



**THE CHALLENGE:**  
**Create A Strategy That Informs Change.**

One of Canada's largest privately-owned agri-genetics companies realized a new business model was required to service its dramatically changing market. As the dairy industry shifted from family-run pedigree operations to high-yield corporate farms, the Company needed the market intelligence required to develop specific customer segmentation strategies.

Ryan-Jones Marketing Projects\* was hired to conduct an in-depth study into the dairy industry, stakeholder farmers and corporations, and industry metrics and trends so that the company could build serviceable and profitable product portfolios and pricing strategies.

**THE SOLUTION:**

Facing a complex and far-reaching industry, the first step was to undertake an 18-month market research study. This involved quantifying the size of the market and segmenting more than 7,500 individual Canadian dairy operations into easily identifiable and actionable categories.

Once we'd finished our research, we began to dig into the data, identifying shifts in market trends. We then took our findings and further sliced the data into four key audience segments, with details on each segment's buying patterns, sensitivity to price and long-term consumer potential.

Having data and acting on data, however, are two completely different things. That's why we then worked with the Company to restructure their marketing strategy to better connect with the audiences we'd uncovered during our research process. Our recommendation formed the basis of a new supply strategy, as well as the creation of new strategic marketing materials to help the Company continue to connect with North American dairy farmers.

**THE RESULT:**

- + **Increased Profitability:** Customer segments identified in our research allowed the Company the opportunity to increase overall margins and profitability levels.
- + **Increased Awareness:** The Armed with a better understanding of their target audience, the Company was able to reach new customers with targeted messages.
- + **More Effective Marketing:** Using our research, the Company was able to develop marketing collateral that appealed to highly targeted audience segments, helping to drive their overall business.

\*Working as E. Ryan Communications, Ryan-Jones' predecessor company.

**Learn more about our marketing strategy consulting.**

A great marketing strategy is all about understanding how your business fits into the marketplace, who your ideal customer is and which channels and tactics will work best to support your overall goals. A marketing strategy also needs to be flexible enough to adapt to shifting industry conditions, customer demands and changes in your operations.