The Africa Agribusiness Academy

On Branding Agricultural Products

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Presentation Guideline

1. What is Branding?
2. Why do we Brand?
3. Who do you target with your brand?
4. When do you Brand?
5. Where do you do your branding activities?
6. How do you Brand?
What is a Brand?

What is a brand? A brand is a name, term, sign, symbol, or design, or a combination of these elements used by an individual or organization to identify its products or services in the marketplace and to distinguish them from those of its competitors. A strong brand is more than just a logo or a product name. It's the sum of all the experiences, expectations, and emotions associated with a product, service, or company. A brand is what your customers think about when they think of your business. It's what sets you apart from the competition and can be a powerful tool for building customer loyalty and driving sales.
Brand-Definition:

1. A brand is a name.

2. A brand is a symbol.

3. A brand exists as an experience in the mind of the consumer.

Brands should endeavor to:

1. Be known (by name) and be visible (signs, symbols and colors) by the consumer.

2. Create lasting experiences that will attract and retain more consumers and hence create income for the farmer.

Your product is an asset and Branding is an investment in the development of your Asset.
Why Brand?

The major objective of branding should be to creating a lasting impression in the mind of the consumer so that they can keep on buying our product. This is your chance to focus on your Unique Selling Characteristic.

Branding activities should achieve the following:

• Build an identity for the product. (Star Café premium)

• Provide information/tell a story about your product.
  e.g. Women’s Special is a brand of Coffee
  Farmer Owned Brands
  Geographical location
  Uniqueness of products

• Differentiate your product from other in-house products or those sold by competitors.

What is Unique about your product?
Legal Requirements

- Registration of company name, trademarks and websites
- Certification with local, regional and International quality control bodies.
- Packaging specifications identifying your product name, ingredients, nutrients, address, recipes etc.
Building a brand:

Quote: “Begin with the end in mind.” Steve Covey, Seven Habits of Highly Effective People.

“People build brands the way birds build nests, from scraps and straws they chance upon.” Jeremy Bullmore
Agricultural Value Chain

• This is the chain a product goes through from the farmer to the producer. It includes research and development, input suppliers and finance. The farmer combines these resources with land, labour and capital to produce commodities.

• This is where the story begins.

• Branding activities only support an intrinsically good product. If the product is not good, the consumer will reject it.
Brand Strategies:

1. Competitive analysis
2. Benefit analysis of your product Vs others
3. Which benefit will create an emotional experience for your consumer?
4. What emotional link do you want to create with your consumer?

Target Audiences:

• Age:
• Tastes and preferences:
• What activities is your target audience involved in?
• What advertising mediums can you use to reach them?
Brand Building

- Product display in the market:
- Advertising support
- Partnerships with complementary products
- Product Sampling
- Corporate Social Responsibility
- Care for the environment