

Florence “Sustainability of Well-Being International Forum”. 2015: Food for Sustainability and not just food, FlorenceSWIF2015

Short channels: a brand strategy for the Piana del Sele

Enrico Russo^{*}

Grant Holder in Agrarian Economy – Project New Orto Chain, Via F.S.Correra, 196, 80135 Napoli, Italy

Abstract

This paper aims to give a contribution in building a brand strategy for a big cooperative company operating in the fruit and vegetable production field in the South of Italy willing to launch new sales channels, namely box-scheme and e-commerce, in order to increase the sells on local scale and partially reduce the dependence from the large scale distribution.

The main expected effects of such a choice will deal with the brand identity, the possibility to repositioning the brand and open new sales opportunities. Social media marketing will also play a crucial role in both the analysis and the marketing practices.

© 2016 The Authors. Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of Fondazione Simone Cesaretti

Keywords: brand strategy; box-scheme; e-commerce; zero mile.

Introduction

The zero mile food production and distribution theme is an issue that entered the mind of the people who take in highest consideration the sustainability as lifestyle. Nevertheless everyday consumption behaviours are pushed by well built communication strategies that at the end of the day fill the shopping baskets with plenty of products which are out of local seasonality and might come from the other side of the world (Codeluppi, 1990). Producers and distributors willing to operate on both B2B and B2C markets and invest into zero mile business must then retune their industrial and logistic procedures and to investigate the identities of those consumers who make the psycho-physic wellness a lifestyle in order to guarantee economic growth, contribute to rural areas development, reduce waste and to abide to the prescriptions of those sciences which take the idea of sustainability as milestone of their theories (Kotler, Roberto, 1989). The main effort for the communication professionals will increasingly be that of designing brands which are strongly attached to local identities and that are able to clearly represent themselves to consumers: this paper proposes a case study of qualitative research on consumers from Campania (a big southern Italian region) to whom introduce both brand and products of a big fruit and vegetable producer located on Piana del Sele (within the same regional territory) which implemented short distribution channels, namely the box scheme; the

^{*} Corresponding author. Tel.: +393283042189.
E-mail address: enrico.g.russo@gmail.com

research is aimed to provide the preliminary instruments for building a brand and corporate strategy for these new services.

As in other similar experiences, fruit and vegetable producers operating in Campania must face the challenge to differentiate on both the fields of typical products (by definition meant as the field of identity) and consumer goods, which remain a crucial asset for companies that base their business model on quality of quantity.

1. Brand and Corporate identity: three features

The identity is the main leverage pushing any marketing strategy including the brand and corporate identity of agricultural companies. The brand identity refers to companies' strategic and differential aspects, an all-embracing entity introducing an organization to the users as something different if compared with other organizations on the market: the consumer will compare similarities and differences of the organization and will begin to state his judgements.

Let's stress this point again: the brand identity is a differential concept and it does not make sense to define the identity of a company and its position in the minds of consumers as not as in opposition to other company identities. It is an abstract concept not easy to define although it is the lever that decides whether or not a product will be remembered. In a highly competitive market – as the vegetable wholesale – the brand identity will have to convey the positioning elements and give a solid base to the advertising activities.

The corporate identity refers to the communication outputs: logos (which might be considered the summa of the brand identity), graphic guidelines, all the elements transferred through the media. B-side of the brand identity, the corporate comes as result of the market research and the creative activities of communication strategists, whose main aim is that of hitting the targets in such a way that all the outputs cooperate – which is another way to say that the corporate identity must display a first, crucial feature, uniformity.

Once the identity is established in differential terms, it is necessary to stimulate behaviours and attitudes with audiovisual messages and text: the corporate identity must display easy and immediate recognizability in order to transfer the values of the fruit and vegetable production of the territory.

Least but not last, the corporate identity will generate confidence on consumers' mind: the targets will be aware and open to receive the outputs of the campaigns and buy if the corporate identity is able to transfer them as positive feedbacks of the corporate values.

2. Identity, rural areas, short channel distribution

The case study refers to the cooperative company Terra Orti: the brand design will entail a complex work since it involves activities, interests, attitudes and procedures of several subjects grouped by the industrial sector as well as by production techniques, commercial choices, industrial ethics. In a highly competitive environment the identity becomes the unavoidable prerequisite to distinguish from the competitors, utter a brand existence, mark the market. The questions this study must keep in consideration are such as “how to identify the positioning of these companies? what kind of identity should they build? how to turn positioning and identity into easy and recognizable messages? how to make efficient these adverts in terms of market penetration and sells?”

According to Terra Orti economics, only 5% of its fruit and vegetables production is actually sold on the Campania's markets: this data shows the opportunity to empower local markets by activating new and alternative channel generally referred as short chains or short channels, which is another way to say that small portions of productions might be shifted from B2B to B2C markets.

E-commerce has generally a strong impact on sales optimization with the online transactions since it carries good effects on logistic and time-to-market; e-commerce might also open further opportunities in selling canned high-quality products when they are sold in bundle with fresh products mixing both box-scheme and e-commerce. Brand and corporate identities play a fundamental role in these new channels as they bring with them symbolic values that traditional channels don't: the sense of belonging to a world which cares about the environmental issues, to give an example we are concerned of in this paper (Douglas and Isherwood, 1984).

The research starts from the role that short chains play in representing a system of values rather than simply state the mechanisms of single industrial subjects. On the supply side, short chains imply a partial reorganization of

Download English Version:

<https://daneshyari.com/en/article/4492618>

Download Persian Version:

<https://daneshyari.com/article/4492618>

[Daneshyari.com](https://daneshyari.com)