



Australian Centre
for International
Agricultural Research



BRANDING

For Beekeepers

ACIAR Project AGB/2014/057



Theo Simos – background

- 35 years experience in working in food & beverage
- Grew up on a farm studied food science, business management and food marketing
- Factories & people, business development, sales & marketing, exports and research & development.
- Pacific Agribusiness Research in Development Initiative Phase 2 – PARDI 2



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Today's Purpose

- **Provide knowledge to find new customers & increase honey sales**
- **First part of a series of helping Beekeepers**
 1. Honey Branding
 2. Quality Assurance & Food Safety
 3. Labelling & Packaging
- **Ask for your suggestions on topics that are important to you at the end of this session**



Our Support Team

- Dr Cooper Schouten (Southern Cross University)
- Salote Waqairatu-Waqainabete (PARDI-2)
- Nilesh Kumar & John Caldiera (FBA)





Honey Consumer & Retailer Survey

- A series of research surveys were conducted in 2020 and initial findings were made at a Fiji Beekeepers Association meeting

Fiji Beekeepers Association
2021 Symposium and AGM
Saturday, April 10, 2021
Venue: Siris Apartments & Hotel, Nausori



John Caldeira uploaded a file.

12 June at 06:03 · 🌐



FIJI CONSUMER AND RETAILER SURVEY OF LOCAL HONEY

This presentation informs us about what Fiji honey consumers care about when buying Fiji honey. It shares the results of a survey of 174 honey consumers in Fiji and 7 supermarket managers and was presented by Salote and the PARDI2 team at FBA's 2021 symposium in Nausori. Created with support from Australia (ACIAR). It is a PowerPoint file.

Consumer & Retailer Survey

- The recent decline of tourism trade and hospitality would suggest a renewed focus on domestic market sales

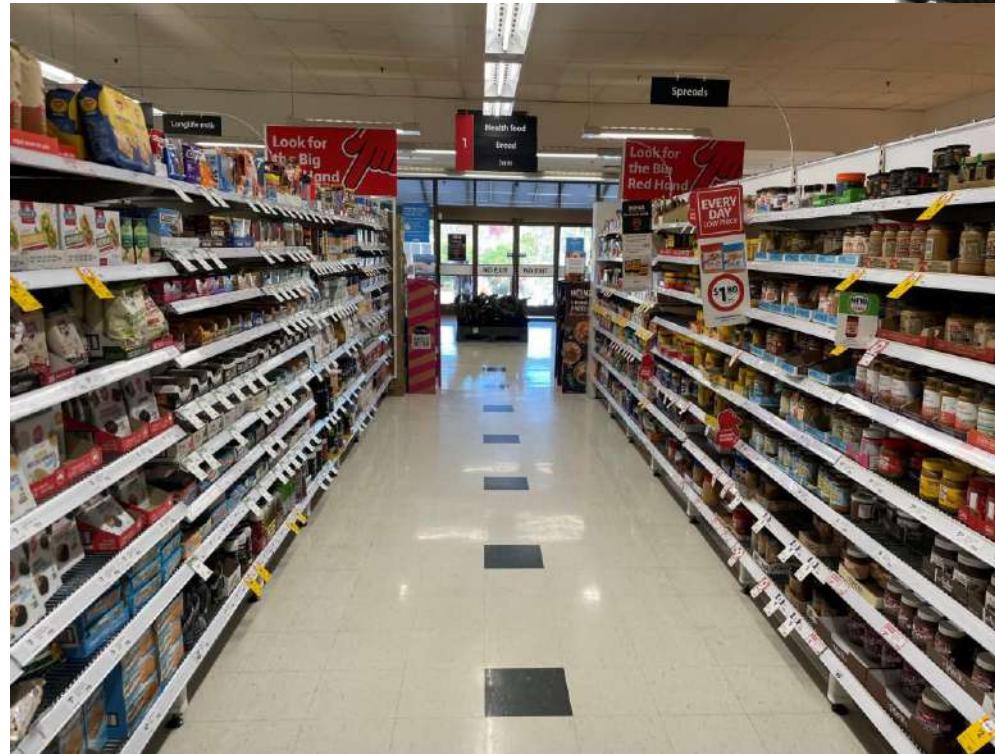
IMPROVE
PRESENTATION





Consumer & Retailer Survey

- Prioritise Retail growth.
- Retailers want suppliers who provide a return on floorspace
- Retailers provide shelf space but up to suppliers to position, promote & sell honey.
- Shoppers have 1000's of product choices & buy from suppliers who they know and can trust.
- There is never a better time than now to kick start your business (new or current)





Why Branding

- The modern market place is filled with lots of competition.
- Branding, presentation and location of your product is essential in giving you a voice to stand out to shoppers
- There are other aspects such as pricing, promotion, product design, communications etc which all play a role in increasing honey sales .



What is branding

- In the most simplest way it is the process which involves creating a specific name, logo and an image of your honey product.



