Marketing Cultural Heritage: An Introduction

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WIPO - Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities
Agenda

HIPAMS: Heritage-sensitive Intellectual Property and Marketing Strategies – An introduction

Brands from a marketing perspective

Heritage storytelling

What’s your story?
What is marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

(American Marketing Association, 2013)
Two basic typologies of market offerings

Products

Experiences
Two levels of marketing: individual and collective
HIPAMS: integrating cultural heritage, IPR and marketing

1. Indigenous people and local communities need to make a living
2. Making and selling products/services/experience does not necessarily safeguard traditional knowledge and cultural expressions
3. Heritage safeguarding planning often fails to consider the market or is not based on the most advanced marketing skills

1. Most communities cannot afford marketing advice
2. Most marketing specialists are not heritage experts

1. It is sometimes difficult to apply conventional IPR to heritage-based market offerings
2. Sometimes, communities can’t afford legal advice and the enforcements of IPRs
Marketing has a bad reputation, often associated to over-commercialization and exploitation of local communities and indigenous people by third-parties.

<table>
<thead>
<tr>
<th>Missed Opportunities</th>
<th>Commercial Valorisation</th>
<th>Over-commercialisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideological preclusions</td>
<td>Balance between commercial and cultural considerations</td>
<td>ICH meaning is diluted or distorted</td>
</tr>
<tr>
<td>Insufficient time, investments, skills</td>
<td>Traditional knowledge and cultural expressions are safeguarded and externally promoted. Local economic impacts are generated that benefit local communities</td>
<td>Cultural and/or economic misappropriation by third parties</td>
</tr>
<tr>
<td>Fragmented efforts and investments</td>
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Source: Rinallo / AlpFoodway (2017)
Integrating marketing and IPRs is also very important
Brand from a legal vs. marketing perspective: Same object, different expertises
Both IPR lawyers and marketing specialists agree that successful brands have economic value.

How much do you think people would pay for this white, cotton t-shirt?
Both IPR lawyers and marketing specialists agree that successful brands have economic value.

And for this?
From a marketing perspective, brands have cultural meaning

Brands acquire meanings as they circulate in society.

New brands, just introduced in the market, have a name, trademarked logo and specific design features – but the brand doesn’t exist yet culturally.

Names, logos, and design features are the material markers of brands, but because the brand doesn’t have a story yet, these markers are ‘empty’. They are devoid of meaning.
The meaning of established brands

- Established brands have names (McDonalds, IBM), logos (the Nike’s swoosh) and distinctive product designs (e.g., Harley’s engine sound).
- These markers have been filled with consumer experiences, advertising, with films and sporting events that used the brand as a prop, with magazines and newspapers articles that evaluated the brand, with conversations with friends and colleagues that mentioned the brand.
- Over time, ideas about the product accumulate and ‘fill up’ the brand markers with meaning.
Brand meaning: Who creates it?

**Brands**, through product design, marketing communications, and other elements of the marketing mix (pricing, distribution)

**Consumers**, through individual, social, and community practices. As they interact with the product, consumers create stories that they share in real life and online.

**Other actors** (competitors, the media, popular culture, the art world, policy makers, NGOs, …)
Back to the IPR/Brand connection. What comes first, cultural meaning or its legal recognition?
Individual brands: typically registered first, and then filled with meaning as they circulate in society.
Geographical indications: Can be obtained only if a reputation already exists
Now think of your project, and the broader context of the traditional knowledge and cultural expressions it refers to.

Do a simple search on google and social media to understand what external audiences might known about your communities/people and their traditional knowledge/cultural expressions.

Think of the stories that you could tell to engage potential consumers to buy your products/services/experiences/events.

We’ll discuss about this when we meet again on Friday.
Thank you very much for your attention!

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Differentiating your brands/products

Communicating your difference through storytelling
Differences matter!

There are two basic market strategies:

- Offering a product at the lowest possible price (*cost leadership*)
- Offering a better product at a higher price (*product differentiation*)

Which strategy would you prefer for your brands/products?
Differences matter!

*White flour in Poschiavo (Switzerland)*
Your products probably have competitors.

Reflect on the differences between your products and those of competitors.

Write down the differences between your products and those of competitors.
Differences in products can be thought in terms of:

Product attributes (characteristics)
- Product-related
- Non-product related

Benefits for clients/consumers
- Functional (‘objective’ performances)
- Experiential (sensorial)
- Symbolic (cultural meaning)
Which of these are product characteristics and which are benefits for consumers?

- This carpet has no plastic in it
- The material used for this carpet does not cause allergies
- Your guests will envy you.

- This cream is made with 70% coconut oil
- It is artisanal
- It cures stomachache
- If you buy it, you can preserve biodiversity.

- This honey is locally harvested and artisanally produced.
- It tastes better than industrially produced honey.
- If you buy it, you can help indigenous people.
The key attribute/benefit that you want your clients to associate to your product is called Unique Selling Proposition (USP).

