

creating a brand™

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ECTA Workshop, Vilnius 2017



idea



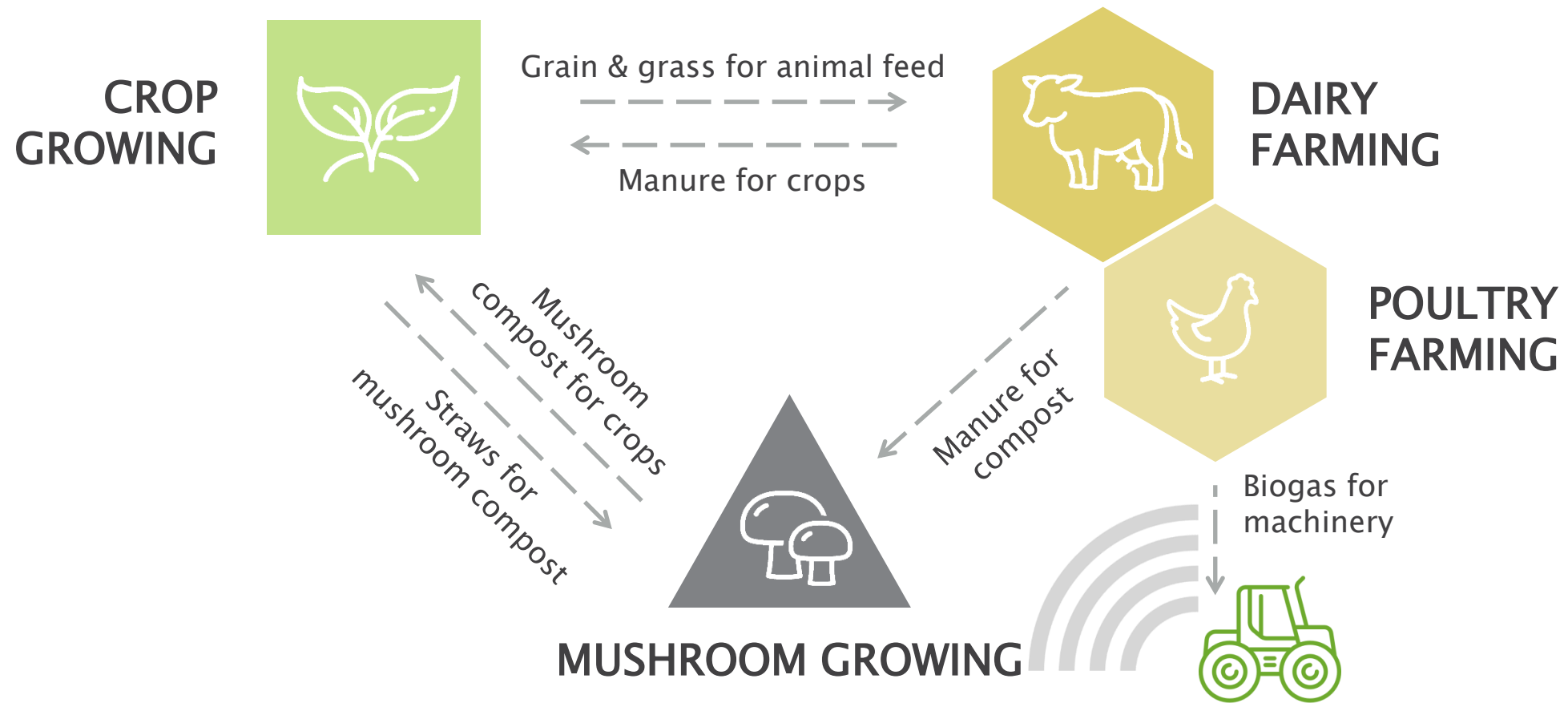
ORGANIC...



