Twizel, Inc

To Challenge the Status Quo to create positive social and environmental change globally

Twizel Goods is a platform and a brand to inspire and educate people to buy better. There is a long term cost to cheap merchandise

Our house brand will be primarily wool, that is manufactured in the US
At Ibex the challenge was:

Why Wool
Today the Challenge is?

Why your wool
The Internet has created major change
Empowered the consumer
Meaningful Trends relating to American Wool

- Conscious Consumers want to know more about the products they buy.
- Retail is undergoing major change
- Purchases happen from marketing direct to consumer
- Middle men are being eliminated (value added is being reviewed)
- Wool is being blended with other materials and called better
- Most people believe Climate Change is real. How does the sustainability of wool fit
- Animal welfare will get stronger (Shearing seems like the next target)
- Price promotion has become the motivation to purchase
Wool Marketing is Weak

Wool is a premium product and should command a higher price
Most companies are now getting into price promotion vs marketing creativity
Take what you do and make it special

Your wool is more than a commodity
Treat it as such, believe it.
Market it
Be known for the value that you add
The Marketing Goal

- Get closer to the consumer no matter where you are on the supply chain
- It is a storytelling World: Tell great stories
- What is unique about what you do (find something)
- What makes your job interesting (be authentic)
- You are a brand
Create Content

• What kind of wool do you grow
• What products are best for your wool
• What kind of sheep do you raise and why
• How are your animals cared for
• How are you trying to improve your flock
• What are you striving to do with your ranch or business
• What is unique to your ranch
• What is your environmental footprint
• What is your biggest challenge
• Most importantly, why do you do what you do.
If you say Nothing

- You are vulnerable
- You sell a commodity (okay if you are lowest cost)
- You are standing still, meaning you are falling behind
- You are not reaching Millennials (future buyers)?
- You are not being proactive with a strategy?
Challenges for US Wool

- The Value Chain
- Knitting
- Weaving
- Finishing
- Craftspeople and Machinery
- Innovation
- Most Importantly: Marketing
Collaborate and Partner

• Be an important part of the consumer brand story
• What are the products that your wool is perfect for
• Make it known that the value you add is important
• What is it you do that makes you unique
• Identify Brands that make those products?
• Articulate Why Your Wool !!!!
Examples

Pozzi Wool / Sonoma Wool Company
Helle / Duckworth
Nestor / Farm to Feet

Conclusion
Conclusion

While companies are busy targeting comfortable, incremental improvements, the market, technology and their consumer’s expectations are very likely changing exponentially. And this is a problem. As someone once said, if the disruption outside your organization is greater than the disruption inside it, you’re in deep shit. I’m paraphrasing but you get the point.