



International  
Trade  
Centre



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# Principles of Branding

Building reputation, capturing value

James Howe, Senior Adviser International Marketing and  
Branding

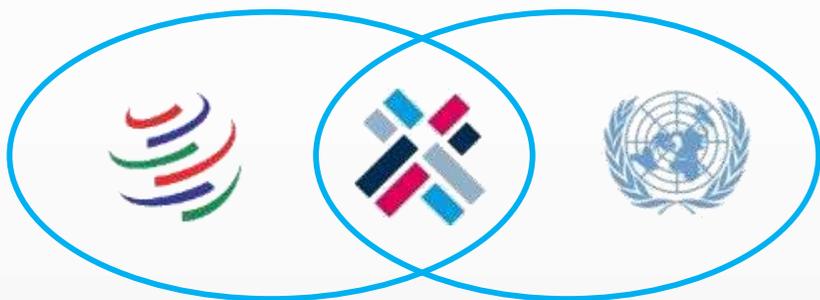
NATIONAL STAKEHOLDERS MEETING  
UNIVERSITY OF DAR-ES-SALAAM, TANZANIA  
11 / March / 2021



# Introductions and objective for the meeting

# Making an introduction

## About ITC



## About me

**James Howe**



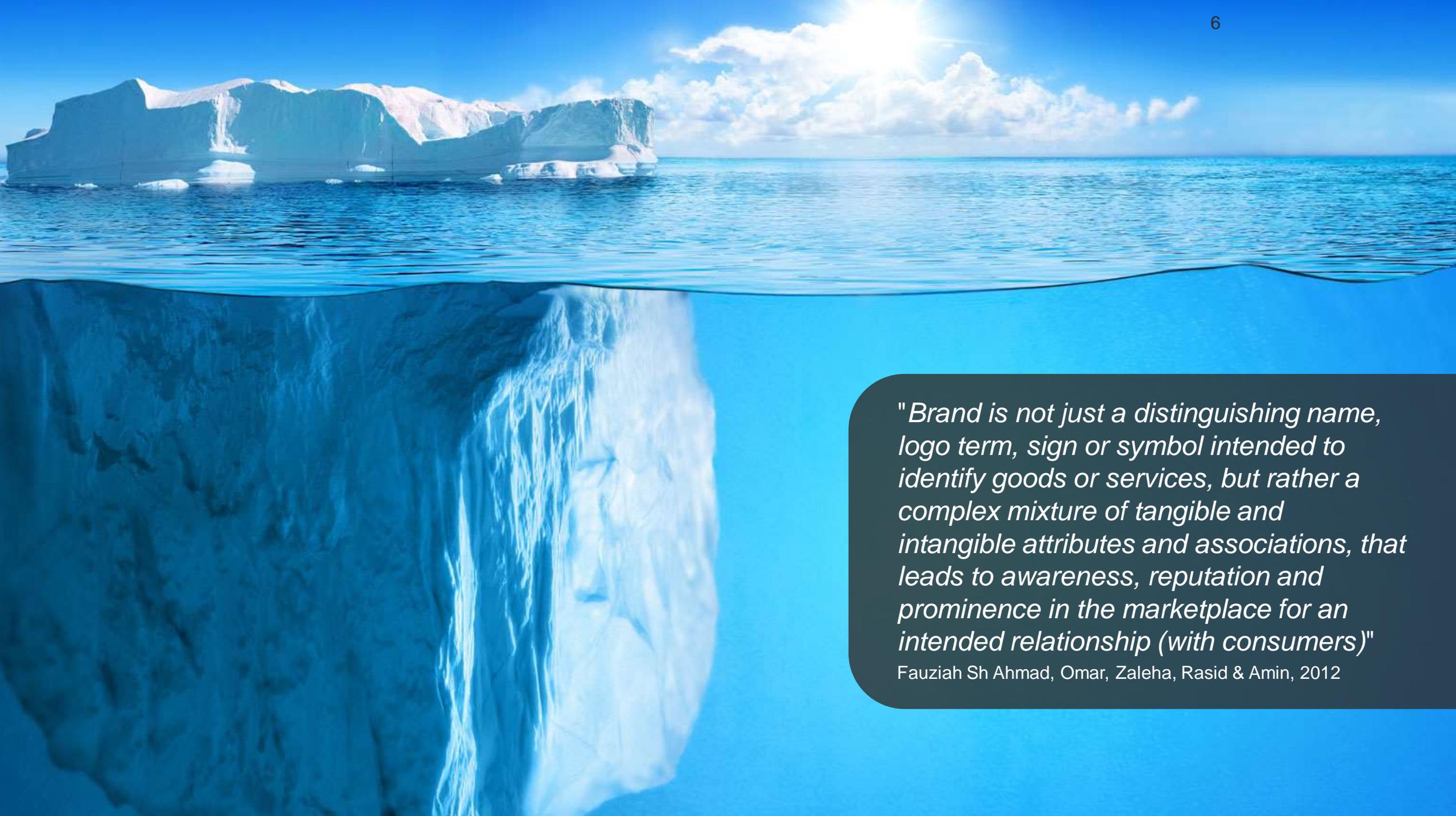
What is branding?

## 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?

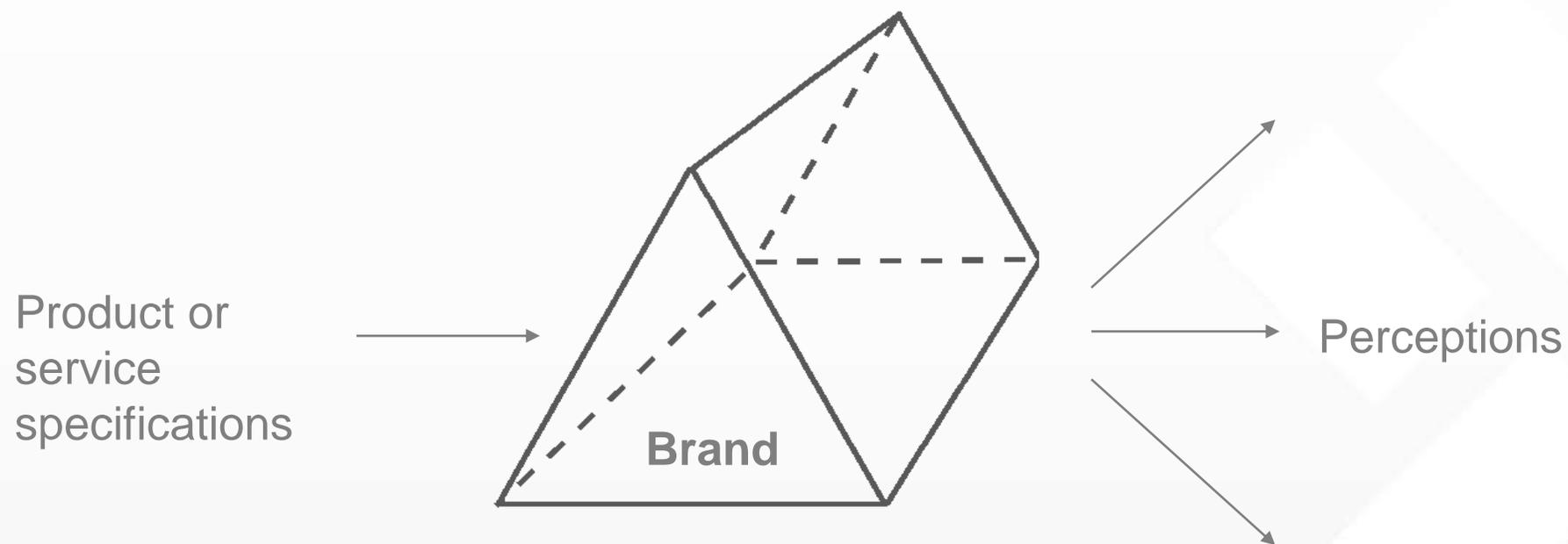
### A brand is a name with the power to influence

