



Marketing and Branding of Geographical Indications: *General Principles and Best Practices*

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EXPERT | Branding and Marketing for Geographical Indications

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About me:



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Nurmala Martin is a marketing, promotion and branding consultant, who has over 15 years of work experience with the public sectors, SMEs and large corporations in the UK, France, UAE, South Korea, Hong Kong and ASEAN.

At ARISE+ Indonesia, Nurmala leads the project's branding and trade promotion activities for Indonesia's Geographical Indications and facilitate private sector development and cooperation.

Her recent work includes formulation of a national Branding Strategy and leading an awareness raising campaign for the Indonesian GIs.

Previous EU-funded technical assistance projects, Nurmala advised the Government of Indonesia and the private sectors on foreign direct investment matters, as well as leading the formulation a national branding strategy for the central government.

QUALIFICATIONS:

- Master of Law with a specialisation in international trade, investment law and Intellectual Property at Universitas Gadjah Mada (Indonesia)
- MBA, University of Edinburgh (UK) and ESSEC Business School Paris (France)
- BA(Hons) Business Studies with Marketing at the University of Brighton (United Kingdom)



That sound when the bus stops...



1A Hellerup St.

Image credit: Advertising School: Danish School of Media- & Journalism, Copenhagen, Denmark; Creatives: Morten Kristiansen, Ellen Gregersen.
Source: Ads of the World



MARKETING AND BRANDING OF GEOGRAPHICAL INDICATION PRODUCTS

Brand is a bundle of IP rights

- Trade Name
- Trade / Service Mark
- Certification Mark
- Product Design
- Product unique character
- Packaging Design
- Advertising
- Strap lines/ Taglines
- Typeface
- Sound
- Taste
- Aroma/Fragrance
- Colours
- Trade Dress
- Websites
- Domain name
- Unique Accreditation
- Coat of Arms
- Motto
- Symbol
- Logo
- Social Networking sites
- Publications
- Etc...

GI is indeed “Brand”. When these elements are combined, it can create a **highly differentiated** product and a very powerful **GI brand**

Who needs PDO endorsements, when the GI name alone is a powerful 'brand'

May be too powerful?

