



# **SECO/VIETRADE PROJECT EXPERIENCE IN BRANDING**

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# What is a Product?

- ❑ Components, raw materials, ingredients
- ❑ Functions
- ❑ Quality, standards
- ❑ How to use
- ❑ Package
- ❑ Size, color
- ❑ Country of origin
- ❑ After sales servicing
- ❑ **Brand**



# What is a brand?

**A BRAND is an IDENTITY reflected in:**

- Name (consumer friendly, easy to remember, copyright)
- Design (Coca Cola bottle)
- Logo (visual - trade mark, graphic, shape, color)



# What is a brand (*cont.*)?

- ❑ **Identification** of company/product/service/country by consumers and their perception (mental picture, unique identity in market place)
- ❑ Name **recognition**, ensuring consumer **loyalty**
- ❑ **Competitive** tool (for target **consumers** to see your product as the solution to their need and select you over competitors)
- ❑ A brand carries a **promise** to potential consumers
- ❑ **Quality** assurance (customer satisfaction, certification), trust
- ❑ **Communication**/promotion towards consumers (advertising, promotion at sales point, personal selling, PRs)
- ❑ Branding is a key component of **marketing strategy**/communication (product, package, brand, distribution, price, communication, promotion)





1899-1902

1900-1916

1916

1957

1961

1991

1993

2007

*Coca-Cola*



A STAR ALLIANCE MEMBER



ASIANA AIRLINES

EVA AIR

SINGAPORE AIRLINES



# Objectives of good branding

1

Deliver a clear message to existing/potential consumers

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2

Build/confirm credibility of company/product

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3

Emotional connection with target consumers

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4

Motivation to buy

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5

Create consumer loyalty

**Successful branding: consumer able to recall brand and logo,  
recognize value of company/product**



# Prerequisites for successful branding

- To understand needs/requirements and wants of consumers, their beliefs, attitudes and expectations
- Brand development is in response to market intelligence (market and consumer analysis, assessment of competition)



# Different levels of branding

- Product branding: marketing individual product (individual logo, website, advertisement)
- Corporate branding: marketing various products under same company name
- Sectoral branding
- Nation branding: to enhance country image, to attract FDI, trade, tourism, to change international perception, etc.
- Destination branding (city, province, tourist area, etc.)
- Retailer branding
- Designer branding
- .....

# Developing your branding strategy

**1.** Select your target and assess your potential market



**2.** Assess your competition



**3.** Develop/adapt your product/service mix



**4.** Define your Unique Selling Proposition (USP), brand name and message, why your product better than competition



**5.** Refine your marketing plan, to convey your unique identity and how you are different from competition

# Brand or Award?

- Award: prize for performance (quality, service, value for money), one-time event
- Brand: individual or collective mark (example: Vietnam Value) in a dynamic process, being continuously adapted and promoted

## Key question:



- Should a brand be developed only to attract customers?
- Or also to improve the company's product development, production process, marketing strategy, etc.?





National brand with 3 core values:

- Quality-innovation
- Creativity
- Leadership

# Company brands

- Vietnamese companies need to move up value chains and focus on exports of higher quality and higher price
- Need to change image of Vietnamese companies in foreign markets through effective branding
- BUT new image and brand should be matched by real changes at enterprise and sector levels, reflecting genuine efforts to move up value chains
- Brands need to be developed and promoted in response to assessed foreign customers expectations: quality (technical standards), service, consistency of offer, social values (CSR, Fair Trade, etc.)

## Facing challenges

*“Vietnam can compete but we need to identify what is our strength and **compete with the right actions.**”*

*“Vietnam has a **bad reputation** that needs to change (chemicals, low quality, pesticides). We have to change the image of the product. A **brand would help.**”*

*“The challenge is to keep natural, and meet how to deliver unprocessed foods. A good example is honey: from the beehive to the bottle. **Straight from nature.**”*

*“We need to change our ways of production. We are influenced by China: more quantity than quality. Unlike China, Vietnam has a rich harvest and no pollution.”*





# Sectoral brands

- There are 150 collective marks on product sectors and 49 GIs in Vietnam.
- GIs are institutionally more complicated to implement successfully than collective marks (need to uplift all producers within the same geographical area).
- GIs are not sufficiently known because they are not sufficiently promoted
- Membership should include support programs to help eligible companies to fully incorporate core values
- Sector associations should work closely with branded companies to promote sector brand
- In many sectors, focus should be on building up existing sector brands rather than launching new ones



