Brand Dialogue®

British GI Brands 2019

A report on the perception of geographical indication brands in the UK

April 2019

Foreword.

Cherry Haigh
Chairman, Brand Dialogue

What makes a great communications strategy? Some might argue it is knowing your target audience or creating consistent key messages or determining the best communications channels. While all of these are true, the outcome of the strategy should help an organisation communicate effectively while also meeting core organisational objectives, ultimately driving business.

Brand Dialogue develops communications strategies to create dialogue that drives brand value, and we pride ourselves as the only PR agency in the UK that specifically focuses on geographic branding, including nation branding, city branding, and supporting brands with a geographical indication (GI). For more than 25 years, Brand Dialogue has focused on leveraging a brand's geographic location for commercial success.

Geographic branding can come in many forms, from well-known Protected Designation of Origin brands – such as our clients Parmigiano Reggiano and Prosciutto di Parma – to brands which evoke an immediate sense of identity such as British Airways and Deutsche Bank, and even business clusters like the Silicon Valley tech ecosystem.

Our team has experience across a wide range of disciplines – from research and insights to communications and marketing – to help drive the success of GI brands. We understand the importance of sharing a brand's story to reach business objectives. As an example, we have worked with the Parma Ham Consortium as their first and only PR agency in the UK. We began by promoting Parma Ham on and off the bone, and then oversaw the introduction of pre-sliced Parma Ham products into the UK, coordinating a wide range of successful campaigns focusing on origin, tradition, naturalness and traceability. Today, Parma Ham is one of the most well-known Italian products in the UK.

Due to the success of our work, the Parma Ham Consortium recommended Brand Dialogue to the Consortium for Parmigiano Reggiano and we also became their first PR and marketing agency in the UK. We feel lucky and proud to work with some of the best brands in the world.

We have also worked closely with our sister company, Brand Finance, to support the promotion and understanding of nation branding. The effect of a country's national image on the brands based there and the economy as a whole can be of significant importance, encouraging inward investment, adding value to exports, and attracting tourists and skilled migrants. In times of economic and political uncertainty, nation branding and employing geographic branding in corporate marketing and communications strategies require extra consideration.

So what role should geographic identity play in strategy and growth? And how does a brand gain value commercially by association with a particular place?

The following report aims to shed a light on the perceptions of British GI brands on the eve of Brexit, and to stimulate the sharing of best practice on leveraging geographic identity and promoting unique products in a changing marketplace.

The team and I look forward to continuing the conversation with you.

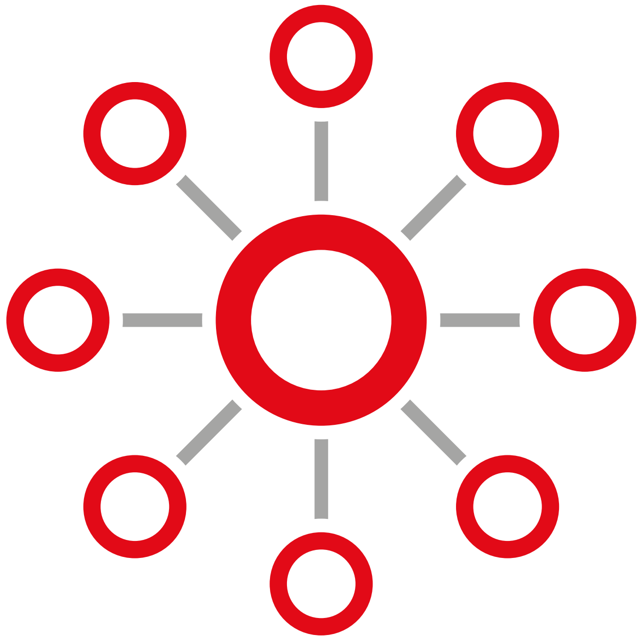
About Brand Dialogue.

Brand Dialogue is a public relations agency that develops communications strategies to create dialogue that drives brand value.

Brand Dialogue has more than 25 years of experience in delivering public relations and communications campaigns driven by research, measurement, and strategic thinking. Our approach is integrated, employing tailored solutions across PR, marketing, and social media.

Our collaborative, multi-disciplinary methods, as well as our commitment to achieving results, have helped us establish and sustain strong client relationships. We have worked with companies of all shapes and sizes, across multiple sectors, some of whom have been with us for over 20 years.

Brand Dialogue is a member of the Brand Finance plc group of companies with presence in over 20 countries worldwide.



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oriGIn
Organization for an International Geographical Indications Network

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GREAT BRITISH CHEFS

Research Summary.

