Building Origin Product Value through Branding

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Choose my product

The marketer dream

Buy it Again

Again

Again

= LOYALTY
Loyalty is about relationships

The benefits of loyalty in personal Relations

• Trust
• Commitment, Support
• Alignment of Values, Integrity

Client and consumer Benefits in Marketing

• Emotional Benefits
• Experience
• Sustainability
• Rational Benefits
Emotions open the door for consideration
Experiences provide a positive narrative.
Getting Serious about GI sustainability

Communication
The Geographical Indication Pathway to Sustainability: A Framework to Assess and Monitor the Contributions of Geographical Indications to Sustainability through a Participatory Process

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Abstract: Geographical Indications (GIs) are widely considered as tools to contribute to sustainability (The Food and Agriculture Organization of the United Nations—FAO, 2008; 2017), if established and well managed. While the literature may not always agree on the positive effects of GIs in all sustainability dimensions (e.g., economic, social, and environmental), there is evidence that engaging GI producers in a sustainability strategy can maximize their contribution to different components of sustainable development. FAO and oriGIn developed the sustainability strategy for GI (SGGI) to support GI producers and their associations so that they could engage in a place-based and participatory approach in order to generate concrete progress and results. This paper presents original research for building both a framework and database for the selection and use of relevant sustainability indicators for GIs. A number of SGGI principles have guided the work throughout an iterative process for reviewing, selecting, and improving relevant indicators, while the Sustainability Assessment of Food and Agriculture (SAFA) has provided the structure to align with the Sustainable Development Goals (SDGs) and other widely used and recognized sustainability frameworks. As a result of this work, a database of 372 robust sustainability indicators that are relevant to GIs has been characterized to facilitate their use by practitioners. The discussion highlights the importance of the place-based approach, and the participative, inclusive process that represents the key to empowerment and the ability to develop alliances. It also focuses on action, and the need to strengthen both internal and external communication.
The best source for Rational Consumer Benefits are the GI Product Specifications.
Origin Product Branding pathway

1. Understanding the origin and the product

2. Understanding the consumer / client

3. Competitive context

4. Branding definition and reasons to believe

5. Brand activation
The relationship between climate and taste of Azapa olives (Chile)
Genetic diversity and the Taste of different Ethiopian coffees
The ashánica indigenous community’s customs and how they communicate life balance in Kemito cocoa (Perú)
The relationship between cotton fiber length and strength in different Sudanese cotton growing regions
Food pairing with Colombian coffee

Colombian Coffee and its diversity

HUILA

Characteristics

Fruity Sweet

Café del Huila
COLOMBIAN COFFEE

- Gránado
- Padano
- Cheddar
- Stewed beef gravy
- Bloody Mary
- Pecan
- Damask rose
- Lemon balm
- Blueberry vinegar
- Rambutan
- Grénache young
- Soy miso
- Rye bread croutons
- Cake
- Lobster
- Eggplant
- Sesame oil
- Pumpkin
In Sum.....

- GI recognition does not automatically create collective brand value
- Any branding exercise requires clear objectives, long term commitment and discipline
- Understanding (and communicating) the origin product and its consumer benefits is the key to loyalty

https://unayta.es/branding/
Origin Content is powerful

- Product’s unique qualities relevant to people’s lives

- Territory and Identity. It can generate emotional connection through authenticity

- Product knowledge can create conversations

- Sustainability benefits can be universal, not just local
Thank you!

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