

BRAND STORYTELLING

Public relations is fundamentally about telling compelling stories and building authentic relationships with consumers.

This section showcases how I craft strategic brand narratives that resonate emotionally, foster trust, and create lasting connections between organizations and their audiences.

Scroll to explore my experience in brand storytelling!





BRAND PLAYBOOK

PR 3240: Brand Storytelling

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Introduction:

Berkwood Farms is a cooperative of independent family farmers committed to raising heritage Berkshire pigs with care and integrity. This brand playbook serves as Berkwood Farms' guide to communicating who they are - their story, values, and voice. This document is designed to ensure every touchpoint reflects the quality and authenticity behind Berkwood Farms' pork.

Intended Document Purpose:

This brand playbook is designed to serve as the foundational reference for all Berkwood Farms communication efforts. Whether developing marketing campaigns, crafting social content, or creating partner materials, this guide is designed to ensure consistency in voice, visual identity, and messaging. By creating genuine content that aligns with Berkwood Farms' brand personality and core values, this document aims to serve as a consistency guide to strengthen recognition, enhance education around product and brand quality, and build lasting trust with our audience.

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Des Moines, IA 50313

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 @Berkwood Farms Meat Co.
 @Berkwood_Farms
 @BerkwoodFarms

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Brand Strategy

This section defines the strategic foundation of the Berkwood Farms brand. It briefly identifies our target audience. Additionally, this section outlines our positioning statement and intentions, which clarifies how we differentiate in the marketplace, along with our brand personality traits that guide tone and character across all communications. Together, these elements ensure our story is told with clarity, purpose, consistency, and transparency.

Audience:

Berkwood Farms' audience is made of upper-middle-class consumers ages 35-55 who value ethical and sustainable food practices. They are largely on the east and west coasts, with a large concentration in California. Our consumers are looking to feed their families with premium, ethical foods.

Positioning:

Berkwood Farms is positioned as a premium pork producer using honesty and transparency to help bring meaning to consumers' meals. We accomplish this by specializing in the Berkshire breed, a top-quality breed, raised by a coalition of 90 independent family farms. By working with small-scale operations, we help ensure quality for our consumers, putting us at the top of our consumers' list.

Messaging:

Berkwood Farms helps our consumers create memorable moments by offering premium, top-quality, ethical pork. We value transparency by ensuring every step of our process is ethical and well-explained. Additionally, consumers are able to speak directly to our farmers or even our CEO. By purchasing our pork, consumers feel a connection to our farmers, which makes the meals more memorable.

Personality:

Berkwood Farms' clearest strong suit is their commitment to honesty and transparency. Presenting ourselves as clear, concise, and quick, should be the top priority when communicating with customers. We have nothing to hide, and that's something to be proud of. Berkwood Farms aims to come off as helpful, honest, and experienced. While other companies are trying to make common breeds seem like commodities, Berkwood is committed to specializing in one top-quality breed. They're also in the business of working with hobby farmers, meaning that Berkshire pigs aren't a make-or-break for them. These pigs are reared because of a genuine want, instead of a need for income. These pigs are pure, by virtue of farmers' intent, open living conditions, and quality of meat processing.



Audience Analysis

Understanding who connects with Berkwood Farms - their demographics, psychographics, values, motivations, aspirations, and communication preferences is key. Berkwood Farms aspires to foster authentic, meaningful relationships that resonate deeply with their heroes' external, internal, and philosophical needs, desires, and the emotional connections, because enjoying a cut of pork isn't just about eating, it's about feeling truly confident and connected to your food source.

Overview of Target Audience: Customer Persona

The demographics of our target audience include consumers within the 35-55 age range. Furthermore, our target audience is categorized as "upper-middle class," or individuals with a household income above \$150,000. The majority, if not all, of our target audience resides on the East and West coasts, with a particularly large concentration in California. Our target audience is likely someone who is hosting a get-together or celebrating a significant event; thus, our hero is someone who genuinely enjoys cooking for their family. Therefore, the psychographics of our hero include qualities of intentionality, empathy, loyalty, conscientiousness, logic, and confidence. Our target audience prioritizes personal values of sustainability, connection to food sources and producers, ethical practices in food production, reliability, and consistent quality. Our target audience emphasizes meaningful, sustainable food production and actively seeks out brands that align with their values, beliefs, and lifestyle - so they can feel content with and connected to their food sources, restoring the experience of enjoying high-quality pork and food in general.

