



## GLOBAL MARKETING PROGRAM

Building the Brand  
May 8, 2014

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## OUTLINE

- Introduction
- Strategic Planning
- Program Implementation
- Conclusion

## WHO WE ARE



## Mission

**“To increase exports of U.S. cotton, cottonseed and U.S. cotton products”**

**Increase “Sales of Bales”  
...both volume & value**

Growing world population increasing fiber demand

Growing global middle class demand for higher-quality clothing

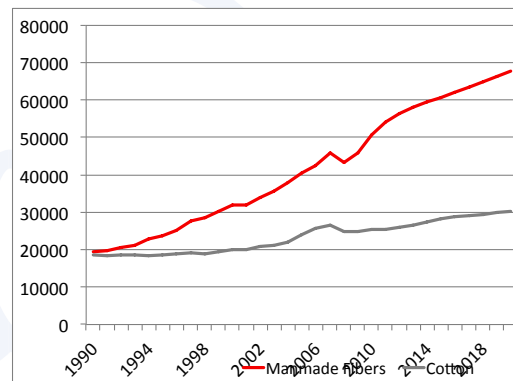
Cotton competing with synthetics and manmade fibers to maintain market share

## WORLDWIDE STAPLE FIBERS

Estimate for 2012/13  
(Million 480 Lb. Bales)

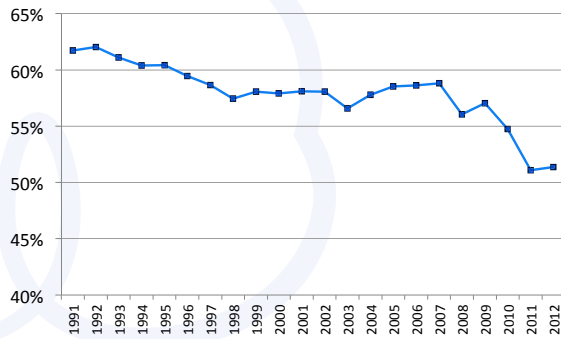
Synthetics	79
Cotton	107
Cellulosic	17
Wool	5
Total Major	208

## COTTON VS. MMF USE

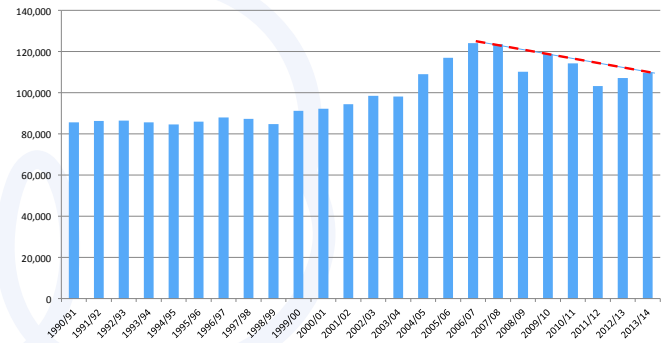


Source: PCI Fibres

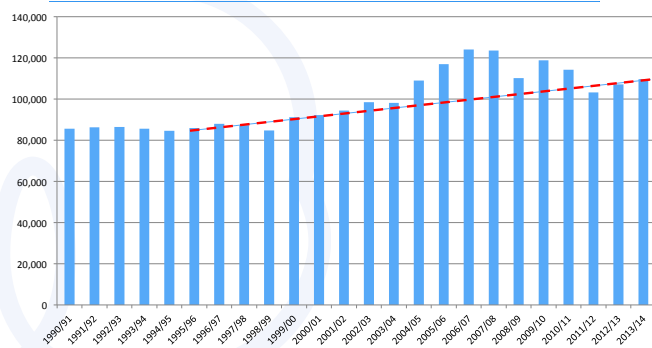
## COTTON'S SHARE OF WORLD STAPLE FIBER



## SHORT-TERM USE



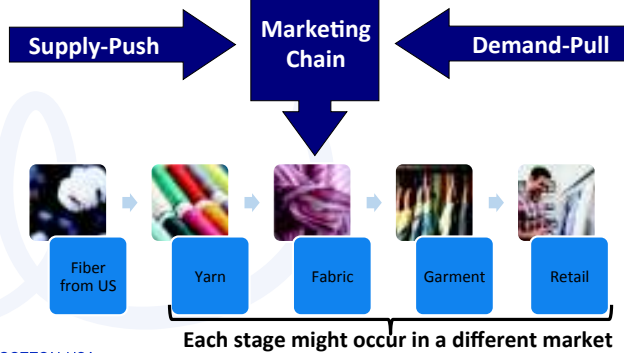
## LONGER-TERM USE



## STRATEGY DEVELOPMENT & IMPLEMENTATION

## STRATEGY FOR U.S. COTTON

Instill preference for U.S. cotton-rich products at every point along the marketing chain:



## COTTON USA MARK LICENSING PROGRAM

### Overarching Promotion in all CCI Markets

- provides "Premium branding"
- means high quality, natural style, and manufacturing excellence
- cost-free license
- **benefits for licensees, the U.S. cotton industry, and CCI**
- cooperative support to promote the brand
- helps to move cotton through the supply chain
- identifies sales/movement of U.S. cotton throughout overseas markets

## CCI PROGRAMMING: PROCESS



## STRATEGIC PLANNING: PROCESS

### Strategic Objectives

- Outline of organizational goals & strategies for use in planning CCI programs

### Strategic Framework

- Comprehensive description of CCI strategy and programs

### Long-range (5-year) Planning

- Top Targeted Accounts
- Cotton's Revolutions

### Collaborative Planning Sessions

- CCI Field Staff
- Cotton Incorporated
- Foreign Agricultural Service (FAS) of USDA

