



**Get Back
Here Dog**



EXPANDING THE REACH OF AMERICAN WOOL

How focus brings flexibility and control to global growth

Boston and NYC



Meanwhile in New Orleans

An ASI Annual Meeting Agenda Item Was Brand Marketing

There had been a big investment in a new brand identity, social media posts were being made, ads were going in trade mags, international consultants were putting it to work, but something didn't feel right.

Where was the traction?



"It feels like we are always fighting from behind."

"How do we handle crisis, like PETA?"

"Industry partners don't participate-in or promote in our story?"

"We don't have budget to compete"

"Growers feel the commodity price war"



Build a digital first brand communication strategy that takes us into the future, but solves the challenges of today.

1. Move the brand into a proactive position and take control of our narrative.
2. Create a highly engaged group of brand enthusiasts, educate, and empower them to carry our message for us.
3. Stay true to our brand, and ensure there is flexibility for whatever happens.



PSSHH

WELL THAT SOUNDS EASY





So go talk to the
**4.8 billion people who use
social media globally**



Reach them through more than
20 major social media platforms



A hand is visible on the left side, holding a spray nozzle and spraying a fine mist of water towards the right. The background is dark and textured, possibly a wall or a large sheet of paper. The text is overlaid on the right side of the image.

Get preference over brands which
post an average of 5x a week



Even though those users
engage with an average of .47%
brand content posted

(and that's going down every year)



**Social Media,
Meet Strategy**

Simplicity Is Difficult

Organizations often overcomplicate their story with long lists of purpose, visions, missions, values, messages, audiences and product benefits, with the idea that creating more stuff will get you further in the end.



This is how we agreed to own the narrative, stay true to our brand, and build an army of enthusiasts.



The content plan was to use surprising applications for wool as the spring board.

No selling.

No pitching.

No lecturing.

No talking about the American Wool Council.



We established an ability to generate global consumer awareness.
The data showed they are highly engaged and demonstrated consideration.



June - December
2019

Compared to FY
2018

IMPRESSIONS

 **+26%**

ENGAGEMENT

 **+52%**

WEBSITE
TRAFFIC FROM
SOCIAL

 **+87%**



A green dumpster is shown on fire, with large flames and thick black smoke rising from it. The scene is set in an urban environment with a sidewalk and other buildings visible in the background. The text "ENTER 2020" is overlaid in white, bold, sans-serif font across the middle of the image.

ENTER 2020

A man dressed as Santa Claus, wearing a red hat with a white pom-pom and round sunglasses, is seated in a large hall filled with rows of yellow chairs. The background is slightly blurred, showing the continuation of the seating area.

STRATEGY EATS CRISIS
FOR BREAKFAST

**China Trade Wars & COVID Pandemic,
Meet Strategy**

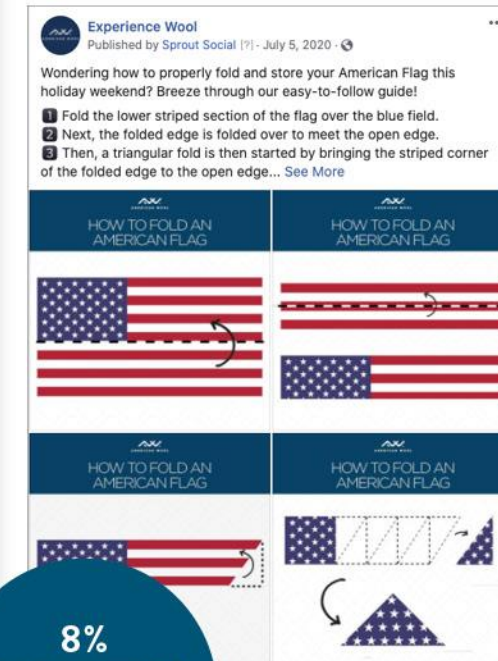
Let The Strategy Do Its Work:

- Be proactive
- Own the message
- Build loyal brand enthusiasts

Wave the American flag,
and wave it hard.



