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From Building Brands Ltd.

## LEARNING FROM MORTON SALT

*(Or, how can you add value to your product?)*

If you think you're selling a commodity product or service, it's really easy to say "price is the only thing that matters to our customers, there's no reason to think about branding". It's *never just* about price. Learn from Morton Salt...

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your business?**

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Back in 1848, when Morton Salt was founded, salt really was a commodity. It was sold loose, in bags, and would quickly become hard and lumpy, especially in warm damp climates.

It wasn't until 1914 that Morton Salt introduced a distinctive 26 oz. round container with a pouring spout. They dramatized the benefit of the free-flowing

salt with a picture of a little girl sheltered under a large umbrella with the salt can under her arm and the now famous slogan:

### **'When it rains, it pours'**

This image and the slogan (which is based on an old English proverb) have been used consistently for almost 100 years.

As a result Morton Salt is the number one brand of salt in the US. For every two cans of salt sold in the US, one is a Morton Salt can, and it sells at a \$0.20 price premium over other brands and private labels.

As a former Vice President of Marketing at Morton Salt said...*"The answer turned out to be simple. We found that the successful process of marketing commodities requires value added benefits... and if you are the first to add these benefits, and support them, your chances of success are far greater than if you follow someone else."*

Even selling a commodity like salt, there is the opportunity to build a brand and create revenue and enduring value for the business.

Next time you hear someone saying "Our customers only ever think about price" just remind them of Morton Salt. There is always a way of creating brand value.

*Sandy Cahill*

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