Our strategically crafted customer personas are Maya and Michael. The pair resides in San Francisco, California, with their two children, Brooks (10) and Elsie (13), and their rescue German Shepherd mix, Scout. Maya and Michael have a combined household income of roughly \$220k, as Maya works as a financial analyst for a sustainable B corporation, and Michael is a software engineer for a computer company. The family thoroughly enjoys frequently hosting their friends and family in the backyard oasis of their home. In addition to hosting and serving delicious, high-quality meals for their loved ones, Maya and Michael love experimenting with gourmet restaurants in the Bay Area. They also enjoy hiking with their children, traveling, and volunteering within the community. Their short-term goal revolves around feeling confident and assured about what they are consuming and what their children are being fed. In addition to seeking these feelings of confidence and connection, they also prioritize supporting farmers. Their long-term goals are to restore the meaning behind a meal and feel genuinely fulfilled knowing that they are supporting a choice that is better for everyone - farmers, the environment, their health and the health of their children, and the wellbeing of the animals that are being harvested.



Audience Analysis; Continued

Understanding who connects with Berkwood Farms - their demographics, psychographics, values, motivations, aspirations, and communication preferences is key. Berkwood Farms aspires to foster authentic, meaningful relationships that resonate deeply with their heroes' external, internal, and philosophical needs, desires, and the emotional connections, because enjoying a cut of pork isn't just about eating, it's about feeling truly confident and connected to your food source.

Identifying the Communication Gap: What Our Audience Needs to Know

The main communication gap that we have identified and are aspiring to address is an overwhelming lack of educational messages and informational content that informs the consumer about the product's incredibly high quality and value. In addition to educating audiences as to why our pork is worth the purchase, this brand playbook outlines and identifies our hero's view of true fulfillment and success: to navigate their journey of self-realization by discovering experiences that make them feel true to themselves and committed to their values of sustainability, quality, and greater fulfillment.

Thus, we hope to design and create educational content that addresses this communication gap, while simultaneously remaining aligned with our brand personality, tone, values, and overarching communication themes. In turn, we hope to serve as an assisting role in the process of helping our consumers achieve a feeling of being confident in their choice and truly connected to the farmers behind the mission.

Establishing Steps to Do Business with Berkwood Farms: What Our Audience Needs to Do

As a high-quality, sustainable, ethical, and farmer-owned cooperative, our products are exceptionally high-quality and thus are sold at a premium price point. Considering this, it is logical to assume that purchasing a product from Berkwood Farms is not merely impulsive or even automatic, but instead requires research, understanding, and ultimately - connection. By outlining the steps our audience needs to take to do business with Berkwood Farms, we can empathize with their internal, external, and philosophical purchasing process and effectively communicate based on this.

First and foremost, consumers contemplating a significant purchase typically conduct at least some initial research. Second, our audience likely considers their own internal and philosophical considerations, such as the cost relative to their ultimate commitment to sustainable pork. Third, they identify potential sources, whether retail outlets, restaurants, or online suppliers, before finally completing their purchase.