#1 shares
on Instagram

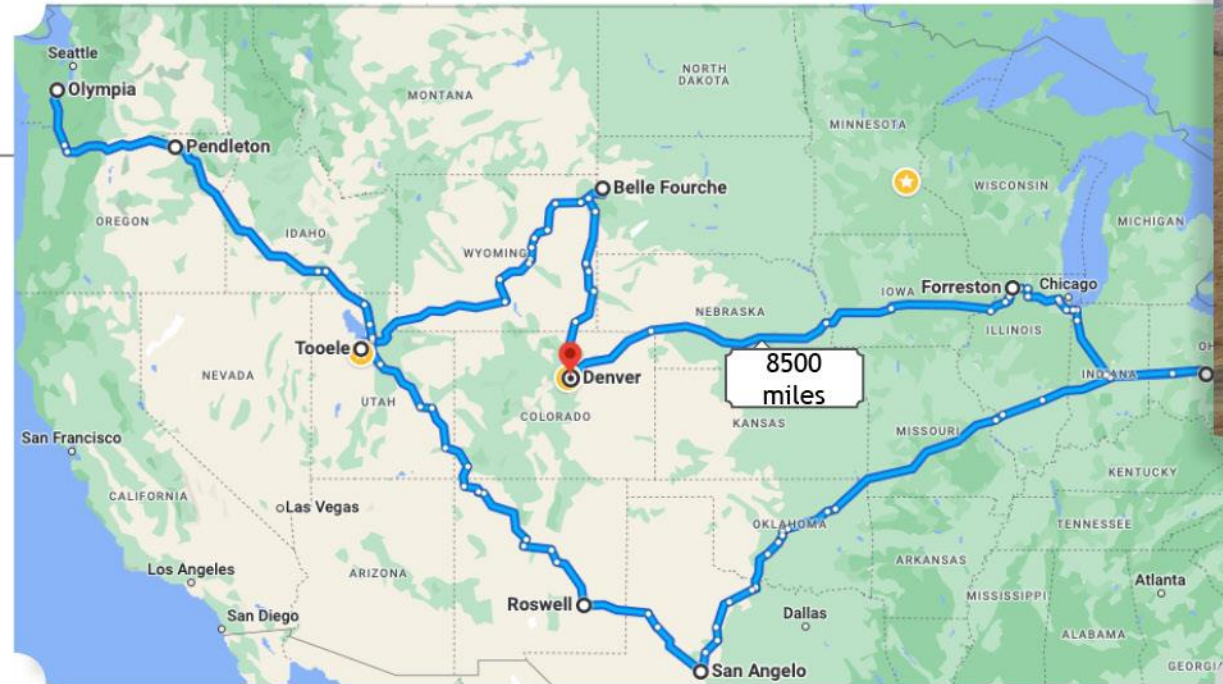


8%
engagement
on Facebook



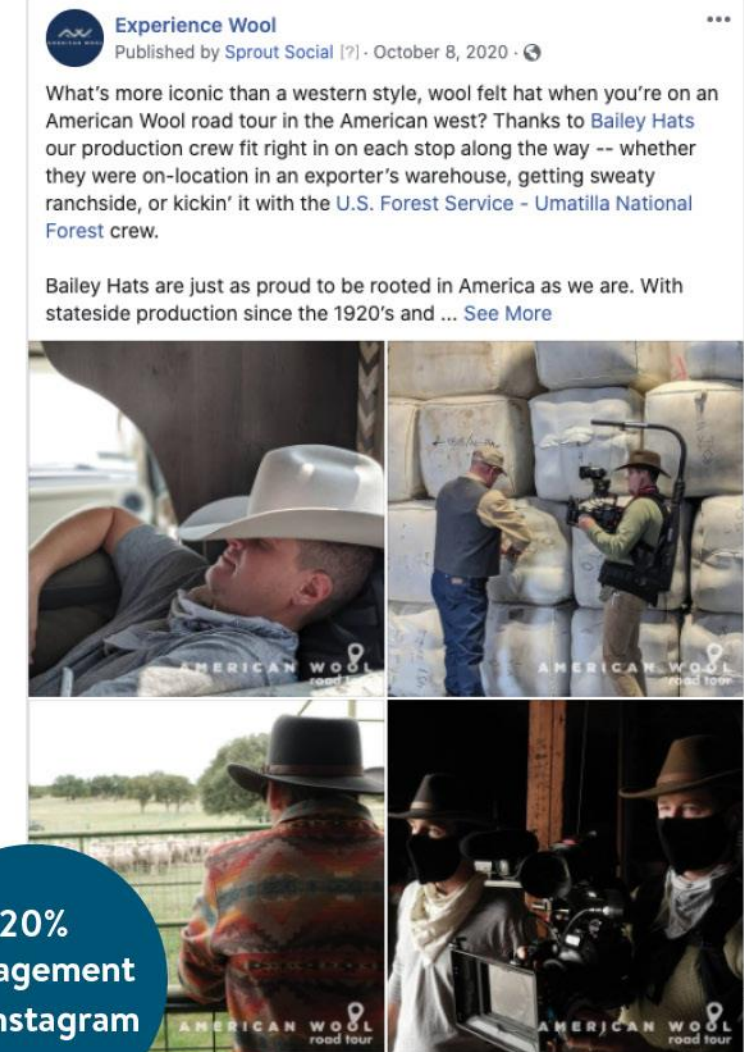
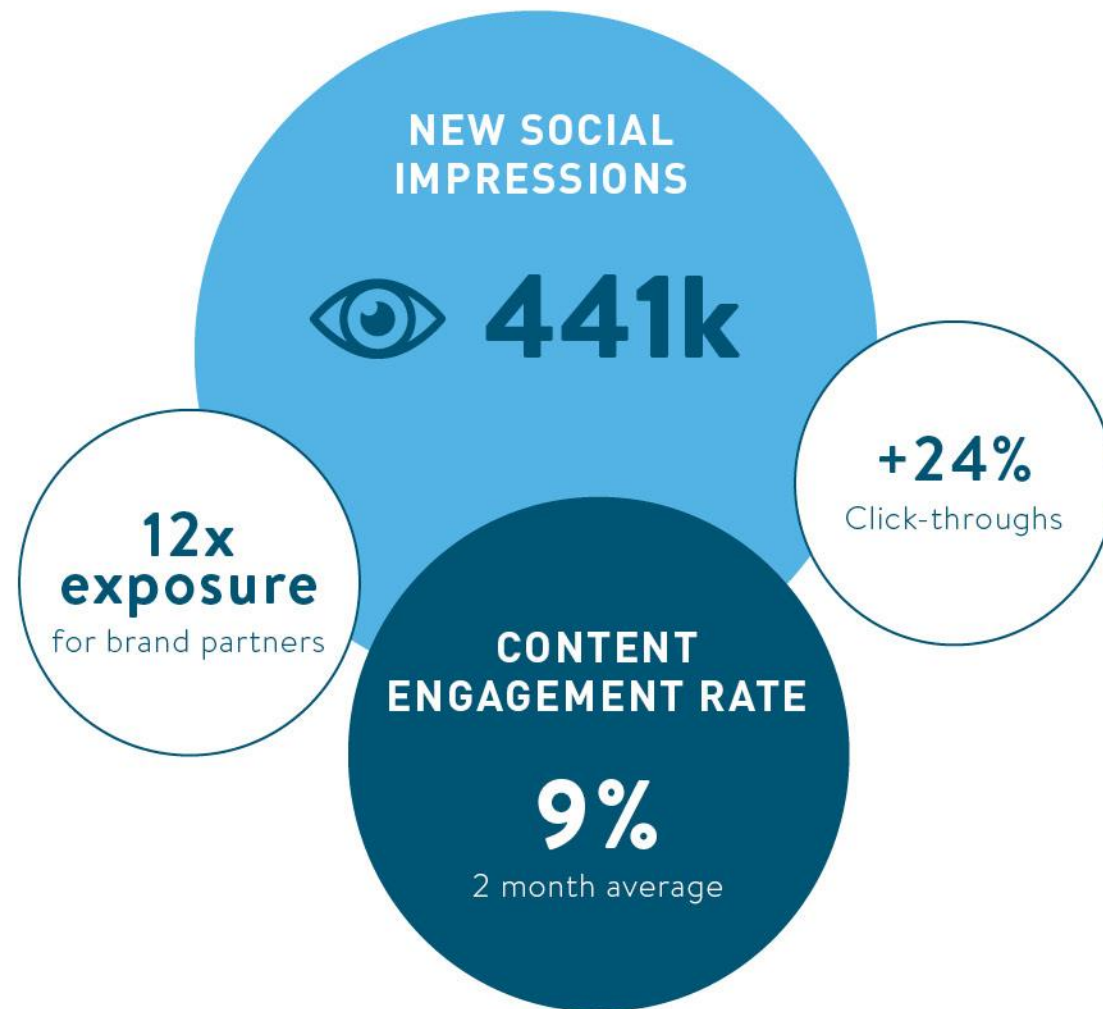
The Strategy Can Flex To The Buyer Market:

- If buyers can't come to the US we will go to them
- Let's take our brand army along for the ride too
- Alright, we are taking all of our American Wool partners



Where We Went / Reverse Trade Mission Road Tour - 2 Month Social Blitz

In a world of social distancing
American Wool was bringing brands, exporters, international buyers, and consumers together.