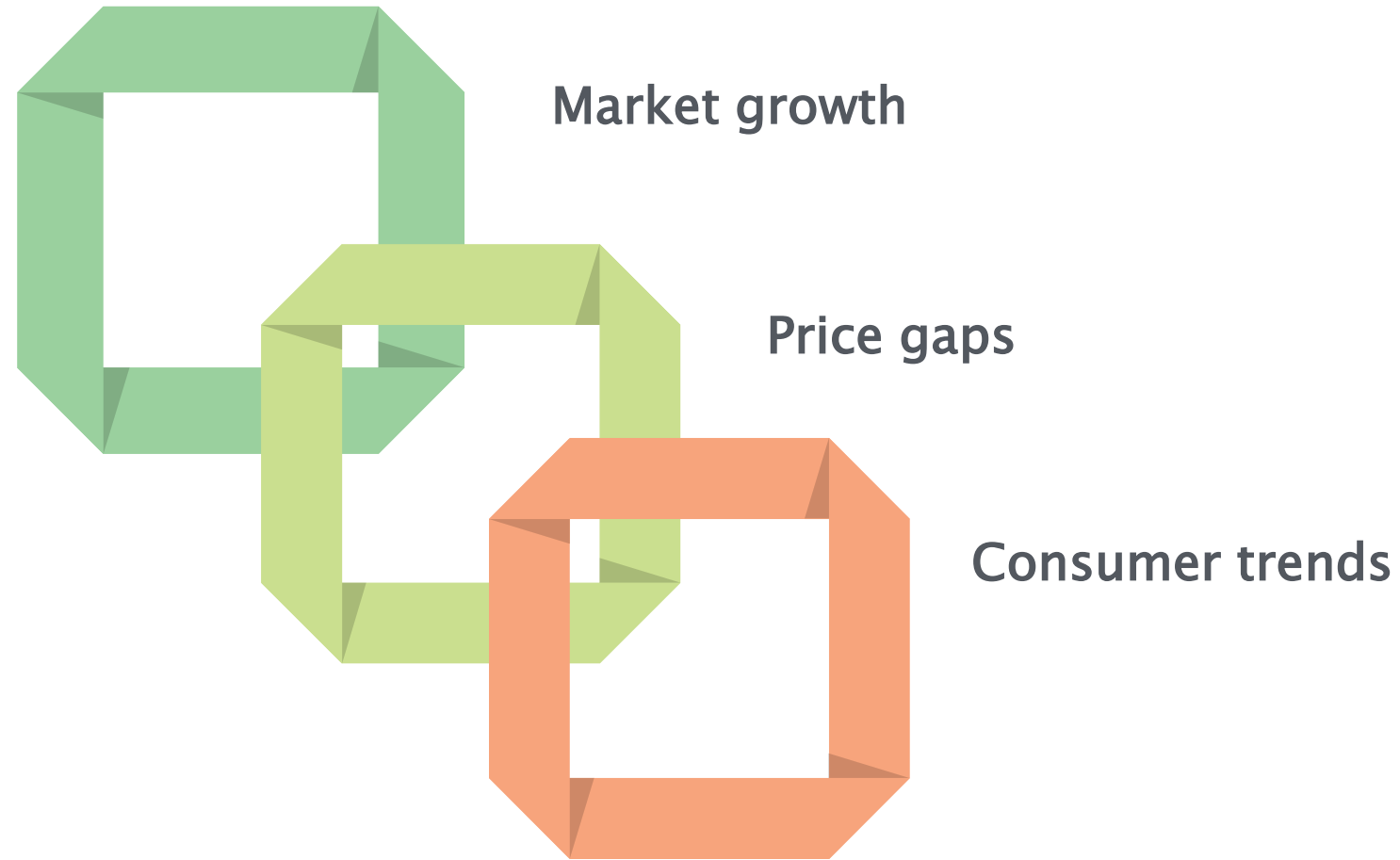
DIFFERENT APPROACH TO ORGANIC