## STRATEGIC PLANNING: OBJECTIVES

Increase Market Value of U.S. Cotton

Increase Worldwide Demand for Cotton

## STRATEGIC PLANNING: EVALUATION & RESEARCH

### Evaluation

- Fit with mission, strategy, and market landscape
- Impact
- Efficiency

### Research

- Assessments of Product at Retail
- Consumer Purchases of Apparel
- Global Attitudinal & Behavioral Studies
- Seal/Mark Awareness Studies
- Sustainability Research

## STRATEGIC PLANNING: LONG-TERM ASSESSMENTS

### Domestic Industry – CCI Export Promotion Committee

- Reviews trade data, makes forecasts for U.S. cotton trade
- Sets priorities by targeting resources to markets with greatest export potential
- Makes recommendations on market development activities

### Global Industry – Cotton's Revolutions Initiative

- Long-term strategic issues facing global cotton industry
- Participants from 22 countries representing all segments of the supply chain
- The Cotton's Revolutions initiative provides the global cotton, textile and apparel industry with strategic thinking

## PROGRAM IMPLEMENTATION: CCI TOOLBOX

### Trade Education

- Conferences & Seminars
- Technical Servicing
- Cotton Schools
- Trade Communications
- Market Research & Intelligence

### Relationship Development

- Orientation Tour
- Special Trade Missions
- SCM Buyers Tours
- Sourcing Fairs
- Leadership Exchanges
- Trade Shows
- Market Review Travel
- Sourcing USA Summit

### Retail Demand Drivers

- In-store Promotions
- Brand Equity Building

## TRADE SUPPORT AND SERVICING



## TECHNICAL SERVICING

Technical Training  
Technical Conferences & Seminars  
Information Dissemination  
EFS® Training & Installation

In Partnership  
with  
Cotton  
Incorporated



## PROGRAMMING: BRAND RETAIL & CONSUMER PROMOTION

Public Relations Promotional Events

Advertising

### COTTON USA programs

Establish consumer  
recognition of the COTTON  
USA Mark

Drive demand for COTTON  
USA Mark-labeled products

### • Generic cotton programs

- Support worldwide demand  
for cotton vis-à-vis synthetic  
fibers
- Focus on growing middle  
class regions

## PROGRAMMING: BRAND RETAIL & CONSUMER PROMOTION



## PROGRAMMING: BRAND RETAIL & CONSUMER PROMOTION



## PROGRAMMING: GENERIC PROMOTION

Polyester and other man-made fibers a growing threat to cotton sales

Increase awareness, preference for cotton – raise underlying demand

India and China critical markets

- vast consumer markets
- rising purchasing power

## PROGRAMMING: COTTON USA SOURCING PROGRAM

Partnership between CCI and a group of U.S. cotton textile manufacturers

Develop business relationships along the entire cotton textile and apparel supply chain

Private trade events, regional trade shows and personal visits

Relationships with some 700 companies throughout Latin America

<http://www.cottonusasourcing.com>

## PROGRAMMING: SUPPLY CHAIN MARKETING

Works forward from the spinner/weaver to develop relationships between U.S. cotton-rich textile industry and garment manufacturing companies worldwide.

Resources target companies whose sourcing decisions have the greatest impact on increasing U.S. cotton exports

COTTON USA Supply Chain Programs in the ASEAN and Mediterranean regions are key to CCI's Supply Chain Marketing initiative

<http://www.cottonusasupplychain.com>

## PROGRAMMING: SOURCING USA SUMMIT

Biennial event that brings U.S. industry executives together with current and potential overseas customers

Serves to increase demand for U.S. cotton fiber by strengthening relationships between U.S. cotton exporters and world's top cotton buyers

Co-sponsored by CCI, U.S. cotton exporters, Cotton Incorporated and USDA

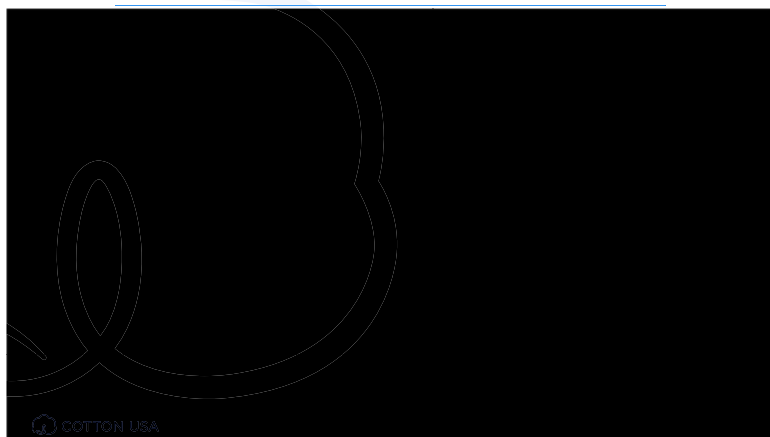
<http://sourcingusasummit.com>

## CONCLUSIONS

Long-term demand building requires time, consistency, staff expertise and considerable financial resources

Effective demand building requires effort throughout the supply chain – from the farm, mill, brand, retailer to consumer.

IF A PICTURE IS WORTH A THOUSAND WORDS.....



THANK YOU