Where We Went / From Crawl To Run



INTENT

In December 2020
3,100 visitors linked out
to shop American Wool
products

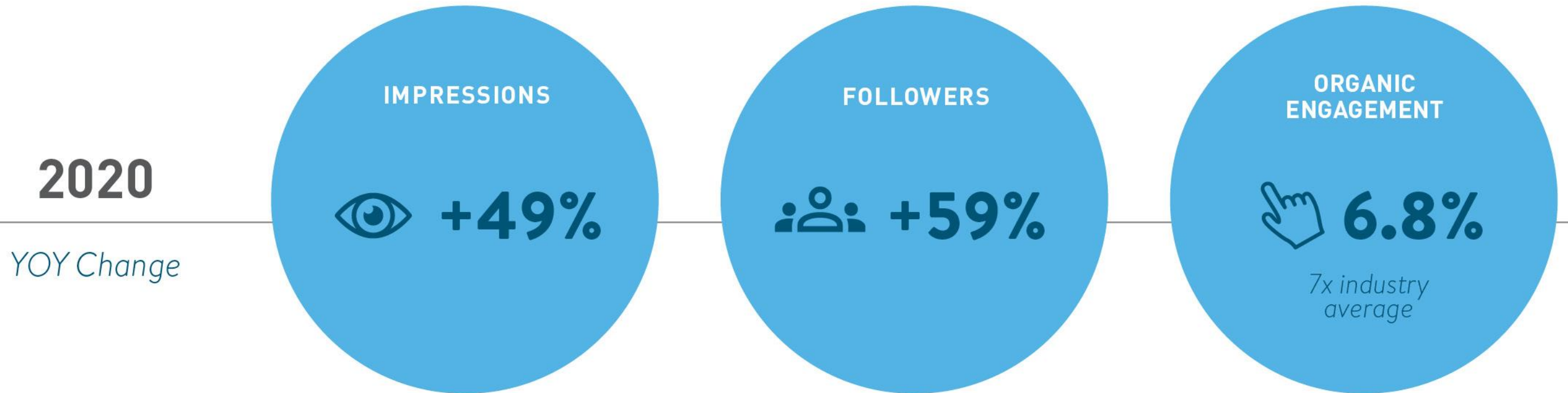


“The beauty of our strategy is that we can reach people we could never reach before. **WE HAVE OPENED NEW ACCOUNTS AROUND THE WORLD.** The industry is proud of the work we are doing.” - Rita Kourlis Samuelson, Deputy Director - ASI



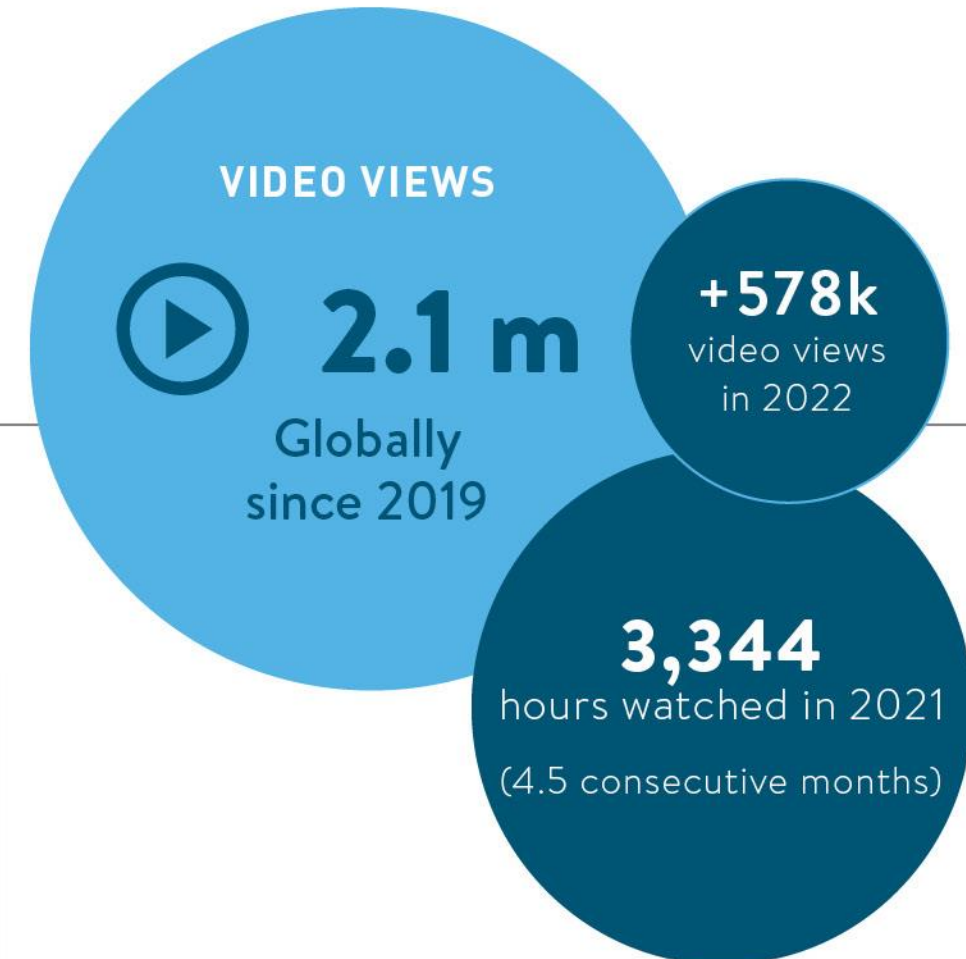
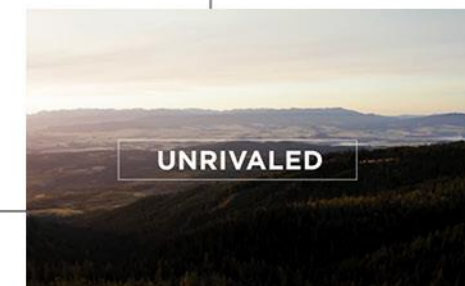
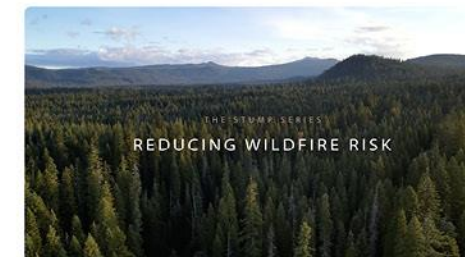
Where We Went / Completing The Cycle