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

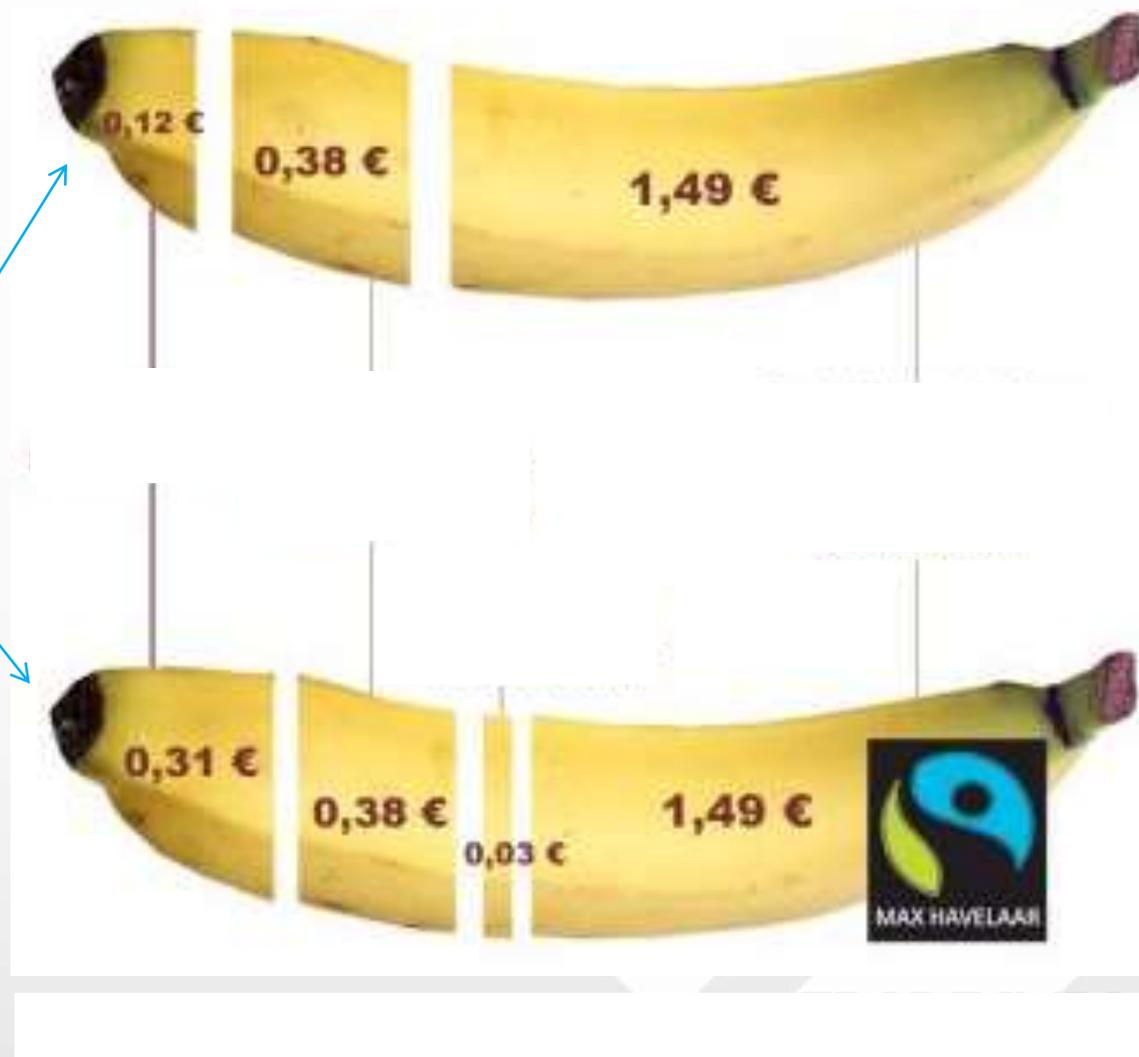


...and even water

## Effective branding strategy increases margins

Example from fair trade sector...

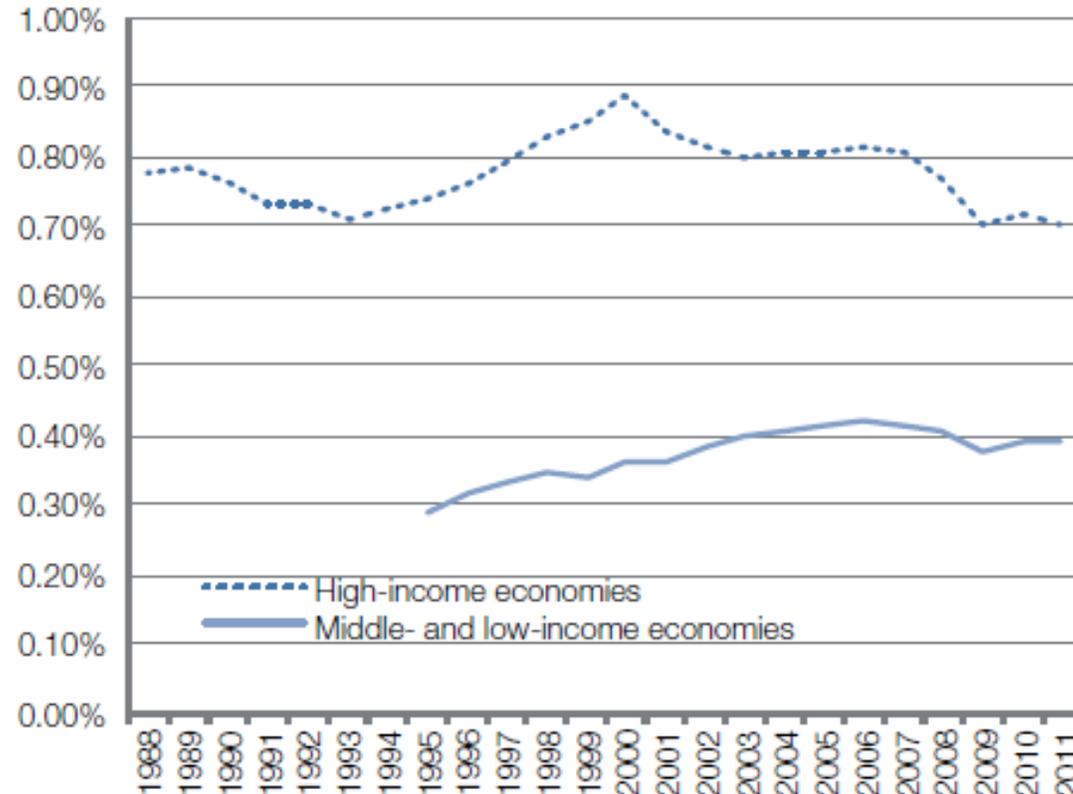
... Although only prices increase by 20%, the profits of producers can be 3 times as high!



Why are brands valuable?

## Developing countries are investing more in branding

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



Branding 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

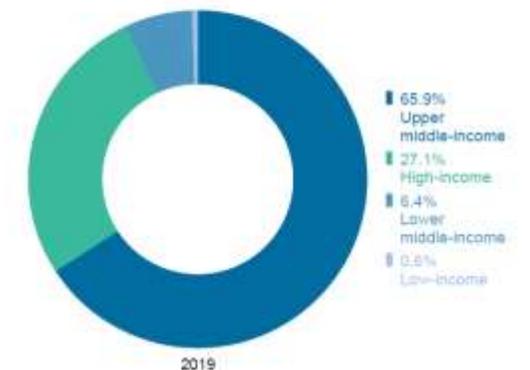
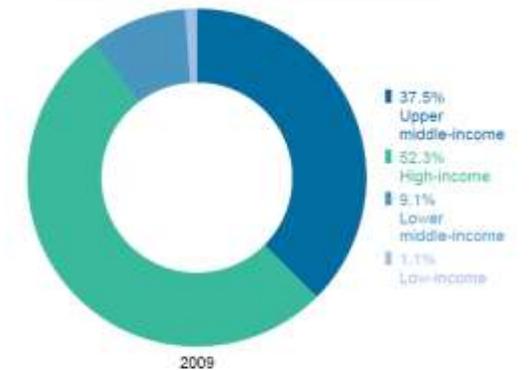
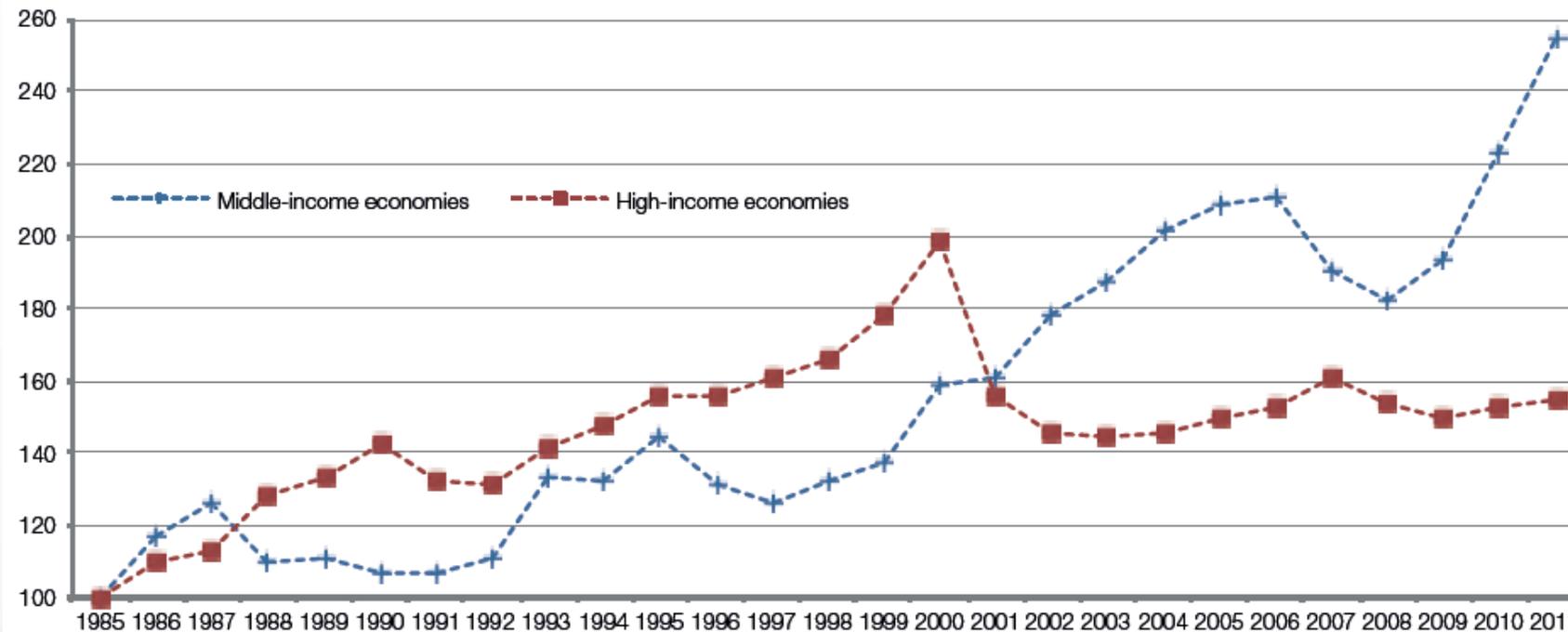
# The use of trademarks is increasingly important in rich and poor countries

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

..but...