According to the Worldwide GIs Compilation created by oriGIn, a network promoting geographical indication (GI) products globally, the United Kingdom is home to 76 GI brands.

What exactly is a geographical indication? It is a sign used on products that have a specific geographic origin and possess qualities or a reputation due to that origin. It is important that the characteristics or reputation of the product should only be essential due to its place of origin. For example, Prosciutto di Parma can only be made in the sweet-smelling hills of Parma, Italy, as the unique climate makes it ideal for the long-ageing of prosciutto, developing its special flavour. In this case, the qualities depend on the place of production, and there is a clear link between the product and its provenance.

Most British GI brands, 74 out of 76, have either a Protected Designation of Origin (PDO) or a Protected Geographical Indication (PGI). While both are very similar, the main difference is that a PDO product must be entirely produced from start to finish in a specific region. A PGI product, on the other hand, does not need to see all production phases in the specified region. For instance, Cornish Pasties can be baked elsewhere, but they must be prepared in Cornwall to be called Cornish.

British GI Products by Legal Protection

	45
	29
TM	1
Legislative Act	1

British GI Products by Category

Types of GI Products	Number of Products
Dairy	**17**
Cheese	16
Cream	1
Meat	**16**
Lamb and Sheep	7
Processed Meat	5
Beef	4
Alcoholic Drinks	**14**
Beer, Cider, Perry	7
Wines	5
Spirits	2
Fish and Shellfish	**13**
Fruit, Vegetables, and Cereals	**9**
Bread, Pastry, and Confectionary	**3**
Animal-based Fibres and Textiles	**3**
Salt	**1**

Source: oriGIn Worldwide GIs Compilation: https://www.origin-gi.com/i-gi-origin-worldwide-gi-compilation-uk.html.

Cornish Pasty Seals Top Spot

Cornish Pasty, part of the British diet since the 13th century, is the most well-known geographical indication product in the UK, according to original market research by Brand Dialogue conducted especially for the purposes of this report. 53.4% of British consumers are familiar with Cornish Pasty and are also aware of its Protected Geographical Indication (PGI) status. Second place went to Jersey Royal Potatoes (PDO) at 48.2% with Scotch Whisky (PGI) following close in third at 48.0%.

Of the GI brands analysed in the research, it is not surprising Cornish Pasty sealed the top spot. The Cornish Pasty Association is extremely active in promoting the product and its Protected Geographical Indication status. Every year the association coordinates a Cornish Pasty Week, where Mr and Mrs Pasty take a tour of Cornwall surprising consumers along the way, culminating with the World Pasty Championships. This is paired with an engaging social media campaign, encouraging fans to share their #PastySmile. According to the Cornish Pasty Association, at least 120 million Cornish Pasties are made each year accounting for £300 million worth of trade for the Cornish economy.

In second place, Jersey Royal Potatoes are the only potato in Britain with a Protected Designation of Origin and recently celebrated their 140th anniversary. The Jersey Royal Potato Association uses a mix of public relations tactics to promote the brand, including press trips and restaurant events, and often highlight the provenance of the potato. The association makes it clear that a potato can only be called a Jersey Royal if it is grown on the island of Jersey.

Scotch Whisky was just behind Jersey Royal Potatoes in terms of familiarity and protected status awareness. Largely acknowledged as the world's premier whisky, it is heavily supported by the Scotch Whisky Association. In addition to promoting the product, the association also focuses on CSR by working to tackle alcohol misuse and promote responsible consumption.

When looking at familiarity scores only, Cornish Pasty still claimed the top spot with 87.6% awareness, followed by Cumberland Sausage (PGI) at 81.4%. In

Top 10 British GI Products

Cornish Pasty
1
53.4%

Jersey Royal Potatoes
2
48.2%

Scotch Whisky
3
48.0%

Melton Mowbray Pork Pie
4
45.4%

Stilton Cheese
5
43.6%

Cumberland Sausage
6
40.0%

Cornish Clotted Cream
7
36.4%

Welsh Lamb
8
30.2%

Harris Tweed
9
28.2%
Legislative Act

Scotch Beef
10
27.8%

order to see if British consumers could differentiate between non-GI brands, we also incorporated well-known, non-GI brands within the survey to see how they would compare. Yorkshire Tea, for example, came in third for familiarity at 80.2%.

