

# BRANDING OF EDIBLE 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.

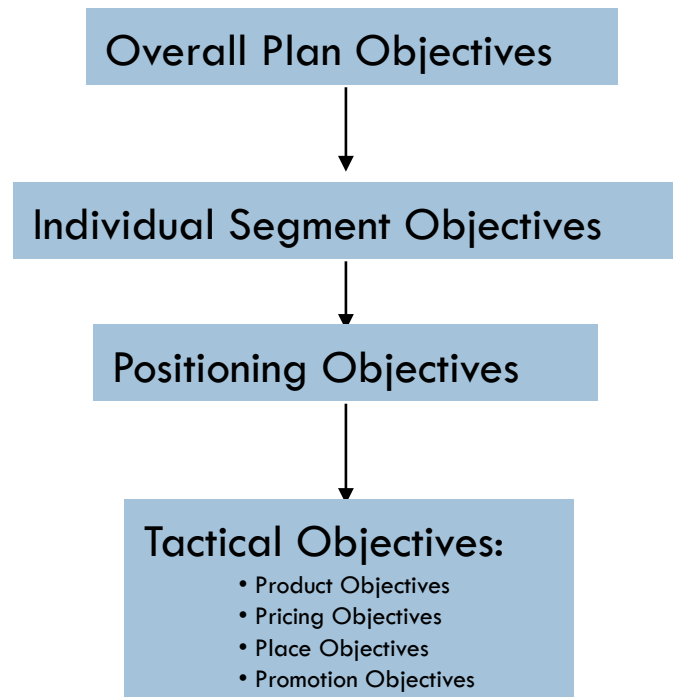
By: Philip Kotler

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

# SMART Objectives

- Specific
- Measurable
- Achievable
- Realistic
- Timeline

The Marketing Plan  
A Hierarchy of Objectives

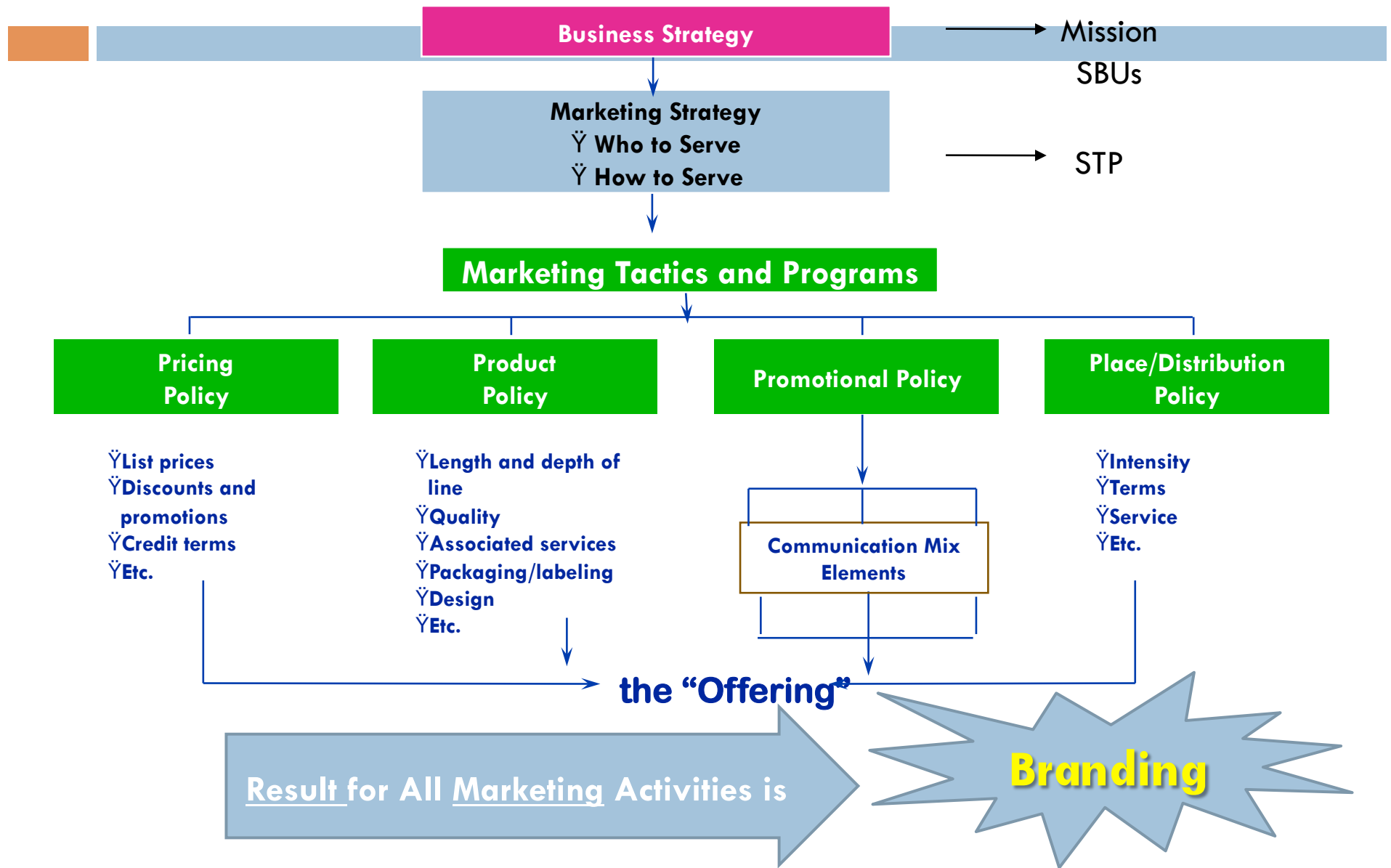


# Marketing tools



- 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

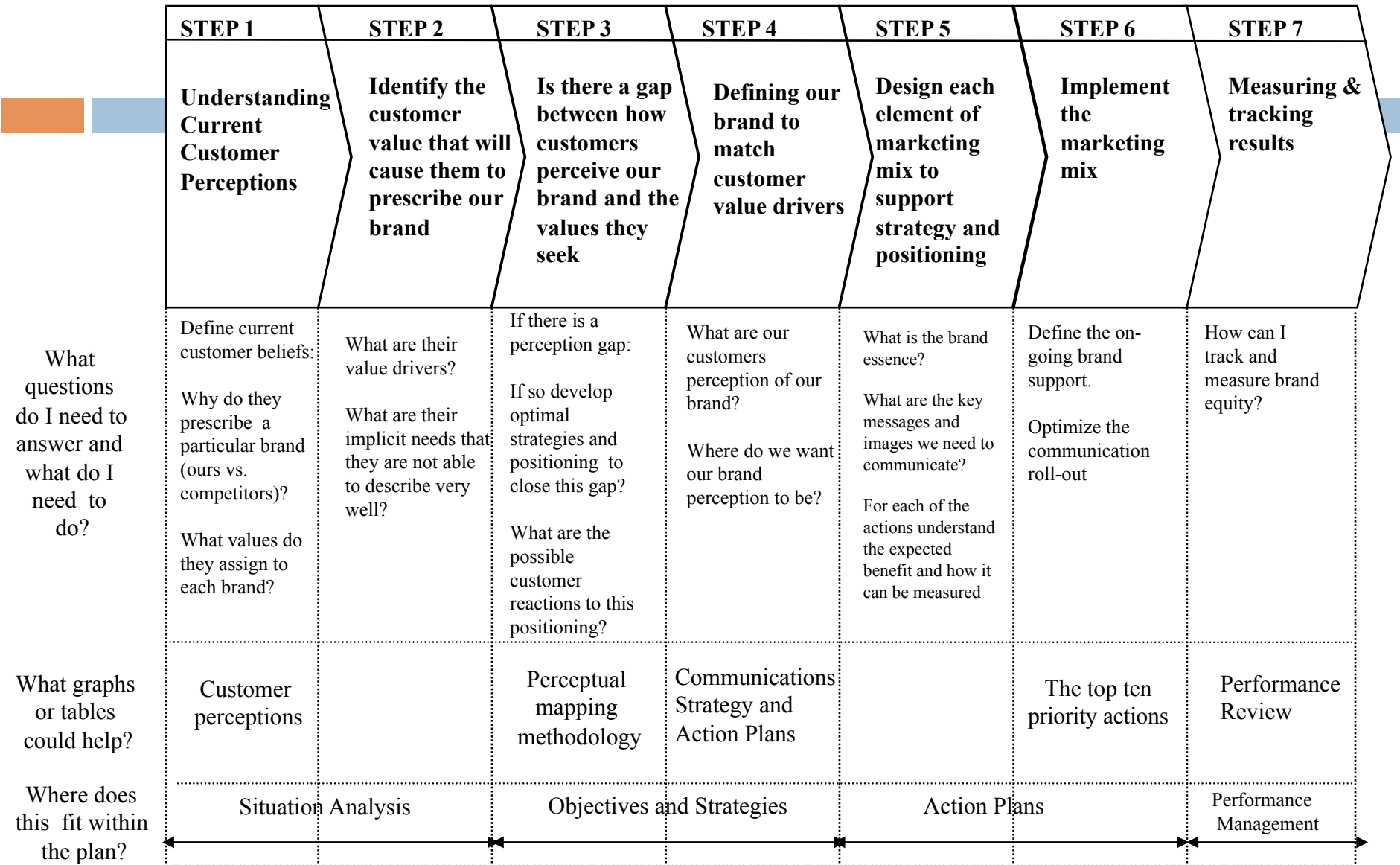


# What is branding



- 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





# The Importance of Branding



- ❑ Creating a brand allows you to associate value with your product and/or 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

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ب

# Afia & Helwa oil

## Afia Corn Oil

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- مليون عربي بصره و 300 عافية
- ع
- ج

## Helwa vegetable oil

- أ
- ح

# Agab vegetable Oil



# 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

Rawaby

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Hayaty ghee

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# Vegetable Ghee

El Bakara El Haloub Ghee



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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**