Year-Over-Year (YOY) we improved the customer journey.



90% of website traffic came from targeted global markets



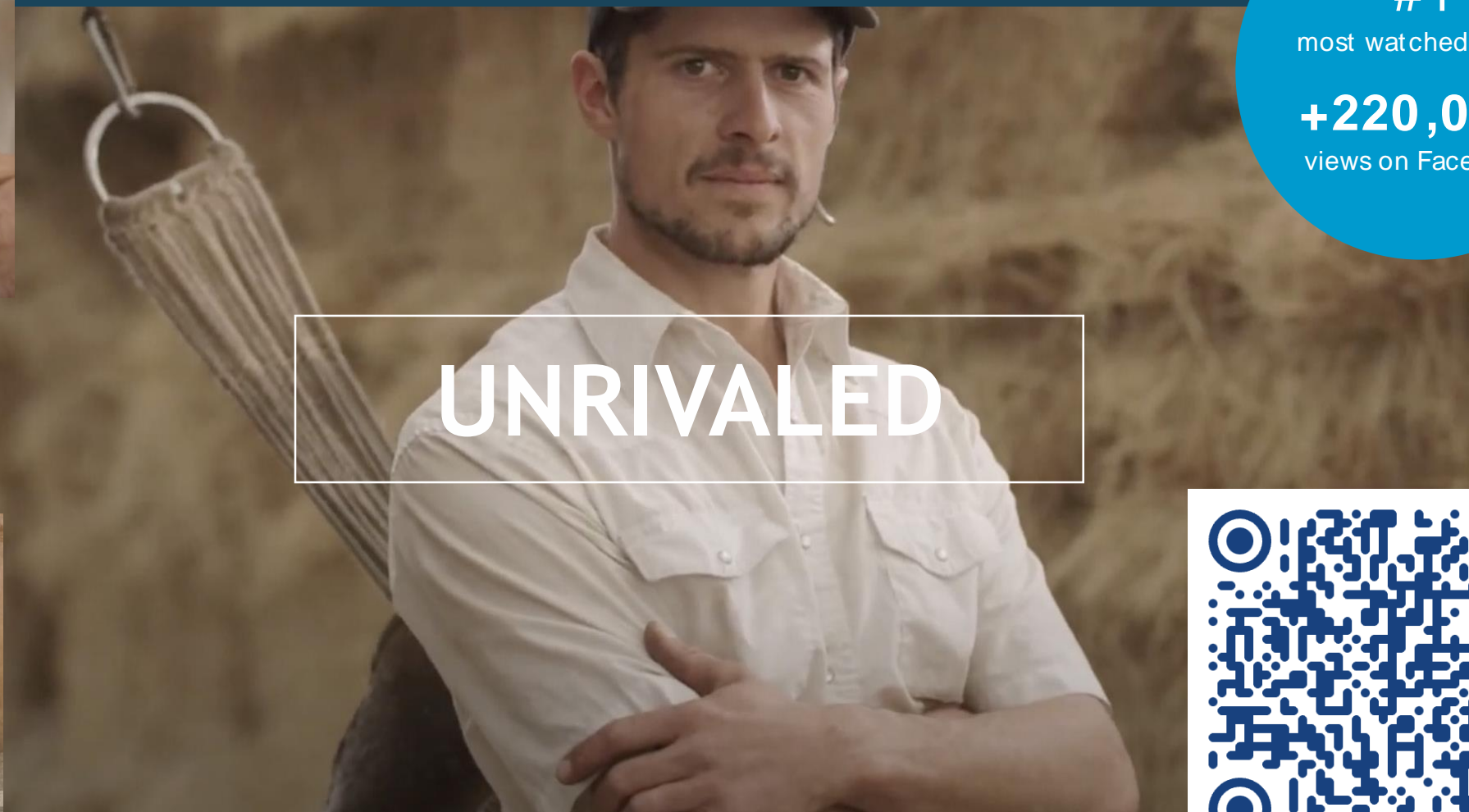
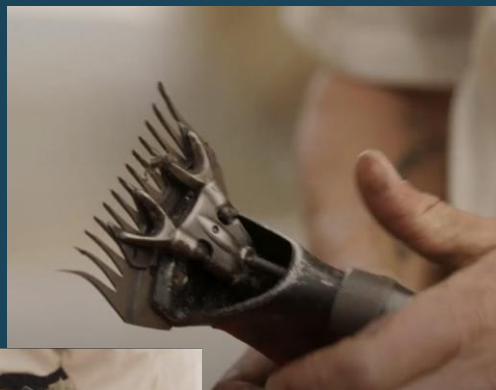


