



**3rd Annual Regional
Wood Products Marketing Seminar
Sarajevo; December 6, 2007**

**Branding strategies in the
wood-working industry:
Country experiences**

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University of Padova - 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

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

UPM-Kymmene



Brand, brand name and logo

Companies normally associate a brand to a slogan



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

Brand name

IKEA

Logo



Slogan

“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:

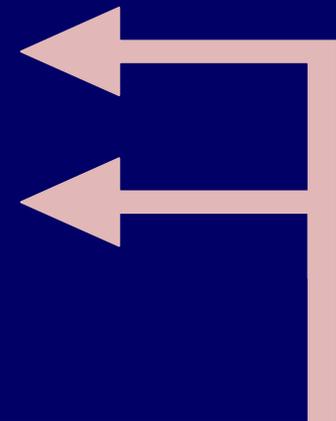
- Product
- Price
- Promotion (advertising)
- Place

Products attributes

Products prices

Consumers' loyalty

a brand associated with a product or service should have certain qualities or characteristics that make it special or unique into the consciousness of consumers.



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

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Italiano

Shiro Fruit Paper

Shiro Fruit Paper

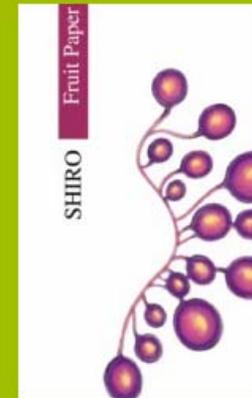
General

From tasty oranges, juicy grapes and yellow corn comes Fruit Paper. By cleverly combining FSC fibres with fibres from fruit processing residues we have created a unique range, where the energy and vitality of fruit are transformed into brilliant and intriguing colourful papers.

Have fun! Fruit Paper, paper with a serious twist.

Applications

This innovative and colourfull range with peculiar story is here to inspire you! Trendy paper for trendy stories - let yourself go and create: advertising material, presentation material, reports, brochures and covers, cards and menus, invitations, inserts, media packs...



Features & benefits

- innovate paper in trendy colours
- fruit particles still visible on the paper!!
- unique in its looks and content
- manufactured with FSC certified fibres
- manufactured with 100% green energy - energy from renewable sources

Technical Characteristics

- Acid & Chlorine-free
- pH neutral
- Suitable for copy fax, laser, inkjet, litho laser and litho inkjet

Available colours

- Raspberry
- Plum
- Blueberry
- Orange
- Lemon
- Coconut



Download specification overview here



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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

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45 ANNI
ON STAGE

TV LCD 26" LG, wide screen, 16:9, HD ready, risoluzione 1380x768, angolo di visione 178°, dimensioni con piedistallo cm 77,8x51,4x19,4

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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 vs 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).

The logo for Castorama, featuring the word "castorama" in yellow lowercase letters on a blue rectangular background.The logo for Auchan, featuring a red bird icon above the word "Auchan" in red lowercase letters on a white background.The logo for Sainsbury's, featuring the word "Sainsbury's" in orange lowercase letters on a white background.

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.

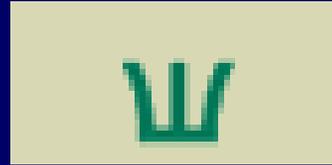


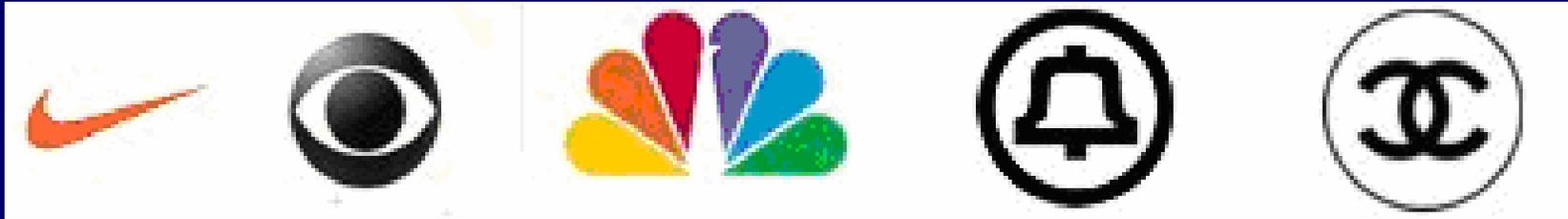
Brand recognition

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



Best global brands = large concentration in few countries



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.

