

Sjávarútvegsráðstefnan
2016, Hörpu,
24.-25. nóvember.

NOVEMBER 2016

CREATING A HORECA BRAND



WHY SHOULD HORECA
CARE ABOUT BRANDING?

A



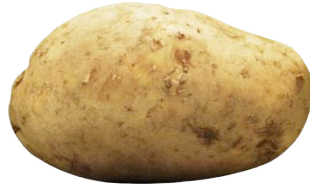
IS JUST A FISH

A PIECE OF



IS JUST A PIECE OF MEAT

A POTATO



IS JUST A POTATO

BUT IS AN



JUST AN APPLE?



COMMODI
TY

VS.



KANZI-BRANDED
APPLE



COMMODI
TY

VS.



AQUA D'OR-
BRANDED APPLE

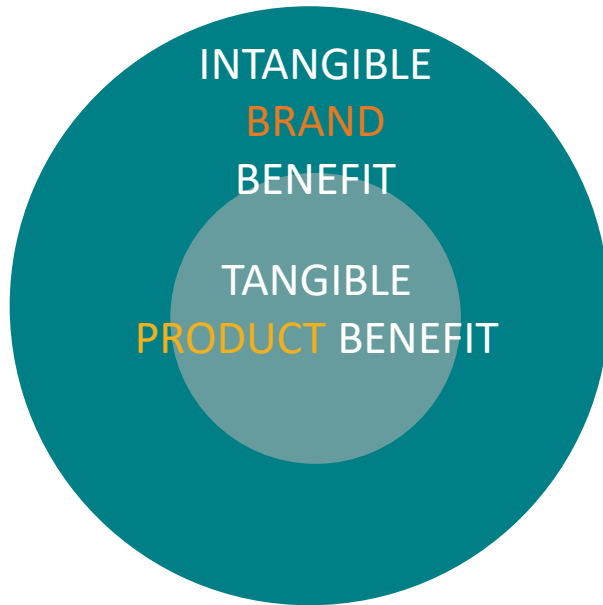
TODAY THERE IS TOO MUCH OF EVERYTHING
MAKING IT HARD TO BREAK THROUGH THE
CLUTTER

BRUCE MAY QUOTE:

"As the mass and volume of information increases, people search for a clear signal – one that gives pattern, shape and direction to the noise"



THAT IS WHY IT IS IMPORTANT TO BECOME MORE THAN JUST A PRODUCT



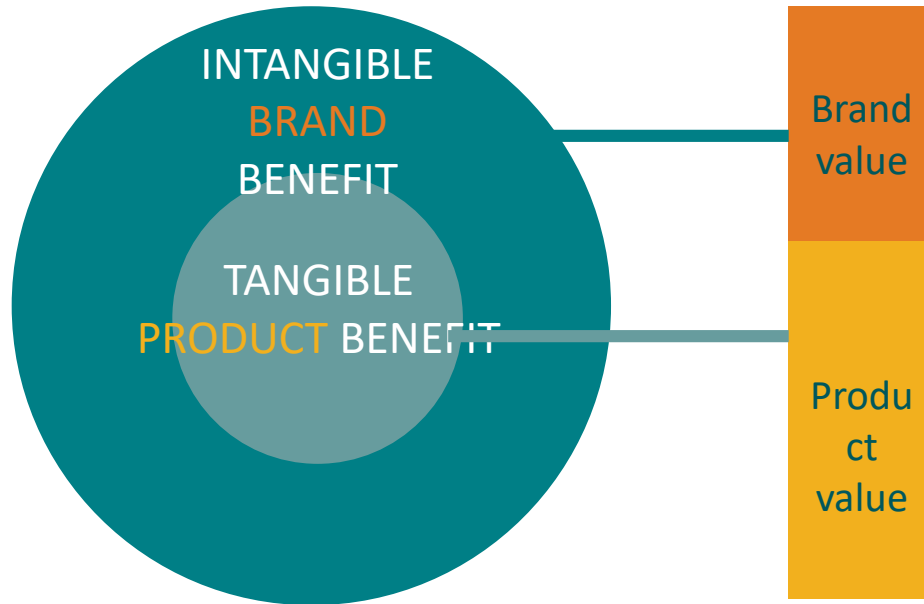
Commodities are just a small part of consumers everyday life. So if you solely communicate through the product, you will remain part of the consumer's life.

