Principles of Branding
Building reputation, capturing value

James Howe, Senior Adviser International Marketing and Branding

NATIONAL STAKEHOLDERS MEETING
UNIVERSITY OF DAR-ES-SALAAM, TANZANIA
11 / March / 2021
Introductions and objective for the meeting
What is branding?
What is branding?

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association)

“Branding is endowing products and services with the power of a brand” (Kotler & Keller, 2015)

“Brand is our shorthand for the feelings that an experience creates, the promises that a product or service brings with it.” (Seth Godin)
"Brand is not just a distinguishing name, logo term, sign or symbol intended to identify goods or services, but rather a complex mixture of tangible and intangible attributes and associations, that leads to awareness, reputation and prominence in the marketplace for an intended relationship (with consumers)"

Fauziah Sh Ahmad, Omar, Zaleha, Rasid & Amin, 2012
What is a brand?

A brand is a name with the power to influence

It commands trust, respect, passion and even engagement.
It is a risk reducer.

Cutting through the proliferation of choices
Brands are the “prism” through which customers “perceive” the product.
Branding is a powerful differentiator even for products that may be considered commodities

Sugar

Fruit

Tyres and car accessories

…and even water
Effective branding strategy increases margins

Example from fair trade sector...

... Although only prices increase by 20%, the profits of producers can be 3 times as high!
Why are brands valuable?
Developing countries are investing more in branding

Brand investments in high- versus low- and middle-income economies, as a percentage of GDP, 1988-2011

Brand investments in high-income economies have generally been higher than those in low- and middle-income economies, but there is a trend of increasing investments in the latter.

Brand can represent almost 1% of national economies of rich countries...

...poor countries are starting to invest a larger share of their national income in branding, but this is approximately half the intensity of rich countries.

Source: WIPO World IP Report 2013
The use of trademarks is increasingly important in rich and poor countries

Middle income countries show a higher propensity to use trademarks (relative to national income) ...

The share for offices of upper middle income countries increased from 37.5% in 2009 to 65.9% in 2019

Sources:
• WIPO World IP Report 2013,
• World Intellectual Property Indicators 2020
Trademark filing activity was concentrated in a few origins

Equivalent trademark application class counts by origin, 2019

Source: Map B19.

Sources: World Intellectual Property Indicators 2020
Stronger brands drive higher shareholder returns
How does branding work?
How to do it?
How does branding work?

**Differentiation**: Ensure you stand out from the competition

**Reach**: Carry your message to customers

**Focus**: Concentrate your resources on what matters

**Consistency**: maintain and defend your position, motivate employees and partners
The average consumer experience – Making your way through the proliferation of brands
Which one do you prefer?

...but did you know...

**Coke Vs Pepsi**

**Without brand name**
- People preferring the taste of Pepsi: 51%
- People preferring the taste of Coke: 44%
- Can’t say: 5%

**With brand name**
- People preferring the taste of Pepsi: 23%
- People preferring the taste of Coke: 65%
- Can’t say: 12%

Branding is about creating associations in people’s head and heart that will prompt customers to prefer your brand.
I don’t know who you are
I don’t know your company
I don’t know your company’s product
I don’t know what your company stands for
I don’t know your company’s customers
I don’t know your company’s record
I don’t know your company’s reputation

Now what was it you wanted to sell me?
Even if your customers are B2B, you are selling to consumers!

- **B2B**
  - Quality
  - Quantity
  - Availability
  - Varieties
  - Post Harvest
  - Etc.

- **B2C**
  - Taste
  - Origin
  - Culture
  - Sustainability
  - Social impact
  - History
  - Etc.

"Stories"
How elements of branding fit together

- **Strategy / Offer**
  - Values
  - Brand personality
  - Story
  - Slogan & Logo

- **Brochure**
- **Website**
- **Business cards, stationary**
- **Rollups**
  - Product design & Packaging

- **Trade shows**
- **Salesforce**
  - Traditional communication campaigns
  - Online communication campaigns
Consistency: developing discipline through branding guidelines
The importance of consistency

Brand Consistency

- 60% of millennial consumers expect brands to be consistent across different platforms.
- Consistent brand presentation can increase revenue by as much as 33%.
- 54% of businesses say that brand consistency substantially contributes to the growth of a business.
- 95% of companies have some form of brand guidelines.
- Only 25% of companies have formal brand guidelines and actively enforce them.
- Less than 10% of brands maintain a high level of brand consistency across all products and marketing channels.
Why does it matter?