## Other initiatives for sectorial promotion

### *Related to Geographical Indication / legal protection*



Banana Ngu  
from Dai Hoang



Dragon Fruit  
from Binh Thuan



Coffee from  
Buon Mathuot



Star Anis  
from Lang Son



Nuoc Mam  
from Phú Quốc



Collective / certification  
Trademarks

Source: UNCTAD, The protection of Geographical Indications in Vietnam

### *A recent example of a “microsectorial” brand*

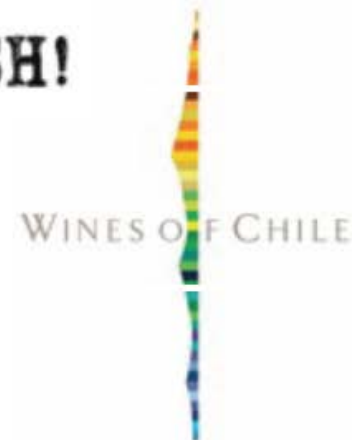


Fisheries sector:  
Pangasius

Source: Panga Promotion Mission Report

In the world of food and beverages, there are many ways to convey the origin of the product.

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# Strategic Approach: Umbrella Brand



# Reading Vietnam's territorial branding architecture

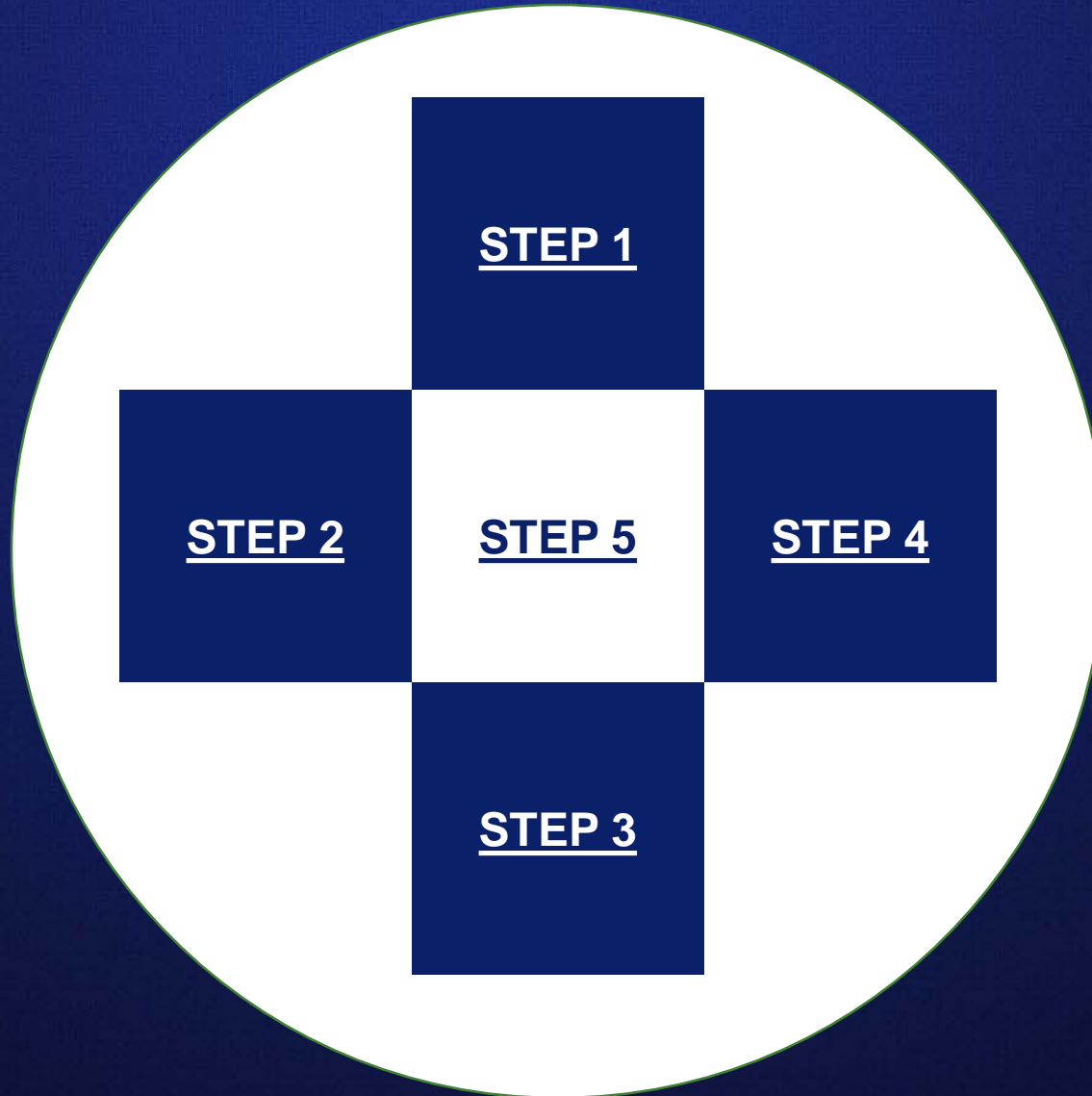
<i>Missing holistic country brand</i>	<b>Country Brand Vietnam</b>	
<i>Sector brands</i>	<p><i>Tourism</i></p>  	<p><i>Overall Export Sector</i></p> 
<i>Missing food sector umbrella brand</i>	<b>Food Sector Brand</b>	
<i>Food sectors</i>		
<i>Seals, certifications and micro-sectorial brands</i>	       	