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

Trademark applications divided by GDP, index (1985 = 100), 1985-2011

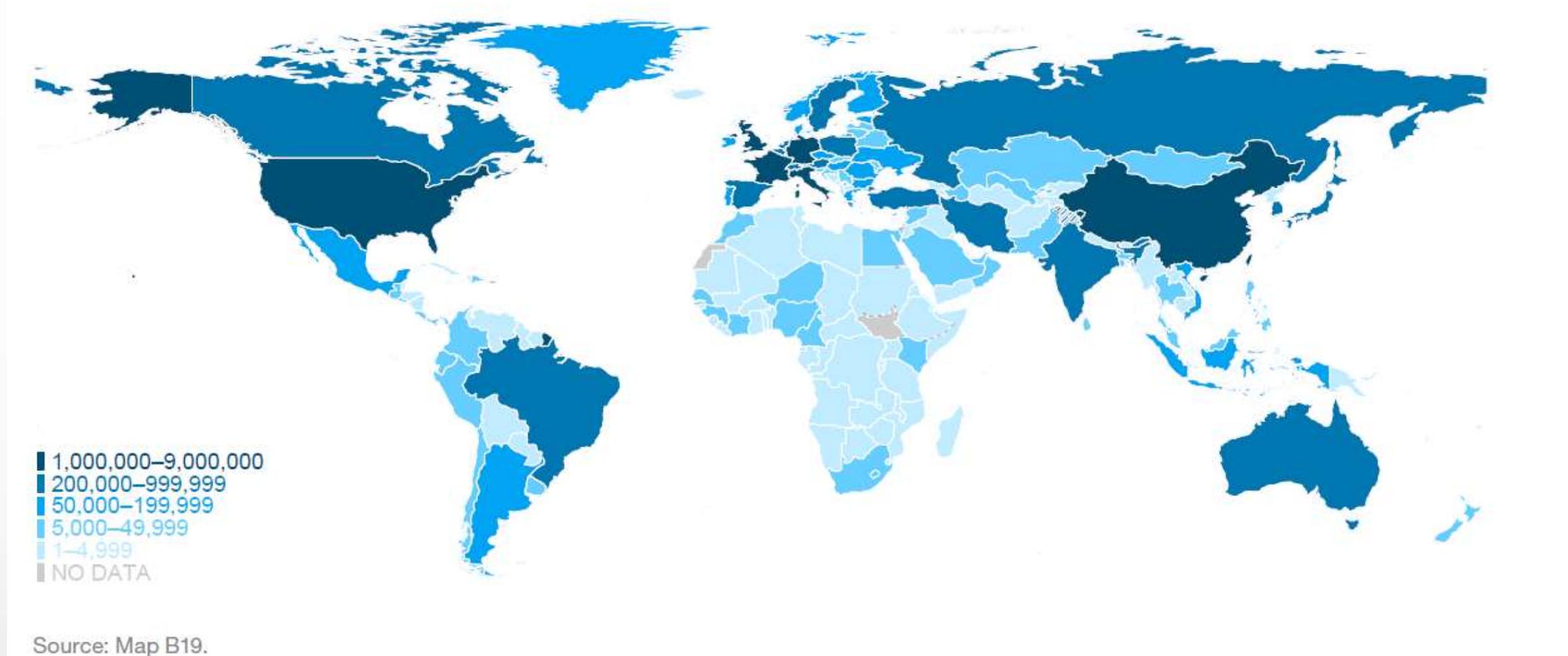


Sources:

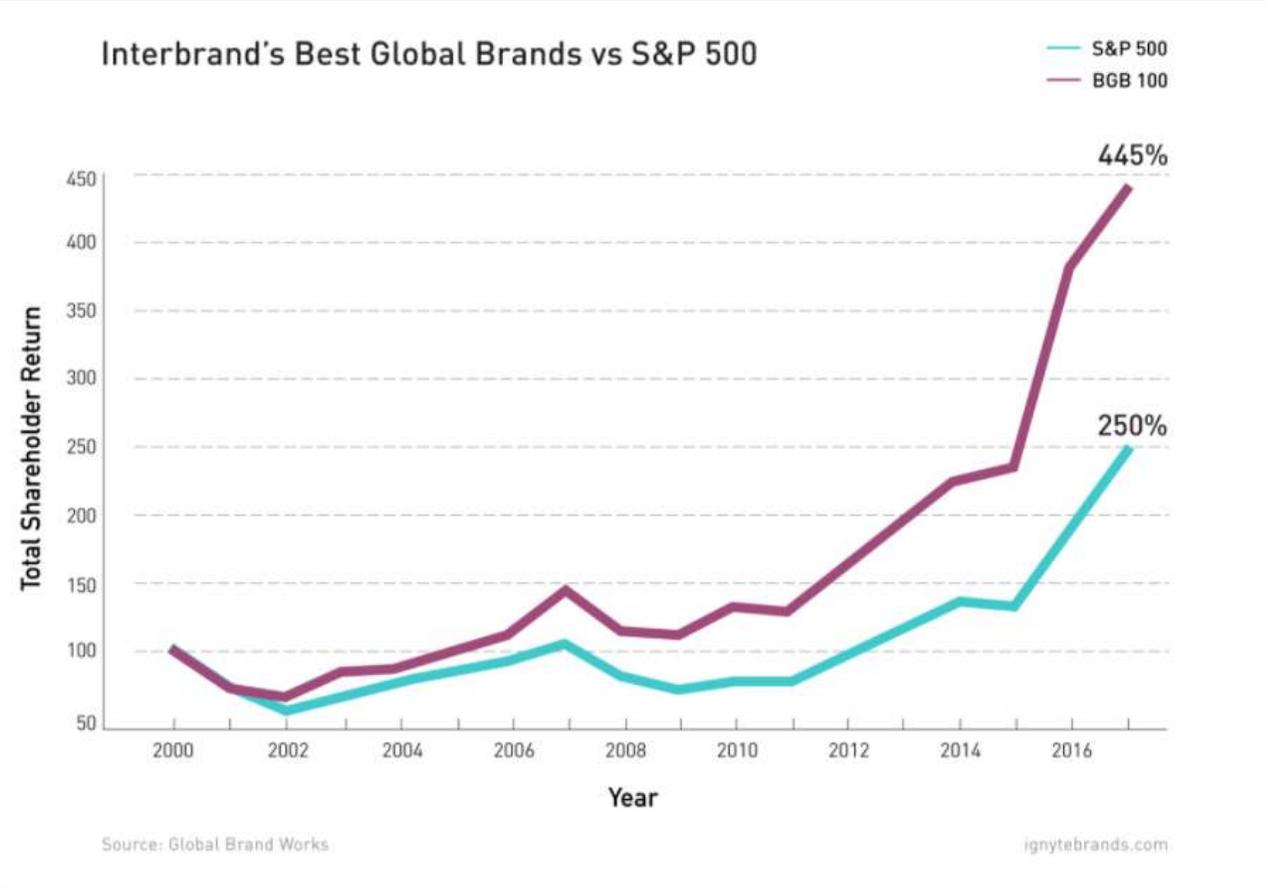
- WIPO World IP Report 2013,
- World Intellectual Property Indicators 2020

## Trademark filing activity was concentrated in a few origins

Equivalent trademark application class counts by origin, 2019



# 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

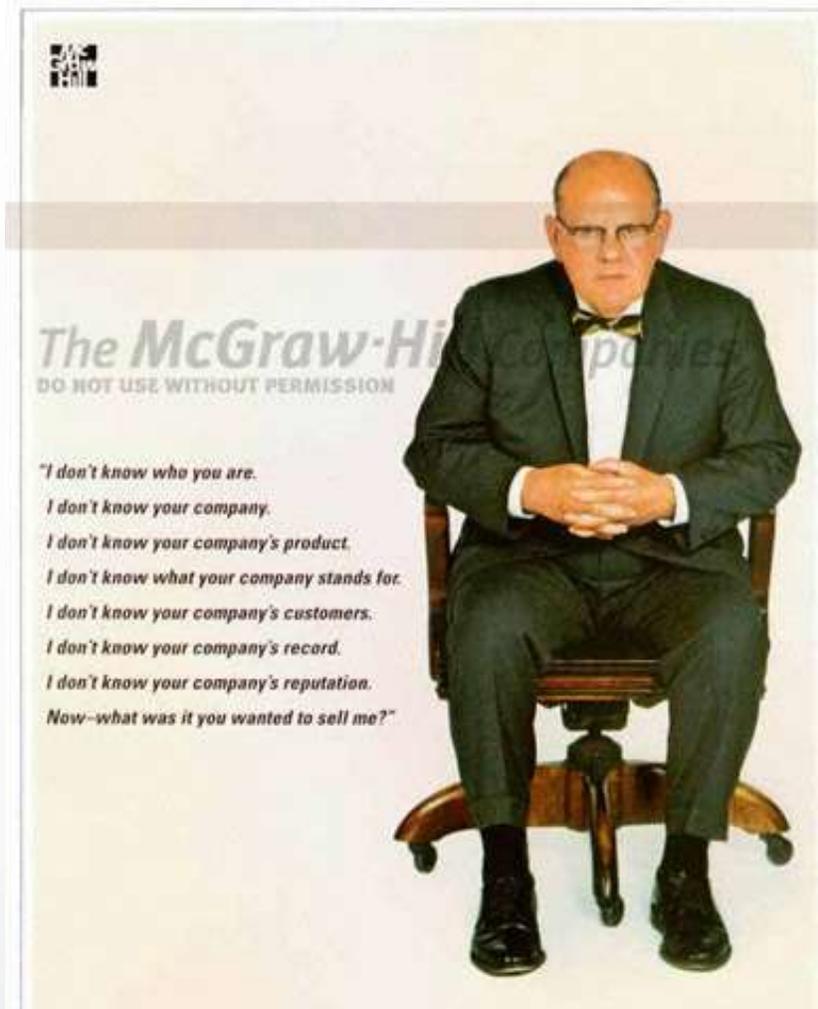
- ❖ People preferring the taste of Pepsi 51%
- ❖ People preferring the taste of Coke 44%
- ❖ Can't say 5%