Who will Buy ?
Do your
research
Talk to
prospects

Why branding



- Distinguishing your honey from your competitors

STAND
OUT NAME
&
LOGO



What is branding

- What you are **offering** that makes you a better choice from others.
- Makes a memorable **impression** in the buyer's mind.
- Applied **consistently** allows your customers to know what to expect from you



The doctor improves my health

Contains a special ingredient

Trust through certification

Export Quality

MANUKA DOCTOR SELLS IN NZ for \$30 kilogram

What makes your brand



- Creating and communicating some **clear messages** on the product label.
- Establish certain **characteristics** about this product
- Unique selling points (**USP**)
- In this example **positioning** the product as a premium health product
- With good packaging allows your customers to know **what to expect** from you



Am I concerned about my health?

Tea Tree oil has antimicrobial, antioxidant and anti-inflammatory properties

Someone has tested the product so the 50+ MGO level (methylglyoxal) claim that this naturally occurring compound in Manuka Honey must be true

It must be good if it is export quality

MANUKA DOCTOR MGO 970+ IN NZ for \$800 kilogram





Brand Message

- Previous slides 9-10 show that messaging and communicating is critical
- Here are some tips to consider.
 1. Create a brand name or logo that ties in with you, the image and personality you want to convey. (run a comparison to others)
 2. Use graphics that resonate with your target market. (make sure pictures and photos are high quality)
 3. Select one core signature colour scheme (2-3 colours maximum)
 4. Select consistent fonts 2-3 fonts max/and size accordingly.
 5. Check that your brand name is unique and has not been trade marked or sold by other operators
 6. Register to protect your brand & that it meets legal requirements
 7. Add a tagline.....



Tag Lines

- Adding a catch-phrase to your logo communicates a message about your brand.
- A smart logo conveys your products mission in a way that customers will remember and identify.
- Popular Examples
 - Red Bull — “Red Bull Gives You Wings”
 - Nike — “Just Do It”
 - Fiji Water — “Earths Finest Water”

Tag Lines for inspiration



CAPILANO

*"Australia's Favourite Honey
Trusted Since 1953"*

AIRBORNE

"Honey Guardians"



Brand Positioning

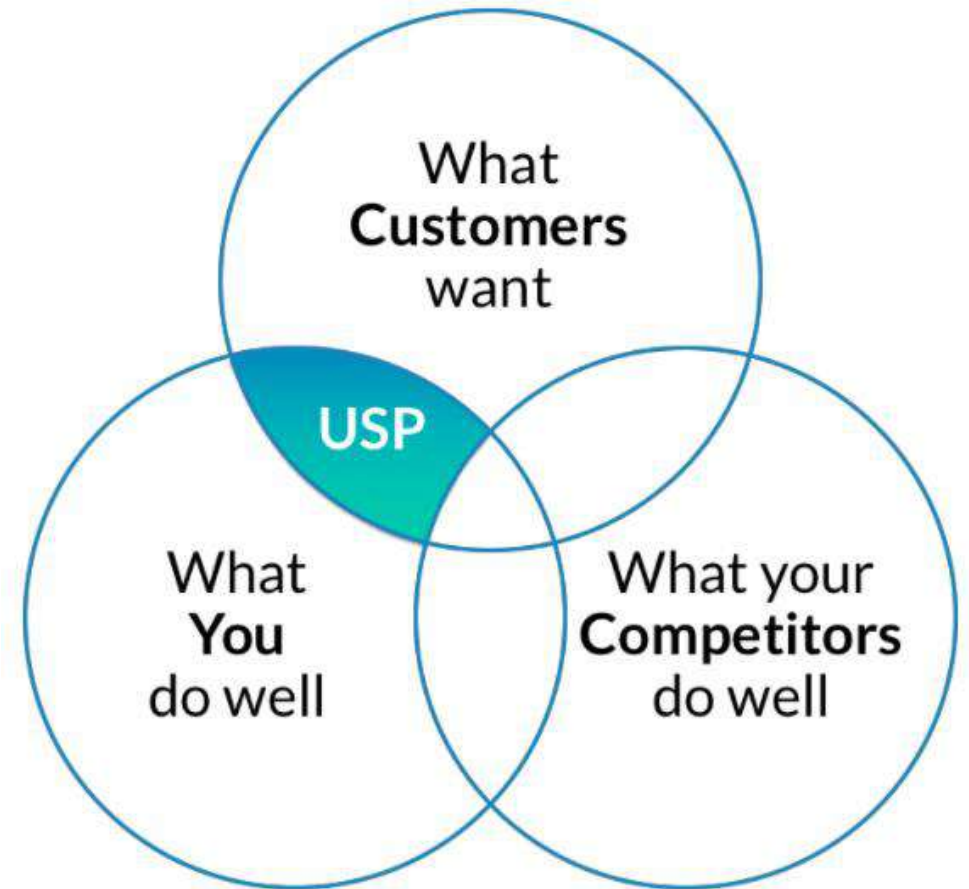
- We saw in the previous examples 2 companies positioning and trading on Traditional and Historical values.
- What they were saying wasour competitors might be able to offer similar services to us, but they can't replicate our brands resilience.
- **BUT there are many other key qualities and values for you to consider....**
- Health Benefits ...as we saw with Dr Manuka
- Floral Varietals (Leatherwood from Tasmania) →
- Origin & Environment (from Beachworth Victoria, protecting the planet, donations to 1% for the Planet - (onepercentfortheplanet.org) →