CHAMPAGNE



TASTING & APPRECIATION

THE ART OF SERVING CHAMPAGNE

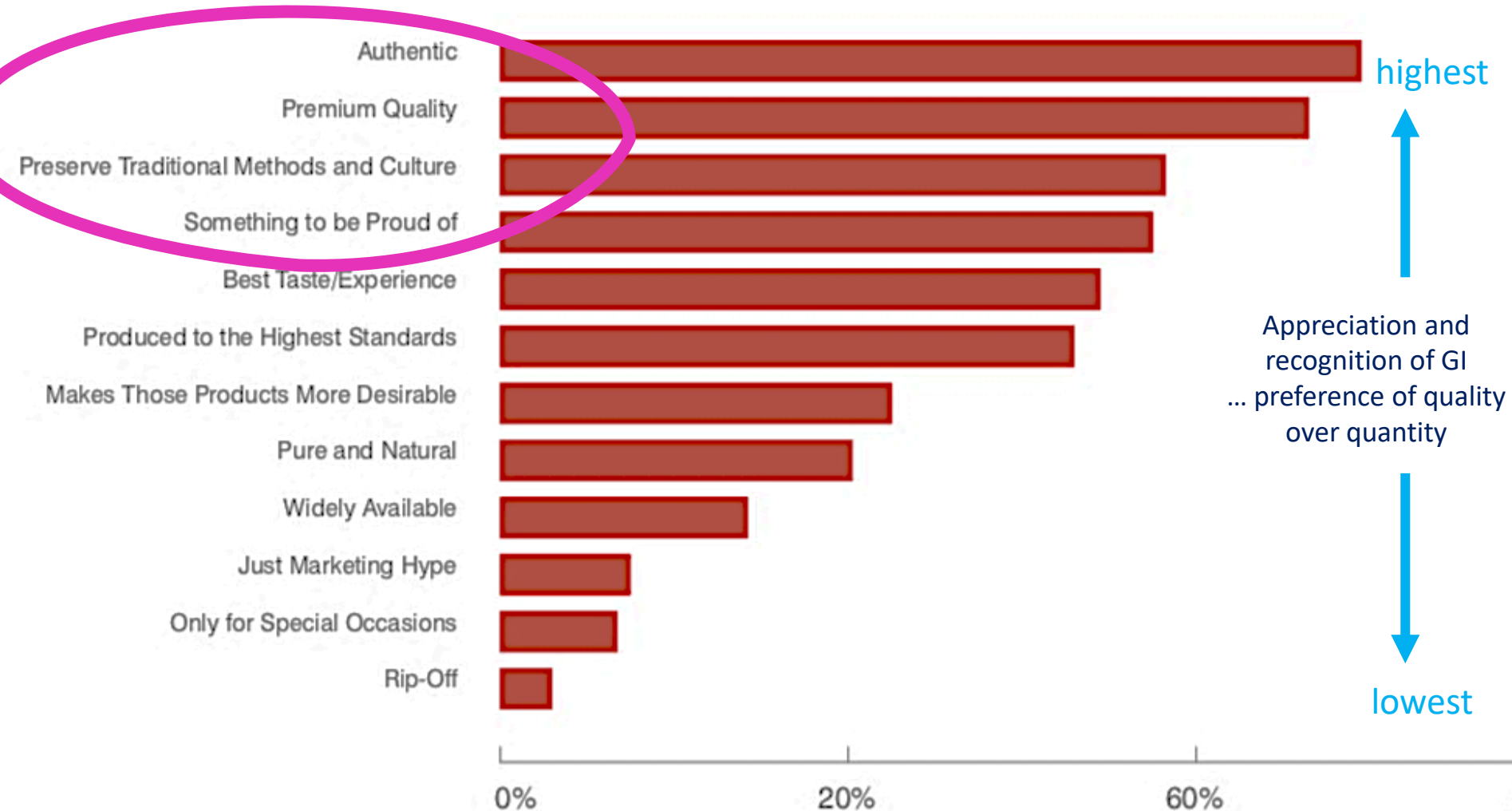
Champagne is best enjoyed in a tulip glass, tall enough to allow the bubbles and aromas to develop to the full.





MARKET ANALYSIS AND SEGMENTATION

Understand the value of your GI and how targets/users/consumers respond to it



Market Analysis and Segmentation

e.g. *Single Origin Coffee in 2021*

Illustration only



KEY TREND

Rising popularity of coffee among millennials.



MARKET DRIVER

Rising consumption of coffee.



MARKET DRIVER

Growing number of specialty coffee shops globally.



FORECAST

The market is projected to reach \$121.02 billion by 2021.

Marketing mix



P roduct

- Quality
- Image & Reputation
- Special characteristics
- Supply/Availability
- Offering
- New Product Devlpmt

P rice

- Pricing strategy**
- Payment terms methods
- Positioning
- Competition analysis
- Sales promotion

P lace

- Distribution and Marketing
- Retail presence
- Digital presence**
- Sales promotion

P romotion

- Awareness raising and Marcomm:
- Sales Promotion**
- Direct marketing
- Public Relations
- Trade promo events**

P eople

- Culture/ Tradition
- Recruitment
- Training and Skills upgrade
- Brand Ambassadors
- Collaborators

Farmers and producers

P rocess

- Research and Development
- Business-led process
- Maintenance

Authenticity, Quality assurance

P hysical Evidence

- Key sales contact person
- Post-sales Service
- User/Customer retention
- Product packaging**
- Labelling**
- Site visit

Branding Strategy

Licensing the "brand"