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

## The 'I don't know your company' problem...



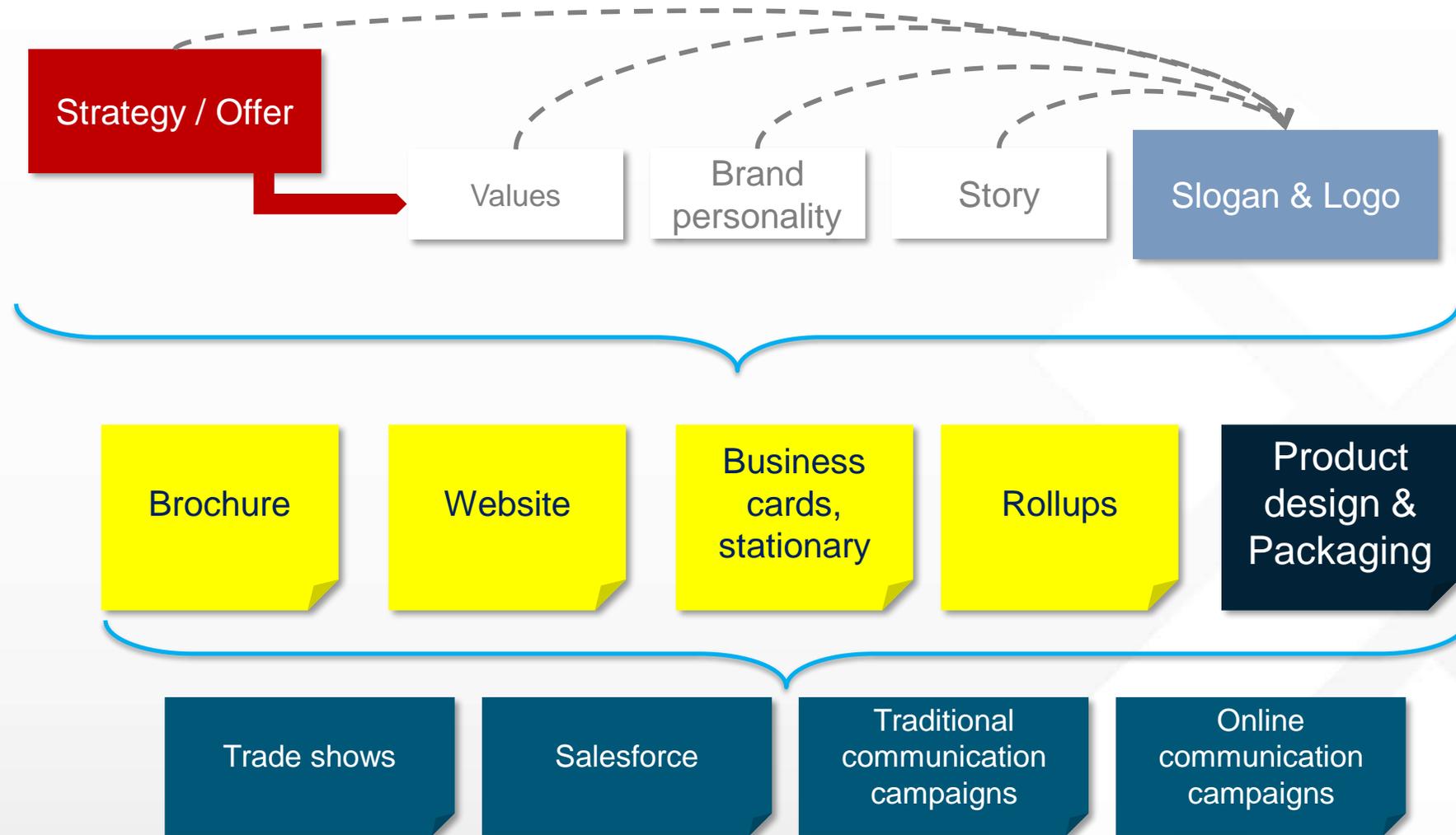
I don't know who you are  
I don't know your company  
I don't know your company's product  
I don't know what your company stands for  
I don't know your company's customers  
I don't know your company's record  
I don't know your company's reputation

**Now what was it you wanted to sell me?**

# Even if your customers are B2B, you are selling to consumers!



## How elements of branding fit together



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.

Enforced brand guidelines make the consistent presentation of a brand twice as likely.

71% of businesses agree that inconsistent brand presentation leads to customer confusion. ???

## 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

Strategy

Inspirations

Technical aspects

Complete set of applications

## CONTENT

### INTRODUCTION TO TOURISM BRANDING

- 6 - What is a tourism brand?
- 7 - Why is tourism branding important?
- 8 - How does tourism branding work?
- 9 - What is the value of tourism branding?

### BRAND MYANMAR - THE STORY

- 12 - Asia tourism and the ASEAN context
- 13 - A brave new era
- 14 - Why create a tourism brand for Myanmar?
- 15 - The objectives of tourism branding
- 16 - Myanmar's image - look and feel
- 17 - Myanmar's voice - language and tone

### INTRODUCTION TO BRAND MYANMAR

- 20 - Brand DNA Positioning
- 21 - Tourism brand platform - delivering an experience
- 22 - Tourism brand platform - essence, values & personality

### BRAND ELEMENTS

- 25 - Overview
- 28 - Third party use - permission to use Brand Myanmar
- 29 - The story behind the logo
- 30 - How the tourism branding campaign began
- 31 - Overview of use of full colour and single colour logos
- 34 - Logo on gradient colour (with or without kanote)
- 35 - Examples of logo on gradient colour (with or without kanote)
- 37 - Examples of logo on brochure covers
- 41 - Examples of logo on photographic background
- 48 - Word mark - clear space
- 49 - Word mark - with or without the tagline
- 50 - Logo - misuse
- 52 - Word mark font
- 53 - Tagline font
- 54 - Fonts for promotional materials - brochures, pull-up posters, newspaper ads and website

### BRAND ELEMENTS

- 56 - The importance of colour
- 57 - Full approved colour palette
- 58 - Recommendations for use of colours
- 59 - Approved gradients/tints
- 60 - Imagery approach - photography
- 61 - Use of colour palette with photos
- 62 - Use of colour palette with photos - cool and warm
- 64 - Cultural texture - the inspiration and previous applications
- 66 - The evolution and story of the kanote motif
- 67 - Use of kanote - correct and incorrect application
- 68 - Appropriate copy for promotional material

### APPLICATION OF BRAND MYANMAR

- 72 - Overview of brochure series
- 74 - Brochure - clean templates and instructions 1 to 7
- 88 - Leaflet with other Kayah elements
- 89 - Overview of leaflet
- 90 - Leaflet - clean templates and instructions
- 94 - Overview of pull-up posters
- 96 - Pull-up poster - clean templates and instructions
- 98 - Overview of newspaper ads and posters
- 100 - Newspaper ad and poster - clean templates and instructions
- 104 - Overview of website pages

### MERCHANDISING

- 110 - Potential uses of word mark/logo, kanote motif etc
- 111 - T-shirt designs
- 112 - Jewellery
- 113 - Key rings
- 114 - Labelling and proposed endorsed Myanmar-made products
- 115 - Packaging
- 116 - Paper bag

### OTHERS APPLICATIONS AND BRAND USE

- 120 - Exhibitions
- 123 - Future consultation and advice

## 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 establishing 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.



# Give an overview of the ways the brand can be expressed!



## Explain the origins of the logo and word mark

myanmar

+

LET THE JOURNEY BEGIN

### 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

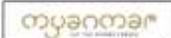
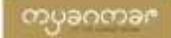
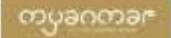
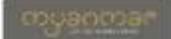
The tagline is written in either black or white for contrast or occasionally in gold if a single colour logo is required.

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

Explain the intended impact of the word mark / marketing claim

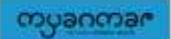
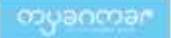
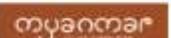
# Explain alternative representations of the logo

Solid Plain Background Colour - Primary Palette	Permitted Colour for Word Mark	Permitted Colour for Tagline
White 	Gold	Black
	Black	Gold
	Gold	Gold
Black 	Black	Black
	Gold	White
	White	Gold
Gold 	White	White
	Black	Black
	White	White
Grey 	Gold	Black
	White	White
	White	White

Examples of Full Colour Logos	Examples of Single Colour Logos
	
	
	
	

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.