**YOU MUST BECOME PART OF THE CONSUMER'S
LIFESTYLE AND IDENTITY!**

IT IS ABOUT TURNING SIMPLE COMMODITIES INTO STRONG BRANDS



CONSUMERS NEED TO BELIEVE AND EXPERIENCE THAT THERE IS REAL ADDED-VALUE



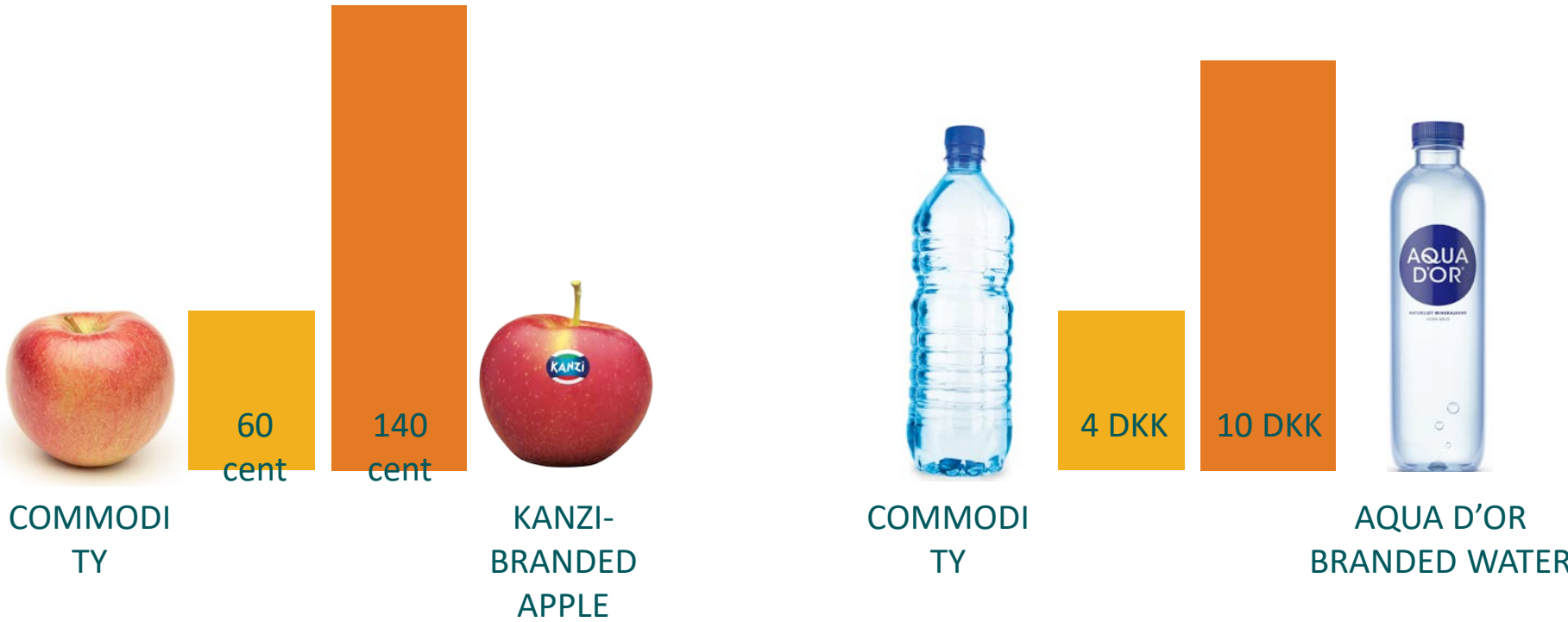
JUST LIKE KOBE BEEF HAS MANAGED TO BECOME THE ROLLS ROYCE OF STEAKS



The real added value does not come from the product alone but from branding the **area of origins** and **treatment of the cows**, where the cattle is known to be fed with beer and massaged with sake. Thus, resulting in the most tender, flavorful meat marbled in fat.