Positioning

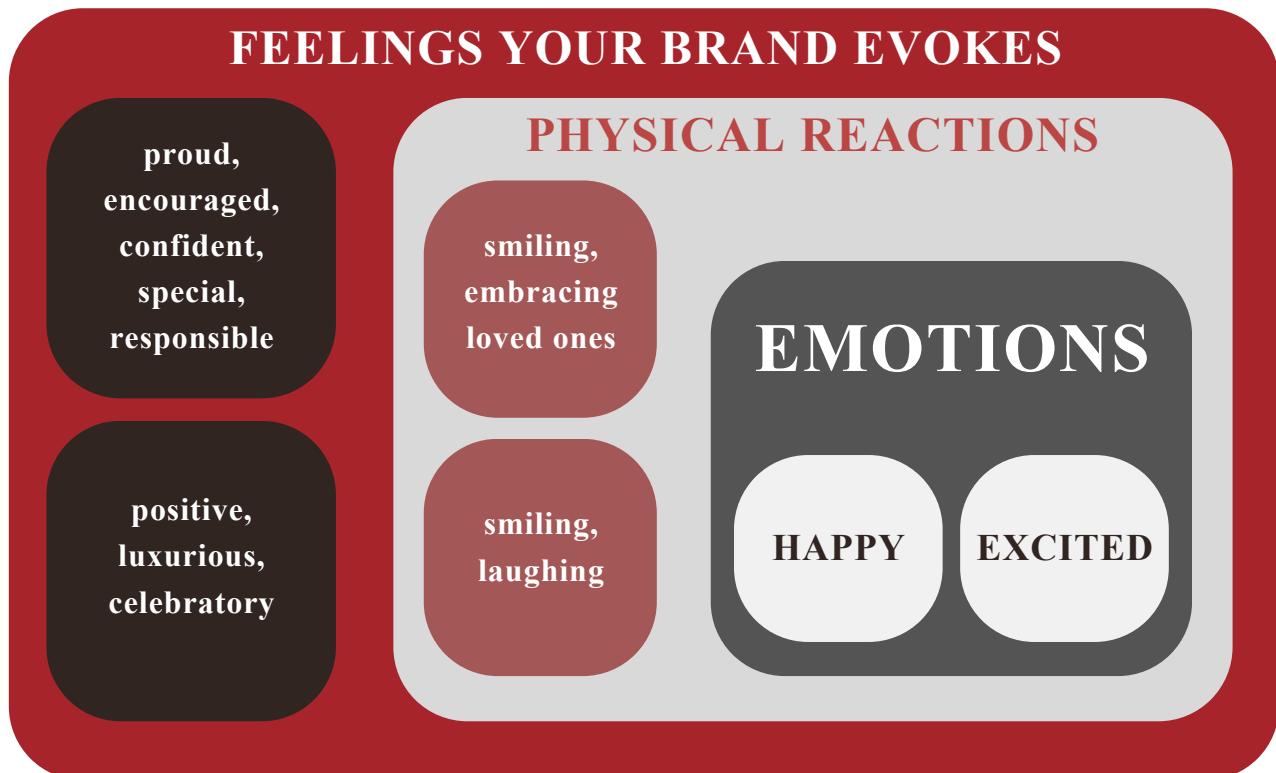
It's important to stay true to Berkwood's story as the company continues to expand. Here are some of the elements that contribute to the brand's personality including a mission statement and the feelings and emotions that we hope to evoke in customers.

Brand Mission Statement:

Berkwood Farms exists to provide consumers with quality pork that they can enjoy with loved ones and feel good about what they're consuming. Our consumers should feel genuinely connected to the farmers who produced it, because the world needs to regain the meaning behind enjoying a quality meal and reconnecting with food producers. Our goal is to foster a sense of community around food and emphasize the importance of high-quality, ethically sourced, sustainable pork.

Brand Feelings & Emotions:

Our first and foremost priority is capturing that feeling of trust. Consumers can rest easy knowing that their pork is the best we can possibly produce, and that we take no risks or shortcuts between our farms and their table.





Core Messaging

This section will provide a clear framework for how Berkwood Farms will be presented, and our best-case outcome for customer satisfaction. By analyzing the brand, we were able to define Berkwood Farms' essential truths, values, and promises that form the heart of the brand story - the key messages that consistently communicate who Berkwood Farms is, what they stand for, and why they matter to the people they serve.

Client: Berkwood Farms

Berkwood Farms' core values are honesty, transparency, and quality. Our goal is to move high-end pork from farm to table, to provide our consumers with top-quality cuts at their convenience. The role that Berkwood Farms plays in our hero's success is an assisting one. Success, in our hero's opinion, is the feeling of being confident in their choice and truly connected to the farmers behind the mission, which ultimately makes them feel not only unified and in connection with the farmers who produced the pork, but also helps them identify with a larger sense of fulfillment in restoring the meaning behind a meal. Our role in this journey is simply to support our hero in this story by providing them with the essential resources to reach success. These resources do not necessarily translate to objects, but rather relationships, products, emotions, and experiences.

This is accomplished through complete transparency, allowing customers to interact with workers at every step of the production process, from farmers to the CEO. Another key factor here is honesty. Berkwood Farms strongly believes that educated customers are happy ones, and we're more than willing to break down every step of our practices to give consumers a lasting peace of mind.

