GI-BRANDING

COMBINING TRADITION AND INNOVATION FOR A VALUE BASED APPROACH.
HOW TO DIFFERENTIATE GIs THROUGH NEUROBRANDING.

Flavio Innocenzi

WIPO / Sakpatenti
Worldwide Symposium on Geographical Indications
Tbilisi, 14-16 June 2023
PERCEPTION PRECEDES REALITY.

Andy Warhol
PREMISES.

✓ 95% of BRAIN ACTIVITY is UNCONSCIOUS.

✓ BEHAVIOURS are INFLUENCED by PERCEPTIONS.

✓ PERCEPTIONS are INFLUENCED by EMOTIONS/VALUES.

✓ GIs HAVE A NATURAL YET UNEXPLOITED POTENTIAL.
HOW TO DIFFERENTIATE GIs THROUGH NEUROBRANDING.

4 ELEMENTS:

- **EMOTIONS**

- **COGNITIVE BIAS**

- **ARCHETYPES (not STEREOTYPES!)**
  - Tone of voice
  - Identity
  - Values for establishing a connection

- **COMMUNICATION CONTEXT**
BUILDING STRONGER GIs THROUGH ARCHETYPES.

• FLAVIO INNOCENZI
  GI Branding
EMOTIONS.
Value based communication.

https://www.youtube.com/watch?v=pIKsd6i65_w&ab_channel=AsiagoCheese
Archetypes vs. Stereotypes.
Psychometric research applied to GIs. An example of NEUROPACKAGING.

- Chromatic assonance
- Eye-tracking analysis.
ARCHETYPES
GI as AMBASSADORS OF SOCIAL VALUES.
Best practices from Thailand. Ratchaburi Aromatic Farm.

The Harmony of Aromatic Farm Business

Coconut Products
1. Fresh Nuts
2. Coconut Juice
3. Coconut Meat

Valued Waste Products
1. Biocarbon (Biochar, Geopolymer, …)
2. Compost
3. Planting Materials

Services
1. Learning/Training
2. Consulting
3. R&D

PLANET
- SEP
- SDGs
- ESG
- BCG
- Carbon Neutral

PEOPLE

PROFIT

AFC

AFB

AFA

Courtesy of: WIPO Asia Pacific Division.
ARCHETYPES

GIls as AMBASSADORS OF SOCIAL VALUES.

Ratchaburi Aromatic Farm.

 Courtesy of: WIPO Asia Pacific Division.
TAKEAWAYS.
THE UNEXPLOITED POTENTIAL of GIs.

FLAVIO INNOCENZI – GI Branding

REAL WORLD

LAND of ORIGIN
GIVEN NAME
CULTURAL & SOCIAL VALUES
IDENTITY
EMOTIONS

VIRTUAL PATH

BRAND
NAMING
CLAIM
MUSIC
U.S.P.
EMOTIONS
MENTAL TERRITORY
TAKEAWAYS

INNOVATION

NEW MEGATRENDS
ETHICAL VALUES
NEW SENSITIVITIES (hedonistic, irrational).

PDO PGI 4.0
new value proposition

MARTECH - BRANDING - NFT - BLOCKCHAIN - NEUROMARKETING - DIGITAL

ALGORYTHMS

TRADITION

OLD APPROACH
PROMOTIONS - ORIGIN - DEMAND - OFFER
LOCAL HABITS - GENIUS LOCI - AUTHENTICITY - CONTENTS - STORYTELLING

SOUL
Thank you!