In contrast to Cornish Pasty, Cumberland Sausage does not heavily promote the brand or its PGI status, however, it does benefit from a long history, dating back nearly 500 years, which is likely driving its awareness amongst British consumers. However, the brands which invest in branding and marketing are better poised to improve their value over time. Yorkshire Tea, the third most familiar brand in the study, has a substantial following on social media – more than 356,000 followers across all channels – and continues to evolve its company and brand to meet the needs of consumers, putting an increased focus on ethics and environmental impact.

Arbroath Smokies Catch Awareness

When it comes to scores for protected status only, Arbroath Smokies (PGI) had the highest awareness at 70.7%, followed by Harris Tweed with 69.8% and very closely by Melton Mowbray Pork Pie (PGI) at 69.6%.

Although the survey did not include every single GI brand within the UK, the result for Arbroath Smokies still stands out because it is such a niche product. This special type of smoked haddock is mainly sold direct online and it would seem that not much has been done to market the product since it gained its PGI status. Even so, British consumers were most aware of the protected status of Arbroath Smokies compared to other GI brands.

In second for protected status awareness was Harris Tweed, a GI brand that has been marketed by the Harris Tweed Authority, which was established in 1993 to promote and maintain the authenticity, standard and reputation of the material. The brand is very active on social media sharing stories behind the handwoven cloth, garnering more than 52,000 followers across its various channels. The Instagram page for the Harris Tweed Authority is particularly compelling as it uses content to not only highlight the brand but also the people behind the product.

Top GI Products - Familiarity

GI Brand	Legal Protection	Familiar
Cornish Pasty	PGI	87.6%
Cumberland Sausage	PGI	81.4%
Yorkshire Tea	Non-GI Product	80.2%
Scotch Whisky	PGI	77.2%
Jersey Royal Potatoes	PDO	74.8%
Red Leicester Cheese	Non-GI Product	74.2%
Stilton Cheese	PDO	73.6%
Cornish Clotted Cream	PDO	71.8%
Melton Mowbray Pork Pie	PGI	65.2%
Scotch Beef	PGI	63.6%

Top GI Products - Protected Status Awareness

Arbroath Smokies	PGI	70.7%
Harris Tweed	Legislative Act	69.8%
Melton Mowbray Pork Pie	PGI	69.6%
Anglesey Sea Salt	PDO	64.6%
Jersey Royal Potatoes	PDO	64.4%
Scotch Whisky	PGI	62.2%
Cornish Pasty	PGI	61.0%
Stilton Cheese	PDO	59.2%
Whitstable Oysters	PGI	54.4%
Welsh Laverbread	PDO	51.7%

The Melton Mowbray Pork Pie Association is formed of a number of producers who promote and support the product, and their efforts placed Melton Mowbray Pork Pie as third for protected status awareness among British consumers. One of the most active producers is Dickinson & Morris who utilise a mix of traditional and online public relations tactics to share the history of the pies as well as their PGI status.