Customer: Story Hero

Our goal for the customer is to take them from a "cookout zero" to a "grilling hero." This is accomplished by providing flavorful, quality cuts of pork and backing up our meat with personal recipes and advice to give our consumers that extra boost.

Before buying from Berkwood Farms, these people were used to bland, tough pork. They were doomed to a fate of tasteless anniversary dinners and a horribly dampened kitchen confidence. Berkwood Farms not only instills this feeling of confidence in what they are consuming and serving, but the brand also restores the meaning behind a meal and feel genuinely fulfilled knowing that they are supporting a choice that is better for everyone - farmers, the environment, their health and the health of their children, and the well-being of the animals that are being harvested.

But once these folks tried their first cut of pork from Berkwood Farms, their expectations were rewritten. Gone are the days of dry, tough, tasteless meat, and endlessly worrying about over- or under-cooking your cuts. Now, these customers can look forward to celebrations again, instead of dreading that impossible task of perfecting cheap pork. With Berkwood Farms in their lives, our customers can feel confident, in the kitchen and at the dinner table, trusting in the quality and flavor of our renowned hogs.



Brand Voice and Tone

Long Communication Delivery: Examples & Guide for Consistency

16 December 2025

Food Network

QUALITY PORK, CHEF APPROVED

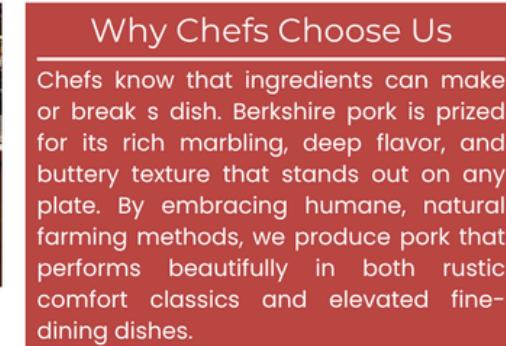


Our Craft

Here at Berkwood Farms, the moment our pigs are born, quality becomes a priority. Our farming practices focus on slow, natural growth, humane care, and attention to detail. Every step is designed to produce pork with unmatched marbling, tenderness, and flavor – traits that chefs look for. For us, great pork begins long before it reaches the kitchen. It starts on the farm – with practices that honor the animal and celebrate craftsmanship. The result is premium pork trusted by chefs and loved by home cooks who value flavor, ethics, and transparency.



betterpork.com



From Farm to Flavor

Exceptional pork begins long before it reaches the kitchen. Our Berkshire pigs are raised with space to roam, fresh bedding, and a calm, low-stress environment that supports their natural growth and overall wellbeing. They're fed a balanced vegetarian diet with no added hormones or growth promoters, allowing each pig to develop consistently. This thoughtful, humane approach results in pork with deep marbling, rich color, and a tender texture that chefs trust for both everyday dishes and elevated culinary creations. From the earliest moments on the farm to the final bite at the table, every step is guided by intention, care, and commitment to unmatched flavor.

Page 01

Magazine Article:

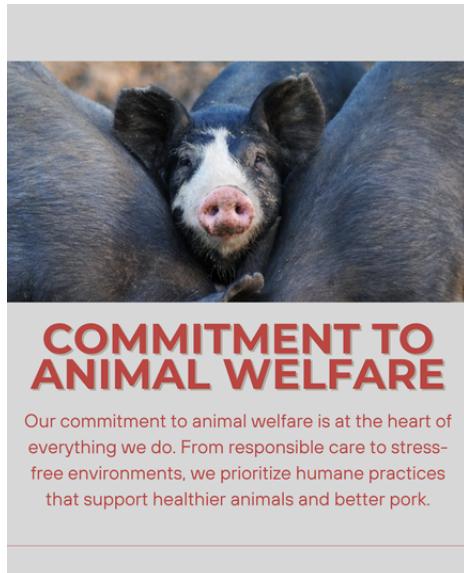
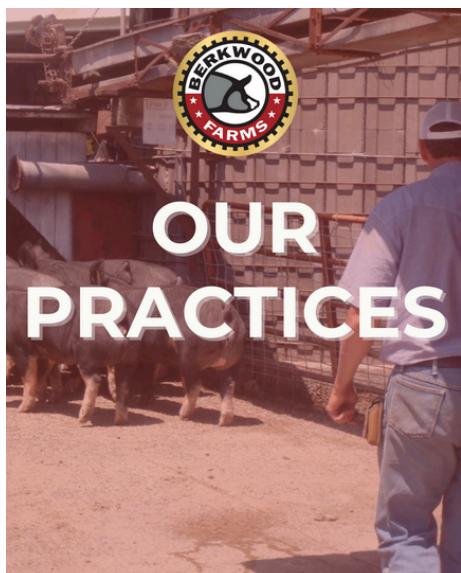
Creating a magazine article helps position our brand as an industry leader. It shows chefs, consumers, and retailers that your pork is premium, reputable, and worth paying attention to. It elevates our brand above competitors. This article will also help reach new audiences we might not have captured otherwise. A magazine like the Food Network exposes our brand to food lovers, chefs, home cooks, and shoppers who may not have heard of us yet.



