



Shannon Fayle

Honeyberries Rebranding

The Client

Fayle Ranch, established in 1995 in Salmon, Idaho near Idaho’s Montana border, is a family ranch owned by Shannon Fayle. It started as a cow/calf and hay crop ranch but in 2022 they decided to diversify by planting berries. Shortly after, Shannon started her business “The Rancher’s Wife,” a small business selling jams, jellies, and honeys. The jam and jellies are made from local fruits on Shannon’s ranch, such as currents, elderberries, huckleberries, chokecherries, gooseberries, and honeyberries: a newer berry to the US. The honeys are from Shannon’s bees and are infused with different extracts and flavorings. Shannon has been selling her goods at local farmers’ markets for years and has developed a strong local and tourist customer base.

The Situation

Shannon Fayle wanted to find an audience and platform to expand her business in the social media market, look into expanding into the freeze-dried fruit market, have a website to sell online, improve her branding, discover the requirement for a commercial kitchen in order to sell her products out of state, collect contacts for diversified use, as well as establish future advertising plans. Shannon had very little experience with marketing in the online world and turned to the Research and Business Development Center (RBDC) for help.

The Solution

The RBDC was informed of Shannon’s needs and in 2023, put together a team of student interns from BYU-Idaho. The team conducted research on the jam market, commercial kitchens, Shannon’s target audience, social media marketing, and potential business partnerships. They also analyzed the business, developed its new brand, created social media accounts for it, and created a website to sell from. In the end, Shannon had a new brand to attract customers and new ways to reach future customers.



Rebranding

The student team drafted new brand names, slogans, and logos. Listed below are some of the rough drafts that were generated with client feedback and some with A.I. art generators:

Names

- ⌘ Berried Alive
- ⌘ Premium Pickings
- ⌘ Honeyberry Harvests
- ⌘ Northbound Preserves
- ⌘ Berry la chérie
- ⌘ Dolce Berry

Logos



Product Photography

The product photography was mainly shot in the RBDC media room with products provided by the client and the props and camera provided by the student team. Props were used to help emphasize the product and its unique flavor. Edits were made in Adobe Lightroom and Photoshop. Below are more of the product photography to be used in marketing and product listings.





Researching

In order to create effective deliverables, the student team conducted thorough research on a variety of topics. When researching the jam market, they used nine websites to study jam and freeze-dried fruit markets. In conducting commercial kitchen research, they compiled data from five websites containing information on state policies, rules, and requirements for the creation of commercial kitchens, including soil regulation and food preparation. In examining her target audience, the team studied seven websites to find out what demographics are most likely to buy her product based on their purchasing of similar products. They also conducted extensive research into four different social media platforms; TikTok, Facebook, Instagram, and Pinterest, and researched their ads, how to post, user bases, effective posting, and advertising on the platform. This data also helped them to advise Shannon on what platforms to use. The team pulled data from the official websites of each platform along with other online guides to posting and marketing on the platforms. They also researched and compiled a list of potential businesses to partner with (along with their contact info) by examining local businesses in Shannon's area via Google Maps.



Rebranding and Marketing

Once the research was done, the team commenced with the rebranding and marketing. They analyzed the business using the RBDC SWOT analysis document template and SWOT and Porter's Five Forces training videos to get a solid understanding of the current business.

In creating a new brand name and logo the team worked together to brainstorm ideas and worked with the client to refine ideas. They generated over 30 possible names for the company and used photos of honeyberries found on Google to help brainstorm logo ideas. Once the new name "Buried in Berries" was nailed down they made original logo drafts. They discovered free-for-commercial-use fonts and created some drafts with A.I. art as the base. The final version is seen above and is going to be used in future marketing. As a part of creating the new brand, the team also shot and edited product photos to be used in future posts, product listings, and ads (also seen above).

The team created an online presence for the new brand by creating a website via Wix for the business with product listings and nutrition labels (generated by Mailerlite.com) and social media accounts for Buried in Berries on our recommended platforms; Instagram, Facebook, and TikTok. They also created a new email just for social media accounts and used the new logo as the profile image. They manufactured drafts of social media posts/ads, using photos from client and product photos and using Photoshop, Canva, etc., to edit the imagery. Along with these drafts, the team created a social media posting calendar, using the previous platform's advertising research to create a schedule of when and what to post for each platform.

With the new brand, new presence, drafted posts, and guides for posting, Buried in Berries will continue growing for years to come.