- A well constructed set of branding guidelines is an extremely valuable document
- More than a mere set of instructions it is the entire intellectual property of the Brand, organized into a definitive set of references
- After studying the Branding guidelines any informed reader should be able to understand the objectives and application of the brand
- Armed with the branding guidelines, a trained marketing manager will be able to generate significant revenues through:
  - Licensing application of the brand
  - Increased sales of the product and service
Branding guidelines should contain much more than technical standards for the visual display of logos!

ITC developed the national branding guidelines for Myanmar tourism in 2015. Over 123 pages.
Context: Explain what is going on that is relevant to the perception of our brand

BRAND MYANMAR - THE STORY
Asia tourism and the ASEAN context

The World Travel & Tourism Council (WTTC) predicts Asia's travel and tourism industry will grow by more than 6% each year - the fastest expansion rate of any region in the world.

In addition, WTTC's forecast for Myanmar is very positive since it cites it as being among the fastest growing countries worldwide for total travel & tourism GDP to 2025.

Greater Accessibility - Visas
The introduction of visas on arrival and e-visas has made it easier for people to travel to Myanmar and the establishment of a common visa or single visa for non-ASEAN countries enables Myanmar to more easily feature as part of a multi-destination SEA itinerary.

Greater Accessibility - Air Travel
The advent of new routes and airlines flying into Myanmar's international airports, with greater airlift marked a spike in tourism arrivals. The ASEAN open skies agreement will further impact accessibility.

Greater Accessibility - Border Crossings
The opening up of more international borders renders Myanmar an attractive destination for travellers from neighbouring countries. These can be international or regional visitors, day-trippers or long-staying guests.

BRAND MYANMAR - THE STORY
Why create a tourism brand for Myanmar?

As a “new” destination with old world charm, Myanmar is extremely appealing but it is not well known.

Being surrounded by some tourism giants means it has some stiff competition, like Thailand, rated the 10th in the Top Ten Most Visited Country in the World with over 26 million visitors; or Singapore which is voted Lonely Planet’s No1 Travel Destination 2015.
Map the brand attributes, values and personality
Give an overview of the ways the brand can be expressed!
Explain the origins of the logo and word mark

**WORD MARK**

This is a custom font (specially created for the MTF) based on the shapes of the Myanmar alphabet.

Although these letters are in the Latin or Roman alphabet to spell out the country’s name in English, they cleverly capture the spirit of the local language, creating an exotic feel.

The rounded characters, stylish and simple in their appeal, also symbolically portray the embrace of the Myanmar people both in terms of their welcome and their desire for the new era they are experiencing.

The colour of the letters represents the legendary Golden Land, as Myanmar is often called.

The word mark was commissioned by the Myanmar Tourism Federation in 2012/2013 for the rebranding of the MTF. It was created by the agency WIR.

Given MTF’s important role in tourism and the fact that the word mark is a strong symbol of the tourism brand, permission was given by the MTF to the MOHT to use it as the nation’s tourism brand word mark.

**TAGLINE**

ID devised this tagline to accompany the pre-designed word mark. It demonstrates the optimism, transition and inspiring change taking place in Myanmar.

It was created for the TV campaign commissioned by the MOHT and done by ID which was launched at the WEF East Asia in NPT in June 2013 and aired on BBC, CNN & CNA as well as local TV channels.

The ornate nature of the word mark MYANMAR necessitated the use of a clean, uncomplicated, modern font for the tagline to create balance, for this reason Din Pro was chosen. The tagline represents many things:

- CALL TO ACTION - encouraging visitors to come
- INVITATION - for participation at all levels
- UNDISCOVERED - exoticism and exploration
- VERB vs ADJECTIVE - action not description
- POSITIVE AFFIRMATION - signals moving forwards
- HONESTY - demonstrates this is a nascent tourism market

The tagline is written in either black or white for contrast or occasionally in gold if a single colour logo is required.

