



# Suri Branding and Mark Initiatives

SURI SYMPOSIUM 2018 UPDATE

# Suri Fiber Branding

- ▶ Why develop a Suri Brand?
- ▶ Why us?
- ▶ What will the Brand represent?
- ▶ Who will use it?/who is it for?
- ▶ How will it be used?
- ▶ How do we proceed?
- ▶ What is the framework for this process?

# Brand vs Trade Mark

Enhance Market Identity  
Build Demand

Protect Market Identity  
Enhance Price Point



# What is Branding?

- ▶ A brand is the immediate image, emotion, or message that people experience when they think of a company or product.
- ▶ Brand association is defined by people's reaction when they hear or see a brand name.
- ▶ Brand names create positive first impressions and lasting associations.
- ▶ Brand positioning is where a company or product fits in the marketplace, the benefits it provides to consumers and society, and the advantages it has over its competition.
- ▶ Brands have personality that further characterize their purpose.
- ▶ **Brand Marks** (brand aware logos) visually identify a company or product while also communicating the brand.
- ▶ A brand tag line is memorable while further describing the company or product brand.

*Example: Cotton, the Fabric of our Lives*

# Why should we brand?

- ▶ SELL FIBER
  - ▶ As raw material
  - ▶ As finished product
- ▶ Increase demand for quality animals
  - ▶ Increase awareness
  - ▶ Expanding the market
  - ▶ Ensuring quality and consistency
  - ▶ Encouraging development of new products and uses
  - ▶ Attracting new alpaca owners

# Why Develop a Suri Trade Mark?

- ▶ A Trade Mark is a quality assurance indicator to a consumer that a product (fiber, finished) possesses the unique attributes desired
- ▶ A Mark can be part of a branding strategy
- ▶ A Trade Mark is backed by a quality program to enhance consistency
- ▶ As an indicator of quality, a Trade Mark program requires organization and process for compliance, it must be managed

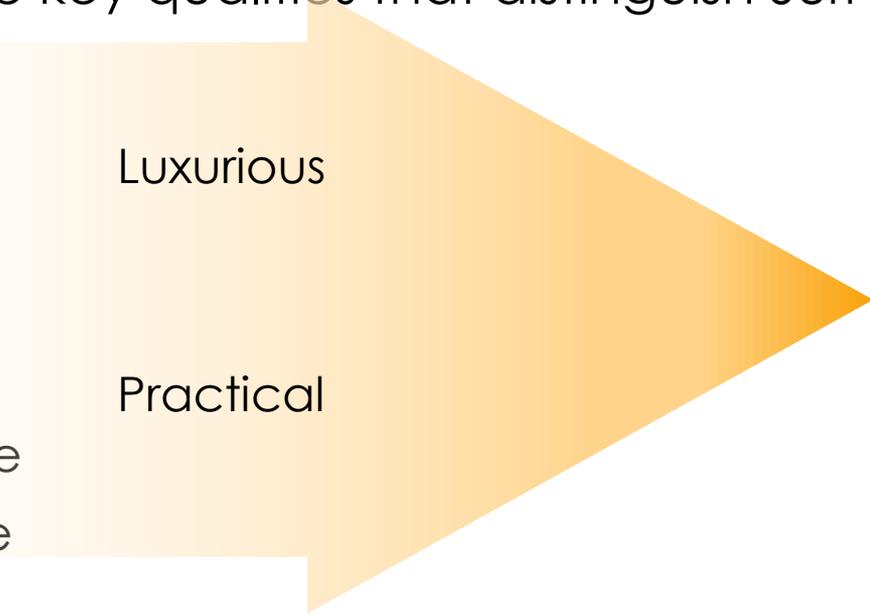
# What is a Trade Mark's value?

- ▶ A Trademark must be backed by a quality assurance program
- ▶ Fiber Quality
  - ▶ Most of a Trade Mark program is based on assessment of fiber independent of the animals
  - ▶ Emphasize and prioritize desired qualities of uniformity, luster, well nourished, slick handle, fineness
- ▶ Breeding programs
  - ▶ As a tool to make breeding decisions for fiber quality
  - ▶ To communicate they are stewards of the breed

# Why us?

- ▶ The Suri Network are stewards of a unique natural resource
- ▶ A brand has meaning for producers and consumers
- ▶ This meaning is defined by what the Suri herd produces
- ▶ Consumers likely have little connection to the animal
  - ▶ They are buying a combination of qualities they desire
  - ▶ As stewards, we have to actively manage to produce those qualities
- ▶ A branding campaign will not overcome poor quality
- ▶ Distinguishing Suri, otherwise there is no distinction from the assumed Alpaca (Huacaya)

# What will a Mark represent?

- ▶ A Brand Mark visually communicates the brand
  - ▶ A Trade Mark certifies a level of quality consistent with the Brand
  - ▶ What are the key qualities that distinguish Suri fiber
    - ▶ Softness
    - ▶ Luster
    - ▶ Fineness
    - ▶ Drape
    - ▶ Natural
    - ▶ Sustainable
    - ▶ Adaptable
- Luxurious
- Practical
- 

# Who will use it? / Who is it for?

- ▶ Alpaca Breeders
  - ▶ To communicate their program is driven to produce fiber that reflects the qualities of the mark
- ▶ Consumers
  - ▶ They recognize the qualities the mark represents and it guides their purchase decisions
- ▶ Fiber wholesalers
  - ▶ To communicate to buyers that fiber lots are consistent in their quality
  - ▶ Uniformity must be a premier measure of quality



# What can it represent?

- ▶ A Brand Mark communicates consistency with a brand
- ▶ Consumers identify a Brand Mark with specific qualities
- ▶ Use of a brand mark communicates the aspirations of a breeding program
  - ▶ For example, Certified Suri Breeder?
  - ▶ Actively managed to produce lustrous, uniform fiber through breeding choice and responsible animal husbandry
- ▶ Mills, Fiber Brokers, Co-Ops also communicate consistency with the brand
- ▶ A Trade Mark confirms consistency of products

Enhance Market Identity  
Build Demand



Protect Market Identity  
Enhance Price Point

# Brand Development

- ▶ The combined efforts from the many who served on the Committee
    - ▶ Began after Suri Symposium 2016
    - ▶ ~~Meetings in hotels, under bleachers, over drinks~~ Lots of input and interaction
  - ▶ Focus on Key Qualities
    - ▶ Softness
    - ▶ Luster
    - ▶ Fineness
    - ▶ Drape
    - ▶ Natural
    - ▶ Sustainable
    - ▶ Adaptable
  - ▶ Thin out the possibilities by developing a thousand ideas that do not work
  - ▶ Start all over again when it comes to picking colors!
- |  |           |          |
|--|-----------|----------|
|  | Luxurious | Stunning |
|  | Practical | Simple   |

# The Brand Mark

*Suri*

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***SIMPLY STUNNING***