A close-up, slightly blurred photograph of a large flock of sheep. The sheep are light brown or tan in color. In the center of the image, the word "UNRIVALED" is written in a bold, white, sans-serif font. The text is enclosed within a thin white rectangular border. The background is a soft, out-of-focus field, suggesting a rural or farm setting.

UNRIVALED



| Remember Those NYC Billboards? We Do

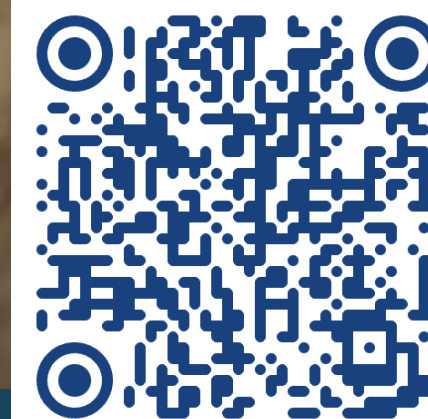


#1

most watched video

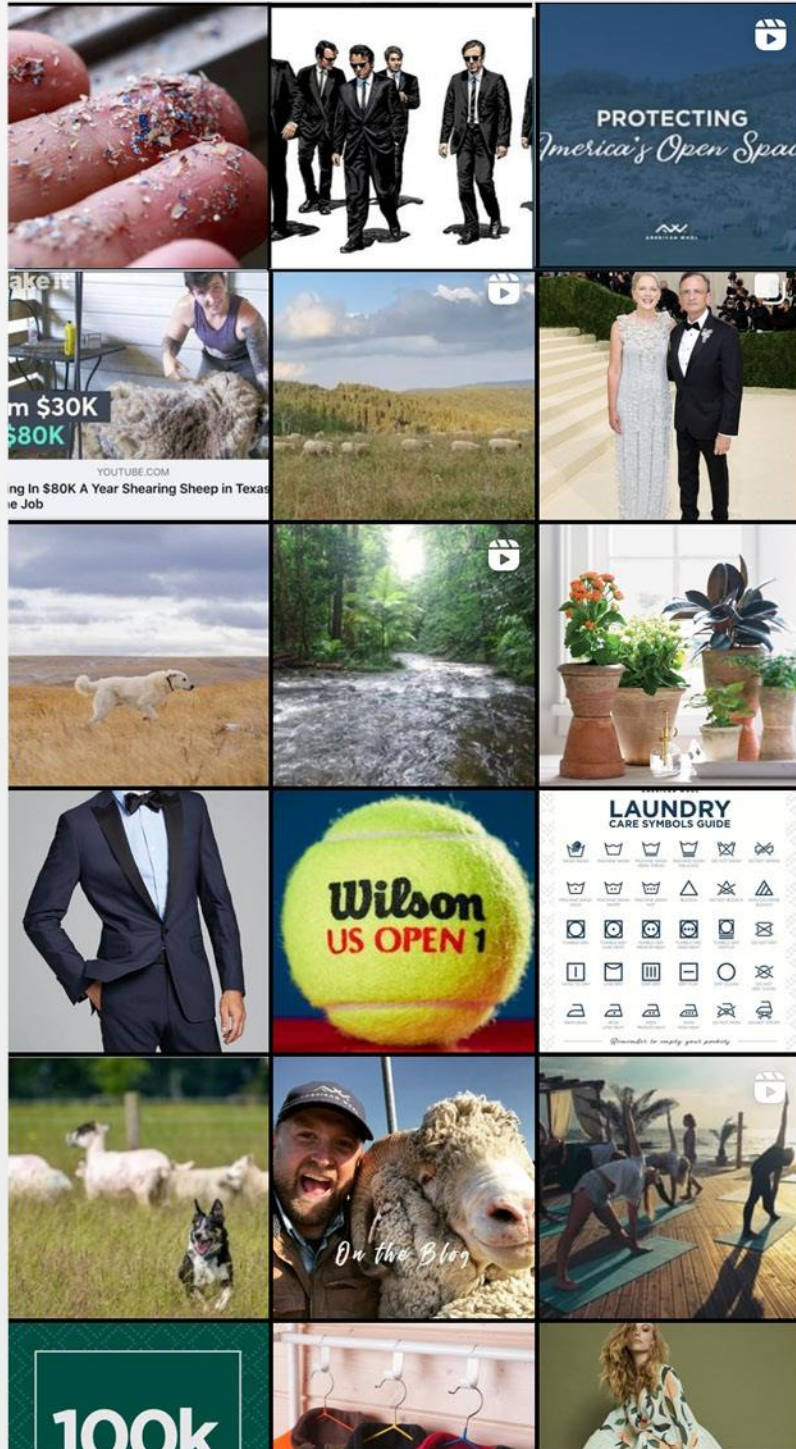
+220,000

views on Facebook



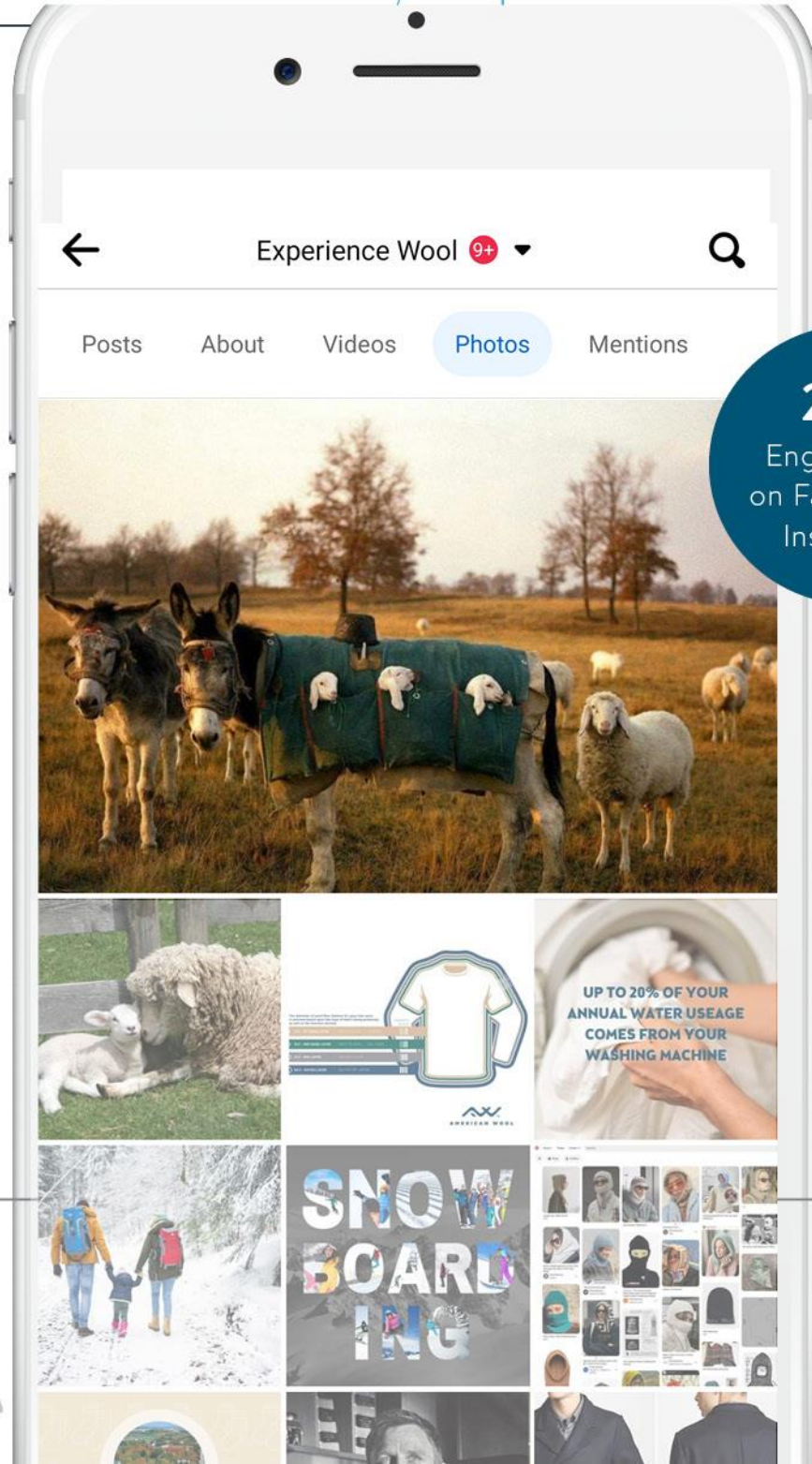
check it out





LISTENING, TUNING, AND EXPANDING
**EACH YEAR WE SCULPT A STRONGER
GLOBAL BRAND PRESENCE**

