



DAY 2: Marketing of and IP Business Asset 8th March 2023

Marketing is how we tell our story!

What makes your product unique?

What's is the context of our story?

- Cocoa arrived in Trinidad in 450 years ago from South America
- Trinitario is a hybrid of Forastero and Criollo from Central and South America
- Cocoa production in T&T has declined from 30,000MT to 200MT over 100 years
- The Cocoa & Coffee Act was repealed in 2014 opening the markets to farmers
- Currently 1500 small scale farmers producing 100% Fine Flavour Cocoa... **what is Fine Flavour 'Trinitario' Cocoa???**



Unique flavour regions

6 Agro-Ecological cultural Zones

1. NORTH EASTERN PENINSULAR
2. CENTRAL NORTH
3. EASTERN FLANK
4. WESTERN FLANK
5. EASTERN LOWLANDS
6. SOUTHERN RANGE

+ 40 Cocoa Communities

+ 80 Cocoa Farmers



Marketing is communicating a 'unique product'



- All TTFCC products are single origin/estate
- Beans are hand sorted to ensure highest quality
- Innovative packaging
- Offering 'unique' flavours
- Highest processing quality standards
- Adheres to international food standards
- Educate the consumer about your product...

What tools do TTFCC use to tell our story?

- **Brand** - 'the George Clooney Casamigoes effect'
 - **Packaging** - 'the apple effect'
 - **Customer experience** - 'the amazon 'one-click' effect' (protected TM)
 - **Product** - 'the Moet effect'
- **Channels...** *Social media and partnerships (success will depend on points above).*

Marketing using social media

- Inform, educate and engage.. use the tools to create an immersive experience
- TTFCC uses Instagram and YouTube (chefs), linked-in (partnerships) and Facebook & TikTok (consumers) - different platforms for different users
- How does your brand translate to other markets.. Trinitario is a US gang!
- Different markets have different platforms.. China has its own platforms

Marketing through partnership





TRINIDAD  TOBAGO
FINE COCOA COMPANY

Harrods

SELECTION 2018





Harrods

- Launch 4 Trinidad 'single estate'
- Luxury range/ co-branded – very rare.
- Significant PR opportunities for T&T cocoa global brand



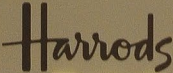



 TRINIDAD TOBAGO
 FINE COCOA COMPANY LTD



Harrods is proud to launch four exclusive single-estate chocolates in partnership with the Trinidad & Tobago Fine Cocoa Company.

To showcase the breadth of flavour profiles across the island, the cocoa beans for each chocolate have been sourced from four separate estates: La Reunion in the centre, Ortinola in the northwest, Aripo in the northeast and Tableland in the south.


 Harrods



A partnership for promoting local farmers!!



Customer experience partnership



Questions to ask when marketing through partnership



- Where and how will your product be placed/ displayed if in a retail outlet
- How is your brand be used by the partner company (on the packaging promotional material, social media)
- Who owns the IP of the various marketing tools
- You may have oversee the placement of your product in the outlet.. you are the distributor (time consuming and costly)



Key attributes for marketing:



Recommendations

- Always have a contract setting our expiry and use of IP
- Ensure you have clear brand guidelines
- Check the brand name on social media platforms in target markets
- Identify your brand status and where do you want to go in 5 years and how will you get there... what is your vision?
- What are your limitations.. packaging? distribution logistics?
- Marketing is an organic process... it will change as you grow! Use of AI?

Relevant links:

- EUIPO - <https://euipo.europa.eu/>
- WIPO - <https://www.wipo.int/portal/en/index.html>
- Caribbean Class - <https://caribbean-tmclass.euipo.europa.eu/ec2/>
- USPTO - <https://www.uspto.gov/>
- TT IPO - <http://ipo.gov.tt/>
- CarIPI website - <https://internationalipcooperation.eu/en/caripi>

Thank you

