



Regional Branding: Introduction & Context

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Regional Branding



“Achieving competitive advantage through the use of the area’s unique image & identity”



Branding Principles



- Branding or Labelling?
- Definition & Clarity
- Competitive Advantage
- Differential Positioning
- Distinctive Values
- Functional
- Added Value
- Emotional



Branding Principles



- Visual Communication
- Clarity of Expression
- Consistency of Use
- Credibility/Authenticity
- Belief/Commitment
- Partnership/ Community
- Brand Management & Protection



Defining Brand Values

- Express Underlying Values of Product/Service
- Differentiate Goods and Services
- Expectations & Commitment
- Attract Consumers with Similar Values
- Guide Behaviour & Response
- Build Emotional Connection





Defining Fuchsia



- Quality Trademark
- Distinctive Local Origins
- Regional Characteristics
- Commitment to Excellence
- Documented QA Systems
- Code of Practice
- Independent Monitoring



Defining Fuchsia



- Recognition/Association
- Emblematic
- Cultural Wealth
- People = Place = Product
- Inter-sectoral Synergies
- Network and Co-operation
- Community
- Innovation



Food Sector



- Importance to Local Economy
- Local Resource Potential
- Sustainable Development
- Potential for Added Value
- Cultural Wealth
- People = Place = Product
- Linkages
- Innovation



Tourism Sector

- Well Defined Profile
- Strong Visitor Appeal
- Good Product Mix
- Importance to Local Economy
- Landscape/Location/Access
- Rural/Agri/Green
- Owner-Operated/Managed





Fuchsia Brand Values



- Quality Trademark
- Heritage & Tradition
- Distinctiveness
- Trust, Integrity & Authenticity
- Environmental & Cultural
- Innovation
- Professional
- Commitment



Communicating Brand Values



- Logo
- Image
- Colour
- Iconography
- Text
- Style
- Tone



Implementation

- Define Brand Objectives
- Determine Brand Values
- Development Strategy
- Brand Capital
- Financial/Non-financial Resources
- Sustainability
- Chronology





Timeframe

- 1995 Planning & Development
- 1996 Concept Launch
- 1998 Commercial Launch
- 2001 Subscription Income
- 2002 LEADER+ (€14m)





Management Structure



- West Cork LEADER Co-op Society (Development agenda, objectives strategy and resources)
- Fuchsia Brands Ltd
- Sub-committees



Actions

- **Financial**
- Technical Support
- Training
- Marketing
- Capital Investment
- **Non-Financial**
- Mentoring
- Advice
- Network Effect



Criteria

- Application
- Statutory Approval
- Training
- Code of Practice
- Monitoring



Objectives



- Build Brand Awareness
- Facilitate Commercial Growth
- Develop New Markets
- Develop Alternative Channels
- Enhance Market Access
- Improve Quality Standards
- Aid New Product Development



Objectives

- Enhance Operational Efficiency
- Exploit Inter-sectoral Synergies & Linkages
- Promote ICT Use
- Enhance Environmental Practices
- Facilitate Networking & Information Exchange
- Promote Innovation



Outcomes

- Enhanced Regional Profile
- Strong Enterprise Development
- Creation of Development Infrastructure
- Improved Production Processes
- Coherent Marketing
- Development of Niche Markets
- Move up Value Chain





Outcomes



- New Product Development
- Job Creation/Maintenance
- Enhanced Market Access
- Inter-sectoral Synergies
- Networking and Co-operation
- Improved Consumer Awareness
- Environmental Impacts
- Agenda Setting



Strategy

Competitive Advantage

Technology
Operational Efficiency
New Business Models
Skills Training

Regional Brand
Capital Investment
Marketing
Skills Training

Environment
Natural
Built
Cultural