BRANDING OF EDIBLE OF OILS IN MIDDLE EAST

Practical examples in the Egyptian market

Agenda

- What is marketing
 - SMART
- Marketing Tools
- What is Branding
 - Branding process
 - Importance of branding
- Branding in edible oils
 - Practical examples
- Recommendations

What is marketing

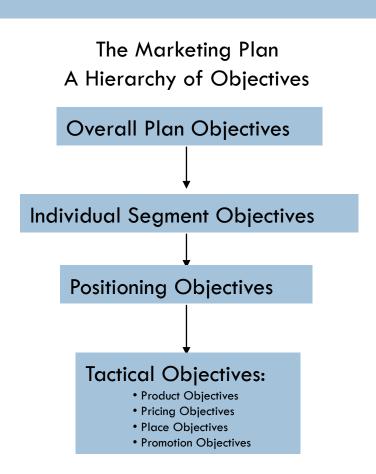
Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

By: Philip Kotler

Marketing is the science of identifying consumers and/or customers needs and demands. Whilst trying to fulfill and satisfy these needs.

SMART Objectives

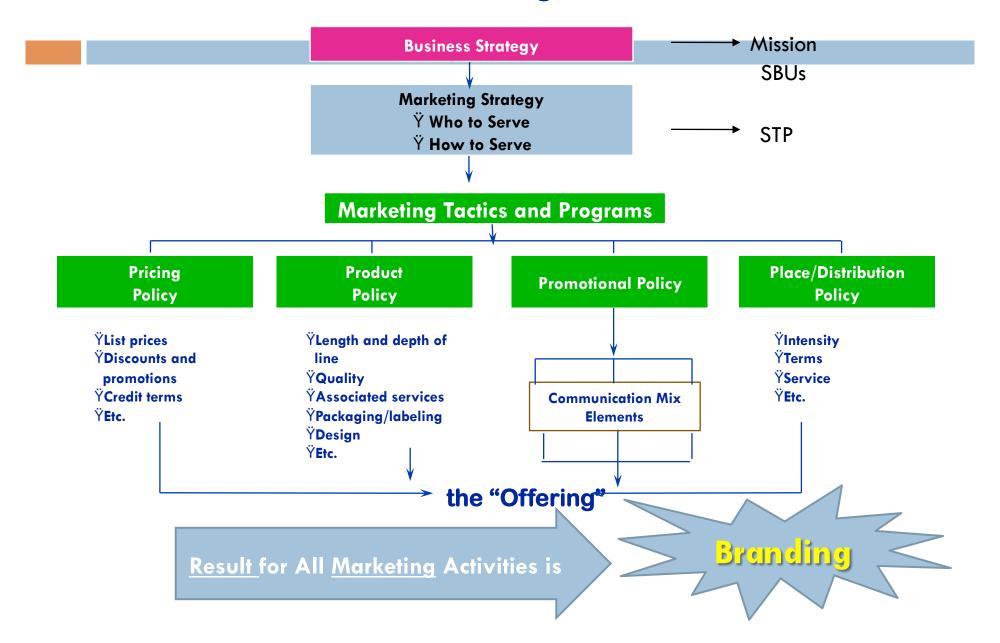
- □ <u>Specific</u>
- Measurable
- <u>A</u>chievable
- Realistic
- □ <u>T</u>imeline



Marketing tools

- Marketing have many tools that are being used by all organizations in the market; whether local or multinational.
- Yet the main marketing tools that are used are as follows:

The Tools of Marketing



What is branding

- Branding mostly is a symbol that identifies a company or a person from the rest of its competitors.
- It gives customers an idea upfront on what services or products a company or person has to offer by just looking at their symbol/logo or names.
- Basically, associating the name and logo/symbol of a company to its underlying products or services.

Branding Process

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7
	Understanding Current Customer Perceptions	Identify the customer value that wi cause them to prescribe our brand	o / perceive our	brand to match customer	Design each element of marketing mix to support strategy and positioning	Implement the marketing mix	Measuring & tracking results
What questions do I need to answer and what do I need to do?	Define current customer beliefs: Why do they prescribe a particular brand (ours vs. competitors)? What values do they assign to each brand?	What are their value drivers? What are their implicit needs that they are not able to describe very well?	If there is a perception gap: If so develop optimal strategies and positioning to close this gap? What are the possible customer reactions to this positioning?	What are our customers perception of our brand? Where do we want our brand perception to be?	What is the brand essence? What are the key messages and images we need to communicate? For each of the actions understand the expected benefit and how it can be measured	Define the ongoing brand support. Optimize the communication roll-out	How can I track and measure brand equity?
What graphs or tables could help?	Customer perceptions		Perceptual mapping methodology	Communications Strategy and Action Plans		The top ten priority actions	Performance Review
Where does this fit within the plan?	Situation	Analysis	Objectives a	nd Strategies	Action Pl	ans •	Performance Management

The Importance of Branding

- Creating a brand allows you to associate value with your product <u>and/or</u> service
- There are many competing brands...you must position yourself so customers choose you
- By branding your product you'll stand out from other peers
- By aggressively branding your product, you will rise to the top of competing brands If you don't brand your product, someone else will do it and you will be banned
- You must be proactive in branding, so that others don't brand your product in way you wouldn't like

Branding for Edible Oils

- The majority of all product that are found in the Egyptian market in the Oils sector have started in its early phases for the branding.
 - Crystal Corn & Sunflower Oil
 - Afia Corn oil
 - Helwa vegetable oil
 - Agab vegetable oil

Crystal

Crystal Corn oil — branding messages

Crystal Sunflower oil — branding messages

سلام و تحية ك كريستال ك

Afia & Helwa oil

Agab vegetable Oil

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Branding for ghee

- The majority of all product that are found in the Egyptian market in the ghee sector have started in its early phases in branding.
 - Rawaby ghee
 - Hayaty ghee
 - Amira ghee
 - El Bakara El Haloub Ghee

Vegetable Ghee



Vegetable Ghee

El Bakara El Haloub Ghee		Amira Ghee	
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Recommendations

- We have to brand our products and/or services
 - We can reach the leadership easily. Yet, it is hard to maintain & hold my leadership
- Our brands are our images in the market.
 - Once we are keen for our brands then we are dedicated to ourselves and our stakeholders
- Branding is an easy task that can be done but with the help of our professional success partners & stakeholders

Thank You