

Origin Product Branding: Delivering content that increases Value



Brands

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Luis F. Samper

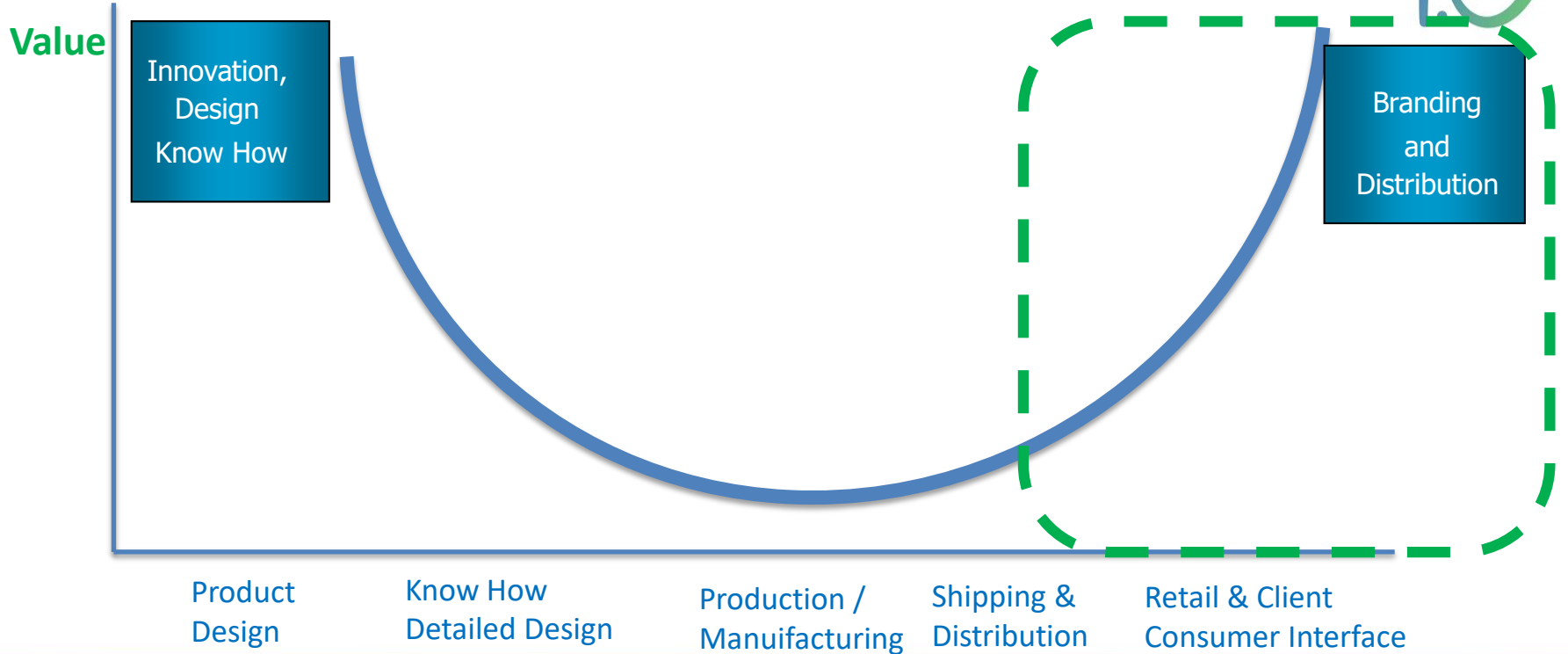
Smile



Brands



Smile Curve



The context of Brands: Adapting to Major Trends

1. Providing Experiences
2. Lack of Time – Need of Flexibility
3. I am responsible and I show it
4. Evolving Stereotypes
5. I am in control of my well being
6. The ethical producer



The challenge of being relevant in the XXIst Century



Smile Curve for Geographical Indications



Brands

Value

GI Product Curve
(Quality and Reputation associated with Production)

Normal Product Smile Curve

Product Design

Know How Detailed Design

Production / Manufacturing

Shipping & Distribution

Retail & Client Consumer Interface

Successful Brands are disciplined



- **Obsessed with the client**
Understand their needs
- **Pragmatic**
Deliver consistency when and where clients need them. Simplify decisions
- **Inspire**
Generate trust, have a purpose, connect with emotions
- **Innovative**
Identify and satisfy new needs

