



Innonatour IP Course
23 May, 2011
Suceava, Romania

Branding techniques of nature-based products and services



Davide Pettenella
LEAF Dept. - Land, Environment, Agriculture and Forestry
University of Padua - Italy

Paper organisation

1. Definitions: brand, brand name, logo
2. Brand management
3. Branding by SMEs
4. The use of forest and wood images for branding
5. Final remarks

Download this presentation from the web site
<http://www.tesaf.unipd.it/pettenella/>

1. Definitions

- From a **supply side**:
A **brand** is a name, term, design, symbol, or other feature that distinguishes products and services from competitive offerings (American Marketing Association)
- From a **demand side**:
a *brand* represents the consumers' experience with an organization, product, or service (The Chartered Institute of Marketing)

Brand: brand name and logo

Brand name = a written or spoken linguistic elements of a brand.

Normally a brand name has a trademark registration which allows to protect proprietary rights

UPM-Kymmene

Logo is the graphic element associated to a brand; it may be a symbol, a word or a combination of them



Brand: brand name, logo and pay off

Companies normally associate a brand to a slogan: “pay off”



A logo that became a mascot

And sometimes to a mascot, a jingles or a reference product

Brand name

IKEA

Logo



Pay off

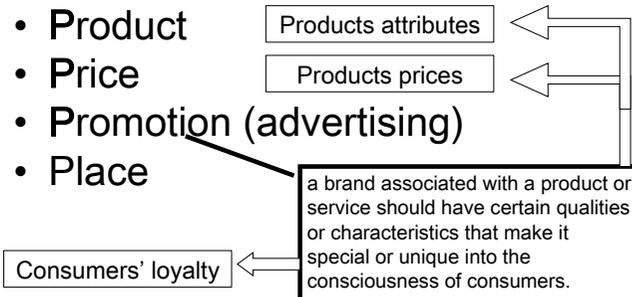
“IKEA furniture, more than life”

A reference product



2. Brand management

The role of branding in the marketing mix: the 4 Ps of P. Kotler:



Brands as communication tools

A brand may communicate 4 elements (e.g: Mercedes):

- **Attributes:** “long lasting”, “prestigious”, “expensive”
- **Advantages:** “I will have not to buy a new car for five year if I am travelling in the Balkan”, “when I meet my clients they perceive me as a well-off partner”
- **Values:** high performances, safety, prestige
- **Personality:** “if this brand were a person, it will be a middle age, wealthy businessman” (= *target market*)

A good brand name should:

- be legally protectable
- be easy to pronounce
- be easy to remember
- be easy to recognize
- attract attention
- suggest product benefits or suggest usage
- suggest the company or product image
- distinguish the product's positioning relative to the competition.

Types of brands/branding

Type	Definition
Premium b.	A brand for a product typically more expensive than other products in the category
Economy b.	A brand targeted to a high price elasticity market segment.
Fighting b.	A brand created specifically to counter a competitive threat
Corporate branding	When a company's name is used as a product brand name
Family branding	When one brand name is used for several related products
Individual branding	When all a company's products are given different brand names

Mercatone Uno retail company: an economy brand

The screenshot shows the Mercatone Uno online store. At the top, there's a navigation bar with links like 'Il Gruppo', 'Punti Vendita', 'Lavora con noi', and 'Contatti'. Below that, a search bar and a promotional banner are visible. The main content area is a grid of product listings, each with a product image, model name, price, and a 'Vedi dettaglio' link. The products are categorized into 'Completa di elettrodomestici'.

The screenshot shows the Favini website product page for 'Shiro Fruit Paper'. The page features a large product image on the right and detailed text on the left. The text describes the product as 'Shiro Fruit Paper' and highlights its unique range, where the energy and vitality of fruit are transformed into brilliant and intriguing colours. It also lists features and benefits, such as 'innovative paper in trendy colours' and 'fruit extracts that adhere to the paper'. The page is well-structured and easy to navigate.

Types of brands/branding

Type	Definition
Premium b.	A brand for a product typically more expensive than other products in the category.
Economy b.	A brand targeted to a high price elasticity market segment.
Fighting b.	A brand created specifically to counter a competitive threat.
Corporate branding	When a company's name is used as a product brand name
Family branding	When one brand name is used for several related products
Individual branding	When all a company's products are given different brand names
B. leveraging	When a company uses the brand equity associated with an existing brand name to introduce a new product or product line



Types of brands/branding

Type	Definition
Premium b.	A brand for a product typically more expensive than other products in the category.
Economy b.	A brand targeted to a high price elasticity market segment.
Fighting b.	A brand created specifically to counter a competitive threat.
Corporate branding	When a company's name is used as a product brand name
Family branding	When one brand name is used for several related products
Individual branding	When all a company's products are given different brand names
B. leveraging	When a company uses the brand equity associated with an existing brand name to introduce a new product or product line
Private (store) b.	When large retailers buy products in bulk from manufacturers and put their own brand name on them.