Brand Voice & Tone

Medium Communication Delivery: Examples & Guide for Consistency

“Our Practices” carousel post: This shows customers how we use humane practices to take care of our pigs. People want to know where their food comes from, so this post helps customers feel more confident when choosing our products.



PLENTY OF LAND TO ROAM AND PLAY



Our pigs enjoy plenty of room to roam and play - because healthier, happier animals lead to higher quality pork.

Our pigs are raised on wholesome, vegetarian diets crafted to support their natural growth and overall well-being.



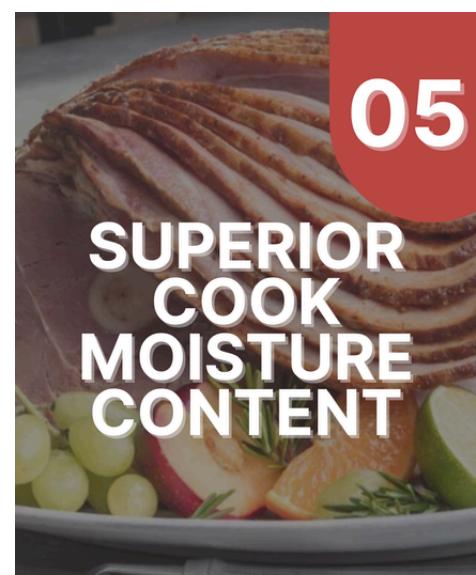
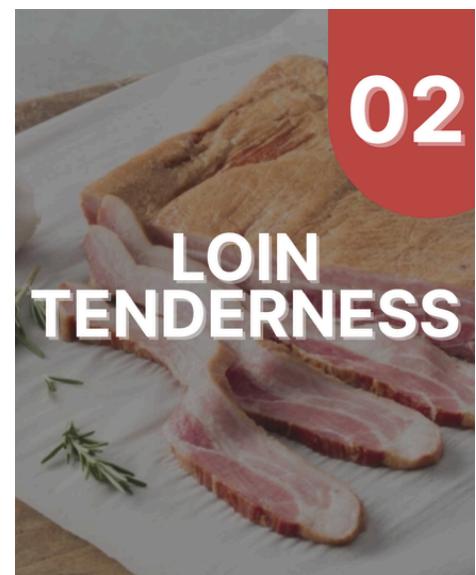
VEGETARIAN DIETS FOR THE PIGS



Brand Voice & Tone

Medium Communication Delivery: Examples & Guide for Consistency; Continued

“Berkshire Pork Traits” carousel post: This shows customers the kind of quality they are investing in when investing in Berkshire pork. This also helps educate consumers on why Berkshire pork is worth choosing.





Brand Voice & Tone

Medium Communication Delivery: Examples & Guide for Consistency



“Holiday Meats” post: A holiday pork promotion post is important because people are planning meals ahead of time during the busy holiday season. It also helps boost sales while highlighting our pork products as a delicious option for all holiday gathering.

“Farmers Market” post:

This helps boost community engagement because it encourages people to show up to the event and connect with other local vendors. This also shows that our brand is involved, aware, socially responsible, and positive.





