

Food Brand Ireland

Una FitzGibbon
August 30th 2011

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

“Brand”

What do we mean by Brand?

BRAND = REPUTATION

What do we mean by Umbrella Brand?

UMBRELLA BRAND = COLLECTIVE REPUTATION



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The Essence of Ireland's Nation Brand Image

- ✓ natural scenic beauty incorporating rugged wild geographic features and a characteristic 'green' landscape
- ✓ friendly, charming, hospitable and convivial people

✓ *Nation Brand Defined*

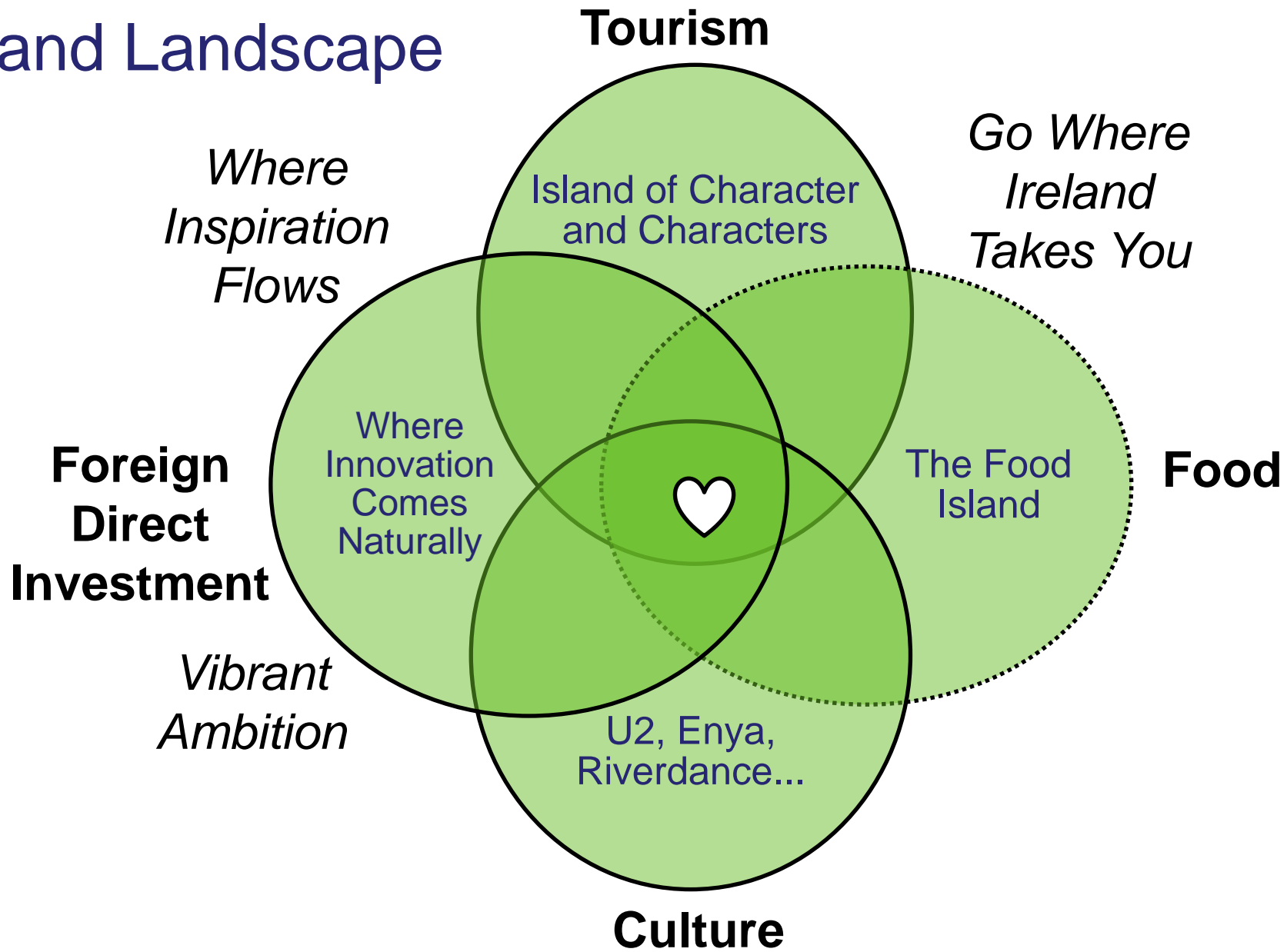
the unique multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all its target audiences.