THIS WAY YOU BECOME MORE THAN JUST A PRODUCT
AND AVOID SOLELY COMPETING ON PRICE!

... BECAUSE BRANDING IS A GOOD BUSINESS!



BRANDING IS ALL ABOUT PERCEPTION!

BRANDING REPRESENTS:



CLARITY



CONSISTENCY



STATUS



IDENTITY

BRANDING IS A MOVEMENT



A DANISH BRAND THAT MOVES



A CLEAR DIRECTION!

ADIDAS NOTHING IS IMPOSSIBLE - APPLE THINK DIFFERENT - CANON YOU CAN - CARLSBERG PROBABLY THE BEST BEER IN THE WORLD - DINERS CLUB THE CARD IS THE KEY - AVIS WE TRY HARDER - HP INVENT - LG DIGITALLY YOURS - NOKIA CONNECTING PEOPLE - ~~ORANGE THE FUTURE IS BRIGHT~~ - VOLVO FOR LIFE - VODAFONE

DIFFERENT

APPLE THINK

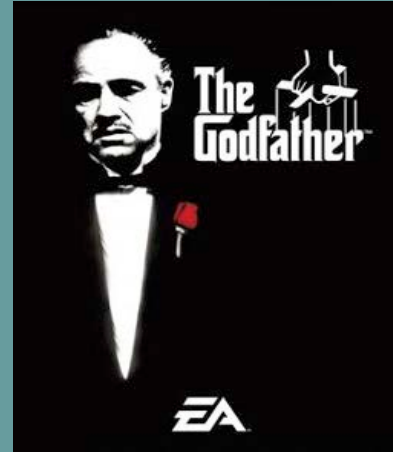
VOLVO FOR LIFE

NOKIA CONNECTING PEOPLE

~~BUSINESSES RUN SAP - ORANGE THE FUTURE IS BRIGHT, THE FUTURE IS ORANGE - HSBC THE WORLD'S LOCAL BANK - JOHNNIE WALKER KEEP WALKING - CREDIT SUISSE 360 DEGREE FINANCE - BUDWEISER~~

A CASE STUDY

FRANCIS FORD COPPOLA WINERY



HOW TO BUILD A BRIDGE BETWEEN “CATEGORIES” AND A STRONG BRAND

Although far from moviemaking, the strong attitude of the Francis Ford Coppola brand makes wines a **natural extension** of a strong corporate brand

– Francis Ford Coppola



1. CATEGORY
FILMMAKING



2. CATEGORY
FILMPRODU
CTION

3. CATEGORY
RESTAURA
NTS

4. CATEGORY
WINEMAKIN
G



OVER THE YEARS, FRANCIS FORD COPPOLA HAS EXTENDED THE LINE OF WINES TO INCLUDE MANY DIFFERENT **QUALITIES** AND **VARIETALS** FROM DIFFERENT **WINERIES** - BUT **ALL** CARRIED BY THE SAME BRAND NAME: **COPPOLA**