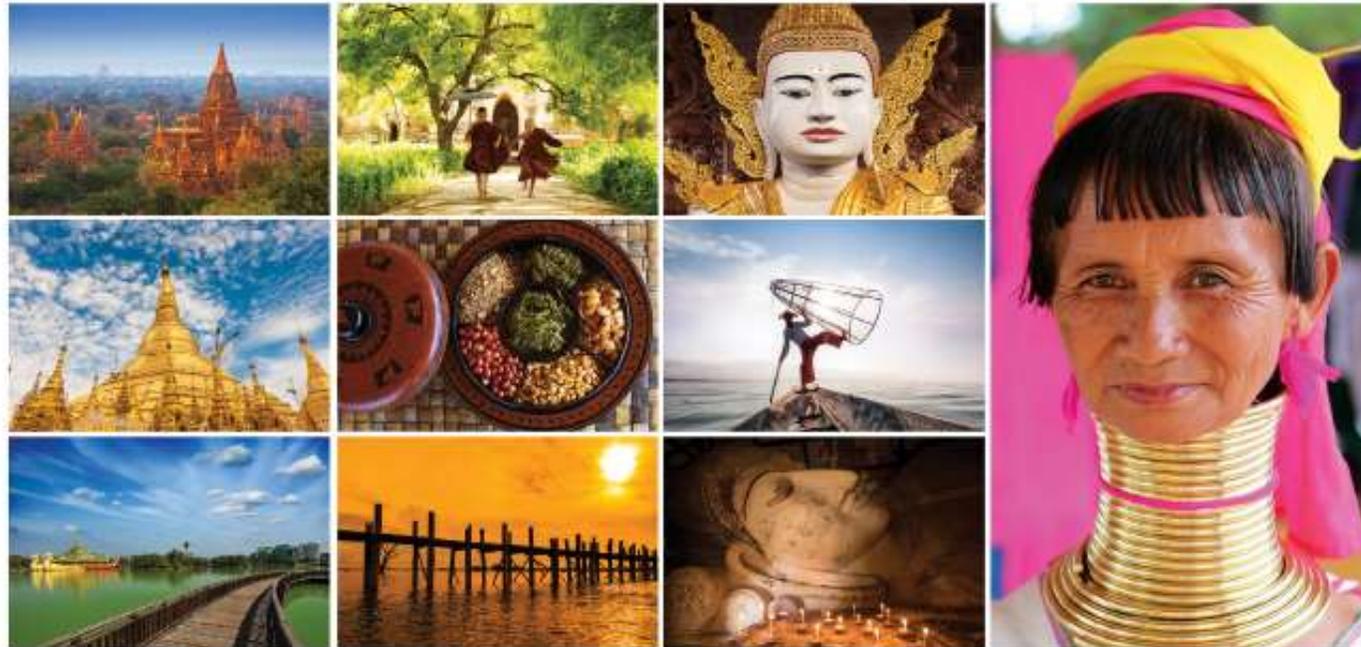
Solid Plain Background Colour - Secondary Palettes	Permitted Colour for Word Mark	Permitted Colour for Tagline
Dark blue 	White	White
Mid blue 	White	Black
	Black	White
	White	White
Light blue 	Black	Black
	Gold	White
	White	Black
Green 	Black	White
	Black	Black
	Black	Black
Yellow 	Gold	Black
	Black	Black
	White	Black
Orange 	Black	White
	White	White
	Black	Black
Brown 	White	White
	White	White
	White	White
Red 	Gold	White
	White	White

Examples of Full Colour Logos	Examples of Single Colour Logos
	
	
	
	
	
	
	
	

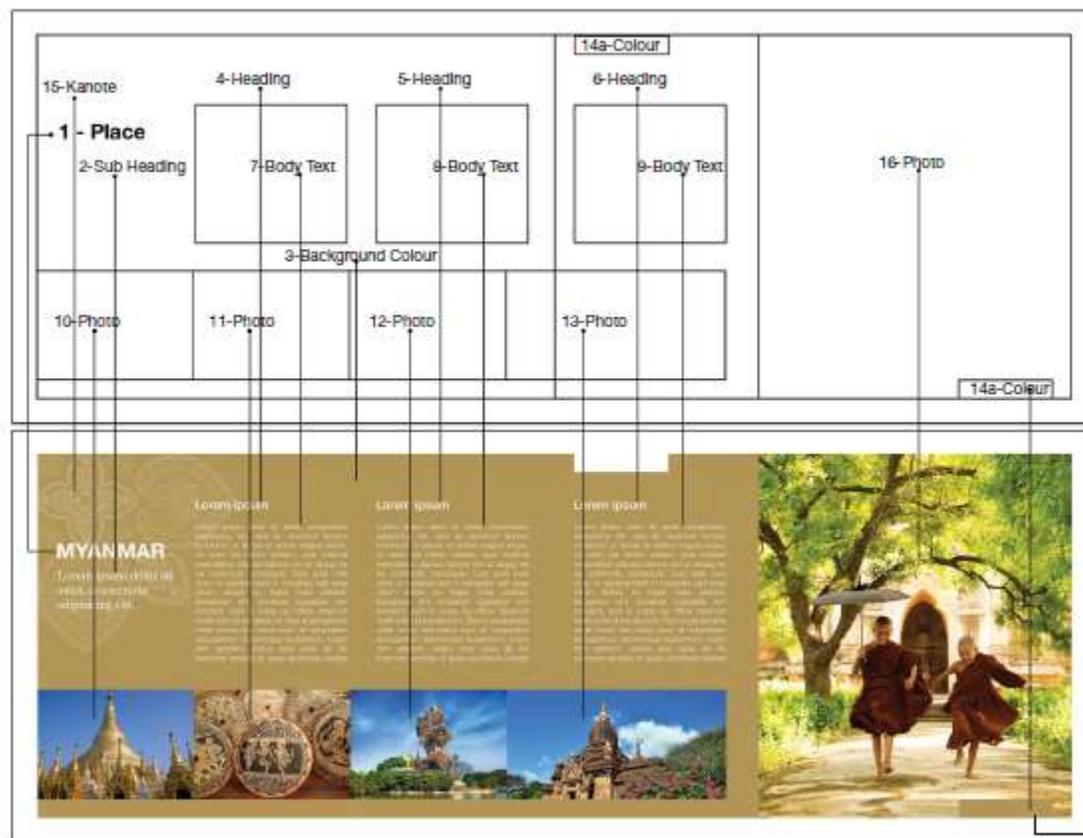
## Explain the selection of appropriate imagery

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 BAGAN (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

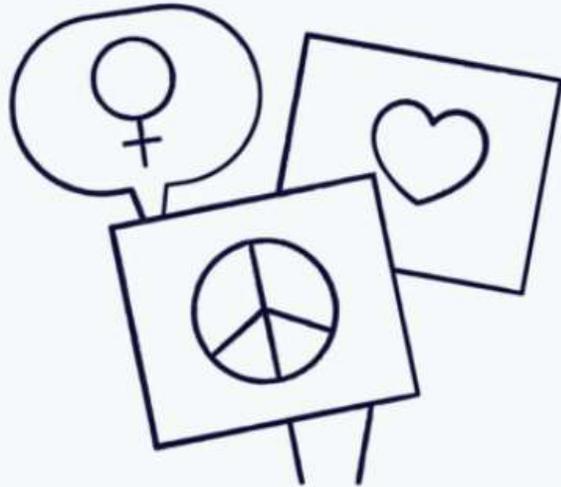


# Positioning and value proposition

## Increasingly consumers expect brands to have a clear position about Sustainability

**OBERLO**

### Consumers Want Brands to Be Vocal About Social Issues



**64%**

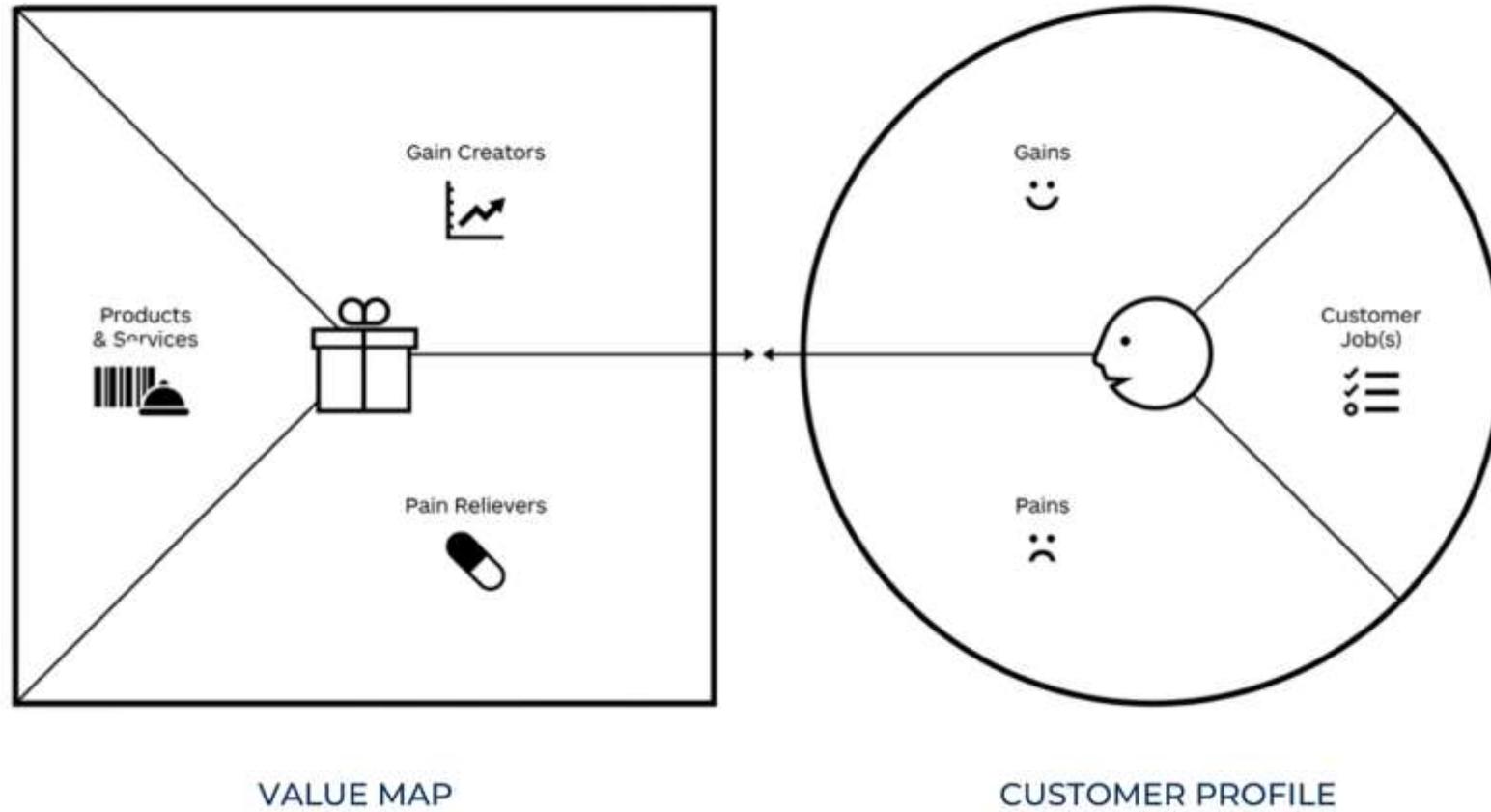
of consumers would buy from a brand or boycott it solely because of its position on a social or political issue.