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Brand Landscape



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Reputation Matters

“Whether a cola, a company or a country if you're not in mind you're not in business”

Ries and Trout – Positioning the Battle for Your Mind

“Brand” - Now

What is our Brand right now

We think -

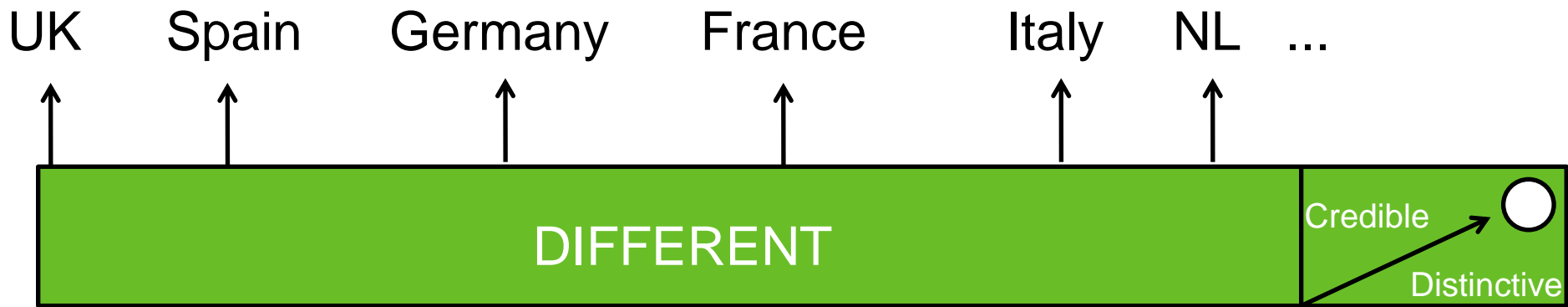
“Ireland is at an enviable starting point in the race to produce exactly the type of food that a growing number of consumers are demanding. It is universally associated with the colour green and its land evokes natural”

Pathways for Growth – Harvard Report

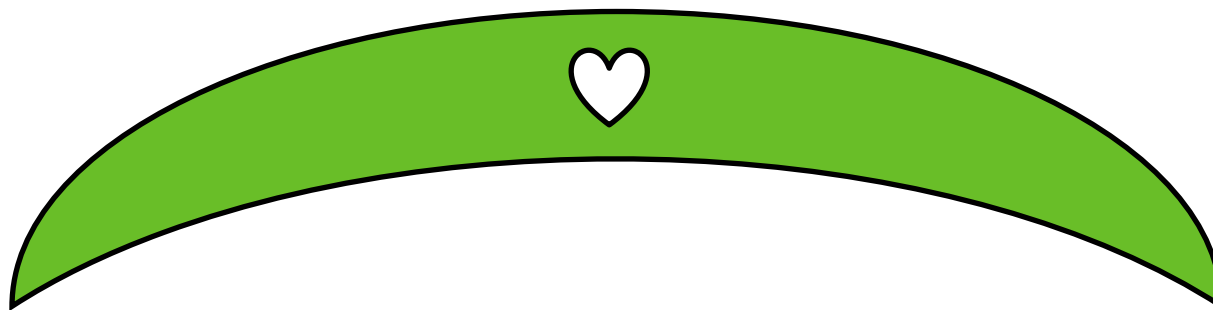
We Know

“You’re Green and Natural and Now You Must Prove it”

PWC Trade Research December 2008



Emotional



Umbrella Brand
Food

Rational



Ingredient
Assurance
Brands

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Food Brand Ireland Research *Distilled Results*

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- ✓ Communications to accentuate the strengths of Ireland's food brand reputation whilst closing the perception gaps that exist will make the marketing and sales of Irish food easier and potentially more profitable through premiumisation.