INTEGRATED ORGANIC FOOD COMPANY

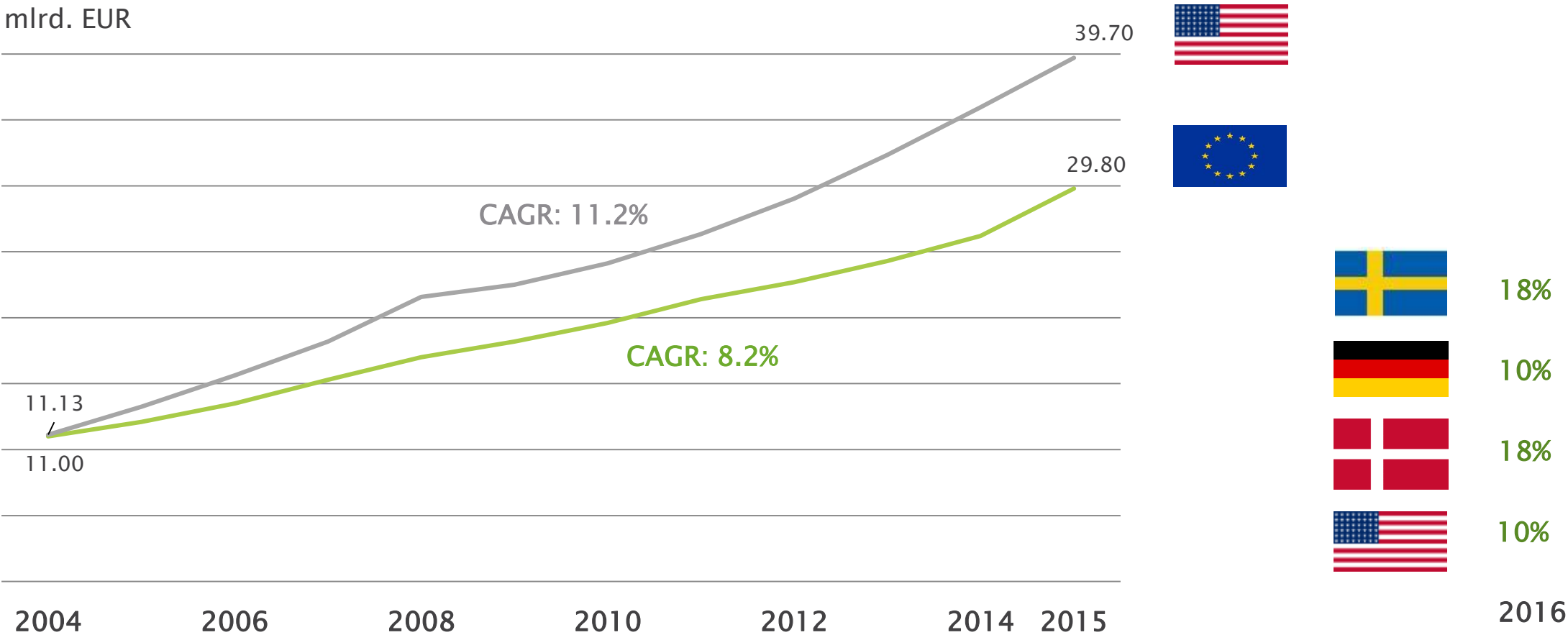


WHY ORGANIC?