Brand Control System at both national and product levels

Positioning

Brand Experience

Organizational Capacity

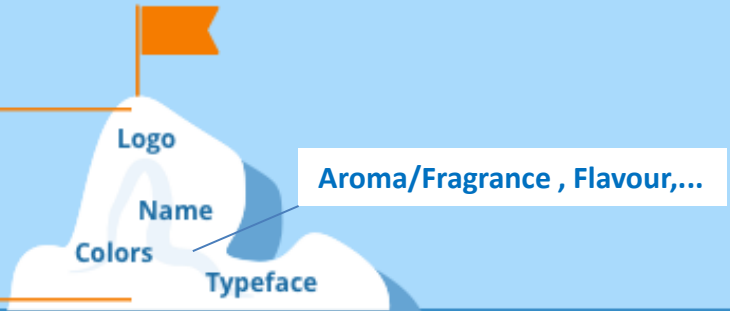
Visual and Sensory aspects

GI as Brand

Brand Identity

Brand Strategy

Ingredients co-branding?



Offering

GI Product Quality and Maintenance

Competition

Customers / Retailers

Purpose

Reputation Management

of
GI Brand Management
Brand = Asset (intang.)
Brand = Investment\$\$\$



IN PRACTICE

Product offering and the “IP”

Illustration only



Type of product = Hard cheese,
often grated and topped on pasta or pizza

Product Origin: Italia

Trademark = ‘Galbani’ logo/device belongs to the Trader/Marketer (“Product Brand”) + slogans



GI name is ‘Parmigiano Reggiano’ (“Product Brand”) Note: An element of composition co-branding between the owner of IP rights on the Trademark and the owner of IP rights on GI

PARMIGIANO REGGIANO

GI Logo ‘Parmigiano Reggiano’ (“Product Brand”)



Official EU GI Logo (Public Services Brand)

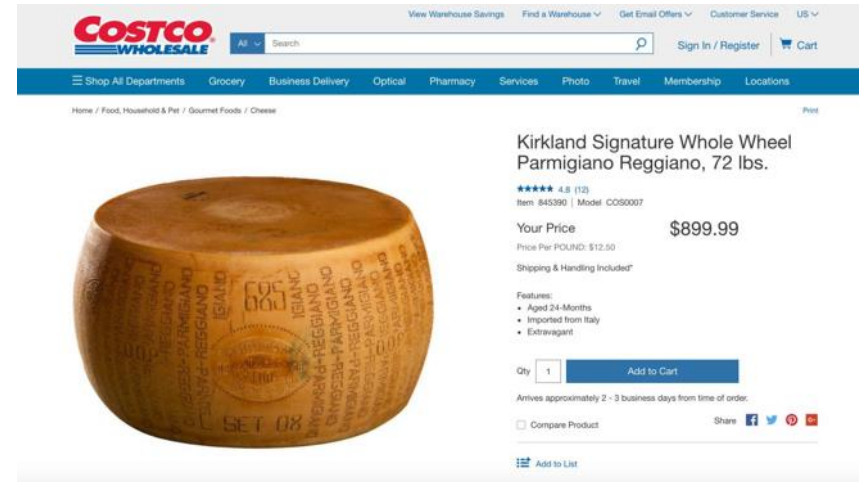


Price, positioning, physical evidence

Key importers:

- 17,000 tons, **Germany**
- 13,500 tons, **United States**
- 7,730 tons, **France**
- 6,215 tons, **United Kingdom**
- 4,488 tons, **Switzerland**

(Figure 2019)



1 whole wheel = 131 gallons of milk
 14 ltr of milk = 1 kilo of Parmigiano Reggiano
 Retailed at US\$ 899,99 (or IDR 14mio)
 per wheel
 Production: 3.6 million wheels per year
 Industry worth US\$ 2.5 billion (IDR 35 T)

