Origin Product Branding: Delivering content that increases Value
Smile
The context of Brands: Adapting to Major Trends

1. Providing Experiences
2. Lack of Time – Need of Flexibility
3. I am responsible and I show it
4. Evolving Stereotypes
5. I am in control of my well being
6. The ethical producer
The challenge of being relevant in the XXIst Century
Smile Curve for Geographical Indications

GI Product Curve (Quality and Reputation associated with Production)

Normal Product Smile Curve

Value

Product Design
Know How Detailed Design
Production / Manufacturing
Shipping & Distribution
Retail & Client Consumer Interface

© 4.0 Brands SAS
Successful Brands are disciplined

- Obsessed with the client
  Understand their needs

- Pragmatic
  Deliver consistency when and where clients need them. Simplify decisions

- Inspire
  Generate trust, have a purpose, connect with emotions

- Innovative
  Identify and satisfy new needs

Adapted from Prophet
Falling in Love

People
- I Exist
- I want to be considered
- I am interesting
- I enjoy your company
- We have a relationship

Brands
- Brand Awareness
- Positive Brand Associations
- Brand Relevancy
- Brand Content and Benefits
- Brand Loyalty and Connections

© 4.0 Brands SAS
GI are in a better position than brands to

- Be Relevant
- Provide Content that is interesting
- Establish a Connection
Challenge:
How to provide Information and Content Relevant to all GI stakeholders
GI Stories are Authentic

- Real, not fictional
- Have meaning, are relevant to people’s lives
- Make emotional connections. They are human, not just product centric
- Contagious. They bring “social currency”.
- Can become universal, not just local

Tip: Interesting stories have challenges, *conflict*
Origin Brands have meaning

“purity, quality, responsibility”

“tradition, complexity, artisanal”

“Taste, sustainability, community”

“quality, consistency, sustainability”

“heritage, green, natural”
Some Interesting Conflicts around GIs:

<table>
<thead>
<tr>
<th>Tradition</th>
<th>vs</th>
<th>Modernity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authentic</td>
<td>vs</td>
<td>Generic</td>
</tr>
<tr>
<td>Local</td>
<td>vs</td>
<td>Global</td>
</tr>
<tr>
<td>Self-indulgence</td>
<td>vs</td>
<td>Fast-paced life</td>
</tr>
</tbody>
</table>

They can become successful content opportunities for story-telling
Origin and GI Branding with Storytelling

"Sowing the seeds of Tomorrow"

Tradition vs Modernity
Origin and GI Branding with Storytelling

Local vs Global
Engaging through Storytelling - GIs and Origin

• Its about the people
  • Their commitment, their humanity

• Its about the Origin, not the destination
  • Is not an idyllic (boring) destination
  • It has problems and challenges and we always work to overcome them

• Its about the knowledge
  • The know how, the Tradition, the science behind it,

• Its about the product
  • Not perfect, but always striving. We “try harder”

Its about the challenges involved in Quality and Sustainability
Thank you!

Luis.Samper@4point0brands.com