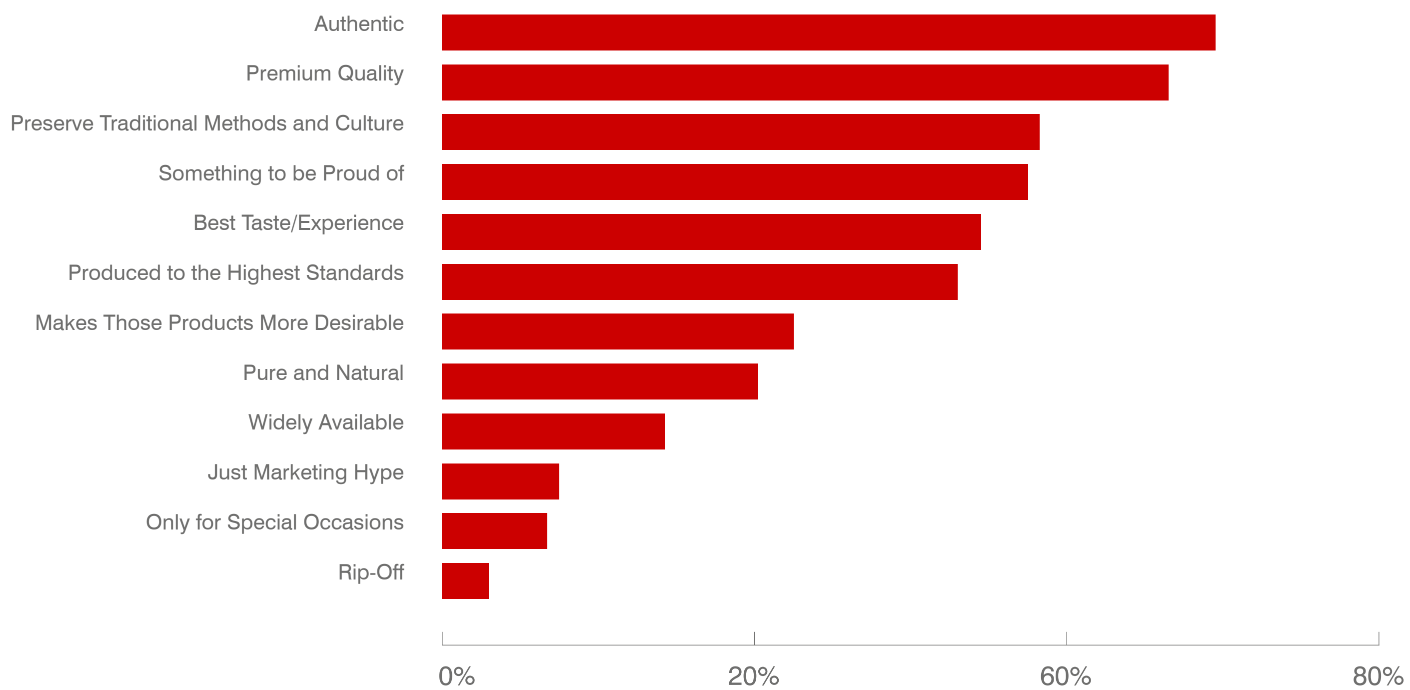
Geographical Indications are Positive

For GI brands, it is promising to note that having a geographical indication in the UK fairs well with British consumers.

Phrases associated with protected status skew positive with “Authentic” (66.2%) and “Premium Quality” (62.2%) receiving the highest scores, followed by “Preserve Traditional Methods and Culture” (50.6%) and “Something to be Proud of” (49.6%).

The two lowest-scoring phrases were “Only for Special Occasions” (8.6%) and “Rip-off” (4.4%).

Phrases Associated with Protected Status



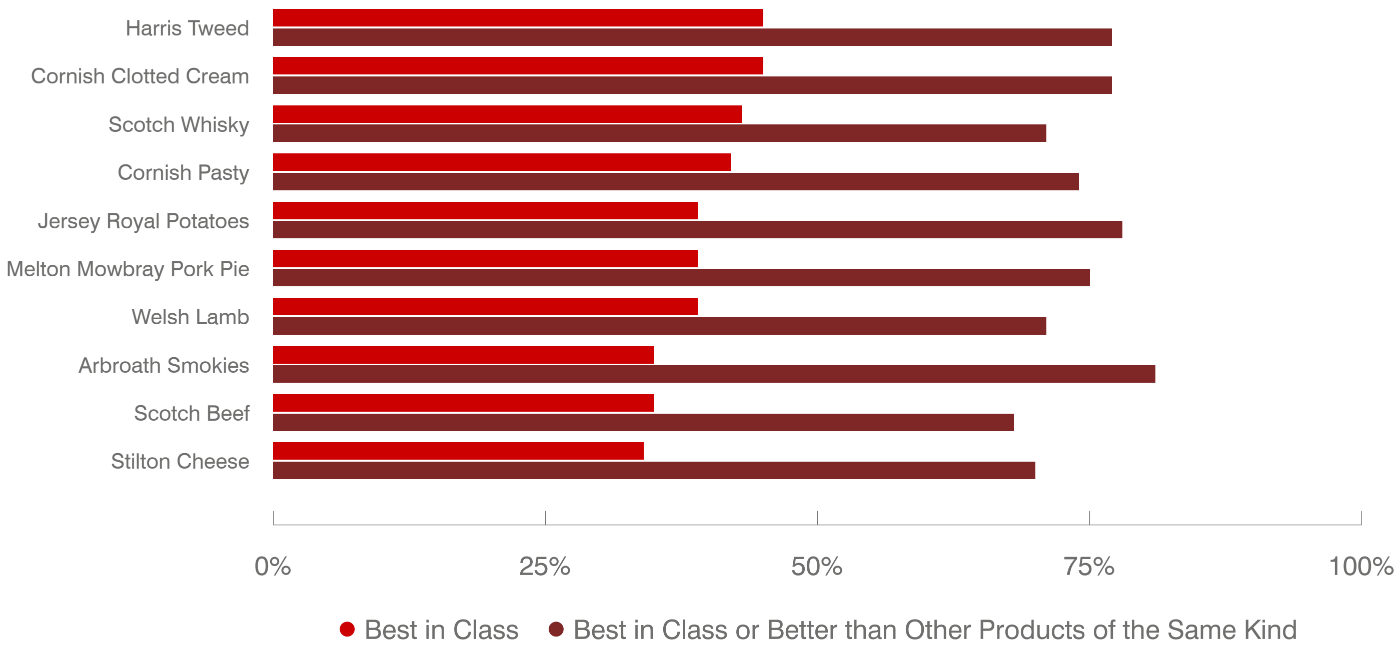
GI Brands Best in Class

For British consumers, geographical indications are a sign of quality. When looking at whether GI brands are "Best in Class" for their category, Harris Tweed scored highest (45.1%) with Cornish Clotted Cream (PDO) in second (44.6%).