Adapted from Prophet

Falling in Love



People

Brands

I Exist

I want to be considered

I am interesting

I enjoy your company

We have a relationship

Brand Awareness

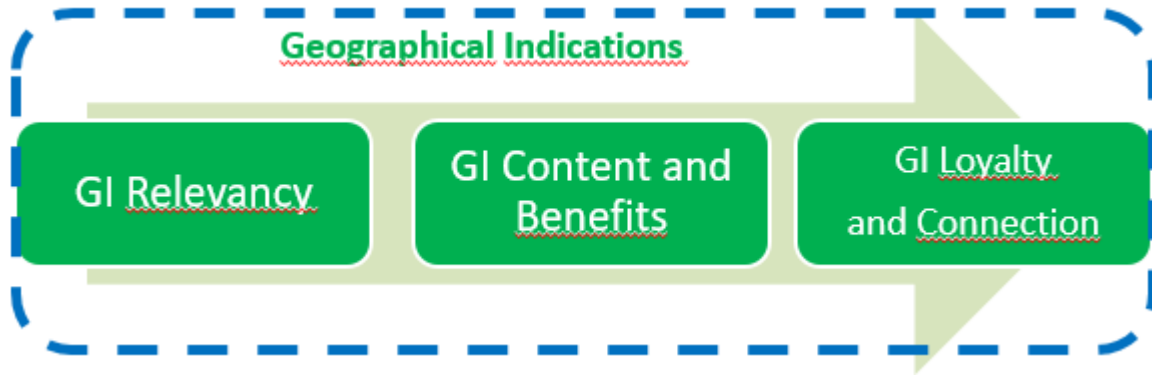
Positive Brand Associations

Brand Relevancy

Brand Content and Benefits

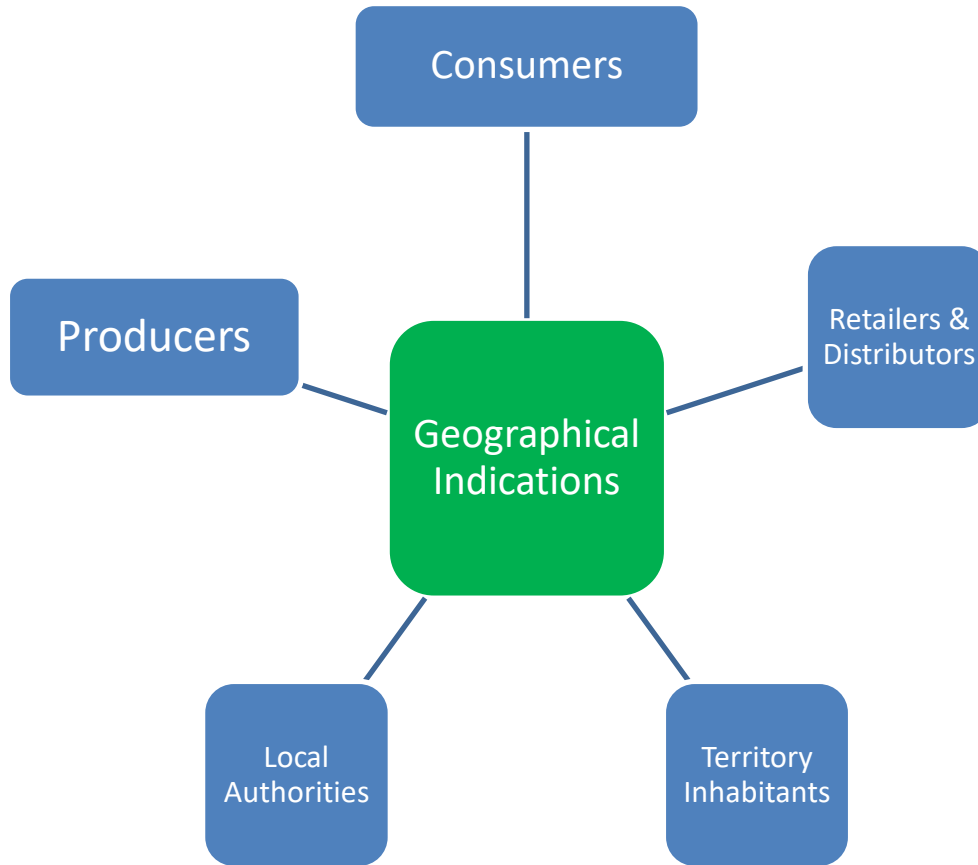
Brand Loyalty and Connections

Brands



GI are in a better position than brands to

- ✓ Be Relevant
- ✓ Provide Content that is interesting
- ✓ Establish a Connection



Challenge:
How to provide
Information and Content
Relevant to all
GI stakeholders

GI Stories are Authentic

- ✓ Real, not fictional
- ✓ Have meaning, are relevant to people's lives
- ✓ Make emotional connections. They are human, not just product centric
- ✓ Contagious. They bring “social currency”.
- ✓ Can become universal, not just local

Tip: Interesting stories have challenges,
conflict



Origin Brands have meaning



“purity, quality, responsibility”



“tradition, complexity, artisanal”



“Taste, sustainability, community”



“quality, consistency, sustainability”



“heritage, green, natural”

Some Interesting Conflicts around GIs:



Tradition

vs

Modernity

Authentic

vs

Generic

Local

vs

Global

Self-indulgence

vs

Fast-paced life

They can become successful content opportunities for story-telling

Origin and GI Branding with Storytelling



**TACORONTE
ACENTEJO**

Denominación de Origen

“Sowing the seeds of Tomorrow”

Tradition

vs

Modernity

YouTube

Buscar



Sembrando Mañana

YouTube

Buscar



AARÓN GÓMEZ Y EL “RETO” DE LA D.O.
TACORONTE-ACENTEJO

Origin and GI Branding with Storytelling



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage
Convention

Local vs Global



The hummingbird and the butterfly are the symbols of the wildlife richness of the Coffee Cultural Landscape.



The frog symbolizes the purity of the environment and the archeological culture of the whole region.



The guadua or bamboo tree represents the plants that accompany the coffee. It also symbolizes the water resource richness of the Coffee Cultural Landscape.



The flora reflects the unique natural richness of the whole Landscape.



The hand symbolizes the Colombian coffee grower, the "bean by bean" collection and the effort of the families who have developed the region for generations.



El café simboliza un cultivo que es el eje del desarrollo de la región y su identidad.



The balcony is the symbol of the architecture that characterizes the whole coffee region.



The mountains express the natural beauty of the landscape and its importance as an example of human settlement in the unique environment of the region.



Engaging through Storytelling - GIs and Origin



- **Its about the people**
 - Their commitment, their humanity
- **Its about the Origin, not the destination**
 - Is not a an idyllic (boring) destination
 - It has problems and challenges and we always work to overcome them
- **Its about the knowledge**
 - The know how, the Tradition, the science behind it,
- **Its about the product**
 - Not perfect, but always striving. We “try harder”

Its about the challenges involved in Quality and Sustainability

Thank you!



Brands

Luis.Samper@4point0brands.com