Brand Voice & Tone

Short Communication Delivery: Examples & Guide for Consistency

Option 1:

Farmer Owned | 100% Berkshire Pork

Humanely Raised - Premium Marbling - Exceptional Flavor

📍 6615 NE 14th St, Des Moines, IA 50313

🕒 8AM-4:30PM Monday-Friday | 10:30AM-2PM Saturday

📞 (515) 244-7675

🔗 betterpork.com

Option 2:

Premium, Farmer-Owned Berkshire Pork

Ethical Care - Sustainable Practices - Flavor You Can Trust

📍 6615 NE 14th St, Des Moines, IA 50313

🕒 8AM-4:30PM Monday-Friday | 10:30AM-2PM Saturday

📞 (515) 244-7675

🔗 betterpork.com

Option 3:

Authentic, 100% Berkshire Pork

Humanely Raised for Rich Flavor + Consistent Quality

📍 6615 NE 14th St, Des Moines, IA 50313

🕒 8AM-4:30PM Monday-Friday | 10:30AM-2PM Saturday

📞 (515) 244-7675

🔗 betterpork.com

Instagram Bio Options:

A strong bio helps communicate our brand identity instantly. People decide within 2-3 seconds whether they want to follow you or trust your brand. A bio should immediately say who you are, what you do, and why your pork is different. This also helps build brand trust through transparency. Food brands, especially meat brands need to build consumer confidence. A strong bio also reinforces what makes Berkwood Farms different.



Brand Voice & Tone

Short Communication Delivery: Examples & Guide for Consistency; Continued



Business Cards: Business cards are important because they make a strong first impression. They also provide quick, easy contact information. Most importantly, they help you stand out in networking situations. Events, farmers markets, and community gatherings are packed with potential connections.

Sticker: Stickers increase brand visibility because they are put on laptops, water bottles, notebooks, etc. Every placement becomes free advertisement. It also helps build brand loyalty. When someone chooses to pick a sticker on their belongs, it shows that they like your company and want to represent your brand.



Story Brand Steps 3 & 4 - Berkwood Farms

Step 3: Earn trust

- Empathetic statements:
 - Nobody should have to question the quality of their dinner.
 - We care about bringing connection back into the experience of enjoying pork.
 - You shouldn't have to be a pork expert to get a good cut of meat.
- Demonstration of competence and authority in previous successes:
 - To demonstrate and maintain their image of competence and expertise in the pork industry, Berkwood creates a relationship with its consumers and provides them with a connection to their food source.
 - As Jake mentioned, they prioritize getting out and speaking to their consumers in a personal manner. By continuing to do so, Berkwood Farms can adhere to its values of connection and stay true to its identity as a small, farmer-owned company.

Step 4: Earn a commitment

- Steps a customer needs to take to do business with Berkwood Farms:
 - Just reach out. Berkwood Farms has repeatedly stated that they're always looking for new business and new people to share their story, and they are eager to connect farmers and salespeople with their customers.
- Brand/industry fears:
 - The price point will be unreasonable to customers
 - Customers won't understand the quality difference between Berkshire pigs and other breeds
 - Poor treatment and harvesting process of hogs in the meat industry causes consumers to question the sustainability of supporting these practices.
- Agreements to alleviate said fears:
 - All providers of Berkwood Farms products are given a crash course on their history and brand mission, as well as info about how they raise their pigs
 - Berkwood Farms employees often go to stores in person to hand out free samples, to ensure that the end customer is informed
 - Emphasis on sustainability, connection, and making food a meaningful and celebratory experience that they can feel genuinely good about
- Unique values that Berkwood Farms shares with its consumers:
 - Farmer-owned
 - High-quality
 - Emphasis on sustainability
 - No antibiotics, hormones, or MSG
 - All pigs are homegrown corn & soybean-fed
 - They're looking to build relationships, not push sales, unlike large pork-producing corporations

- Nature of agreement plan:
 - Berkwood Farms is a sustainable, high-quality pork option that you can feel confident about purchasing while feeling truly connected to the farmers who produced this product.
 - Berkwood Farms is committed to always putting the customer first, prioritizing their relationships with the individuals who purchase their products.
 - We want our customers to know that they can pick up the phone and call at any time, as we are always committed to connecting our consumers to the makers of our products.
 - All pigs will be raised on homegrown crops, using no artificial hormones, antibiotics, or fillers. Confinement isn't a word in Berkwood Farm's vocabulary - all hogs are raised with room to roam, not trapped in a small space.
 - We're committed to remaining honest and communicating authentically with our consumers in all that we do. We're here to help in any way we can - whether it's selecting the right cut of meat, walking you through our production process, or introducing you to the farmers that raise our products.
- Plan name:
 - The Berkwood Farms Transparency Guarantee: Our Commitment to You

