



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

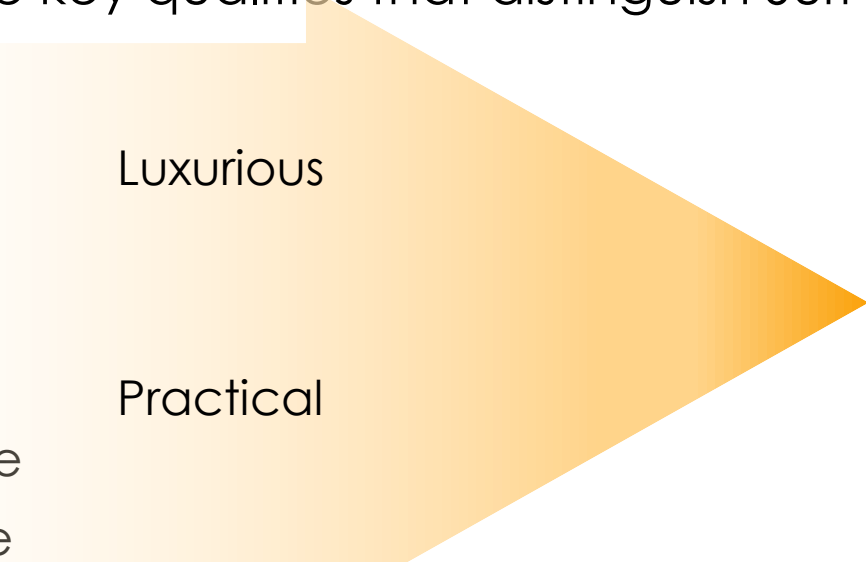
What is a Trade Mark's value?

- ▶ 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

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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

SIMPLY STUNNING