The screenshot shows the website for The National Forest. The logo is circled in red. The navigation menu includes Home, About The National Forest, Visit and Explore, Get Involved, Gift Shop, News Room, and National Forest Company. The breadcrumb trail reads: Home > Get Involved > Business Benefits > Business Partners > Jaguar Walnut Wood – Britain's biggest Walnut woodland. The main heading is "Business Benefits" with sub-headers: "...rewarding...celebrations...competitiveness...business...", "...ethical...team building...loyalty generating...great fun...", and "...environmental...community...worthwhile...". The "In this section" header is followed by "Jaguar Walnut Wood - Britain's biggest Walnut woodland". The "Our Business Partners" section lists "Who, Why and How?", "Forthcoming Opportunities", and "Business Birthdays and Celebrations". The "Celebrate and Inspire!" section lists "Business Birthdays and Celebrations". The "Benefit your Business with the National Forest Brand" section lists "National Forest Logo". The "More information about The National Forest" section lists "National Forest Headline Facts & Figures". The "Business Success Stories" section lists: Alliance & Leicester plc, Anglia Courier Express Ltd, Barlow Group Ltd, ESIT, East Midlands Airport, E.ON UK, E.ON IS UK, Jaguar Cars Ltd, Laser Build, Needham and James, Plastrubition, Rolls-Royce plc, Severn Trent Water Ltd, TR Register, and a Business Benefits Leaflet (406kb). The Jaguar logo is circled in red. The main text describes the 80-hectare wood at Lount near Ashby de la Zouch, a partnership between the National Forest Company, Jaguar Cars Ltd, the Forestry Commission, and Jaguar Cars Ltd. It mentions that 13,000 walnut trees and 70,000 other trees have been planted on former arable land. The wood includes an experimental area for walnut research. The first tree was planted in November 2001 by Mike Beasley, MD of Jaguar Cars Ltd. A photo shows Ian Hickman, Forest Enterprise Chairman, Viv Astling, NFC Chairman, and Mike Beasley, MD Jaguar Cars Ltd planting the first tree in Nov 2001. Two other photos show Deborah Blackburn, Jaguar Cars and Hugh Williams, NFC at Lount Site, and the Jaguar Walnut Wood.

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

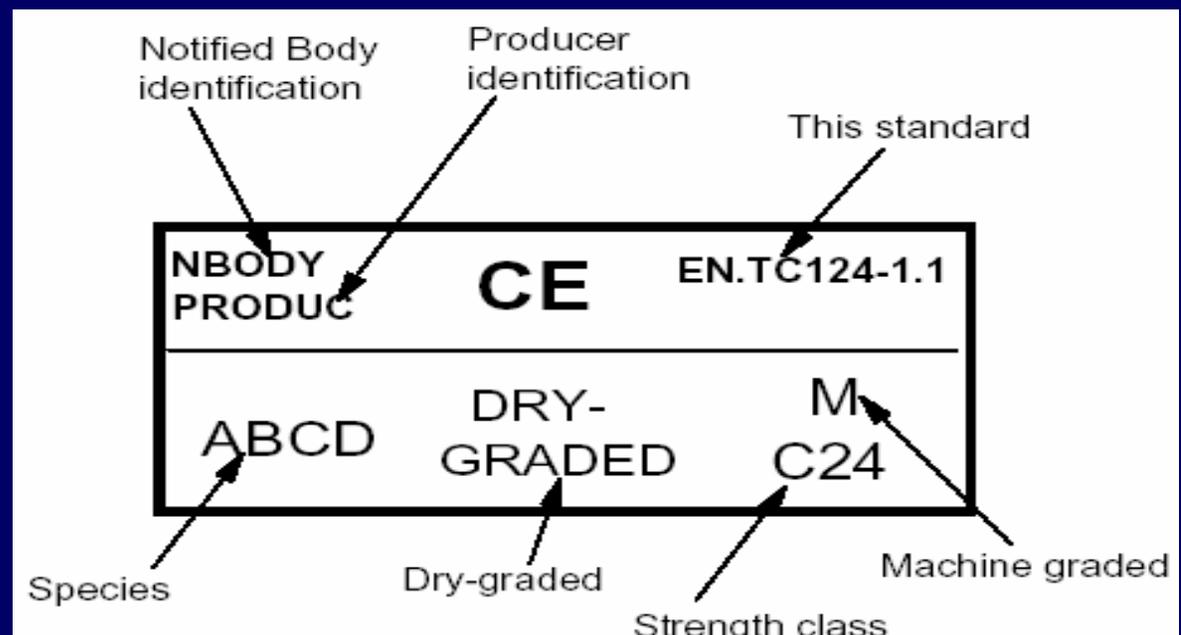
Brands (ecolabels) defined by public institutions