When combining scores for "Best in Class" and "Better Than Standard Products of the Same Kind", other GI brands take the lead, including Arbroath Smokies at 81.0%, Anglesey Sea Salt (PDO) close in second at 79.8% and Jersey Royal Potatoes at 77.5%. Cornish Clotted Cream came in fourth (77.4%) and Harris Tweed in fifth (76.7%).

Overall, British consumers view GI brands favourably, however, four brands in the survey need to work harder to gain customer trust. Yorkshire Forced Rhubarb (PDO), Herefordshire Cider/Perry (PGI), Plymouth Gin (PGI), and English Wine (PDO) are seen as "No Better or Worse Than Other Products" by a significant percentage of respondents compared to those that view these brands as "Best in Class" or "Better Than Standard Products of the Same Kind".

Perception of British GI Products



Research Summary.

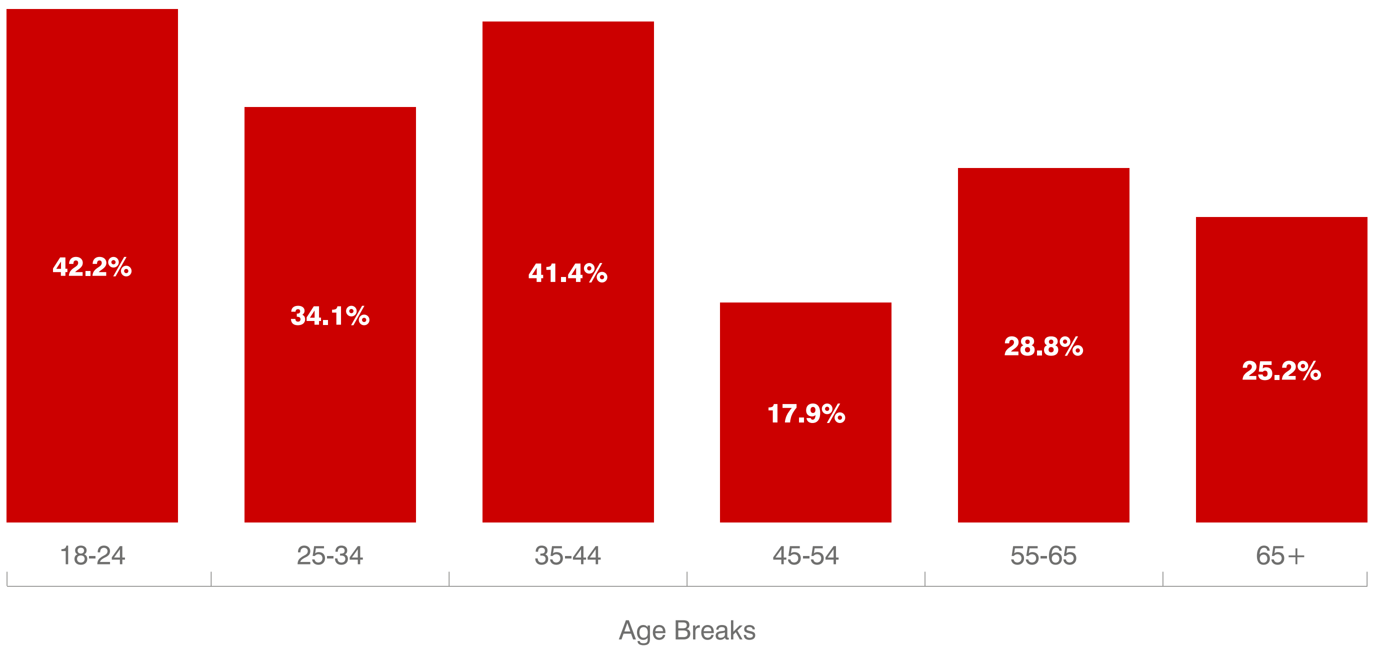
Protected Status Drives Preference

Nearly three in four British consumers (71.4%), believe that they are much more likely or somewhat more likely to purchase products with a geographical indication. Young Brits are much more likely to buy a GI product, with 42.2% of 18 to 24-year-olds choosing 'protected' products over 'standard' products. The 25 to 34 age group is 34.1% much more likely to purchase and 35 to 44-years-olds 41.4% much more likely to purchase GI products.