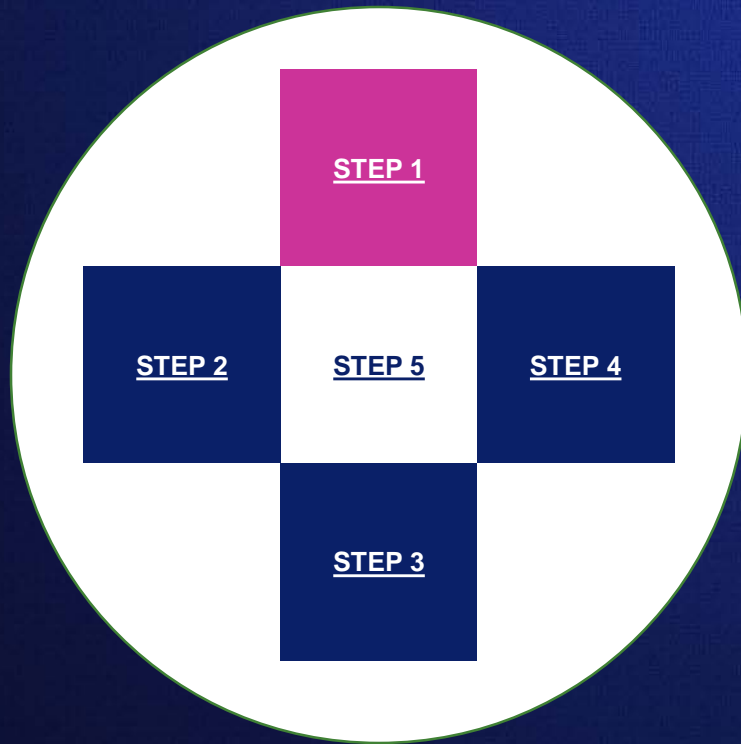
# The case of branding Vietnamese tea

- The SECO Cooperation Program undertook in-depth research on export potential (desk and field) for underdeveloped VN exports. Tea was selected as one promising product group for export development
- Tea is a long established VN product; 350,000 tea growers
- VN 7<sup>th</sup> largest tea producer in the world; 9<sup>th</sup> largest exporter
- BUT still, VN not known as a leading tea producer and exporter
- VN has many different tea varieties, green tea only 28 % of tea exports. Yet it has the highest export potential and highest export value. So the Program decided to focus on VN green tea exports
- Some assessed constraints to competitiveness: production costs, processing technology, quality standards, promotion, branding, etc.
- Following many company audits, the Program carefully selected 6 pilot tea companies (from Yen Bai, Thai Nguyen, Phu Tho, Ha Giang) who were willing, capable and ready to develop their green tea exports.