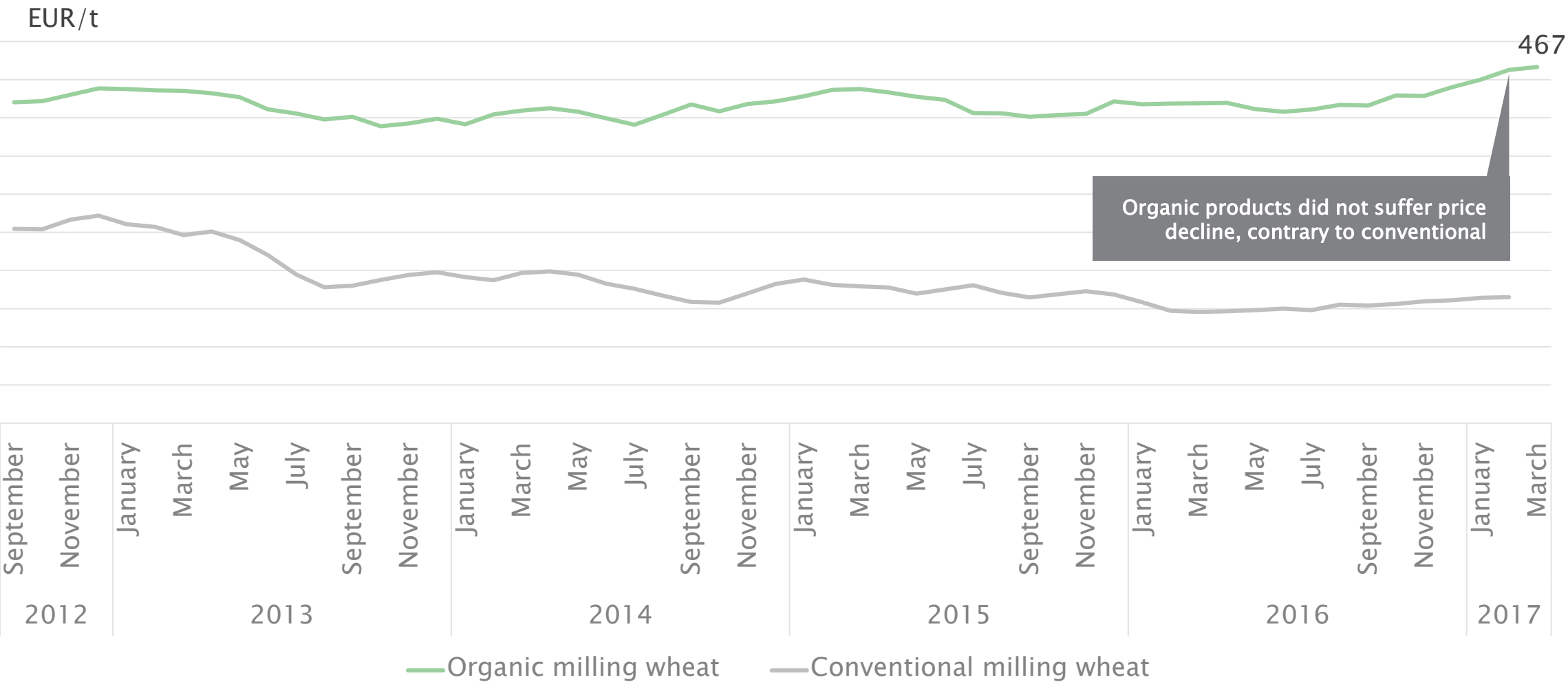


GROWTH OF ORGANIC MARKETS

mlrd. EUR



WHEAT PRICE – GERMANY



FUTURE CONSUMER – SWEDEN



80%

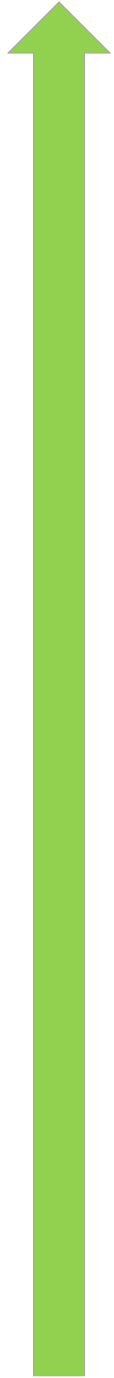
Regularly buy
certified organic
products

38%

Identify with
“Lifestyle Of Health
And Sustainability”

brand **DNA**





brand essence

values

functional benefit

reason to believe

needs

target audience

source of growth

company

context

brand

architecture



3 COMMON TYPES OF BRAND ARCHITECTURE



name



BEFORE CREATING A BRAND NAME

- ✔ Fit for local and international markets.
- ✔ Fit for branded house.
- ✔ Meaningful...
- ✔ ... but not cliché: organic, eco, bio, vita, green, terra, etc.
- ✔ Easy to remember.
- ✔ Fit for every day use.
- ✔ Trends pass, names stay...
- ✔ Test the name, but not in focus groups.