Find your unique selling points (USP)

- Simply standing out in the crowd
- What can you do that no one else can do?
- Why do existing customers choose you over the competition?
- What are some of the key things you are good at?
- What can you honestly guarantee to deliver over and over again?
- **WARNING** Branding is about your promise to your customers...you cannot copy someone else's promise!





Brand Touchpoints

- When creating or refreshing your Brand
- Ways to contact and reach out to your customers
- Consider how your brand message can be used today and in the future

Social Networks • Sales Promotion • Advertising
Environments • Experiences • Websites • Newsletters
Business Forms • Signage • Packaging • Exhibits
Proposals • Emails • Voicemails • Publications • Apps
Letterheads • Business Cards • Billboards • Ephemera
Vehicles • Services • Products • Employees • Speeches
Presentations • Video • Mobile • Word of Mouth • Trade
Shows • Direct Mail • Public Relations • Blogs



Branding to your target customers

4

Channels
to Market

- Who are your target customers
 - Where do they exist ?
 - How do I reach them?
-
- First check to see what opportunities exist in traditional (informal) channels (ie roadside stalls, weekend markets, municipal markets etc) and then progress your line of sight to see what is happening in organised modern (formal) channels that have recently evolved (supermarket revolution)
 - Prioritise your strategy to find new customers in the following 4 groups “channels to market”.
1. **Retail** (modern supermarket selling for in home consumption via a shop or retail outlet sell foods or chains that service a food or beverage experience to tourists include Jacks Tappoos etc)
 2. **Food Service or HoReCa** (on premise-eating out) such as hotels, restaurants, general caterers, school canteens, fast food chains, airline catering, ships chandlers)
 3. **Industrial** selling my honey or honey by-products (sometimes in bulk) of what I make as a raw material for other manufacturers or processors to use in value adding to make other products ie honey to sweeten a biscuit or a wax to make candles.

ADD a Fourth Channel

4. **Online** particularly since Covid has emerged rapidly, in all countries..... like China and now Australia/NZ by switching sales from traditional bricks and mortar via direct fulfillment to shoppers by click pay online and deliver direct or by post.



Create the Brand story

- Now that you have seen others do it.
- Do you have a good product idea to promote your honey?
- Are you inspired to progress to the next level?

Every brand has a story and we know from the survey that everyone wants to hear a good story about Fiji honey.

Fiji customers love honey and need to know why your brand exists and what benefits can your honey provide them and their families.

Start to put together a draft of your story



Get Help

- If you are inspired by this session and need help reach out to someone for assistance
- Maybe someone you trust, who can test your ideas and provide some guidance.
- Acquire some creative graphic design skills to help you with the aspects we have discussed such as brand and logo design.
- Solve issues such as choice of the right colours, recognisable shapes, customised fonts, colour palette, images photo selection etc.
- Progressively test a number of times, improving and gaining confidence as you go.
- Reality check for relevance, uniqueness, legibility in print, use on packaging, online & social media applications.

HINT No brand can survive without a website so check that it ties in with your brand name. If the URL (.com/.net .fj) has been taken then rethink your brand name.



Summary

Creating a brand requires a solid foundation of research and analysisand takes time & patience.

There is a big difference between a brand and a label and we will go deeper into labelling sometime in the future.

- **A product is what you sell**
- **A brand is the image of that product**
- **Branding is the strategy to create that image.**

We have provided some insights and some basics (not everything) to start you on your journey

If this session was valuable, what future topics would you like to see?

- **Provide us with your responses to this presentation.**
- **We promise to get back to you**

Thank You

REMEMBER - BRANDING IS LIKE BEEKEEPING

1. **Establish Colonies** (promote identity to differentiate)
2. **Build Hives** (companies, people, plans, strategies, campaigns)
3. **Control parasites** (media, competitors, haters)
4. **Raise and protect the Queen Bee** (the boss)
5. **Extract Honey** (sales revenue, information, influence)
6. **Sell Honey** (innovative products and services)

One On One Honey Business Mentoring

- Applicants can either send expressions to my email (john@outdoorplace.org) or my Facebook Messenger (John Caldeira), or to Theo Simos directly on theosimos@bigpond.com



- *Participants will be selected based on how well this program fits with their current honey business situation and their willingness to upgrade their marketing.*