

The Last Word: Preserve your brand for generations

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Founded: 1932

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When Kim Wall purchased Baensch Food Products Co. in 1999, she understood she was buying first and foremost the established “Ma Baensch” herring brand. Her top priority was and continues to be maintaining and building the brand. She recognized that taking care of her customers and employees are key to brand longevity. Wall successfully increased market share by refreshing the brand for the evolving market while keeping intact the core elements of the brand and product.

“For your brand to survive and thrive, it is important to refresh your brand to suit the changing needs of the market, while keeping the qualities that made it successful in the first place. Even though consumer needs change, product longevity and product quality will always be key factors in building brand loyalty.

“In this day of failing businesses, now is the time to capitalize on your brand’s staying power. When you create a sense of security for your loyal customers, you’re sending a clear message that yours is a brand that people can trust to be there.

“Listening to your customers and monitoring trends will give you fresh ideas on how you can make small changes to your brand. The repositioning of the Ma Baensch tagline to the ‘Kiss of Health Since 1932’ not only reflected the longevity of the product, but also the healthy aspect of herring. Creating a theme song for promoting herring as the new sushi moved the brand from the 20th century into the 21st century.

“What hasn’t changed, however, is the original herring recipe and the emphasis on high-quality ingredients. Sometimes all it takes to increase brand awareness is a different spin on a tagline, tweaks to the logo and current research that positions your product in a new, positive light.

“Discover what makes your brand unique and what keeps customers coming back. Then expand your brand through refreshing ideas. Combining established brand values with customer-focused marketing is the pathway to continuing growth and success.”