THE NAME “AUGA”

- ✔ Means „to grow“ in Lithuanian.
- ✔ Reflects our activity and philosophy, because we grow organic food, not just produce it.
- ✔ Easily pronounced in most languages and no negative connotations.



logo



au
ga



THE LOGO „AUGA“



- ✔ Vertical logo emphasizes the meaning of growth, striving up.
- ✔ Western cultures read from left to right and downwards.
- ✔ No use of common organic attributes, such as „green leaf“.
- ✔ One size, soft, clean lines.
- ✔ Small letters, because they are:
 - ✔ more attractive visually,
 - ✔ communicate openness and simplicity,
 - ✔ easier remembered on a subconscious level.



packaging



BEFORE CREATING PACKAGING

- ✔ Competitive environment.
- ✔ Avoiding eco cliché: brown paper, craft...
- ✔ Flexible concept for line extensions.
- ✔ Test the design with retailers and on the shelf.



AUGA PRODUCTS IN TRADE



BEETROOTS & MUSHROOMS

FRESH VEGETABLES



READY TO EAT SOUPS



PULSES



FRESH MUSHROOMS



NEW PRODUCTS 2017



ORGANIC
RAPESEED OIL



ORGANIC
WHEAT FLOUR, RYE FLOUR, SPELT
FLOUR



ORGANIC
CHICKEN



ORGANIC
OAT FLAKES



NEW PRODUCTS 2018



ORGANIC SUGAR



ORGANIC BUCKWHEAT HULLED BUCKWHEAT



ORGANIC MILK PRODUCTS

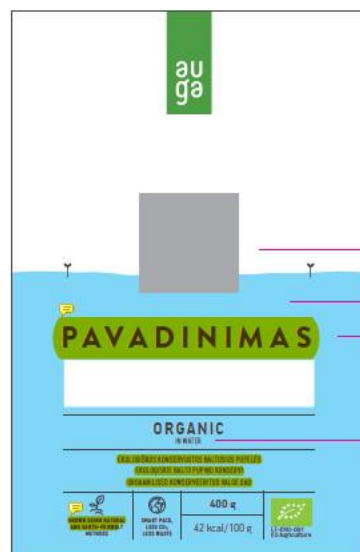


PACKAGING BRAND BOOK AND DESIGN PROTECTION

A GRYNI

* Kai bazinis produktas pasikartoja ir kitose pakuotėse (pvz., pupelės, pievagrybiai ir kt.) produkto nuotrauka turi nežymiai skirtis. Kai trūksta aiškesnio atskyrimo tarp pakuočių, tas pats produktas gali būti rodomas perpjautas (nepjaustyti pievagrybiai, pjaustyti pievagrybiai)

** Kai produktas yra parduodamas skystyje ar marinatė, kuris nesuteikia jam ypatingų skoninių savybių (vandenyje, aliejuje, acte), papildoma eilutė apie tai gali atsirasti po ORGANIC užrašu. Kai skonis turi būti pabrėžiamas, vadovaujamės B ar C variantu.



gryno produkto nuotrauka *

spalva

pavadinimas

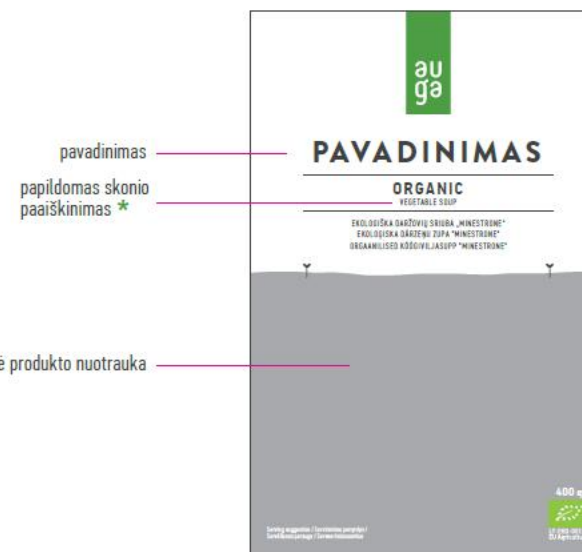
papildomas skonio paaiškinimas **

PVZ:



SKONIS A

* Šioje vietoje nurodomas platesnis skonio aprašymas, papildantis pavadinimą.



pavadinimas

papildomas skonio paaiškinimas *

įvaizdinė produkto nuotrauka

PVZ:



company



COMPANY NAME = BRAND NAME

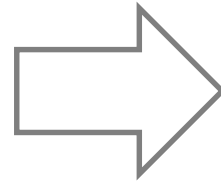
- ✔ Easier to build awareness and image.
- ✔ Lower marketing and PR costs.
- ✔ Clear and simple for everybody.

