



Made in Hawai'i Research to Optimize Branding

The Voice of 933 Visitors, 639 Residents and 100 Manufacturers

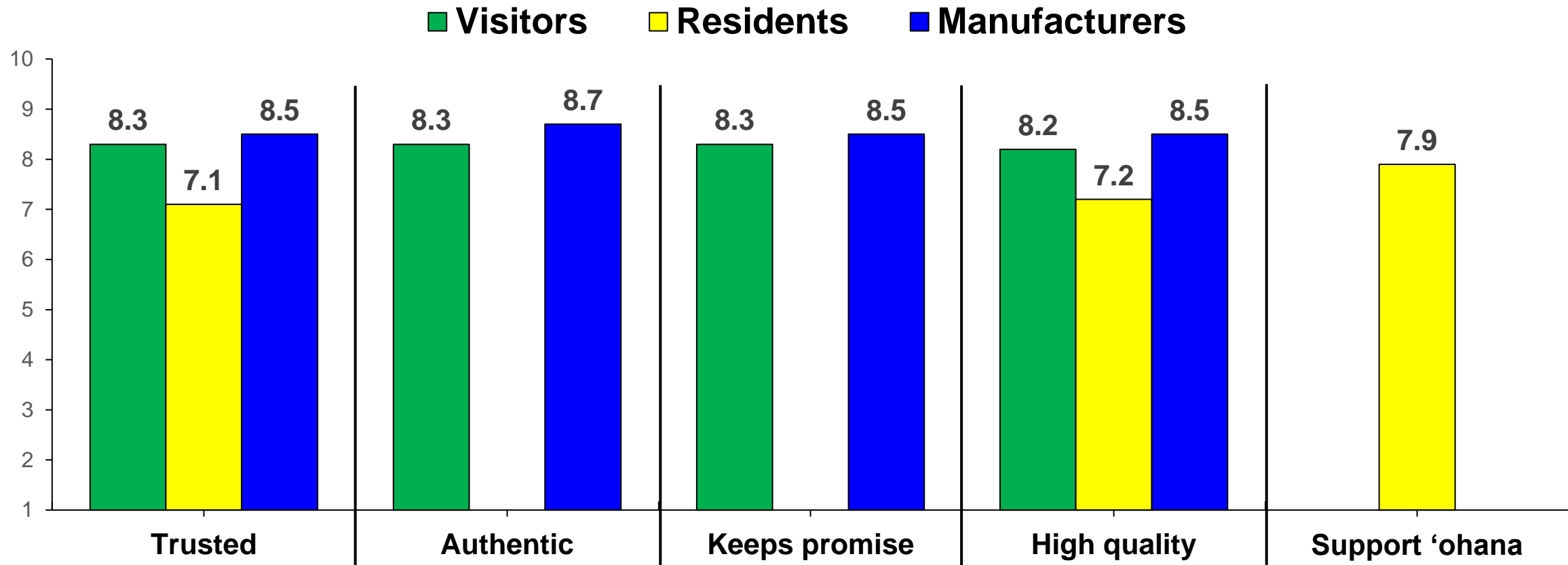


March 29, 2023



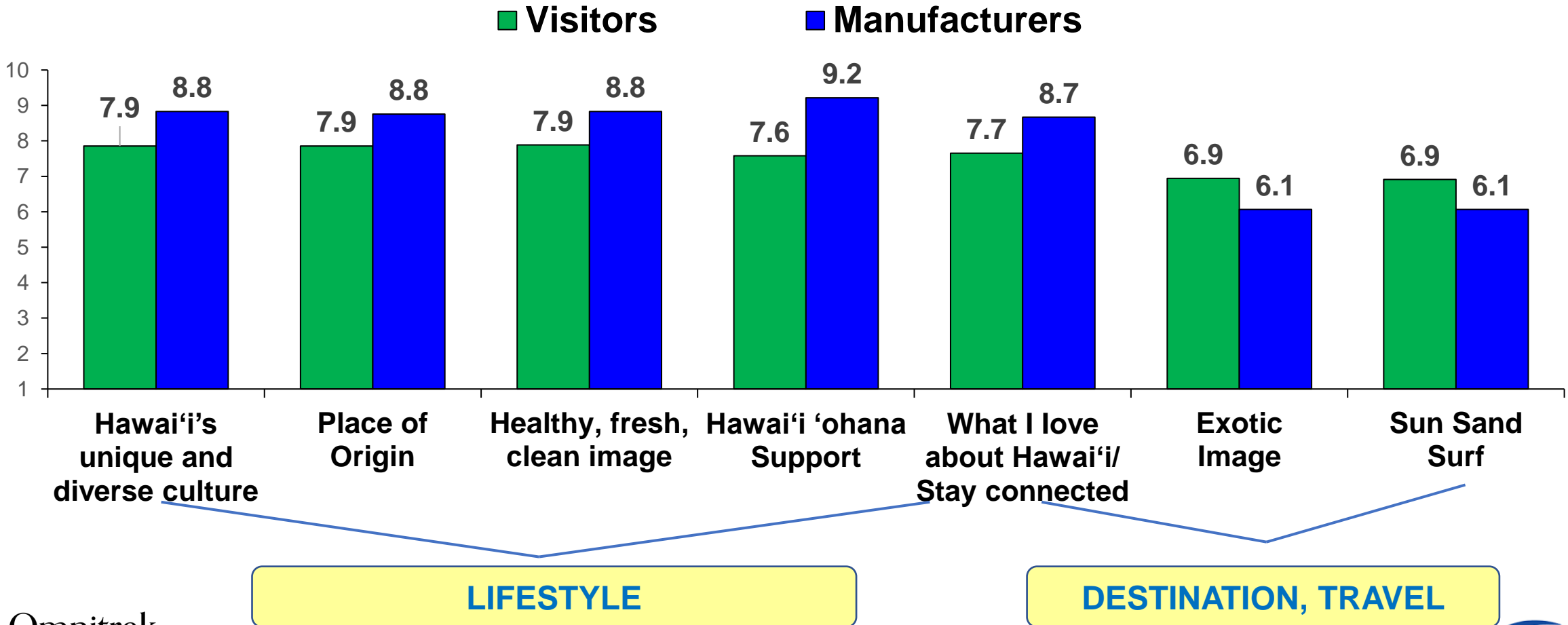
Hawai'i Brand Equity: Key Asset for Economic Growth