Food Brand Ireland Brand Proposition

Presentation to SMT

July 25 2011

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Food Brand Ireland is the result of extensive international research and is an initiative of Bord Bia The Irish Food Board.



OUR BRAND – A SHARED REPUTATION

‘Food Brand Ireland’ is the term given to describe those unique attributes that differentiate Food & Drink from Ireland as a desirable choice for buyers and consumers around the world. It has been developed by focusing on the needs, beliefs, tastes and perceptions of these customers and matching them with Ireland’s unique functional and emotional brand strengths.

Food Brand Ireland represents a shared reputation for food and drink producers in Ireland – people who recognise that provenance distinguishes their products and offers something unique and desirable to international consumers who appreciate pure ingredients and great food & drink.

IRELAND'S REPUTATION for remarkable food & drink does not exist in isolation. International consumers' associations with Ireland are informed by many different sources, not all of them 'official'. From the views of friends who visited, to the lyrics of a popular song, or the news and views expressed in print, broadcast or online the ways in which consumers are informed are various and often subtle.

Tourism promotion, enterprise networks and the worldwide reach of Irish popular culture all have a part to play in connecting lovers of great food and drink around the world with Ireland. Food Brand Ireland offers food and drink producers in Ireland a starting point to a worldwide conversation about pure ingredients and great food & drink. It encourages them to share all that is remarkable about food and drink from Ireland.



MIND THE GAP

Food Brand Ireland aims to close perception gaps that were identified in the minds of consumers during research and to re-enforce positive, distinctive associations with food & drink from Ireland.

FROM	TO
Harsh, cold climate	Temperate, mild climate
Food producers only	Discerning lovers of great food
British	Distinctively Irish
Generic	Unique
Narrow range	Diverse
Food industry	Food culture

OUR STORY

At the heart of our brand is a story that resonates with our customers and informs the way in which we communicate and act.

“FOOD FROM IRELAND is remarkable for the diversity of exceptional flavours waiting to be discovered and enjoyed. Foods that are skillfully produced by families of farmers and producers in every corner of this green and fertile island. A new generation who share a pride for the unique character of their local region and traditions, a deep respect and care for nature, a curiosity to explore and share new tastes, and a passion for pure ingredients and great food & drink.”

IN ESSENCE...

**FOOD FROM IRELAND OFFERS
THE OPPORTUNITY TO
DISCOVER THE REMARKABLE*
CHARACTER OF PURE
INGREDIENTS AND GREAT
FOOD & DRINK.**

*IF IT'S WORTH TALKING ABOUT IT'S WORTH TASTING!

It's simple.

PLACE

Natural & Pure
Temperate/Mild
Fertile, Abundant Life
Local Family Farming



CULTURE

Passionate
Caring
Skilled & Creative
Proud
Family & Community



REMARKABLE

PURE INGREDIENTS / GREAT FOOD & DRINK

Natural & Pure
Diversity & Character
Local & Authentic



STRATEGY

‘Remarkable.’ is an
entry-point to a
conversation.

Food Brand Ireland Visual Identity

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Visual identity brief

- ✓ Should work across all food and drink sectors – *an umbrella brand.*
- ✓ Reflects *personality* of Food Brand Ireland – *more than an industry: a culture*
- ✓ Should be *uniquely Irish* – *not mistaken as English or British.*
- ✓ Needs to *work graphically* across a broad range of media and at different scales.
- ✓ Cannot use national emblems – *EU regulations*

A broad range of creative directions were explored.
We've edited down to relevant only, for purposes of this presentation.



The difference between explicit Assurance brands and Country of Origin.

Country of origin



Food
Brand
Ireland

Our brand will be a country of origin brand.