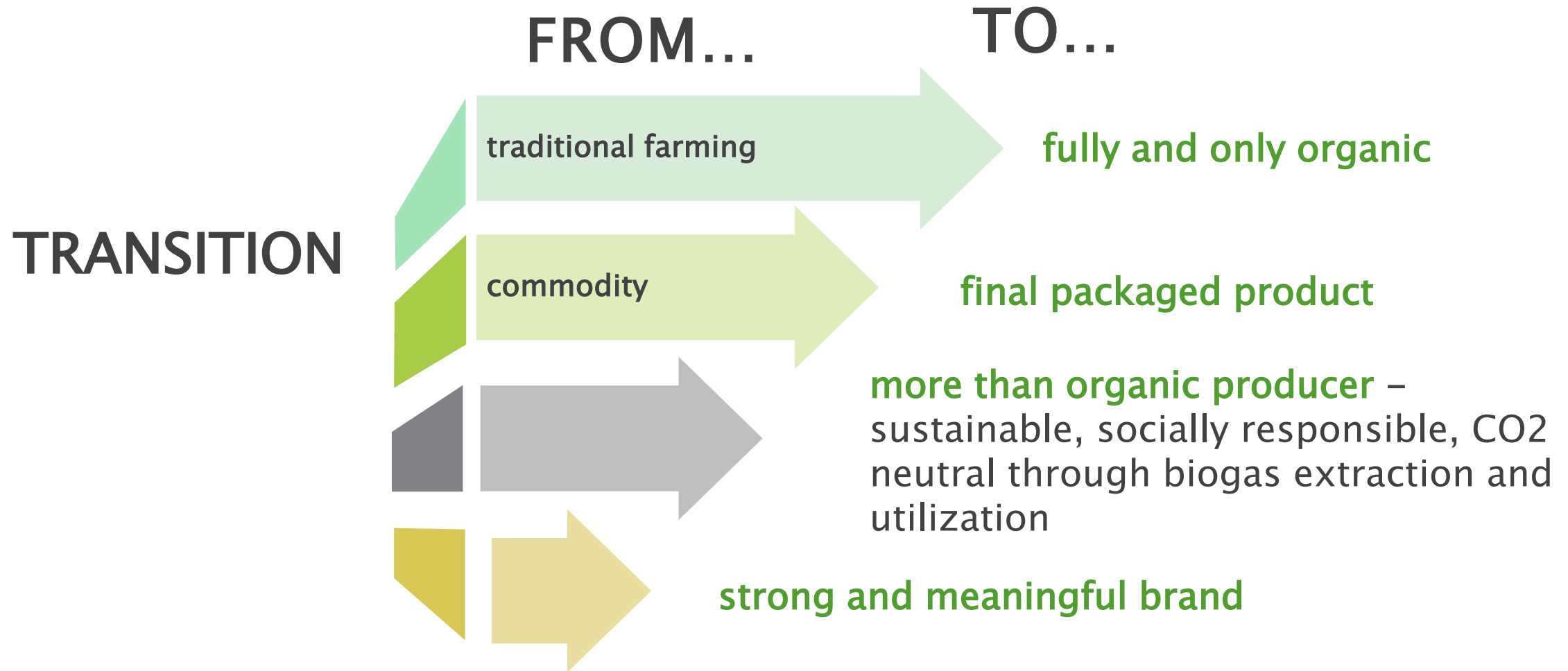
But...

- ✔ Potential risk of reputation damage by any single product.
- ✔ Even very different product lines go under one name.