Story Brand Steps 5, 6, & 7 - Berkwood Farms

Step 5:

- **Direct call to action:** Call today - Berkwood is big on making their customers feel that they can pick up the phone and call at any time.
- **Transitional call to action:** Try a sample - Come to the store and get to know the people behind Berkwood's brand, try a sample while you're there

Step 6: Three Negative Consequences

1. Thinking they don't like pork, because all of the cuts they buy taste bland or flavorless
2. Refusing to spend the extra \$3-\$4 on a Berkshire pig because "it's all pork anyway"
3. Thinking that the pork industry is an entirely inhumane and industrialized market

Step 7:

	Before Your Brand	After Your Brand
What do they have?	Boring and tasteless food	Flavorful and exciting meals
What are they feeling?	All pork is bland, flavorless	Certain breeds/brands of pork still have the same great flavor I remember
What's an average day like?	Buying what's cheapest and on sale	Buying products that follow best practices and reflect their sustainable worldview
What is their status?	Novice chef	Cookout king

● Three potential story endings:

1. *Winning power or position:* eating Berkwood Farm's high-quality pork makes our consumers feel sophisticated, accomplished, proud, and confident about what they are choosing to eat and the mission behind the organization they are supporting.
2. *Be unified with somebody or something that makes them whole:* purchasing from Berkwood makes the consumer feel confident in their choice and truly connected to the farmers behind the mission, which ultimately makes them feel not only unified and in connection with the farmers who produced the pork, but also helps

them identify with a larger sense of fulfillment in restoring the meaning behind a meal.

3. *Experience some kind of self-realization that also makes them whole:* similar to the feeling of connection and unification, the process of consuming products from Berkwood Farms helps our customers feel aligned with their values of sustainability and farmer-owned organizations that raise their products with the utmost ethical standards. This supports them in their journey of self-realization by helping them feel connected to the brand through shared values.

Therefore, based on our analysis of the hero's external, internal, and philosophical dilemmas, the story ending with the best resolution is the second story ending, in which the hero feels unified with Berkwood Farms and ultimately, with the farmers behind the mission and the products. The third story ending is also applicable to our hero, as it aligns with our consumer's internal, external, and philosophical problems.

- **Life enhancement:**

- Peace of mind in how they shop for food, and the quality of what they put in their body
- More flavorful and less artificial meals, lower in preservatives and higher in quality
- A better sense of pride in providing quality meals to their family and friends

Strategic Approach: Berkwood Farms

Target Audience:

The demographics of our target audience include consumers within the 35-55 age range. Furthermore, our target audience is categorized as “upper-middle class,” or individuals with a household income above \$150,000. The majority, if not all, of our target audience resides on the East and West coasts, with a particularly large concentration in California. Our target audience is likely someone who is hosting a get-together or celebrating a significant event; thus, our hero is someone who genuinely enjoys cooking for their family. Therefore, the psychographics of our hero include qualities of intentionality, empathy, loyalty, conscientiousness, logic, and confidence. Our target audience prioritizes personal values of sustainability, connection to food sources and producers, ethical practices in food production, reliability, and consistent quality. Our target audience emphasizes meaningful, sustainable food production and actively seeks out brands that align with their values, beliefs, and lifestyle - so they can feel content with and connected to their food sources, restoring the experience of enjoying high-quality pork and food in general.

Our strategically crafted customer personas are Maya and Michael. The pair resides in San Francisco, California, with their two children, Brooks (10) and Elsie (13), and their rescue German Shepherd mix, Scout. Maya and Michael have a combined household income of roughly \$220k, as Maya works as a financial analyst for a sustainable B corporation, and Michael is a software engineer for a computer company. The family thoroughly enjoys frequently hosting their friends and family in the backyard oasis of their home. In addition to hosting and serving delicious, high-quality meals for their loved ones, Maya and Michael love experimenting with gourmet restaurants in the Bay Area. They also enjoy hiking with their children, traveling, and volunteering within the community. Their short-term goal revolves around feeling confident and assured about what they are consuming and what their children are being fed. In addition to seeking these feelings of confidence and connection, they also prioritize supporting farmers. Their long-term goals are to restore the meaning behind a meal and feel genuinely fulfilled knowing that they are supporting a choice that is better for everyone - farmers, the environment, their health and the health of their children, and the wellbeing of the animals that are being harvested.