(Edelman, 2019)

# Introducing the “Value proposition canvas”

## THE VALUE PROPOSITION CANVAS

Developed by Alexander Osterwalder and Yves Pigneur

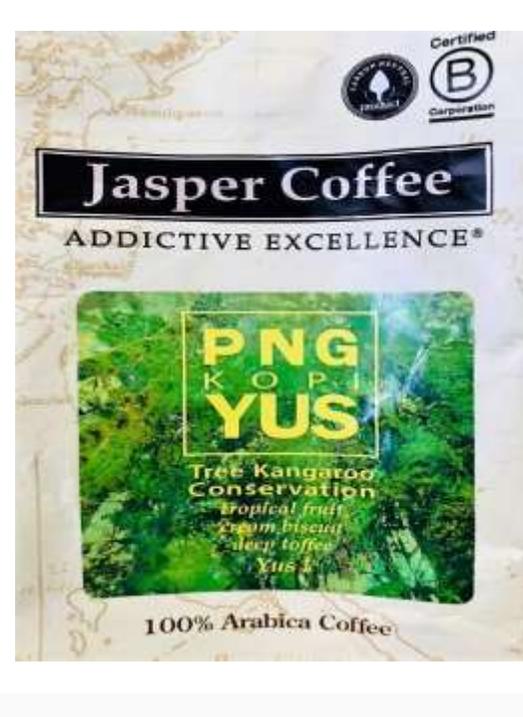


## Examples of sustainable positioning in coffee

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

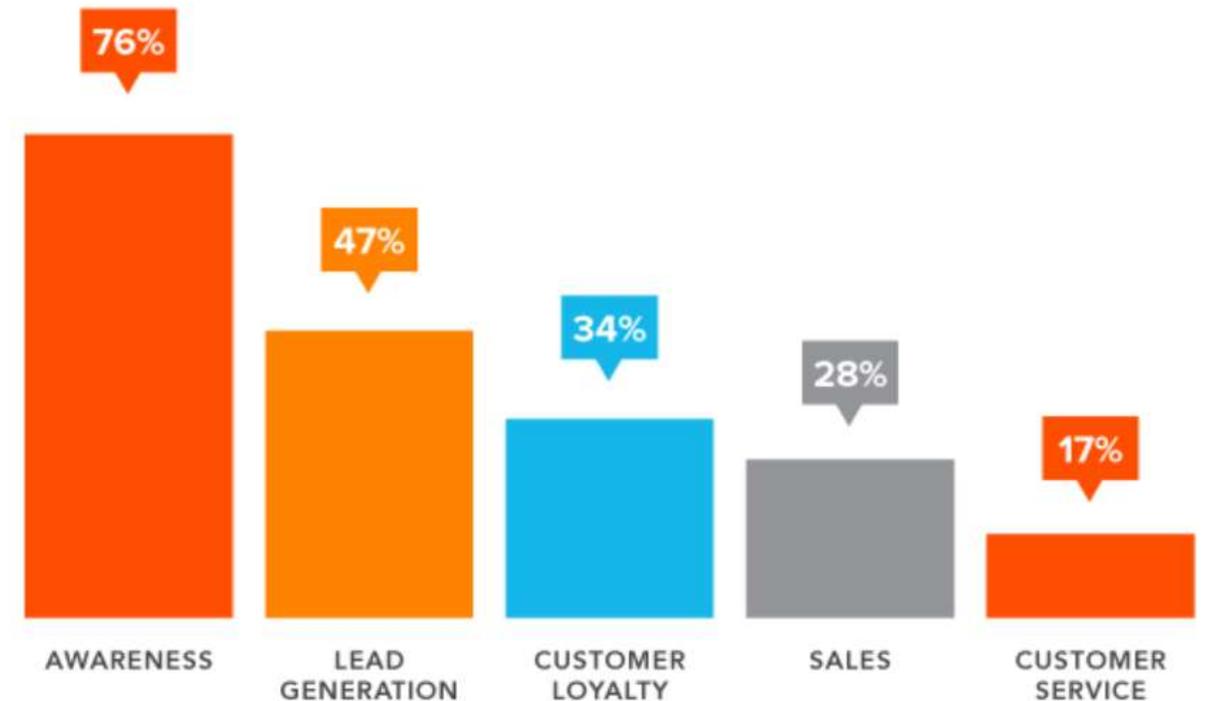
# Branding and social media

## 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.

### WHAT ARE YOUR TOP SOCIAL MEDIA GOALS?

N=544, Select up to Two



socialfresh

Sources:

- Manifest 2019 (US sample 529)
- Hootsuite: worldwide

# Branding and Social Media:

## Likelihood of Buying from a Brand People Follow on Social Media

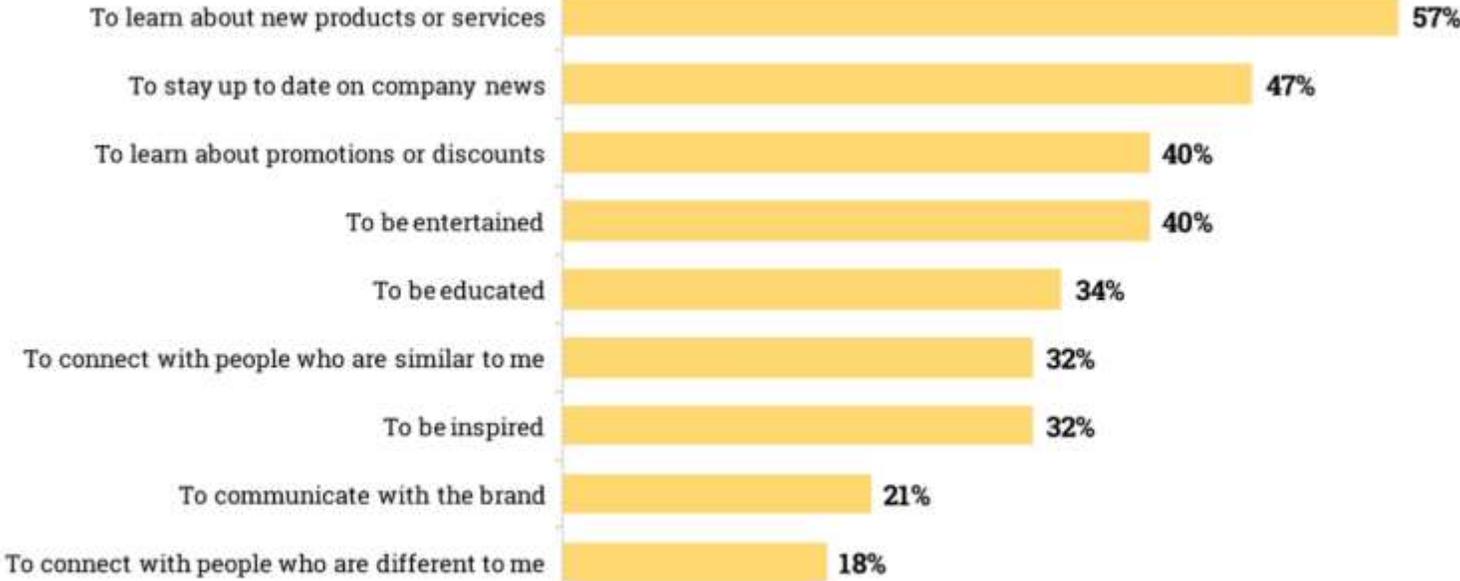
Q2 2016



sproutsocial

sproutsocial.com/index

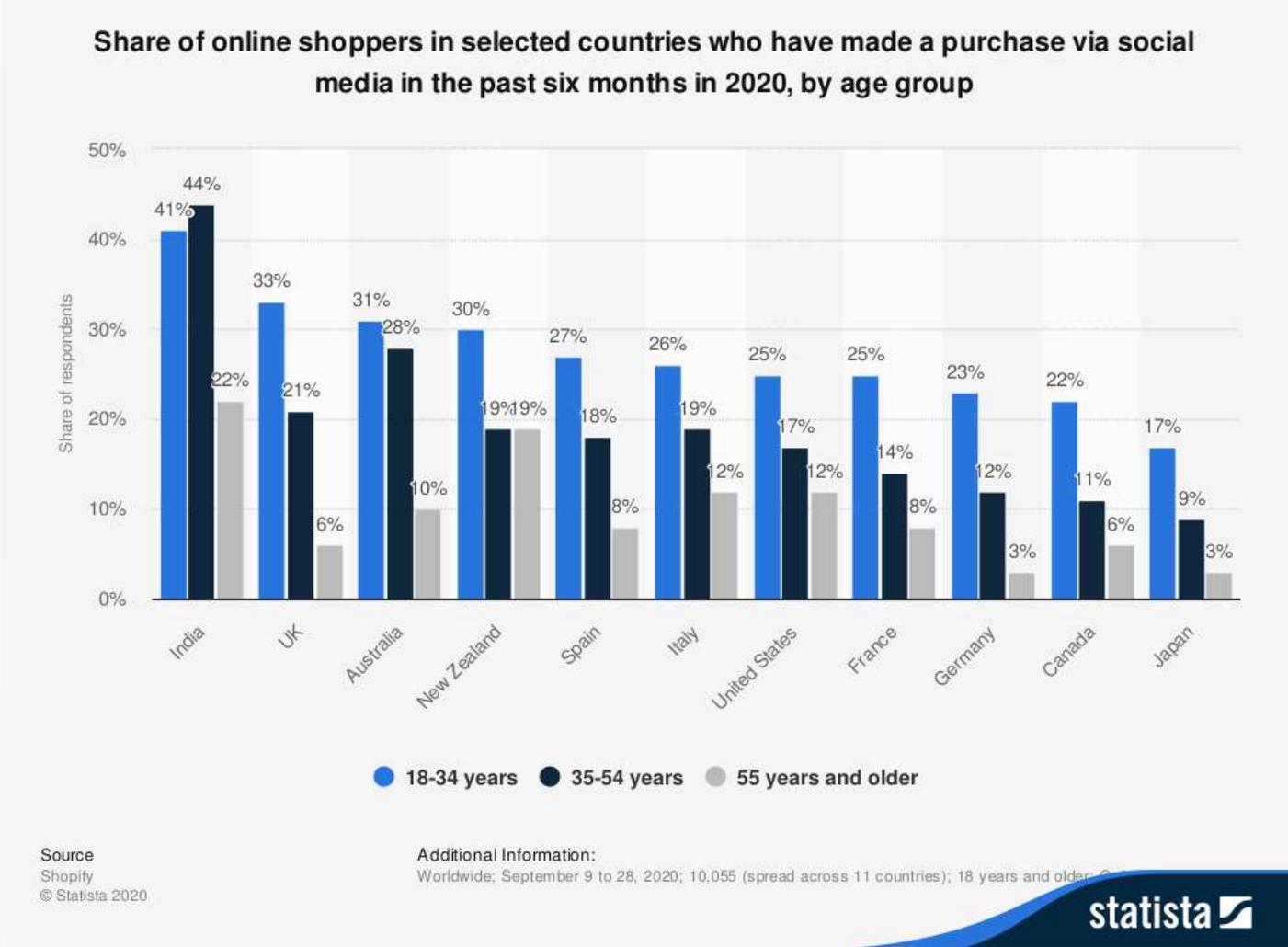
## Why Consumers Follow Brands on Social Media



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

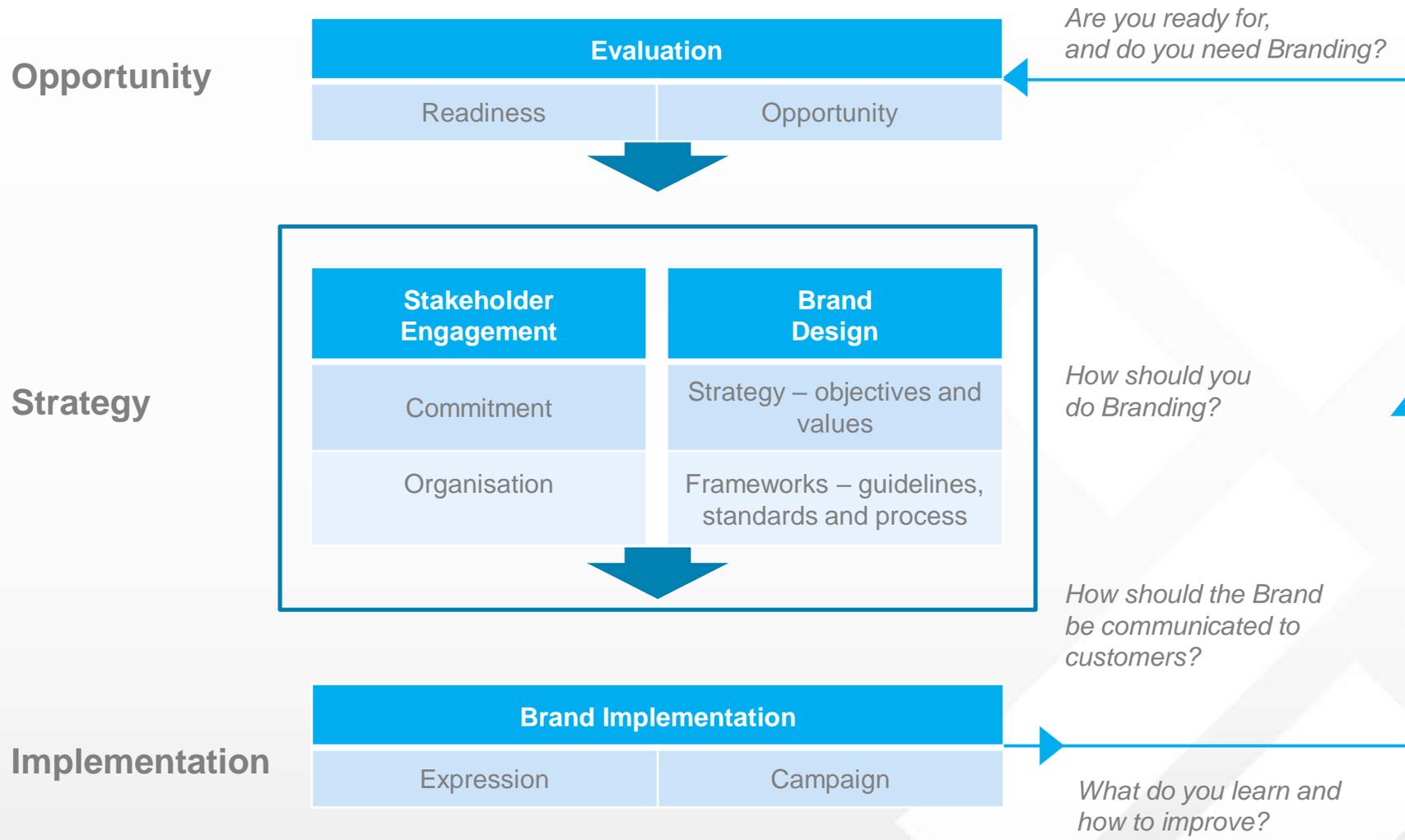
Based on a Q1 2020 survey of 1,028 consumers

# Branding and Social Media: now becoming a channel to make sales



What ITC does to help

# ITC Branding Methodology steps



## Tanzania Spices: in market testing of potential logos (Germany, UK and Tanzania)

Logo 1



Logo 2



Logo 3



Logo 4



Logo 5



Logo 6



Logo 7



Logo 8



Logo 9



Logo 10



Logo 11



Logo 12



Logo 13



Logo 14



Logo 15





[ABOUT](#) [HISTORY](#) [LABEL](#) [SPICE PRODUCERS](#) [CONTACT](#)

# INTRODUCING THE TANZANIA SPICES LABEL

[SEE MORE](#)

# Examples: Deliverables

Logo (and guidelines)



Brochure



Website



Photography... and social media examples



# 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



Friends of Mothers Initiative Limited  
Coffee Shop

You and 10 others · 4 Comments 23 Shares

Like Comment Share

Most Relevant

Write a comment

Mark Robinson  
We now have your beans in Canada. We will roast some Next week.

Like Reply · 5w · 2

3 Replies

3d

#FriendsofMothersInitiative is proud to present some fresh micro lots of #NaturalOrganicArabica from Mt. #Elgon alongside washed organic coffee from Mt. Elgon to the world.

This specialty coffee solely produced & prepared by #women from Mt. Elgon.