The inclination to buy protected over standard products significantly drops for the 45+ age group, with only 17.9% of the 45 to 54-year-olds agreeing that geographical indication makes them much more likely to buy a product.

Brand Dialogue conducted similar research with Parma Ham in 2017 and evaluated whether a Protected Designation of Origin (PDO) stamp on packaging makes British consumers more likely to buy the product. Of the 500 panel members surveyed, 38% viewed the symbol as either quite important or very important when deciding to purchase a product. Geographical indications remain a sign of quality and help reinforce brand value for consumers.

Consumers Much More Likely to Buy GI Products



Best of British Food & Drink.

While a geographical indication can be used for agricultural products, foodstuffs, wine and spirit drinks, handicrafts and industrial products, the large majority of British GI brands fall within the food category, with only three listed as non-food products: Savile Row Bespoke (Trademarked), Native Shetland Wool (PDO), and Harris Tweed (Legislative Act). Since the research largely focused on food and drink GI brands, we were very interested to see what British consumers considered as the very best of British food and drink, regardless of protected status.

A staple takeaway meal in the UK and loved by tourists, 10.5% of British consumers think Fish and Chips is the very best of British food and drink, followed by Cheddar Cheese (7.7%), and British Beef (6.5%). In addition to Cheddar Cheese, cheese in general was a top response from consumers. When combining all types of cheese together, including Cheddar and Stilton, 12.1% of the population think cheese is the best British food product. It is worth noting, though, that 20.0% of British consumers could not think of a British product to list as the very best.

Most Popular British Food & Drink

Food	%
Fish and Chips	10.5%
Cheddar Cheese	7.7%
Beef	6.5%
Pasty (incl. Cornish Pasty)	6.4%
Whisky (incl. Scotch)	5.0%
Yorkshire Pudding	4.5%
Pie (incl. Melton Mowbray)	4.1%
Sausages	2.8%
Stilton Cheese	1.7%
Tea	1.7%
Other	29.1%
Don't Know	20.0%

Methodology.

Brand Dialogue conducted an independent online survey among a total of 500 UK adults.

Our sample was nationally representative of 500 UK citizens aged 18 and over. This sample was designed to provide a snapshot of the views of a cross-section of the UK population on perceptions of geographical indication products from the UK. The sample was controlled to be representative in terms of age, gender, and region.

All fieldwork was conducted utilising the online research panel of Market Cube, LLC.

Scotch Whisky Association.

By: Lindesay Low
Deputy Director of Legal Affairs, Scotch Whisky Association

The first written reference to Scotch Whisky can be found in the Scottish tax records of 1494, which recorded that a Scottish monk, Friar John Cor, purchased malt to make "aqua vitae", which in Scots Gaelic translates to "Uisge Beatha". Over time, this evolved into what we today know as Scotch Whisky.

Friar Cor would, no doubt, be surprised by the transformation of the spirit he distilled into the world's premier whisky over the last five centuries. Last year, the industry exported £4.7bn of Scotch Whisky to around 180 countries. A far cry from the 1500 bottles he would have produced from the "eight bolls of malt."

He would, I'm sure, be impressed with the new distillery that opened at Lindores in 2017, on the site of his abbey. Lindores Abbey is only one of 128 Scotch Whisky Distilleries spanning Scotland from the Orkney Islands in the north to the Scottish Borders in the south.

The spirit produced at each is different, but a range of common factors – including the cool and damp climate, which helps the spirit along as it matures in oak casks for at least three years - make them all uniquely Scottish. This is what makes Scotch Whisky a geographical indication of origin ("GI").

More than 100 countries now officially recognise Scotch Whisky. In other markets, the Scotch Whisky Association has been able to protect Scotch from illegal imitations using consumer protection laws. No court or government has refused to accept that Scotch Whisky is whisky produced in Scotland in accordance with UK law.

GI status is good for the Scotch Whisky industry because it means that all products sold under that description must meet the strict definition and clear labelling requirements set down in law. This provides

a strong foundation for producers to build their brands and prevents unfair competition from foreign imitations.

It is good for consumers too. They know that when they purchase Scotch Whisky it will be a high quality product, verified by UK Customs.