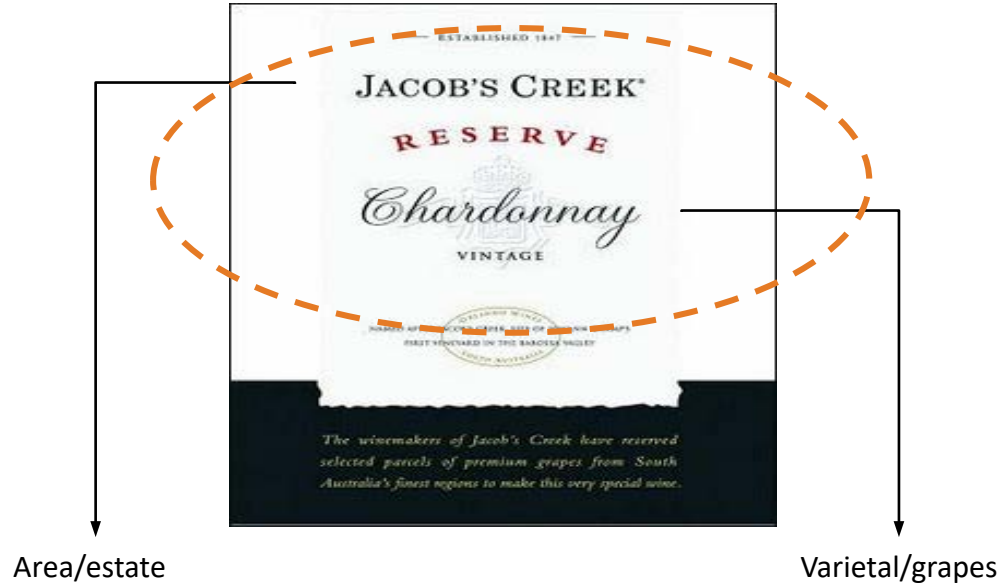


CRUSHING THE CONVENTIONALITY OF CATEGORIES

...WINES FROM ITALY ARE BRANDED BY TYPE OF WINE OR AREA...

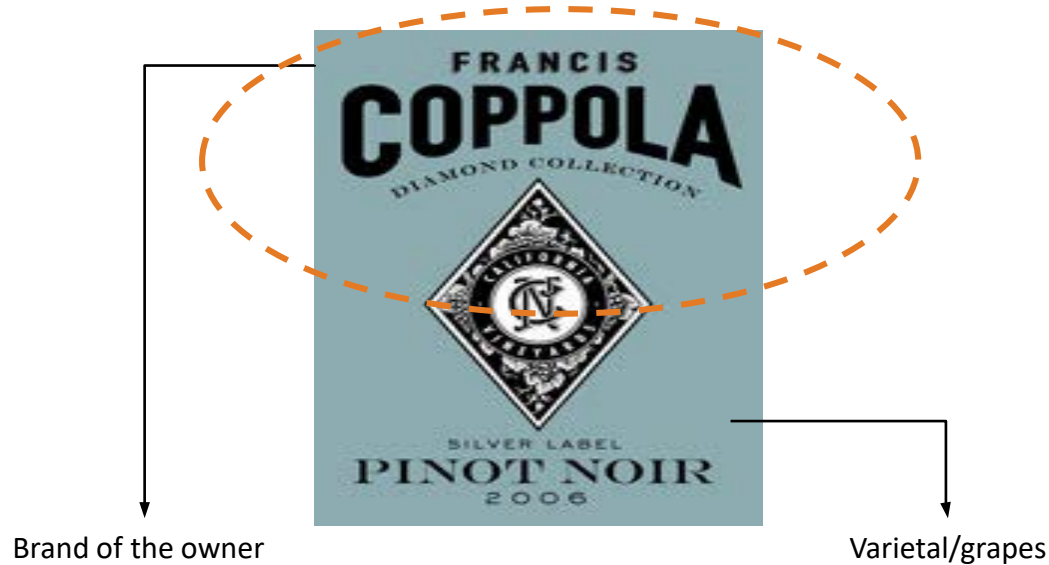


...WINES FROM AUSTRALIA ARE BRANDED BY **AREA**, **ESTATE** AND **VARIETAL**...



..BUT WITH COPPOLA WINES IT IS THE **STRONG BRAND OF THE OWNER** THAT GUARANTEES THE QUALITY OF THE WINES.

IT ALLOWS COPPOLA WINES TO **CRUSH THE CONVENTIONAL STRUCTURE** OF A WINE BRAND FAMILY.



THEREBY BUILDING A BRAND FAMILY MUCH LIKE THAT OF THE GODFATHER AND LA FAMILIA

THE GODFATHER



THE OLDEST SON

FC Reserve
7 varieties



THE NEPHEWS

Rosso & Bianco
4 varieties



THE RIGHT HAND

Directors Cut
5 varieties



THE BROTHER

Diamond
Collection
12 varieties



THE SISTER

Votre Santé
2 varieties



THE GODSON

Directors
4 varieties



THE DAUGHTER

Sofia (bubbles)
4 varieties



SO A  IS

NOT JUST A FISH
- IT IS AALL ABOUT
BRANDING!

NOVEMBER 2016

THANK YOU!

