"The dd|a process was fabulous. It brought our entire organization on to the same page and created an alignment of our brand across multiple channels. No question that dd|a added tremendous value."