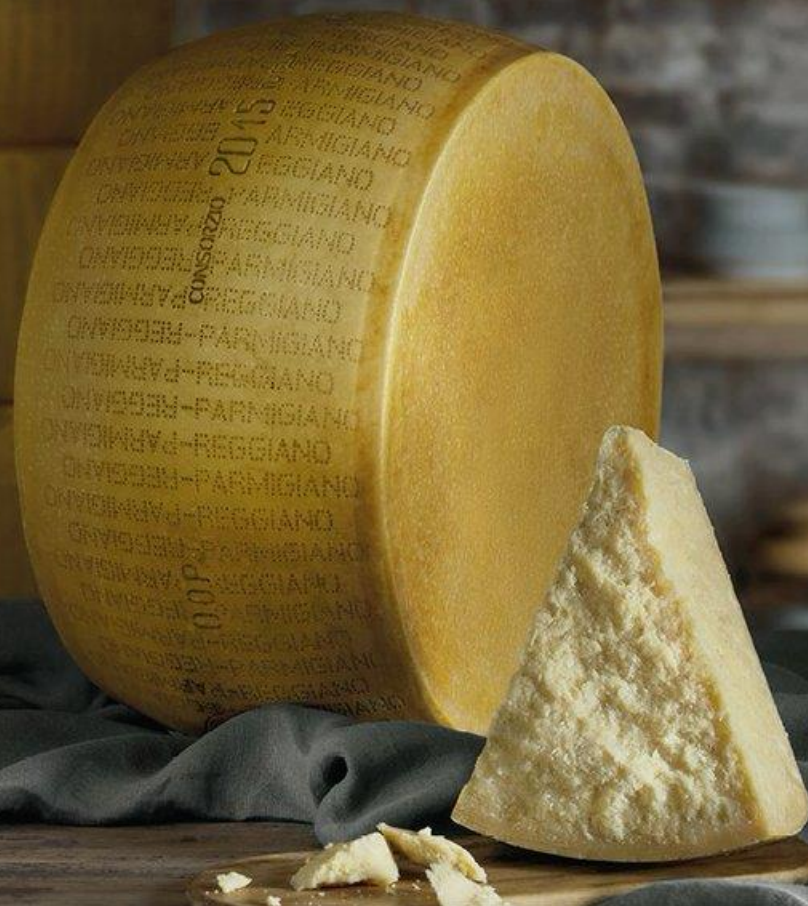
Place: Trade Promotional Event

This winter,
join us at the

BBC
goodfood
SHOWS Sponsored by:


29th November
to 2nd December
at Birmingham
NEC

PARMIGIANO
REGGIANO



Product and Brand Development



<https://www.parmigianoreggiano.com>

Branding and Promotion



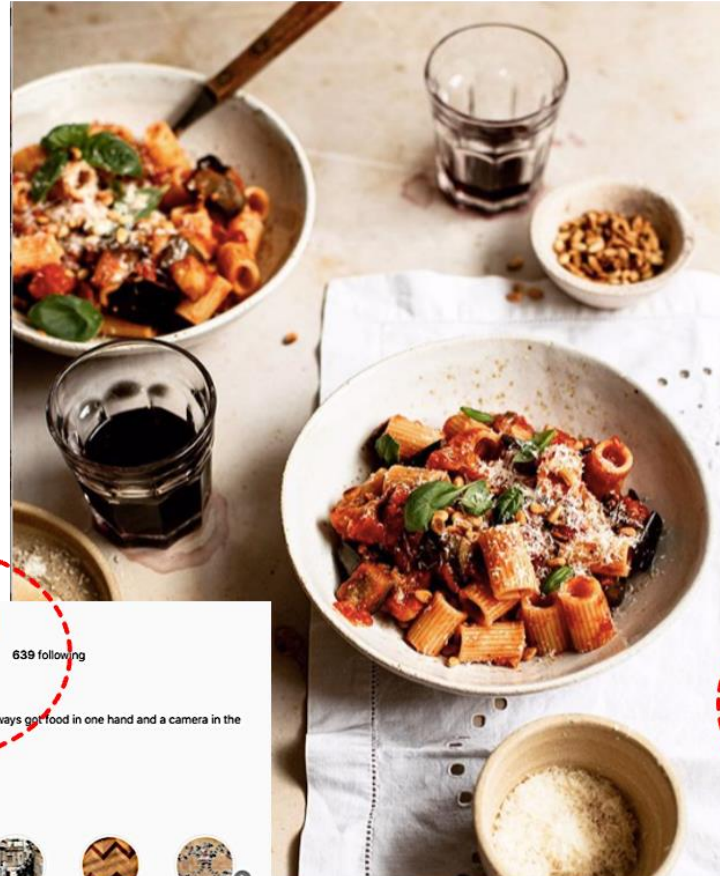
Teaming up with food bloggers to create recipes