Finally, it is good for Scotland. It is a great ambassador for the country - 1.9 million people from all over the world visited Scotland's distilleries in 2017, the highest number ever recorded, as more and more people discover the unrivalled heritage of Scotch Whisky.

A lot has changed since 1494, but as a geographical indication, Scotch Whisky remains a whisky produced in Scotland. I think Friar John would be proud of that.

H. Forman & Son.

H. FORMAN & SON

By: Lance Forman
Owner, H. Forman & Son

Smoked Salmon. Thirty years ago, the very mention of those two words would yield excitement and expectation. Often paired with Champagne it defined not only a class of food but a type of person, discriminating in taste, refined in character. Wind the clock forward and smoked salmon is more often than not associated with the most high profile Christmas marketing campaigns by all the value supermarkets, purveying an air of luxury, and more often than not serving up a greasy packet of slimy, smoky fish.

What went wrong? The onset of salmon farming in the late 70's and 80's led to a new industry, often grant funded, aided by innovation in food manufacturing technology, speeding up and deskilling the process. By cheapening the product it became more widely available to a growing audience and competitive pressures from supermarkets encouraged manufacturers to produce it at ever reduced prices with promotional offers galore. Younger consumers unaware of how smoked salmon used to be, including some budding young chefs, grew up on 'fake' smoked salmon not realising the nature of the product nor why it became Britain's first ever home-grown gourmet food.

Originating in London's East End, not Scotland, the curing of salmon was brought over to this country in the late 19th century by Jewish immigrants fleeing the pogroms of Eastern Europe. H.Forman & Son wasn't the first, but we are the last surviving. The smoking of fish was a preservation method in the days refrigeration was very basic. Not realising there was a salmon native to the UK when they first arrived, the salmon curers settled for smoking Baltic salmon which they imported in barrels of salt water. Only later did they identify wild Scottish coming down to Billingsgate Market in the City of London and so decided to smoke the native fish. The quality was exceptional. It was hawked around to fine dining establishments and food halls and smoked salmon took off as a gourmet food; the marriage of Scottish Salmon and "London Cure" technique. The method was and remains simple. Salmon fillets are cured in salt only (never sugar) for 24 hours, where they lose up to ten percent of their weight. A further ten percent is lost in air-drying before the smoke is released. As the salmon dries, the flesh becomes tacky and the smoke particles latch themselves to the surface of the salmon fillet creating a seal. They didn't have vacuum packing one hundred years ago so the smoke coating would protect the fish! Before carving the salmon the outer smoky crust is removed to leave a delicate concentrated flavour of salmon beneath. Smoked salmon should never be slimy nor smoky.

In recent years we have seen consumers rejecting smoked salmon in increasing numbers. They have been put off. Our decision five years ago to apply for protected food status, was less about protecting our time-honoured methods and more about re-educating them to fall back in love with this delicious and delicate food. When you taste London Cure Smoked Salmon, you can see why it became Britain's first gourmet food. London Cure Smoked Salmon has made London the first capital City in Europe to have a food or drink named after it with PGI status.

Great British Chefs.

GREAT BRITISH CHEFS

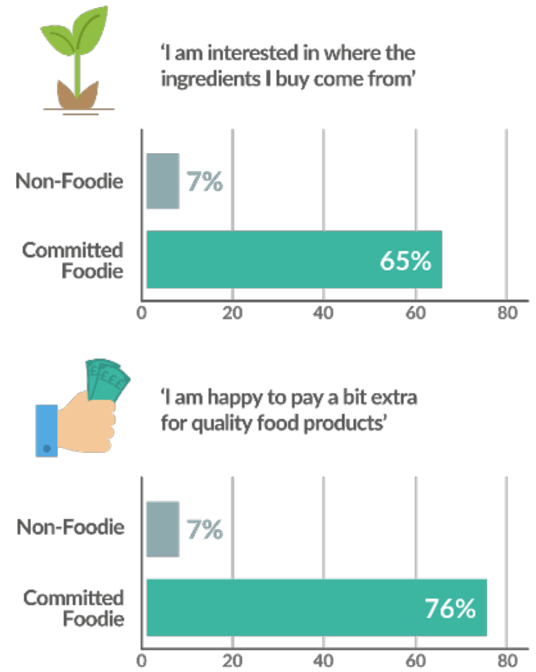
By: Tim Rosenberg
Chief Operations Officer, Great British Chefs

Great British Chefs is the leading premium food website in the UK and we specialise in helping brands understand and connect with Britain's 13 million foodies. Our focus is on gaining deep insight into this audience so we can both create content that inspires our audience and help our brand partners engage them – achieving best in class results for their campaigns.