Our Hero's Goal:

Our hero's overarching goal is to serve flavorful, high-quality pork and make memories around the dinner table. Our hero wants to feel good about the food they put into their body. By using Berkwood Farms' high-quality, premium products, our hero can accomplish their goals.

Furthermore, our hero's philosophical and internal goals relate to the feeling of connection, fulfillment, and confidence behind conscious consumption. Our hero hopes to feel like a piece of something larger and aims to better the world through their lens, which manifests itself as restoring the meaning behind a meal. The meaning lies within their connection to the farmers who produced the meal, but also those with whom they are sharing the meal. Our hero's goal is to navigate their journey of self-realization by discovering experiences that make them feel true to themselves and committed to their values of sustainability, quality, and greater fulfillment.

Our Strategic Plan to Assist Our Hero in Meeting Their Goal:

Berkwood's plan to assist our hero in meeting their goals requires us to provide them with consistent, high-quality pork products. Another way we are doing this is by being transparent with our consumers and allowing them to speak directly with our CEO or farmers to gain more information about our pork products. The role that Berkwood Farms plays in our hero's success is an assisting one. Success, in our hero's opinion, is the feeling of being confident in their choice and truly connected to the farmers behind the mission, which ultimately makes them feel not only unified and in connection with the farmers who produced the pork, but also helps them identify with a larger sense of fulfillment in restoring the meaning behind a meal. Our role in this journey is simply to support our hero in this story by providing them with the essential resources to reach success. These resources do not necessarily translate to objects, but rather relationships, products, emotions, and experiences.

Brand Voice and Personality:

Berkwood Farms places a strong emphasis on honesty and transparency. If you call with a question, you're able and welcome to speak to a CEO or farmer at the drop of a hat. Every step of the process, from a pig's first meal to its last, is conducted in an ethical and safe way that aims to raise the industry standard. Our ultimate goal is to provide consumers with both a high-quality

product and peace of mind. Our persona is a guru, guiding you along in your journey for a delicious dinner.

Berkwood Farms aims to come off as helpful, honest, and experienced. While other companies are trying to make common breeds seem like commodities, Berkwood is committed to specializing in one top-quality breed. They're also in the business of working with hobby farmers, meaning that Berkshire pigs aren't a make-or-break for them. These pigs are reared because of a genuine want, instead of a need for income. These pigs are pure, by virtue of farmers' intent, open living conditions, and quality of meat processing.

Conversation Themes:

Some conversation themes we will use in our posts include helpfulness, consistency, honesty, reliability, genuine, and down-to-earth. We want our customers to feel like we are a long-time friend, someone who helps celebrate their wins and someone they can rely on to be there when they need them. Furthermore, our conversation themes and communication objectives relate to an overarching goal of educating our consumers. By leading and communicating with these consistent themes, we aim to educate customers on the quality, commitment, meaning, and story behind Berkwood Farms.

We want to be as transparent as possible, purposefully educating our customers on our farming techniques and processes to help them feel even better about the quality of meat they are purchasing. We also want our customers to know that we truly care about their business and will do everything to ensure they are happy with their decision to buy from Berkwood. This concept supports our commitment to our customers and prioritization of the meaningful relationships we have built with each of them.

Communication Platforms:

The communication platforms that we feel best fit Berkwood, based on their target audience, goals, and brand voice, include TikTok and printed publications like Cook's Illustrated or EatingWell Magazine.

TikTok would provide a space for Berkwood to showcase its personality more than a printed advertisement or press release might. It would also be a great way to share their processes and give a behind-the-scenes look into the people who run Berkwood Farms. Another way we would utilize TikTok is by sending samples to food influencers so that they can provide their genuine, honest feedback. Even sending samples to non-food influencers for them to cook would show the ease in preparing Berkwood pork for the average person.

Having their product featured in printed publications such as Cook's Illustrated or EatingWell Magazine would support their claims on the quality of their pork. While a printed advertisement would be beneficial, including Berkshire pork from Berkwood Farms in specific recipes would take it a step further.