Accreditation



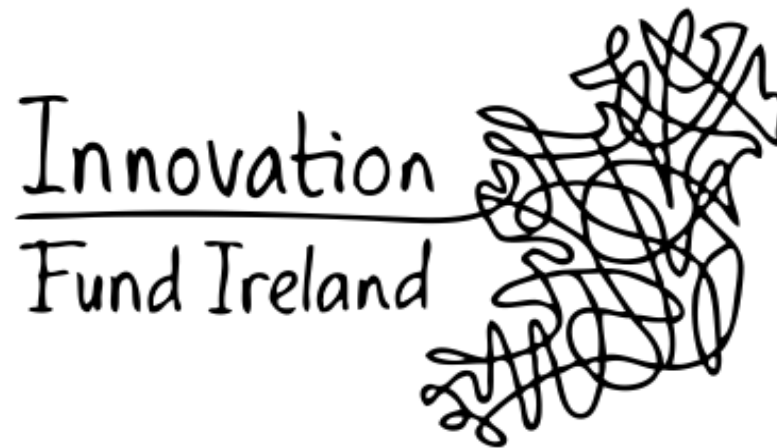
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Don't forget, *food from Ireland is...*

Remarkable

Using Map as Identifier



Identity development

Creating a distinct, Irish identity that evokes the concept of 'Remarkability'



We started with creating the island of Ireland out of the place names of Ireland. This gives us a textured unique evocation of Ireland and speaks to the idea of local distinction. The type 'Food from Ireland' is hand rendered to give us the personal humanistic quality that was liked from the initial exploration.



The speech bubble device allows us to hold the icon in a strong simple shape. It allows us to bring through the 'Remarkable' aspect, food worth talking about. The Ireland icon has been hand rendered and the language moves from place names to words and language that we find in our Brand Story and Brand Model, words that evoke the distinctive qualities of Ireland, Irish food and Irish producers.



We moved the font to a strong simple typeface as this allows a suitable contrast with the hand drawn Ireland icon. It will also allow clear legibility at smaller scales. 'Food from Ireland' has been evolved from a static geographical description into 'Taste Ireland', which acts as a broader umbrella statement, being action orientated, emotive and with a strong cultural aspect which is a key brand ingredient.

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Proposed identity



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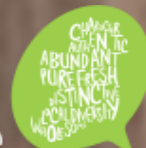
IRELAND

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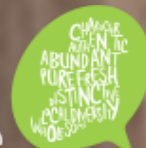
Remarkable.





Taste
IRELAND

Remarkable.
Remarkable.



Taste
IRELAND

Remarkable.



