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Branding of natural products and the mountain regions

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Paper organisation

1. Definitions: brand, brand name, logo
2. Misuse of Alps-Alpine brand
3. Branding options for the Alps
4. Conclusion: potentials and risks ahead

Slides can be downloaded from:
www.tesaf.unipd.it/pettenella/index.html

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



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



Brand, brand name and logo

Companies normally associate a brand to a slogan

Promoting the responsible management of forests worldwide

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

Brand name

IKEA

Logo



Slogan

"Improving everyday life for the majority"
"IKEA furniture, more than life"
"Home is the most important place in the world"
"Make a house a home"
"Affordable solutions for better living"
"Not for the rich but for the wise "

A reference product



Different types of brand and branding techniques

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

2. Misuse of Alps-Alpine brands

In theory "Alps-Alpine" could be effective labels to differentiate some products or services because they immediately help the consumer to link them to some key positive concepts and values

Attributes of “Alps-Apine”

Untouched environment,
mountain remote areas rich of:

- forests,
 - water and meadows,
 - traditional farming techniques,
 - small-scale artisan productions,
- where to practice nature-based tourism,
in an area without problems of pollution,
traffic, congestion, noise, ...

Target clients attracted by the attributes of “Alps-Apine”

An emerging segment of consumers: the so-called **LHOAS** (Life Style Of Health and Sustainability):

- organic and natural food; “slow food”
- product of certified origin; short value chain
- GMO free
- products of the fair trade
- green holidays
- wood products from certified forests
- ...

Unfortunately the **words and images** related to “Alps-Apine” (as well as those connected with natural forests, broadleaves, some wild animals, ...) have been **used** by companies that have **no real relation with the Alpine environment**



shoes



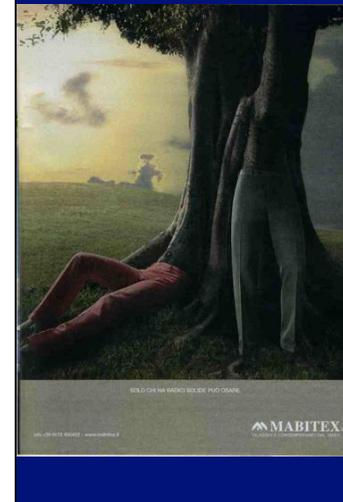
watches



lawn mowers

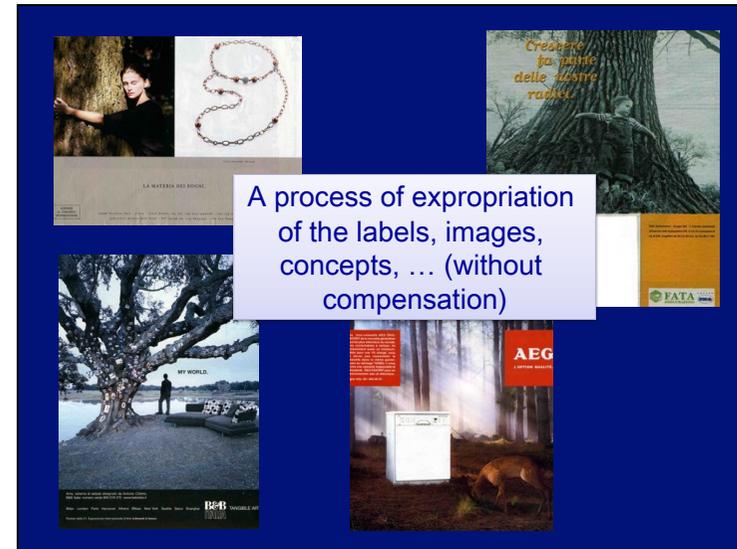


cars



Similar problems with the use of images related to forest, tree, ...





The only solutions to these problems is to protect by law the use of some labels

That has been done only in very few cases:

- Organic products
- Products of certified origins (Protected Designation of Origin, Protected Geographical Indication and Traditional Speciality Guaranteed) and their traditional labels
- CE

More recently in the EU:
 “product form mountain areas”: **Reg 1151/2012**

Labelling regulations of agricultural and food products of mountain farming have been approved in some countries

- In **Switzerland** there is the most advanced regulative system to protect the use of the labels “mountain” and “Alpine pasture”
- In **France** the label “*montagne*” has been protected by the law
- In **Italy** law 97/1994 allowed the use of the denomination “*Prodotto della montagna italiana*” associated to products of certified origin

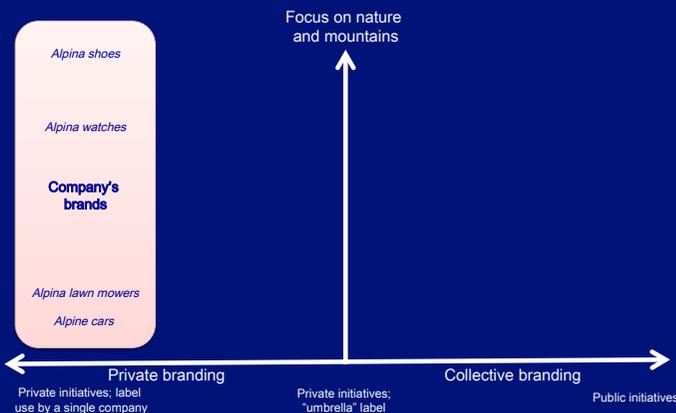
Source: F.Santin et al., 2013

Unfortunately other labels, like “sustainable” (with its sub-categories “environmentally sustainable” and “socially sustainable”), “natural”, “biological”, “Carbon neutral”, “Carbon free”, ... are still largely used without a clear meaning of the attribute

