

Telling the story of **SUPPLY CHAIN TRANSPARENCY**

Health and nutrition CPG brands that map the intricacies of their supply chain to ensure safety and ethical practices can consider marketing that achievement the cherry on the top. However, telling consumers about supply chain transparency takes strategy.



Consumers want to know this story

63%
buy from a brand that shares their values

76%
value quality ingredients

75%
want product transparency

Source: Accenture via New Hope Network

Steps to effectively marketing supply chain transparency

Establish a 'storytelling playbook' that includes:

A brand's story and a product's story

Content assets, such as whitepapers, blog posts, videos and product fact sheets

Content tools, including a set campaign or content calendar, and a website landing page

Content channels, like emails, social media, trade public relations (PR) and influencers

Take advantage of strong supply chain partnerships

It takes a coordinated effort by suppliers, manufacturers and retailers to effectively share stories about supply chain transparency.

Act like a journalist to discover all the supply chain stories that may appeal to consumers.

Create and distribute a retailer toolkit

This toolkit should be a pdf/printed booklet that includes information retailers can use to discuss a brand and its product(s), including ingredient sources and science, and potential social media and newsletter content.

Produce a "Reasons Why" video

Tell the brand's and product's story in a form that's easy to share on social media.

Ensure the content type matches the channel

Videos and short descriptions are best for social media, while whitepapers and scientific studies are best reserved for company websites.

Create true partnerships with influencers so they become a brand advocate rather than a one-time advertiser.