# The case of branding Vietnamese tea



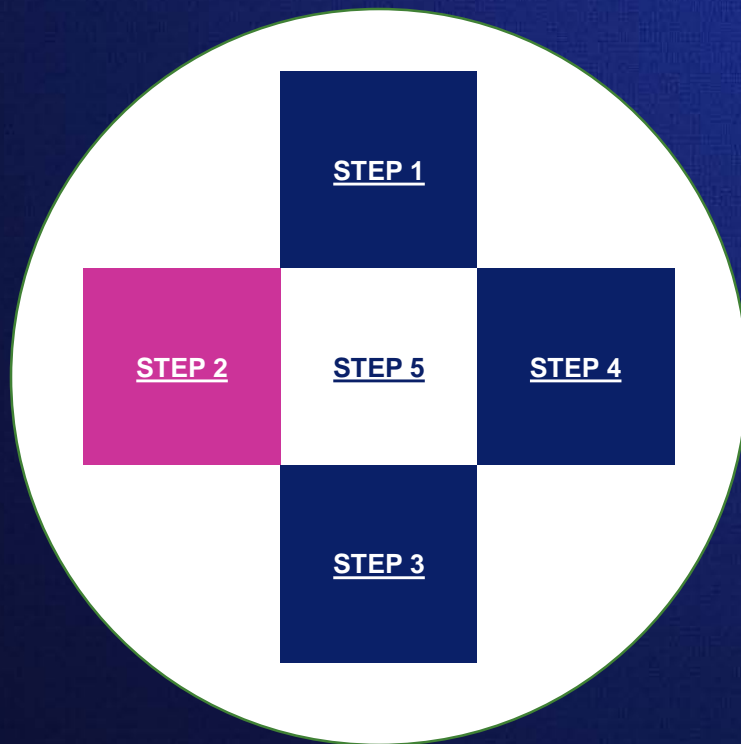
# The case of branding Vietnamese tea



Export Development Plan  
by each company (training, coaching,  
6 months homework).

The group of green tea producers  
was also trained in: business planning,  
product development, supply chain  
management, market research,  
export development, certification,  
trade fair participation, sales promotion

# The case of branding Vietnamese tea

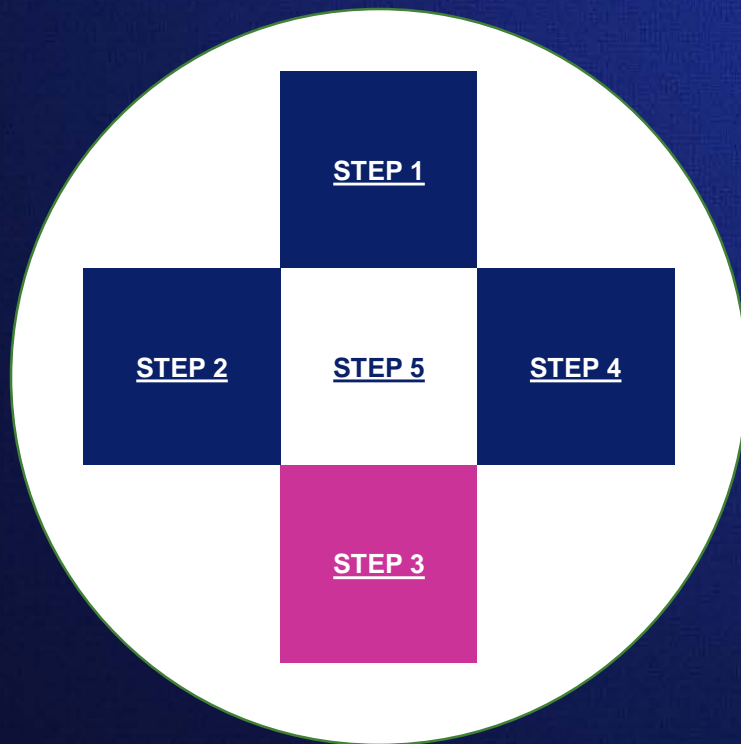


Field market research/testing  
(specialized trade fair in Poland,  
May 2016);