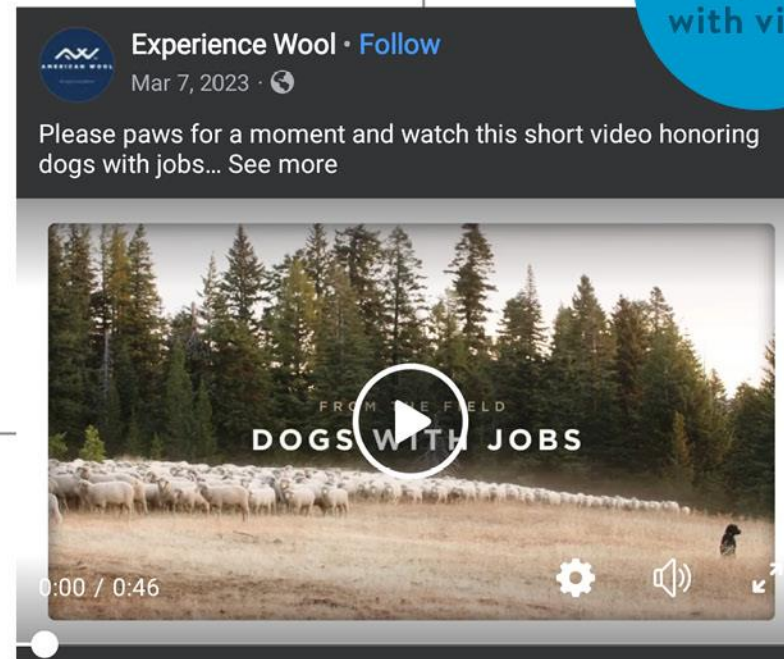
Where We Went / Top Performing Posts of 2023



20%
Engagement
on Facebook &
Instagram



#1
average reach
per post



Most
engaged
with video



19%
engagement on
Instagram



	2023	Change	2019
Awareness followers	51,574	+598%	7,376
Engagement average across channels	2.9%	3x	.07%
Consideration annual website traffic	56,406	+622%	8,091



Follow, Like, Share, Comment,
and Engage with **@experiencewool**
#experiencewool



Consumer and industry audiences have changed how they consume content. As we continue to scale and optimize the American Wool global brand message we need to be aware of these trends and continue to stay ahead with improvements and changes to our programming.

In the coming year we are going to lean into our successes and make sure we are pacing with trends like video first, reduced content lengths, and the need to consume and move.

#1 SOCIAL MEDIA PRESENCE

- Continue with our quarterly planning and monthly execution
- Replenish the video library with new stories and series (*Topics need to include AWA and Land Management*)
- Maximize value on each shoot like the road tour
- Leverage new website content

#2 WEBSITE

- Add video to the website
- Make content more accessible
- Improve the user experience
- Enhance current website copy for SEO
- Continue long-format blog content





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