



LOCAL SOLUTIONS

Developing a local brand

Creating a local brand is a way of adding value to a product, a region or a local skill. It puts the spotlight on the specific identity and shared values of a marked geographical area. You might work for a public institution (local authority, chamber of commerce, etc.) or a private organisation (producer group, association, etc.) wishing to develop a local brand.

Here are two examples and a method to help you assess whether your project is suitable, and then guide you through the design and implementation process.

DESIGNED FOR

LOCAL
INSTITUTIONS

LOCAL EXPERIENCES



VUM SÉI: THE LAKE OF LUXEMBOURG BRAND

The Haute-Sûre natural park in the Grand Duchy of Luxembourg has given its backing to the creation of an appealing quality of life for the people who live and work there, and for this reason the farmers and producers there have been encouraged to innovate and employ the most natural production practices possible, respecting natural resources such as water and energy. This philosophy gave rise to the Vum Séi brand, meaning 'from the lake' in Luxembourgish. All the products in the brand are made within the natural park and are guaranteed high quality. The producers have adopted a set of directives to ensure breeding practices that respect animal welfare, protection of the drinking water, and limited use of pesticides and fertilisers.

The Vum Séi brand also indicates that:

- The products are created in a sustainable manner that respects natural resources, drinking water in particular.
- The products are made from traditional raw materials from the Haute-Sûre region.
- Artisan products are processed with care, to achieve high levels of quality and safeguard the distinctive properties of the raw materials.



- Production and processing is carried out transparently and traceably.
- Products are produced within a cooperative and fair-trade system with partners both inside and outside the region.

The brand currently incorporates four product lines:

- Téi vum Séi: tea, medicinal and aromatic herbs
- Bléi vum Séi: soap, cosmetic products and sweets
- Véi vum Séi: meat and charcuterie
- Gebäck vum Sei: bread and patisserie goods

SOURCES AND REFERENCES

The Vum Séi brand:
<https://www.naturpark-sure.lu/fr/projects/vum-sei-produkte/>

LOCAL EXPERIENCES



Create a local brand: THE MANCHE TERROIRS BRAND OF NORMANDY

Created in 1998, the Manche Terroirs approach grew out of a close cooperation between the Chambre d'agriculture (Chamber of Agriculture) and the Chambre de Métiers et de l'Artisanat de la Manche (Chamber of Trades and Crafts of the Manche region), to raise the profile of products from the Manche area in Normandy.

Users of the **Manche Terroirs** collective brand have come together to form an **association: Agriculture, Tourisme et Terroirs de la Manche (ATTM)**.

For a product to be included in the Manche Terroirs brand, it must satisfy a number of conditions:

- It must be produced within La Manche, by a farmer or artisan processor.
- At least 60% of the raw materials must originate from La Manche and/or be produced using local skills or techniques.
- It must conform to the regulations and practices of the profession.
- It must be tested regularly by a panel of consumers organised by an independent tasting organisation; to gain approval, the product must be given an overall taste assessment rating of at least 6.5 out of 10.

Members pay an annual subscription based on their turnover, which entitles them to benefit from the association's services:

- Membership of a network of producers and artisans.
- Joint promotional and marketing activities.
- Brand awareness and communication tools.

SOURCES AND REFERENCES

Manche Terroir:

<https://normandie.chambres-agriculture.fr/conseils-et-services/diversifier-son-activite/developper-sa-clientele/adherer-a-manche-terroirs/>

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WHY A LOCAL BRAND?

DEFINE THE VALUE ADDED BY CREATING THE BRAND

- Is there already a local brand in your territory that you can join? Are there any particular expectations from producers? What challenges does the creation of a brand have to respond to? Do you want to promote a certain type of product? Or a certain sector? A specific geographical area? A local skill or technique? A 'terroir'?

IDENTIFY THE VALUES YOU WANT TO HIGHLIGHT. THERE CAN BE MORE THAN ONE

- The origin of the product; an artisan production process; an environmentally friendly production method.....

DEFINE THE GEOGRAPHICAL DEMARCATION OF THE BRAND

- The boundary must be clearly identified but does not necessarily have to coincide with administrative boundaries. It can be based on the particular quality of the soil, for example - the 'terroir'

PARTNERS

- Get partners involved who can help take the project forward: professional networks, chambers of commerce, producers, etc.

DO



CREATE A QUALITY CHARTER

DO

- Set up a working group with the project partners
- The working group stipulates the operating rules and specifications to which members must adhere to be part of the brand
- Does the raw material have to be produced within the brand's geographical boundary? In what proportion? Does the product have to be processed locally? Does membership depend on an artisan production process? Do members have to be environmentally friendly? Etc
- The working group stipulates the conditions for membership of the brand: membership fees, members' commitment(s) (brand communication, participation in the process, etc.), duration of membership
- Determine the ways in which member commitments are regulated (frequency, self-monitored or by an independent body, etc.), guaranteeing the brand's credibility

DEVELOPING A COMMUNICATIONS PLAN

IDENTIFY THE MAIN TARGET AUDIENCES FOR COMMUNICATION:

- Brand members
- Distribution network.....
- Targeted potential buyers (tourists, local population)

DEFINE THE COMMUNICATION ACTIVITIES TO ROLL OUT DEPENDING ON THE TARGET AUDIENCE

Lines of communication activity with potential members:

- Contact producers and artisan processors to introduce the brand to them and gain their interest in joining it: establish a distribution network and an additional sales pitch, draw up contacts, etc.

LINES OF COMMUNICATION ACTIVITY WITH DISTRIBUTION NETWORKS:

- Contact distributor networks and participate in food fairs

LINES OF COMMUNICATION ACTIVITY WITH POTENTIAL BUYERS:

- Design an appealing visual identity. Don't underestimate the importance of this, it's the first thing that customers will associate with the brand. If you don't have the skills, bring in professional graphic designers who know how to represent the brand's attributes visually
- The visual identity must pertain to the brand positioning you've determined beforehand. The typography, colours, imagery and type of language used must therefore reflect the values you have identified
- Organise events at local markets or supermarkets to promote the brand.....

BRINGING THE BRAND AND ITS NETWORK OF MEMBERS TO LIFE

- Make sure you have all the resources you need for the network to operate effectively (management, communication, commitment).
- Stimulate the network of members by proposing meetings between members.
- Carry out evaluations to assess the added value that the brand represents for members: increase in turnover, increase in distribution networks, visibility, etc.....
- Listen to what brand members and customers are saying and drive the project forward if necessary.....

