

GLOBAL BRANDING IN THE CONTEXT OF THE INTERNATIONAL DAIRY FEDERATION

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GLOBAL BRANDING A STATEMENT OF UNDERSTANDING

The creation of a 'Global' dimension to the International Dairy Federation profile

Rationale:

It is perceived that there is a strong 'commonality' between IDF members of a global perspective.

What is the ideal?:

A perspective on 'Global' Branding whilst maintaining regional specificity

OVERVIEW

- Definitions of the scope and parameters of Brands
- The perspective of 'Corporate' Branding
- Purpose of Brands
- A Dairy perspective on Global/Corporate Branding

DEFINITION OF BRANDS

"Brands are complex entities that are conceived in planning documents, but ultimately they reside in consumers' minds" (Chernatony 1993).

"Consequently, Branding is not something done to consumers, but rather something they do things with" (Meadows 1983).

"Brands develop through evolutionary stagesfrom manufacturer to consumer.." (Chernatony 1993).

BRAND TYPOLOGIES (Goodyear 1996)

- Brand as reference - *a name and consistency of quality*
- Brand as personality - *emotional benefits rather than rational attributes*
- Brand as an Icon - *owned by consumers to create self identity*
- Brand as company - *complex identity based on company image*
- Brand as policy - *aligned with social and political issues*

ELEMENTS CONSTITUTING BRANDS (Chernatony 1998)

Tangible & Visual Elements

- Symbols and slogans
- Name, logo, colours, brand mark, graphics & physical design
- Product delivery
- Functionality
- Legal protection
- Presence and performance
- Advertising message
- Differentiation

Intangible Elements

- Identity, corporate brand
- Integrated communications
- Customer relationships
- Positioning
- User identification, opportunity to share a dream
- Symbolic value, service, sign of ownership, shorthand note
- Representation, social personal values, relevance
- Relevance, advantage, bond
- Personality, culture reflection self-image

BUSINESS IDENTITY AND BRANDS

- Corporate identity
 - Organisational identity
 - Visual identity
 - Corporate communication
 - Corporate image
 - Corporate reputation
 - Corporate Brand
- What are we?*
- Who are we?
- What are our symbols and identification?
- Is there integrated communication?
- What is the current perception and/or profile?
- What distinctive attributes belong to the organisation?
- What is the promise inferred from and communicated by the brand?

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CORPORATE IDENTITY

The mix of elements which gives organisations their distinctiveness, made from:

- culture
- staff affinity
- strategy
- structure
- history
- business activities
- market scope

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ORGANISATIONAL IDENTITY

A key element giving business identity its distinctiveness - corporate identity and corporate personality

- how employees feel and think
- characteristics which are *central*
- characteristics which are *enduring*
- characteristics which are *distinctive*

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ESSENCE OF A BRAND

- Behind every great brand lies a great product ... 90 percent plus of a brand is the 'What it does' ... the non-functional values, the personality values, have to flow from what it is.
- One is constantly trying to unlock that magic in a brand and exploit it... There is something magical in a brand and consumers like that.

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BRANDING

The scope of branding for the International Dairy Federation

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THE PRINCIPLE OF BRAND

- The brand is not just a name, logo & symbol
- Brand is the *value indicator* of the organisation
- It is the *umbrella* representing the product/service, companies, persons, countries
- Brand is the *equity* of the firm that adds value
- Developing a Brand requires - *vision, will and capability*

(Kotler & Hermawan 2001)

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WHAT IS THE ESSENCE OF THE 'DAIRY' BRAND?

- Milk?
- Cheese?
- Yoghurt?
- Butter?
- Dairy?
- WHAT is the essence????

BRAND TERMINOLOGY OPTIONS?

- Global
 - International
 - World
 - Universal
 - Transcontinental
- 
- Global Dairy
 - Dairy Global
 - International Dairy
 - Dairy International
 - etc

DAIRY'S MOST POWERFUL LABEL

MILK?

- 
- Global Milk
 - Milk International

GLOBAL MARKETING TARGET AUDIENCE

YOUTH?

- 
- Sport
 - Recreation
 - Music
 - Style/Fashion
 - Internet
 - ???

GLOBAL MARKETING CHANNELS

'Below the Line'

- WEB Sites
- Literature
- Logo/symbol
- General Communication

'Above the Line'

- Advertising Media
 - Sponsorships
 - WEB Sites
- 

'ABOVE-THE-LINE' OPTIONS?

Advertising Media:

- International
- Country
- Regional
- Local

Sponsorships:

- Athletics
 - Football
 - Basketball
 - Golf
 - Sailing
 - Motor Racing
 - etc
- 

LOGO/SYMBOL

Two purposes:

- To depict the organisation, eg: IDF
- To depict market Brand image eg; Coca Cola

LOGO/SYMBOL: 'CORPORATE' BRANDS

The Dairy Council logo, featuring the text 'The Dairy Council' in a white serif font on a black rectangular background.

LOGO/SYMBOL: MARKET BRAND IMAGE

What should be the Logo image for IDF??

- A symbol of 'Dairy'?
- Or what?

LOGO/SYMBOL: 'CORPORATE' BRAND



LOGO/SYMBOL: MARKET BRAND IMAGE

For IDF ???



LOGO/SYMBOL: MARKET BRAND IMAGE



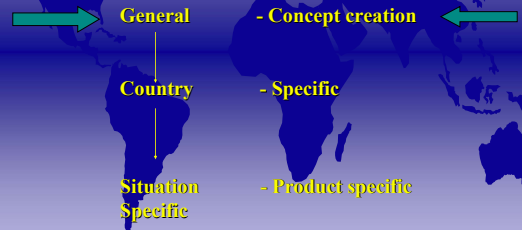
LOGO/SYMBOL: MARKET BRAND IMAGE



Scope and Breadth

RATIONALE FOR PROGRESSING GLOBAL BRANDING

FOCUS AT THE 'GENERAL' LEVEL



RATIONALE FOR PROGRESSING GLOBAL BRANDING

- Choose a 'Champion' to lead
- Form a small sub-group of positive thinkers
- Seek an 'outside' perspective for uncluttered thinking
- Start with ALL questions to seek deletion
- Decide the parameters/frameworks
- Seek the 'essence' before the logo

IN CLOSING: THE PURPOSE

- To stimulate ideas
- To provide 'food-for-thought'

A BRAND IS FOR LIFE