→ Frequent cases of green and social washing

It is very difficult to imagine that policy makers will create rules for regulating the use of the words “Alps-alpine” in branding

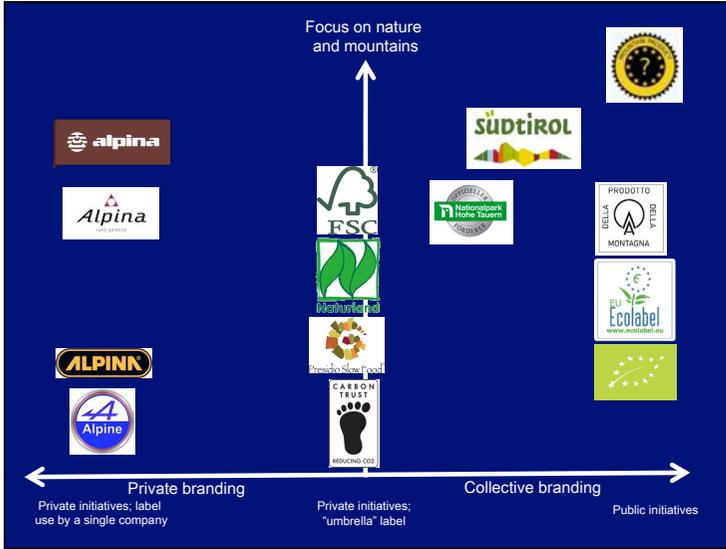
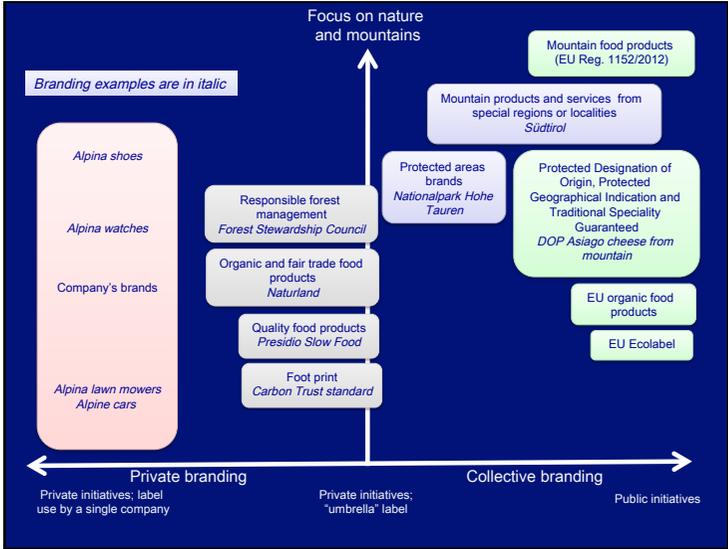
3. Branding options for the Alps



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→ 2 alternative options for branding with the use of “umbrella logos”:

- Common branding for territorial marketing (a cluster of different products and services)
- Common branding for the same local products or services



A good example of territorial marketing: the South Tyrol brand



For all products and services



Only for food products

- A set of specific standards for the products and the services
- An umbrella logo (first region in Europe to adopt one) owned by the Autonomous Province
- Contract between user (company) and Province
- Committee for quality promotion proving support to marketing activities
- Technical commission with representatives of producers

Corporate identity-design

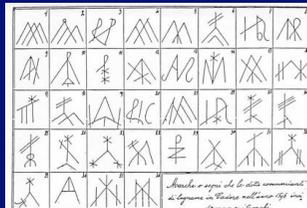


Fonte: Philipp Nagel, 2014

4. Conclusion: potentials and risks ahead



Branding:
an old technique!



Source: Laner, 2006

What is changed from the old times?
“We became rich with information,
but poor with time”

→ Consumers need clear, simple, quick
market signals

Unfortunately we are facing for Alpine
branding (as in other areas) some risks:

- **Lack of coordination** of (public) actors →
overlapping of initiatives
- **Credibility** of the claims → control

Lack of coordination of (public) actors

An example: the parallel initiatives in Italy to promote
“Legno Veneto”, “Castagno Piemontese”, “Legno della
Provincia di Torino” (Bois-Lab project), quality mark for the
short value chain in **Tuscany** (*marchio di qualità della filiera corta
toscana del bosco-legno-energia*), quality mark of the **Val di Zoldo**
larch, ...

Some **basic marketing criteria** - such as the critical
mass of consumers, the critical mass of product,
targeting, brand advertising investments - **are lacking**
among the promoters of new brands.

Swiss wood campaign



Holz
ist genial.

Holz ist genial
campaign in
Austria

Credibility of the claims

High quality standards are needed,

controlled by second parties (like the authorities in some National Parks, or some associations of companies)

or by third parties with certification process.

A **transparent behaviour**, based on **concrete claims**, **rigorously controlled** by independent authorities, is in the long run the best way to raise the **reputation**, the **brand value** and the clients' **loyalty** towards any Alpine product and service.

Public operators should support this process, providing **correct information** on brand contents and **avoiding to inflate the market** with new brands of minor potential of market recognition.

Provide clear and credible messages through branding coordination