Attitude branding

- A brand sometimes represents a feeling, which is not necessarily connected with the product or consumption of the product at all.
- Marketing labelled as attitude branding includes that of Apple, Nike, IKEA, and The Body Shop

Brand extension

An existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, sun glasses, furniture, hotels, etc.

A special brand extension: line extension

- There is a difference between brand extension and line extension.
- When Coca-Cola launched "Diet Coke" and "Cherry Coke" they stayed within the originating product category: non-alcoholic carbonated beverages.

Multiple brands

- In a market fragmented with many brands, a supplier can choose to launch new brands apparently competing with its own, extant strong brand (and often with an identical product), simply to obtain a greater share of the market that would go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give garner a greater, overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one).
- In its most extreme manifestation, a supplier pioneering a new market which it believes will be particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market.

Generic products vd branded products

At the same time, generic (that is, effectively unbranded goods) have also emerged. These made a positive virtue of saving the cost of almost all marketing activities; emphasizing the lack of advertising and, especially, the plain packaging (which was, however, often simply a vehicle for a different kind of image).

castorama Auchan Sainsbury's

Retailers brand

- With the emergence of strong retailers, the retailer's own branded product ("private brands") emerged as a major factor in the marketplace.
- Where the retailer has a particularly strong identity (such as IKEA, Marks & Spencer, Home Depot, ...) this private brand may be able to dominate those companies which are not otherwise strongly branded.

THE HOME DEPOT COOP OBI Carrefour IKEA B&Q

Brand recognition

A brand which is widely known in the marketplace acquires brand recognition.

When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved brand franchise.

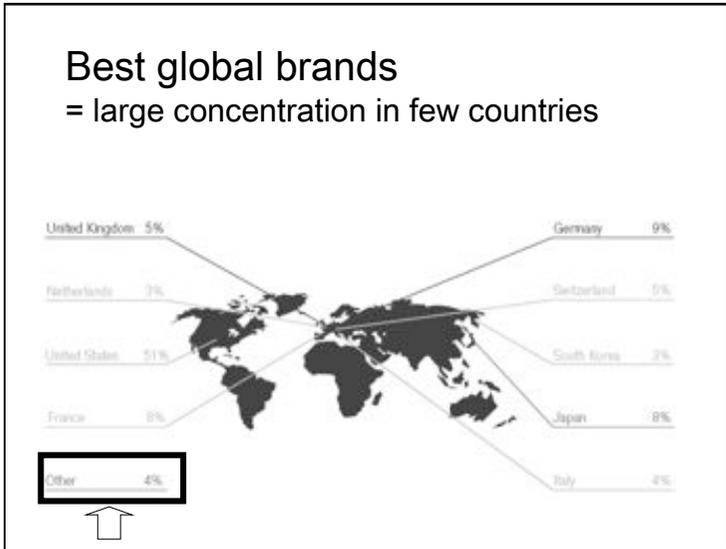
One goal in brand recognition is the identification of a brand without the name of the company present



Nike CBS NBC Bell Chanel

In the wood-value chain the brands with a large international recognition are those of the retail sector

IKEA B&Q OBI THE HOME DEPOT castorama



3. Branding by SMEs

Branding a small business is essentially **the same thing** as a larger corporation,

the only difference being that small businesses usually have a smaller market and have **less impacts** than larger brands.

The real difference is in the potential in **funding communication activities**

Branding by SMEs

- Co-branding: when two or more brands work together to market their products

Co-branding and Cause-related marketing: a type of marketing involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit.



Branding by SMEs

- Co-branding: when two or more brands work together to market their products
- Brand licensing: when a company sells the rights to use a brand name to another company for use on a non-competing product or in another geographical area

The “ecological panel” by the Saviola Group
(a particleboard made totally from recycled final used wood products)



Branding by SMEs

- Co-branding: when two or more brands work together to market their products
- Brand licensing: when a company sells the rights to use a brand name to another company for use on a non-competing product or in another geographical area
- Collective brand (umbrella mark): an homogeneous cluster of companies make use of a common brand

Development of a common brand

A common brand may be based on:

- Quality standard
- A common territory
 - A region
 - A country: national brand
- A common business
- A common objective

Developed by:

- Public institutions
- Private organization
- Partnership

Brands (ecolabels) defined by public institutions

✓ EU Ecolabel



✓ EMAS

Registration of industrial sites

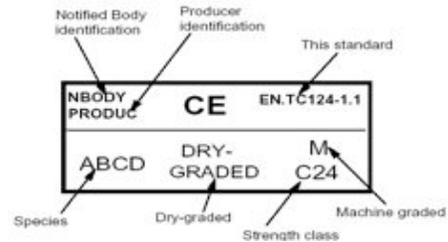


✓ Environmental Products Declaration



Normally voluntary brands,

but starting from 2007 compulsory CE mark on wood used in construction



Examples of collective brands defined by private organisations

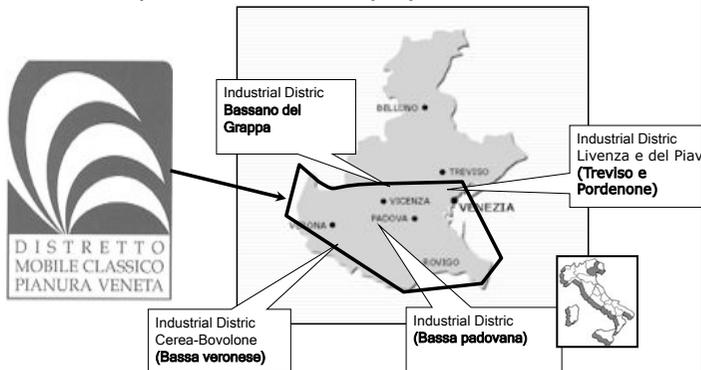


→ Common standards: well-managed forests

Private initiatives

SMEs in Veneto Region – Italy

2.700 companies; 18.400 employees



“Vero Legno” brand

A collective brand to inform consumers on the real components of the final product (no use of plastic or melamine sheet, but “true wood” veneer sheets)



<http://www.verolegno.it/>

MÖBELFAKTA

A reference system for furniture quality determination. The Möbelfakta system has existed in Sweden since the 1970's but development from 1995-97 has improved its content and appearance as well as adapting it to modern requirements and test methods



A special territory (e.g.: a National Park)



Environmental declarations (ISO 14020)

	Contents/objectives	Control systems	Examples
Type I	To recognize in a credible manner the excellence of env. Performances of a product	Third party Certification	EU Ecolabel 
Type II	To present some the env. characteristics (as defined by a company) of a product	First party declaration	Recyclable; "Ecological panel" by Saviola Group 
Type III	To present in a transparent manner all the env. characteristics of a product	Third party Certification	Environmental Product Declaration 

The top ten ranking of the national brands is:

1. UK
2. Switzerland
3. Canada
4. Italy
5. Sweden
6. Germany
7. Japan
8. France
9. Australia
10. United States

Source: **Anholt** survey

Branding a nation

Slovakia: "A small country with a big heart"

Hungary: "The essence of Europe"

Slovenia: "The green piece of Europe"

An example of national brand: “Serbian furniture”

(source: Borislav Vukovic, 2007)

- 6 leading wood industries* from the **Serbian Furniture Cluster**, following a successful presentation at the international fair in Moscow in 2003 and in 2004, supported by USAID, developed the brand “**Serbian Furniture**”
- The long-term goal of the project reinforce the **domestic demand** for Serbian furniture, enhance **foreign investments** in the sector, present their products on the **international markets**

(*) **Eurosalon** (Belgrade), **Kopaonik** (Kursumlija), **Modul** (Nis), **Trifunovic** (Pranjani), **Saga** (Belgrade) and **Sava** (Hrtkovci)

Partnership initiatives: national eco-labels

Name	Country/ies	Starting year	Logo
Blue angel	Germany	1997	
Nordic swam	DK, FIN, N, Sv, Isl	1989	
Marque NF - Environnement française	France	1992	
Milieukeur	Holland	1992	

4. The use of forest and wood images for branding

Forest and wood: common and effective images used by a lot of companies in branding

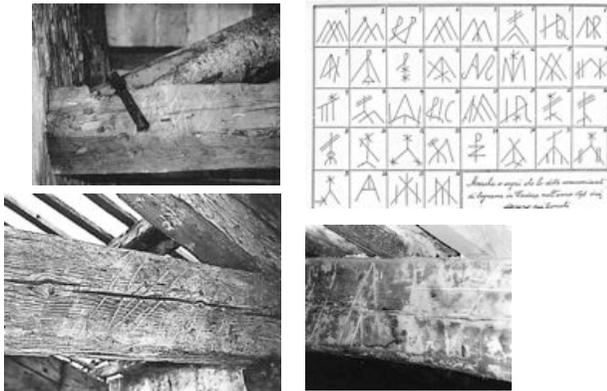
(but not so much from companies of the wood-working sector!)





5. Final remarks

SMEs branding:
an old technique!



Source: Laner, 2006

What is changed from the old times?
Which are the causes of success of
branding?

**“We became rich with information, but poor
with time”**

→ Consumers need clear, simple, quick
market signals

The best way to satisfy this need is to
match clients' expectations with an external
performance that coincides with the
company's inner culture.

A **transparent behaviour**, continuously **oriented to improvement**, is in the long run the best way to raise the company's reputation, the brand value and the clients' loyalty