- 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

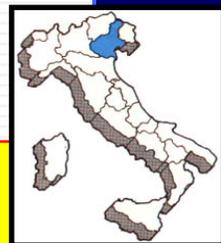


Industrial Distric
Bassano del
Grappa

Industrial Distric
Livenza e del Piave
(Treviso e
Pordenone)

Industrial Distric
Cerea-Bovolone
(Bassa veronese)

Industrial Distric
(Bassa padovana)



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


Parco Lombardo della Valle del Ticino

ENTE PARCO	RISORSE DELLA REGIONE	PROGETTI IN CORSO	
SPORTELLI	ID PROGETTI PER IL FUTURO	CANTONIERI LOMBARDI	
PROGETTI LIFE NATURA	PROGETTI LIFE NATURA		
TUMINO	REINTRODUZIONE SPECIE		
ATTIVITÀ DIDATTICHE	IL CONTROLLO DELLA SPECIE		
I PROGETTI DEL PARCO	AGRICOLTURA SOSTENIBILE		
PACCO NOCI			
MARE PUBBLICITÀ			

METEO GIORNI: 21 22 23
CERCA NEL SITO -->
AREA DOWNLOAD -->
SITO ACCESSIBILE -->
21 December 2004

PROGETTI LIFE NATURA

Dalla sua istituzione ad oggi LIFE-Ticino ha cofinanziato 668 progetti per un contributo totale di 500 milioni di euro, di cui ben 55 milioni di euro a sostegno di 126 progetti italiani.

Attualmente il Parco del Ticino ha in corso tre progetti LIFE Natura per la conservazione di specie di importanza comunitaria. >>>

PRODOTTI A MARCHIO

 7/iv 29 October 2004 - © Parco del Ticino

Con 60mila ettari il territorio agricolo è 2/3 dell'area protetta

Il Parco a tavola: i prodotti da agricoltura sostenibile

Nel Parco del Ticino convivono aree di grande interesse naturalistico, zone urbane e larghe porzioni di territorio agricolo che, con i suoi oltre 60.000 ettari, rappresenta circa i due terzi dell'intera superficie dell'area protetta.

Si tratta di una realtà dinamica, articolata e ben organizzata, con un'ottima struttura irrigua di supporto che, unita all'esperienza dei nostri imprenditori, consente di ottenere buone produzioni sia per quanto riguarda i prodotti vegetali (riso, mais, orzo, etc.), sia per quanto concerne gli allevamenti (bovini, suini, etc.).

Negli ultimi anni l'Unione Europea, attraverso la Politica



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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!)



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La differenza tra Mercedes-Benz e la solita trazione integrale.

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4MATIC. Trazione integrale permanente 40:60. Integra il controllo elettronico della stabilità di marcia (ESP), l'antislittamento (ASR) e la ripartizione elettronica della trazione sulle quattro ruote (4ETS).
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www.mercedes-benz.it



Mercedes-Benz



Golf 

obiettivo:
emissioni zero



Siamo convinti dell'importanza di salvaguardare il delicato equilibrio tra uomo e ambiente. Non si tratta solamente di evitare l'inquinamento provocato dalle automobili. È qualcosa che va anche oltre: la tecnologia d'avanguardia realizzata da Toyota nel campo dei motori diesel ecologici o dei sistemi ibridi. Noi impieghiamo soluzioni innovative per rispetto dell'ambiente in ogni fase del ciclo di vita dei veicoli: dalla progettazione, alla realizzazione e utilizzo, fino al momento del riciclaggio. Sono in questo modo ritagliamo il poter raggiungere l'obiettivo finale: emissioni zero.

www.ambienteemissioni.eu

TOYOTA



Quando la natura cambia colore,
Zuegg ne conserva il sapore



In sintonia con le stagioni, aspettiamo il momento perfetto per raccogliere la frutta dai nostri campi. Non un minuto prima, non un minuto dopo. Festeggia ogni stagione dell'anno con un cucchiaino della nostra confettura.