Explain the meaning and influences on the design, not just the choice of colours

Explain the intended impact of the word mark / marketing claim
Explain alternative representations of the logo

<table>
<thead>
<tr>
<th>Solid Plain Background Colour - Primary Palette</th>
<th>Permitted Colour for Word Mark</th>
<th>Permitted Colour for Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Gold</td>
<td>Black</td>
</tr>
<tr>
<td>Black</td>
<td>Gold</td>
<td>Black</td>
</tr>
<tr>
<td>Gold</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>Grey</td>
<td>Gold</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>White</td>
</tr>
</tbody>
</table>

Examples of Full Colour Logos

<table>
<thead>
<tr>
<th>Solid Plain Background Colour - Secondary Palettes</th>
<th>Permitted Colour for Word Mark</th>
<th>Permitted Colour for Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark blue</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Mid blue</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Light blue</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Green</td>
<td>Gold</td>
<td>Black</td>
</tr>
<tr>
<td>Yellow</td>
<td>Gold</td>
<td>Black</td>
</tr>
<tr>
<td>Orange</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>Brown</td>
<td>Gold</td>
<td>White</td>
</tr>
<tr>
<td>Red</td>
<td>Gold</td>
<td>White</td>
</tr>
</tbody>
</table>

Please note: the examples illustrated in this page and the following page do not constitute the whole range. Refer to the relevant table for all permitted colour combinations.
Explain the selection of appropriate imagery

Myanmar is blessed with a great deal of beauty - from ethnic groups and landscapes to monuments that have been around for centuries - and is inherently photogenic. Good photography is at the heart of inspiring potential visitors to be filled with the desire to come to Myanmar. In the tourism branding materials there is an opportunity at every turn to give a lasting portrayal of the best of Myanmar’s people, culture, traditions, scenery to make people fall in love with the country before they have even come.

The selection of imagery is vital to the look and feel of Myanmar’s brand identity. The photographs should be of exceptional quality, with an authentic, clear, inspirational feel. They should be cropped well and instantly represent the subject matter.
Provide standard layout templates for brochures

There is one layout variation on the given template for the series of 4 brochures. Three of brochures use this layout as an intro page: MYANMAR (national), KAYAH (regional) and EAGAN (place) to either showcase multiple attractions or the traditions of handicrafts, arts and cuisine.

On the other hand, the BEACHES (themed) brochure uses it to showcase multiple locations at a single destination. See below where, instead of the block of colour (number 14a on the template and instructions), there is the destination name MYEIK in large white lettering (14b).

For future uses like this refer to the notes on the next page.
Web page design

The above shows the top section of the home page.

The above shows the bottom section of the home page.
Merchandising

kayah

TRADE IMPACT FOR GOOD
Positioning and value proposition
Increasingly consumers expect brands to have a clear position about Sustainability

Edelman study conducted in 2019 (Trust Barometer), Online Survey in 27 Markets, such as China and US, 33,000+ respondents total, 1,150 respondents per market, Ages 18+
Introducing the “Value proposition canvas”
Examples of sustainable positioning in coffee

Bird friendly…

Kangaroo friendly…

…Gorilla friendly.
Gorilla Highland coffee is focusing on Coffee growing, coffee value addition and marketing as a strategy to contribute towards income generation and creation of employment opportunities and therefore contributing to alleviation of poverty and hunger in the region and developing sustainable, profitable business profile.
Branding and social media
Small enterprises in developed countries actively use social media in their marketing

- 73% of small businesses invest in social media marketing as part of their branding efforts.

- More than 80 million small businesses use Facebook every month.

Sources:
- Manifest 2019 (US sample 529)
- Hootsuite: worldwide
Branding and Social Media:

Likelihood of Buying from a Brand People Follow on Social Media
Q2 2016

- 37.8% NO CHANGE
- 3.8% LESS LIKELY
- 57.5% MORE LIKELY

Why Consumers Follow Brands on Social Media

- To learn about new products or services: 57%
- To stay up to date on company news: 47%
- To learn about promotions or discounts: 40%
- To be entertained: 40%
- To be educated: 34%
- To connect with people who are similar to me: 32%
- To be inspired: 32%
- To communicate with the brand: 21%
- To connect with people who are different to me: 18%

Published on MarketingCharts.com in June 2020 | Data Source: Sprout Social

Based on a Q1 2020 survey of 1,028 consumers
Branding and Social Media: now becoming a channel to make sales

Share of online shoppers in selected countries who have made a purchase via social media in the past six months in 2020, by age group