Caution
Work in progress

Reputation Matters

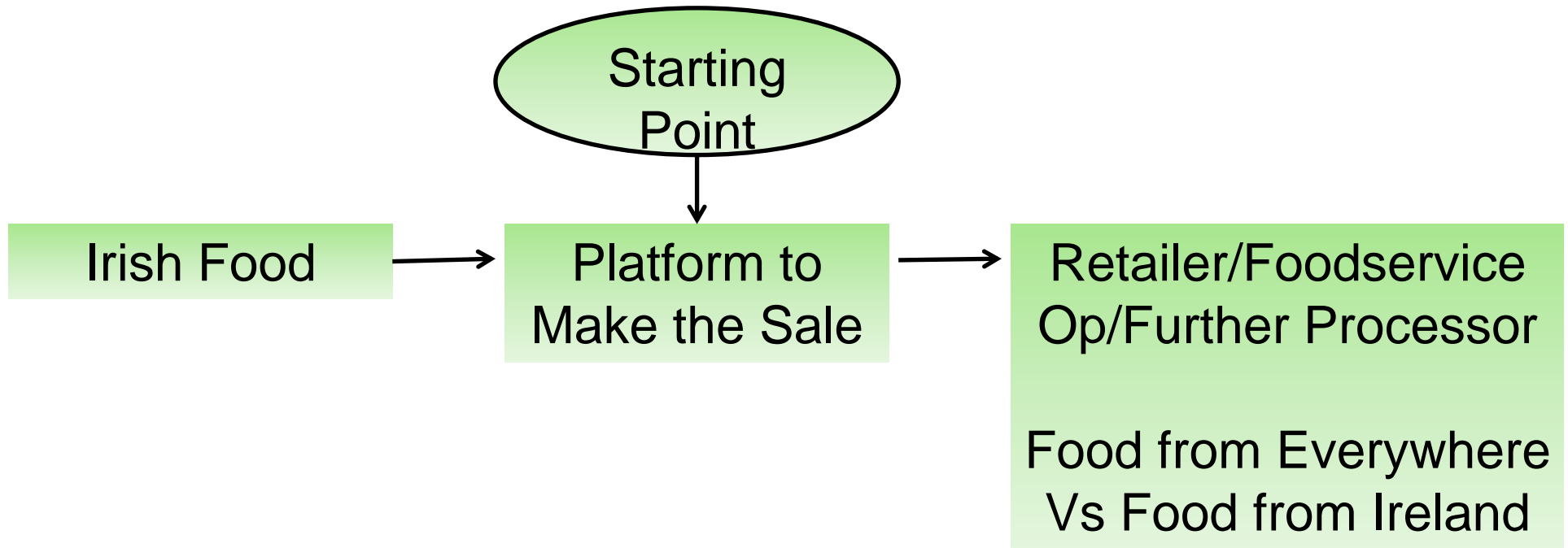
✓ Of course what matters here is not the development of a visual identity what really matters here is the vision and strategy for this brand and a vision and strategy which the Irish public, the food industry and partners see a benefit in activating

✓ Revisiting Pathways for Growth for a Few Moments



What Do We Want Food Brand Ireland to be about?

In Its Crudest Form:



It its Aspirational form

- ✓ One step removed from the jobs piece – food represents the natural qualities of the country – creative, innovative
- ✓ Green Untainted Fresh – food as a positioner for Ireland Inc.
- ✓ Food is Relevant, Important, Vital
- ✓ Food is unique to Ireland
- ✓ Food is not just another thing that we Make and Sell

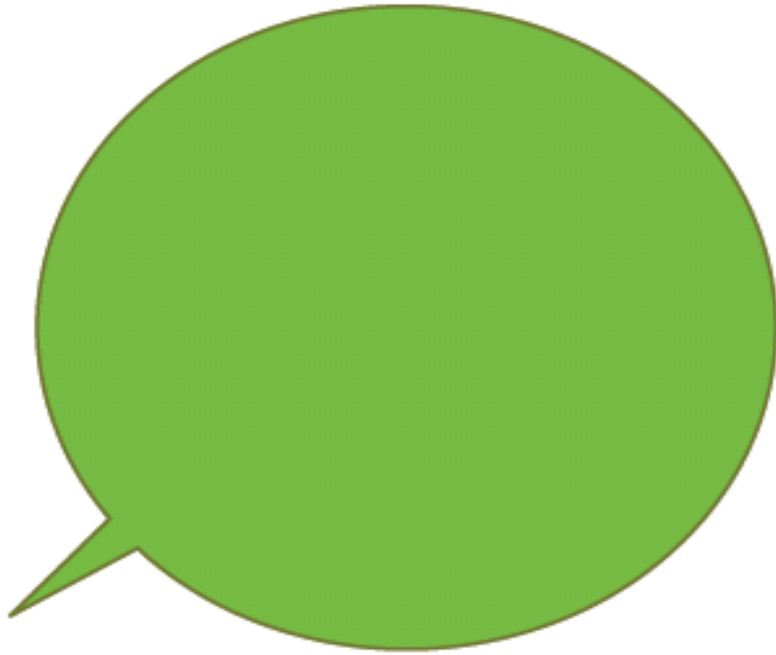
STRATEGY



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FACILITATE REMARKABLE STORIES



Not one big national one

*This is not compliance
with the party line!*



Lots of local ones

*Incentivise stories that we
can harvest.*

Over to You

Food Brand Ireland

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