38,600 followers

639 following

1,136 posts



kymgrimshaw • Follow
Bristol, United Kingdom



kymgrimshaw #ad / There's no denying pasta is the way to my heart! One of my summer favourites, Rigatoni alla Norma. A Sicilian classic, there are slight variations to taste but it's all about the aubergines and tomatoes. Finished with a grating of @parmigianoreggiano for good measure! I love this too much to share so you'll have to make your own I'm afraid 😊

It's easy though, I promise! Head to my stories for the recipe 🍝

8w



1,505 likes

JULY 11

Log in to like or comment.





OTHER BEST PRACTICE

Place and Price

Steenbergs Muntok White Pepper is grown exclusively for making white pepper in the hills behind the village of **Muntok on the Indonesian island of Bangka and Belitung.**

£3.25 / 60g



Nutritional information

Values per 100g:

Energy 296k

Cal 1238kJ

Fat 2.1g

Carbohydrates 68.6g

Protein 10.4g

Packaging and Labelling

Fragrant Nam-Hom Coconut



Image taken by nuralamartin

- + Packaging design
- + Paten on “just one press” cap (refer to Advertisement)
- + Individual Trade mark “Coco Thumb”
- + Branding on origin-link: Geographical Indication name “Nam Hom”
- + Soft power and linkages of national branding to local products





BRANDING

Co-branding system in Indonesia



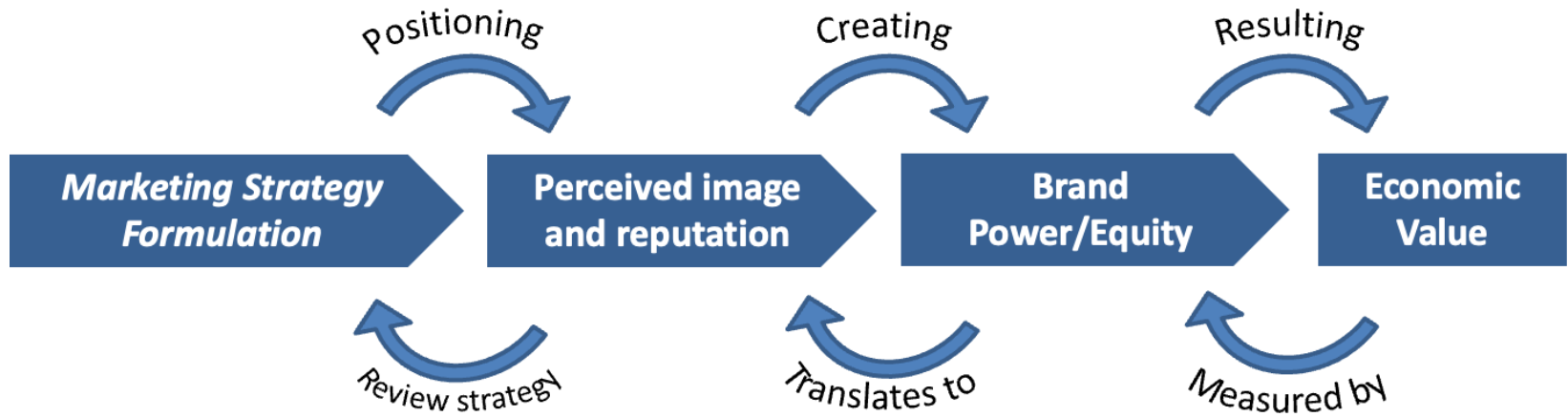
➔ National Umbrella Brand
"national brand controller"



Technical guidelines of Regulation of Ministry of Law and Human Rights RI No. 10 Year 2022 Regarding Amendment of MoLHR Regulation No. 12 of 2019 Regarding Geographical Indication

Figure x. Indonesian GI Brand Control and Architecture (Author's analysis)

In summary



Is your strategy still in line?

Re-analyzed the markets

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THANK YOU