These are the characteristics of a good USP:

- Different/better than competition
- It motivates clients to buy your products
Introducing Colgate Total® Advanced Pro-Shield™ Mouthwash. It kills 99% of
THIS IS THE OIL THAT CHANGES LIVES

OUR OIL IS HANDMADE WITHIN ONE HOUR OF OPENING THE COCONUT PLUS WE GIVE 100% OF THE PROFITS BACK TO THE VILLAGERS WHO MAKE THE OIL!

AND YOU MAKE THIS POSSIBLE.

Look again at the differences you found between your products and those of your competitors.

If you mostly wrote about product attributes, try to link these attributes to benefits (functional, experiential, symbolic) for consumers.

Of these benefits, which do you think are the most important for your consumers, those who would motivate them to pay more?
### Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities - WIPO, Genève, 15.11.2019

Diego Rinallo

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Based on traditional knowledge and age-old wisdom</td>
<td></td>
</tr>
<tr>
<td>Made by indigenous people/people from local communities</td>
<td></td>
</tr>
<tr>
<td>Artisanal (not industrial)</td>
<td></td>
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<tr>
<td>Locally produced</td>
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<tr>
<td>Produced by women</td>
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<tr>
<td>Limited environmental impact</td>
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<tr>
<td>Contributes to biodiversity</td>
<td></td>
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<tr>
<td>Sustainable supply chain</td>
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<tr>
<td>Fair/ethical/changes lives</td>
<td></td>
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<tr>
<td>... others?</td>
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Functional and symbolic benefits can co-exist
Example: Walnut oil in Valle d’Aosta

Walnut oil was abandoned in this mountain area of Northern Italy by local people in the 1950-60s as they substituted it with olive oil. It was considered a ‘poor people’ oil.

Few people retained the traditional know-how to produce it.

Its consumption was revitalized because:
- Scientific studies found that walnut oil prevents risks of heart disease
- Locally, consumers took pride in their local food culture and wanted to use it for some traditional recipes

So walnut oil can be positioned both in terms of functional and symbolic benefits.
Clients are all different.

Think of the differences in your customers:
- Gender, age, social class, geographical origin
- Personality, other characteristics
- Motivations to buy/not to buy your products

Describe the characteristics of:
- The ‘best’/ideal customer groups (those you want to attract)
- The worst customer groups (those to be avoided)
Not all customers are the same

Marketing is recognizing that not all clients want to same thing, and select the right ‘market segment’ for your offer.
So you can decide to focus on a niche market segment that appreciates what you have to offer
Your skills can be used to create different kind of products grounded in your traditions, addressing different kinds of clients

**Example**

<table>
<thead>
<tr>
<th>Target Market segment</th>
<th>Products</th>
</tr>
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<tbody>
<tr>
<td>Price-concerned tourists. They want something that has a link to the local tradition but are not prepared to pay the price for a masterpiece.</td>
<td>Product line 2. Hand-made but with labour-saving techniques. Realized by trainees/apprentices with reduced skills.</td>
</tr>
<tr>
<td>Locals who want products that remind them of their roots.</td>
<td>Product line 3. Traditional elements are re-interpreted in line with contemporary tastes and needs.</td>
</tr>
<tr>
<td>Price-sensitive tourists. They just want cheap souvenirs</td>
<td>We do not offer products for this market segment.</td>
</tr>
</tbody>
</table>
Chhau masks
Listening to the client → innovation

Dharmendra Sutradhar, 2019
By now you should know:

What is your USP (your brand positioning)

Who are your target clients and how to adapt your products to their needs.

Let’s now focus on how we can promote your products/brand
- Contents: your stories
- Instruments (labels, packaging, websites, social media, promotional experiences)
Great stories are:

- Relatable
- Inclusive
- Unifying
- Useful
- Important
- Believable
- Inspiring
- Evocative
- Contagious
- Emotive

Tell yours.
Dukhushyam Chitrakar

Dukhushyam Chitrakar
Exercise 4. Tell your story as if it were a fairy tale

- **Who are the protagonists?**
  - You (the entrepreneur)/your organization/Your community/your workers /
  - Known artists in the community
  - Your ancestors / Cultural heroes or heroines
  - Your land, animal breed/plant varieties
  - Your product
  - Clients!

*Enrich your story with narrative elements:*
- Helpers and opponents
- Challenges
- Happy ending?
How to deliver your stories (promotional mix)

Narrative packaging and labels

Physical spaces and promotional experiences

Websites and social media
Narrative labels

Educational/promotional websites

http://www.sholacraft.com/
Physical sites / heritage centres / Festival and exhibitions
Social media
How to become an Indigenous healer for $1,111

Company pulls workshops after backlash from Indigenous community

Integrating legal and social media strategies

Integrating legal and social media strategies

To Sum Up

Cooperate (strength in numbers): Collective Marketing

Find your USP

Target the right customers: some clients don’t deserve you!

Tell enchanting stories and deliver them with different communication instruments