feedback into product adaptation



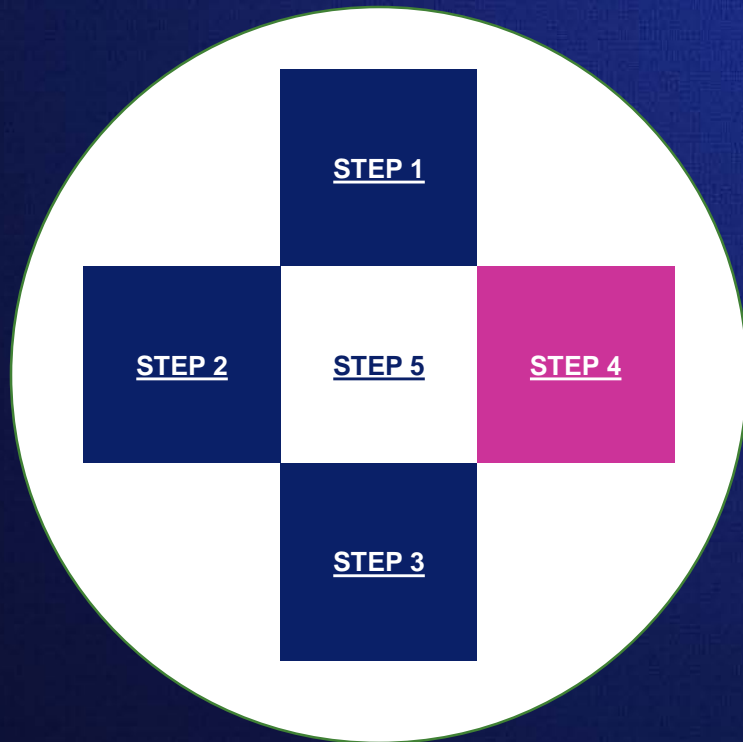
# The case of branding Vietnamese tea



Export competitiveness testing  
(World Green Tea Contest in Japan, late 2016;  
7<sup>th</sup> North America Tea Conference in Canada,  
late 2016). Premium tea samples: prepared and  
evaluated by international tea experts before  
being sent to international contests, brand names  
were conceived for North American market  
(ex. Blooming Buds, Delicate Jasmine),  
new packaging and promotional materials  
were developed (briefs, logos, flyers, websites)

Mixed results (VN green tea is more like China  
and Taiwan, not like Japan and Korea;  
but Gold and Silver medals in North America)

# The case of branding Vietnamese tea



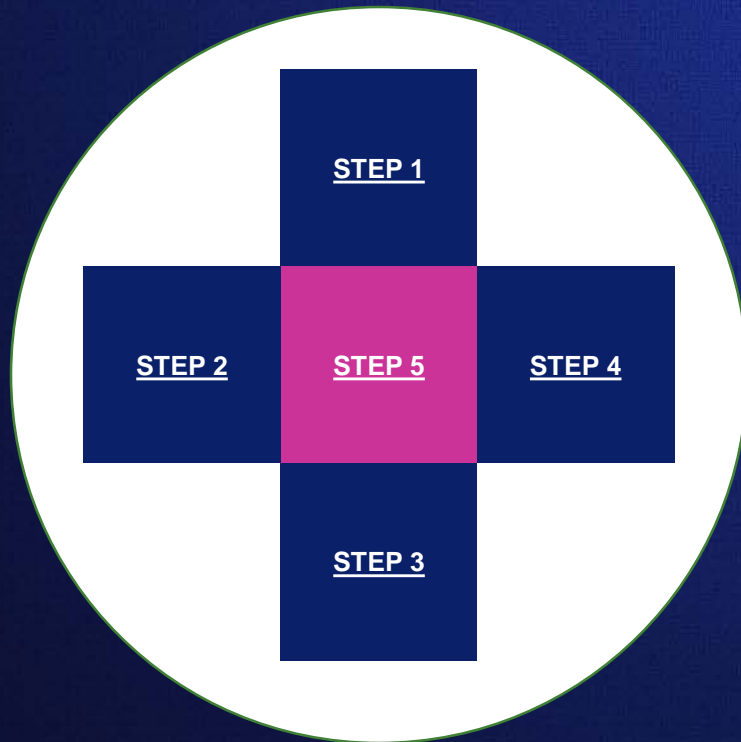
Carefully prepared market prospection mission to USA and Canada (March 2017) with the awarded products and their new brand names (other tea companies only observing and learning)

## Positive Results:

- ✓ Growing demand for premium and specialty teas in North America
- ✓ “Niche” new consumers have different social norms and lifestyles; they want to know where tea comes from and how produced
- ✓ New trend of direct sourcing (opportunity for VN tea producers)
- ✓ Most important: build a narrative for branding strategy (VN tea culture, tea ceremony, passion for tea displayed in handcrafted tea production, long tradition passed from generation to generation, etc.)

# The case of branding Vietnamese tea

Way forward:



- Follow up to meetings with buyers in USA and Canada
- Guidance to companies to adapt management structure and product development (plant origin, production and brewing processes)
- Guidance to companies to explore new markets
- Dissemination of methodology, results and lessons learned to other companies







# Phu Hô

— FARM —

## *Delicate Jasmine*

Phu Hô Farm's expert blenders have perfectly  
balanced green tea with freshly picked jasmine  
flowers to deliver an infusion with wonderful  
aroma and a smooth and silky texture.



# Conclusion: 5 steps to develop your branding strategy

02

ASSESS YOUR  
COMPETITION

04

FORMULATE YOUR  
BRANDNAME AND  
MESSAGE

01

KNOW YOUR TARGET

03

ADAPT YOUR PRODUCT

05

REFINE YOUR  
MARKETING STRATEGY

Any further questions?

THANK YOU