- India: 44% (18-34 years), 32% (35-54 years), 6% (55 years and older)
- UK: 33% (18-34 years), 21% (35-54 years), 6% (55 years and older)
- Australia: 31% (18-34 years), 28% (35-54 years), 10% (55 years and older)
- New Zealand: 30% (18-34 years), 19% (35-54 years), 8% (55 years and older)
- Spain: 27% (18-34 years), 20% (35-54 years), 8% (55 years and older)
- Italy: 25% (18-34 years), 25% (35-54 years), 12% (55 years and older)
- United States: 19% (18-34 years), 17% (35-54 years), 12% (55 years and older)
- France: 14% (18-34 years), 9% (35-54 years), 6% (55 years and older)
- Germany: 12% (18-34 years), 9% (35-54 years), 6% (55 years and older)
- Canada: 11% (18-34 years), 9% (35-54 years), 6% (55 years and older)
- Japan: 9% (18-34 years), 9% (35-54 years), 6% (55 years and older)

Source:
Shopify © Statista 2020

Additional Information:
Worldwide, September 9 to 29, 2020; 10,000 (spread across 11 countries); 18 years and older.
What ITC does to help
ITC Branding Methodology steps

Opportunity
- Evaluation
  - Readiness
  - Opportunity

Strategy
- Stakeholder Engagement
  - Commitment
  - Organisation
- Brand Design
  - Strategy – objectives and values
  - Frameworks – guidelines, standards and process

Implementation
- Brand Implementation
  - Expression
  - Campaign

Are you ready for, and do you need Branding?

How should you do Branding?

How should the Brand be communicated to customers?

What do you learn and how to improve?
Tanzania Spices: in market testing of potential logos (Germany, UK and Tanzania)

<table>
<thead>
<tr>
<th>Logo 1</th>
<th>Logo 6</th>
<th>Logo 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo 2</td>
<td>Logo 7</td>
<td>Logo 12</td>
</tr>
<tr>
<td>Logo 3</td>
<td>Logo 8</td>
<td>Logo 13</td>
</tr>
<tr>
<td>Logo 4</td>
<td>Logo 9</td>
<td>Logo 14</td>
</tr>
<tr>
<td>Logo 5</td>
<td>Logo 10</td>
<td>Logo 15</td>
</tr>
</tbody>
</table>
INTRODUCING
THE TANZANIA SPICES LABEL
SEE MORE
Examples: Deliverables

Logo (and guidelines)

Logo of Gorilla Highlands Coffee

Brochure

Example of a brochure for Gorilla Highlands Coffee

Website

Website screenshot of Gorilla Highlands Coffee

Photography... and social media examples

Photographs of coffee packaging and brewing equipment

Examples of social media posts or images for Gorilla Highlands Coffee
Examples: Deliverables
Examples: Deliverables

Results:
- Improved social media look (logo, images, & content)
- Engaging with market players e.g. Roasters in Canada & Germany engaged with their Facebook post to let them know they will roast their coffee
Example of recent project work in Tea (Kenya 2020)
Design package

Branding guidelines

Brochure

Business card
Packaging re-design
Impact story: Eldo Tea

Under the EAC Markup project, 44 tea companies in Burundi, Kenya and Tanzania were accompanied through the creation or improvement of a branding strategy and its application in communications and packaging design in late 2019 / early 2020. Over half made operational changes to their business and 20% announced new international business as a result of the support.

Eldo Tea attributed a 25% increase in international sales, including a 75% increase in ecommerce sales, to its involvement in the programme. Most other firms also attributed it with an increase in sales.

We have done a rebranding of our packaging and a harmonization of our new logo …This has helped us position our brand better in the market place… Thanks to MARKUP, we have expanded our online presence, by having a new e-commerce site, which has helped us acquire new clientele in the local and international markets.

It has been such a blessing because we have been guided, taught and coached by top experts from branding and packaging sectors. I can say our brand currently meets national and international standards, with packaging materials uniformity, brand identity new packaging and new product development.

Founder of Eldo Tea Enterprises and project beneficiary, Kenya

---

- Increased local market sales (% Increase 2019-2020)
- Increased regional market sales (% Increase 2019-2020)
- Increased international market sales (% Increase 2019-2020)
- Increased e-commerce sales (% Increase 2019-2020)