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ZUEGG

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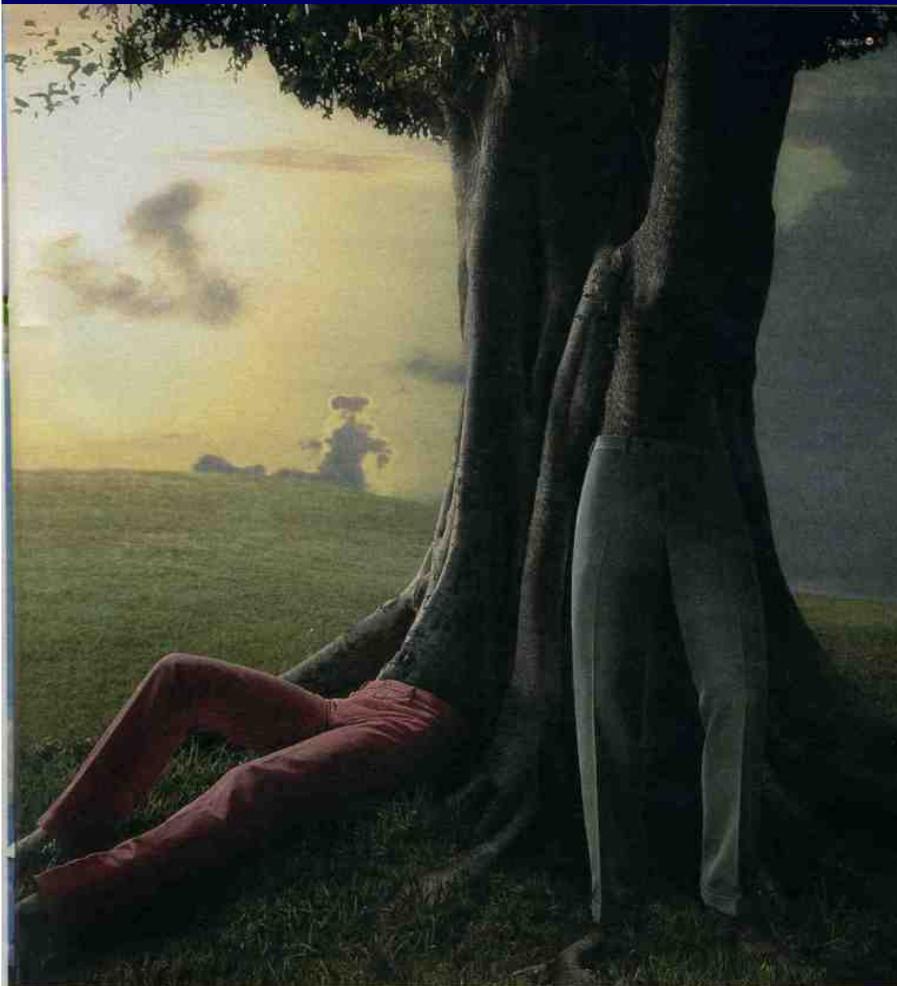
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Partner della 51. Esposizione Internazionale d'Arte la Biennale di Venezia

B&B ITALIA TANGIBLE ART

Le lave-vaisselle le plus silencieux du monde.

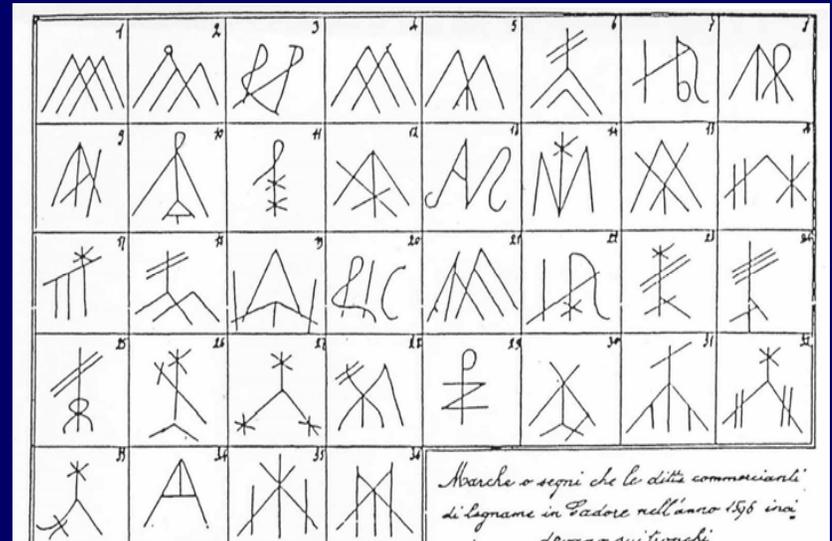
Le lave-vaisselle AEG OKO-WOIRT de la nouvelle génération est le plus silencieux du monde. Ses confortables à utiliser, ils ne nécessitent aucun entretien. Une fois pour une 1/2 charge, vous n'avez plus qu'à assembler la vaisselle dans le même panier. Avec le séchage TURBO, il vous offre une vaisselle impeccable et incroûlée. OKO-FAVORIT pour un environnement sans cristaux de chaux.

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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 in the long run the best way to raise the company's reputation, the brand value and the clients' loyalty

Download this presentation from the web site
www.tesaf.unipd.it/pettenella/index.html