- ✓ Trusted, Authentic, High Quality and Delivers on Promises.
 - ✓ Today the Hawai'i brand goes beyond tourism.
 - ✓ It is a tremendous asset for economic diversification.



Hawai'i: A Lifestyle Brand

- ✓ Valued for its sense of place, multi-culturalism, health & natural beauty.
- ✓ Buyers' emotional connection to Hawai'i is a strong platform to launch diverse products.



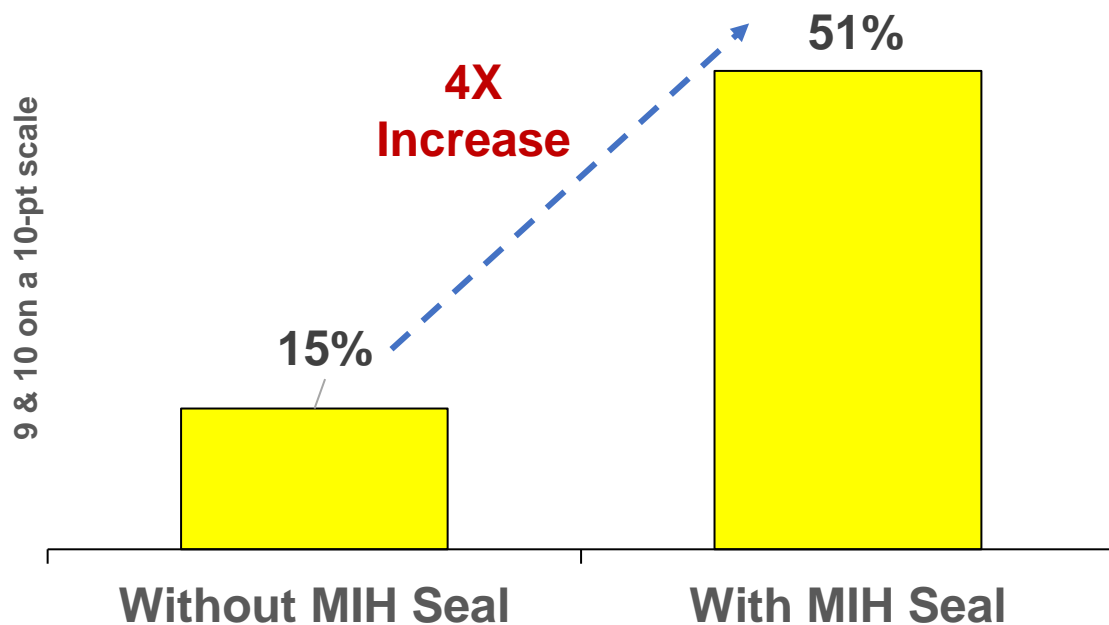
MIH Qualifying Criteria: 51% of What?

- ✓ Residents, visitors & manufacturers strongly favor revising MIH Criteria.
 - ✓ Expand beyond a product's raw materials.
- ✓ Count other Hawai'i benefits: Jobs, rent, R & D, taxes & operating expenses spent locally.

	Visitors	Residents	Manufacturers
Product only Made in Hawai'i	8.1	7.9	7.9
JOBS in Hawai'i	7.9	8.3	9.2
Product made by Native Hawaiians	7.9		5.0
A significant cost of the product is sourced or produced in Hawai'i	7.8	7.8	8.6
RAW MATERIALS / ingredients sourced in Hawai'i	7.8		7.1
Connection to indigenous culture	7.8		6.7
R & D - product idea, design or other intellectual property from Hawai'i	7.8	7.7	
HEADQUARTERED in Hawai'i	7.7	7.9	8.8
Name or imagery associated with Hawai'i	7.5		7.8
Pay HAWAII TAXES	7.4	7.9	8.7
Company owners live in Hawai'i	7.3		8.7

Why Develop a Made in Hawai'i Brand? Because It Quadruples Demand & Adds Value

**Consumers 4 Times More Likely to Buy Products
With a Made in Hawai'i Seal than Without**



71%

**Of Manufacturers say
Made in Hawai'i adds
value to their sales,
marketing & promotional
success.**