The coffee is characterised as #Bumwambu coffee lot imbued with bakers' chocolate, brown spice, caramel, citrus, roasted almond stone fruit. Our #Mufura coffee lot was described as sweet and full bodies, nice cocoa flavour, clean... See More



## Example of recent project work in Tea (Kenya 2020)

KENYA



BENEFICIARIES



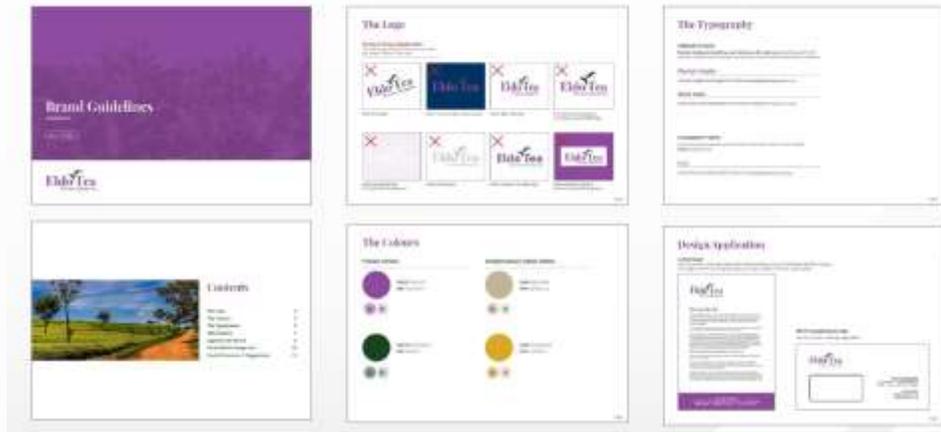
mediFRESH

Eldo Tea  
True taste of Kenyan tea



# Design package

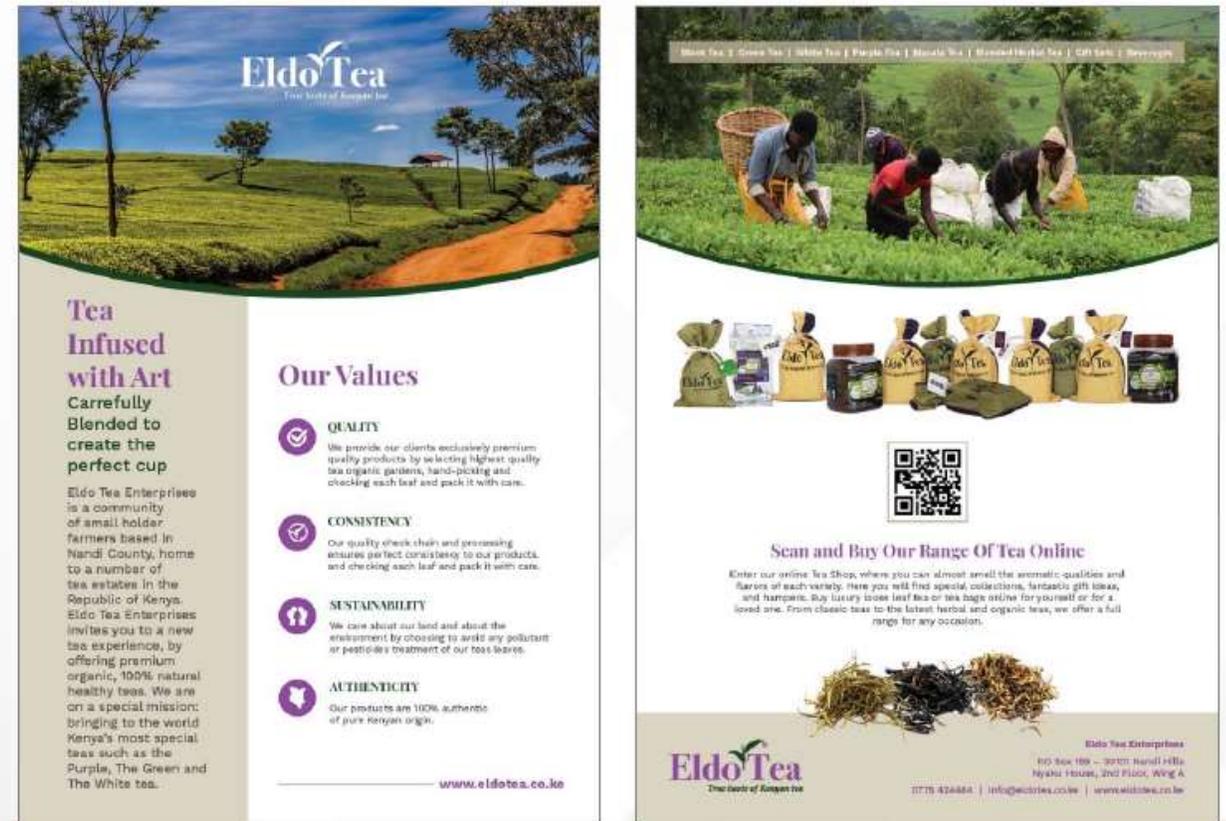
## Branding guidelines



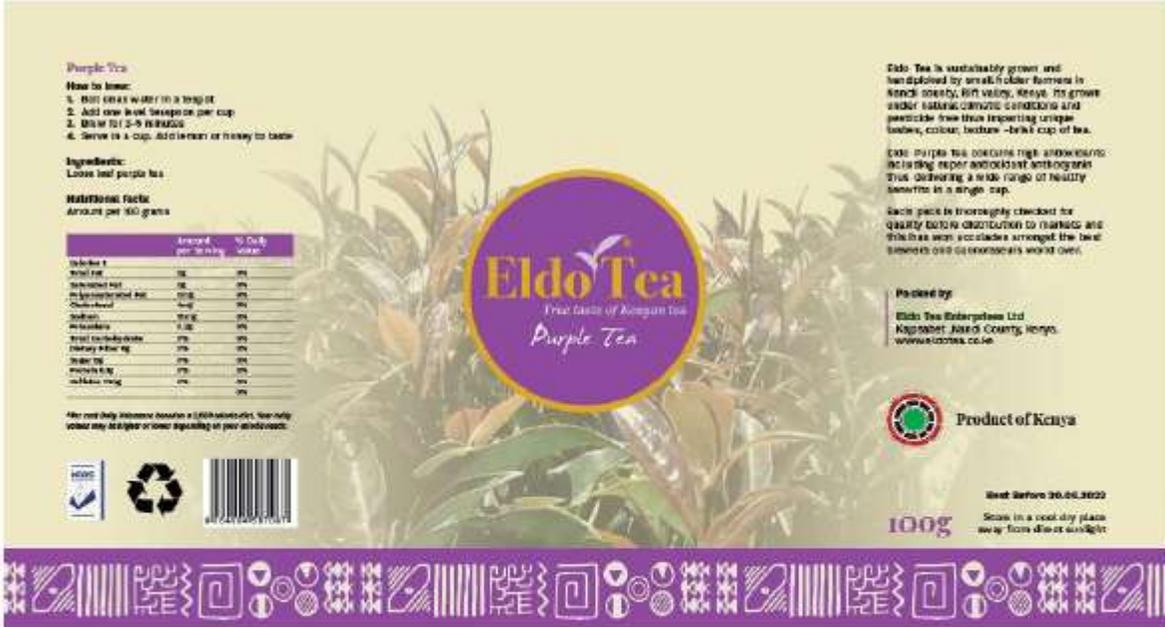
## Business card



## Brochure



# Packaging re-design



Before

After

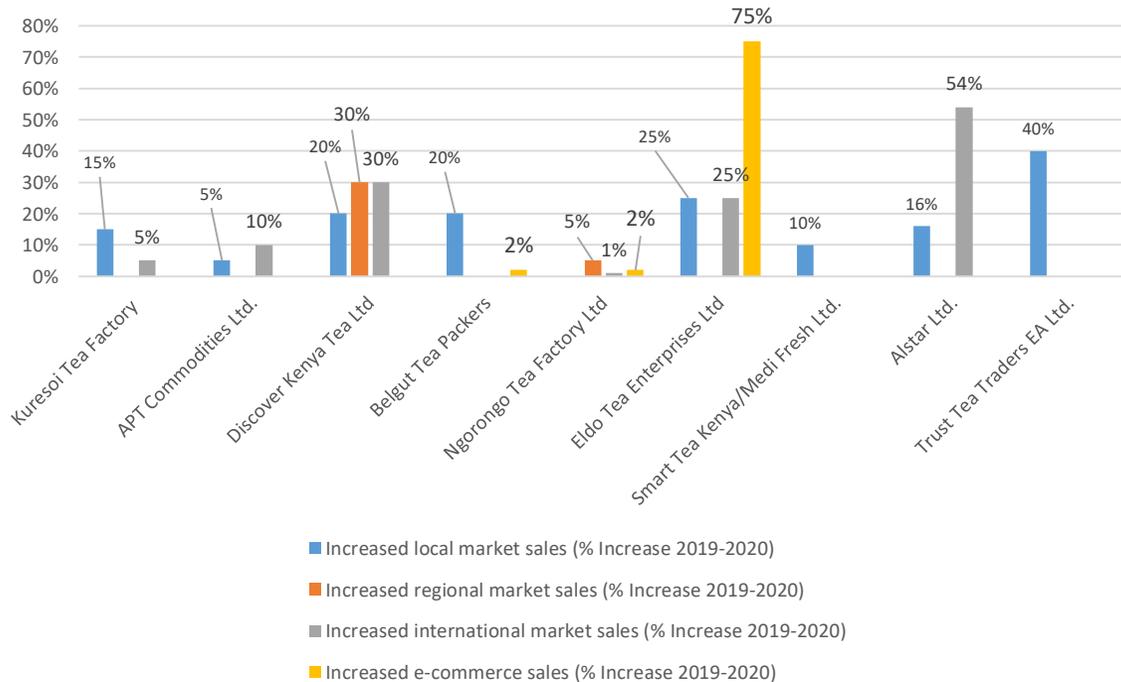
# Impact story: Eldo Tea

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.

Kenya: Increased sales of SMEs directly coached in one-on-ones by experts (% Increase 2019-2020)



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*

Brand guidelines



Packaging design



Social media posts

