



The Brand Establishment

CASE STUDY

RETAIL FOODS

How

do you help
a 69-year -
old brand
make a critical
transition?

Case studies submitted by Brand Establishment members nationwide
Member Directory at www.brandestablishment.com

By helping them discover they've been “Culinary pioneers since 1939.”

NOW



SITUATION

Di Bruno Brothers has been an icon of Philadelphia's Italian Market since the market's inception. The brand is known for its amazing selection of cheeses, gourmet meats, olive oils—and intrinsic charm, the signature of its creators, Danny and Joe Di Bruno. These gentlemen were ahead of their time, and built a very successful business by providing unmatched, and/or unheard of, products.

In the early '90s, their grandchildren bought the business with the goal of continuing their grandfathers' legacy. They opened a few stores in the Rittenhouse Square area and expanded into prepared foods. But that was only the beginning, because this generation of entrepreneurs had a grand retail vision—a 12,000-square-foot operation that could rival the “best of the best” in U.S. gourmet food retailers.

THEN



OBJECTIVE

But before venturing too far down that path, they knew they needed to get a better understanding of their brand. They needed to understand how the brand was able to achieve its success. What was truly special about it? What was the core meaning of it; and how would they ensure continuity through the evolution?



DI BRUNO BROTHERS



BRAND STRATEGY



Through Brand Purification, we helped the Di Bruno team answer these critical questions, and more. The outcome of their Discovery Session made it evident that this brand achieved its success with a pioneering mindset and true passion for gourmet foods. The new era of this brand would rollout under the tagline of “Culinary pioneers since 1939,” with an authentic look and feel, reflective of a brand rich in history, and grounded in family values.

In the spirit of being pioneers, the brand experience would be constructed to encourage customers and employees to discover all that Di Bruno has to offer through informational brochures, a “Culinary Passport” to log favorite Di Bruno foods, and an employee “Discovery of the Month” program—to name a few. The ads encourage discovery through product pairing suggestions, and reinforce Di Bruno’s vast international selection by listing each product’s country of origin.

The logo was redesigned to include an illustration of the original pioneers of the brand; the corporate identity package looks genuine and trusted; and the packaging feels rich and authentic.

BRAND ADOPTION

THE KICKOFF. Employees are a brand’s ambassadors, and therefore need to embrace the brand’s meaning, and deliver the brand experience as intended. To ensure consistency, an employee kick-off event was held prior the brand’s external launch. Three Brand Champions were appointed to spearhead ongoing efforts, and spoke at the event to rally employees around the brand. Each employee received a “Discoverer’s Toolkit” containing a sunlight-sensitive t-shirt that revealed a “culinary pioneer” message, temporary tattoos, a compass keychain, and a note from the owners that included a chance to win a prize, determined by an ultraviolet code on the envelope.

After the event, internal educational efforts were conducted to reinforce product knowledge. Each employee received a “The Culinary Pioneer’s Handbook,” the official employee manual of Di Bruno Brothers. An orientation was created for new hires, which includes the handbook, training at the original store in the Italian Market, product education, and how to deliver the brand experience.



THE EXTERNAL LAUNCH. A grand opening event marked the beginning of the new era. It was a daylong event of festivities that began with a “pepperoni” ribbon cutting ceremony (emceed by Dave Roberts of Channel 6), an unveiling of a 300-square-foot “Cheese Cave,” three culinary seminars, an amateur “Foodie” competition, product sampling and demonstrations, and ended with a private party that included a drawing to benefit MANNA and Philabundance. It was a tasty debut, and a complete smash—and it was well attended by the media!