DECISION







Affordable organic food in
most sustainable way





Europe's biggest integrated
organic food company
"from field to shelf"

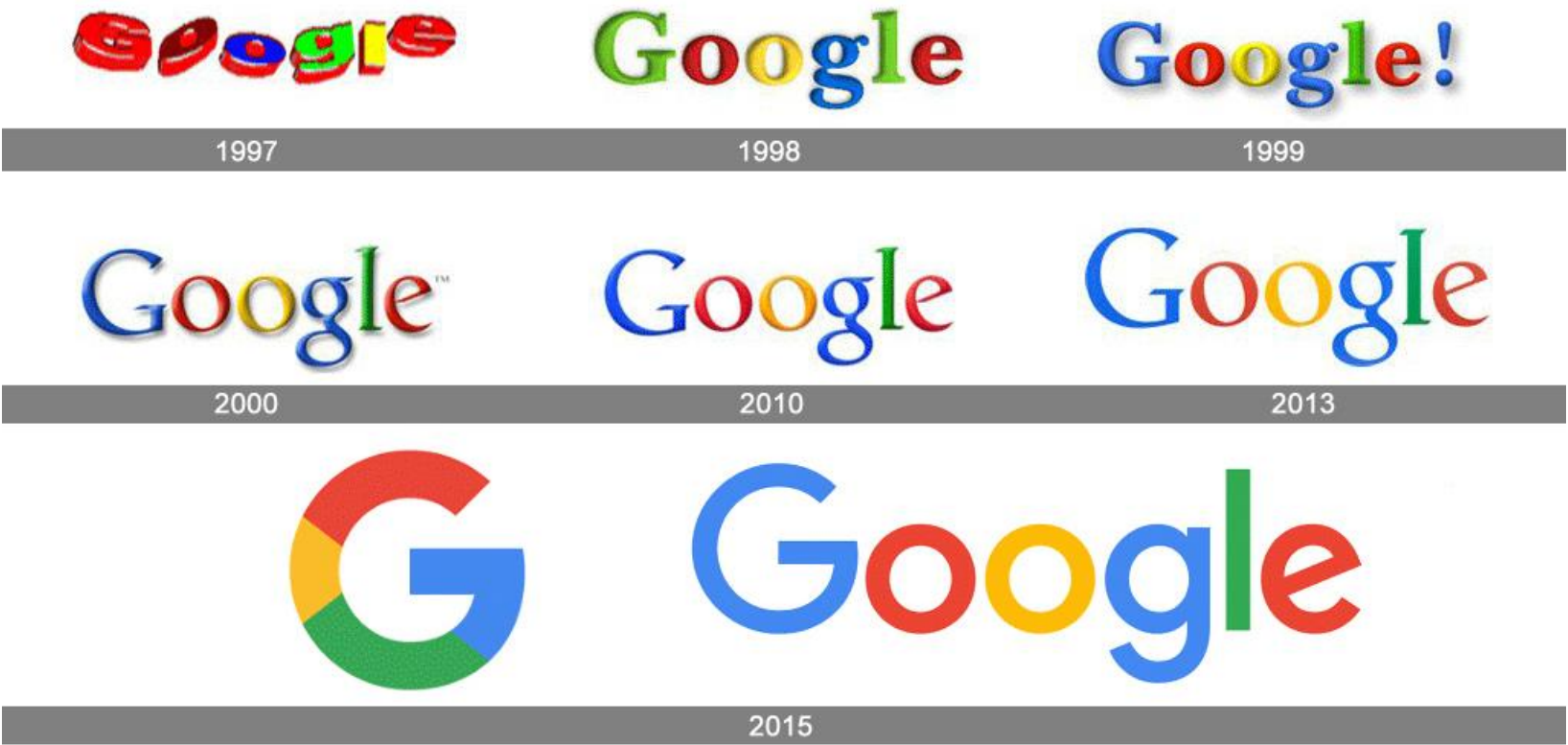


what's next

Time for logo update?



1. Age



2. Trend



2. Complexity



1971



1987



1992



2011

3. Change



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