The Great British Chefs website (www.greatbritishchefs.com) receives 18 million visits a year and is growing by 11% year-on-year. The traffic is predominantly organic (68%) and comes from foodies who are searching for recipes and food-related content. Visitors to Great British Chefs spend a longer amount of time and view more pages per session than any other UK-based food site (source: Similarweb.com). This is because it is faster, functionally superior and filled with beautiful, engaging content that is designed with a specific audience in mind.

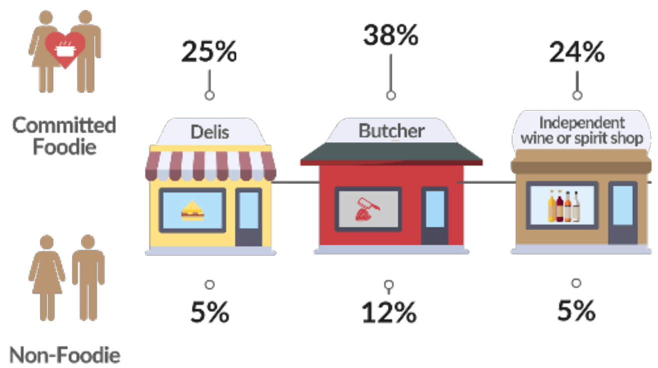
Our insight is based on highly robust data, as our audience has answered almost 1 million questions for us in the last 12 months via regular surveys. To distinguish foodies from non-foodies we categorise survey respondents into three segments ('Committed Foodie', 'Weekend Foodie' and 'Non-Foodie'), depending on how strongly they agree with 10 food-related statements.

Question: To what extent do you agree or disagree with the following statements? (Data shown is for 'Strongly agree')



SOURCE: *January 2019 National Survey (SSI)*

Question: How often do you shop at the following? (Data shown is for 'Regularly')



SOURCE: *January 2019 National Survey (SSI)*

When looking at the values and attitudes of the 7.3 million Committed Foodies in the UK (which represent 66% of our users), it is clear that they are the key audience for premium brands. They are significantly more willing to pay for quality than other groups and seek to understand brands' stories and provenance. This translates into increased brand purchasing and loyalty for brands that deliver quality products and communicate intelligently with foodies.

While big supermarket chains are popular destinations for everyone, foodies shop much more regularly at independently owned shops (e.g. cheesemongers, butchers and delis) than the average non-foodie.

GIs: Between Tradition and Model Challenges.

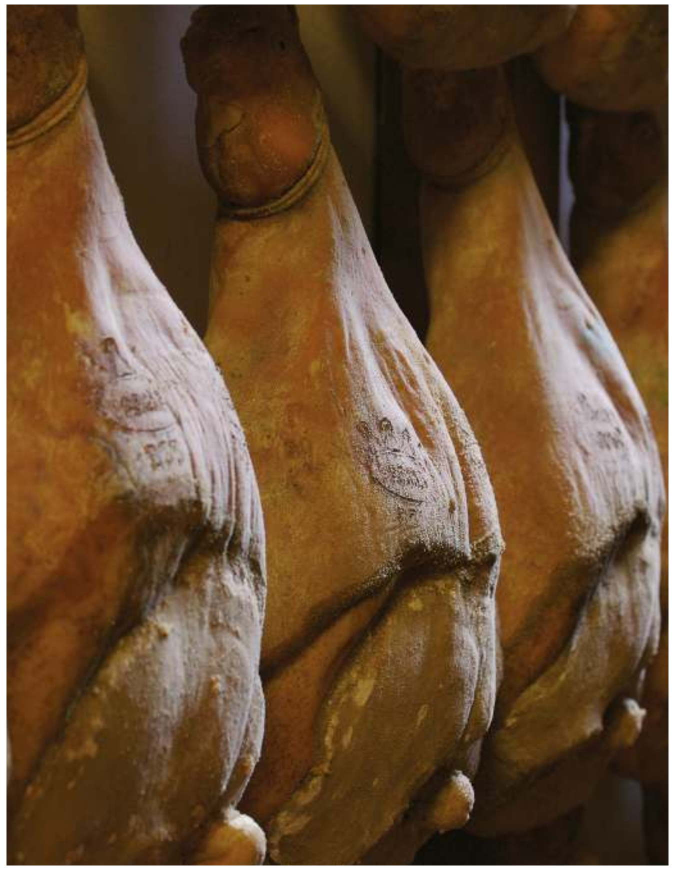
Organization for an International
Geographical Indications Network

By: Massimo Vittori
Managing Director, oriGIn

Geographical Indications (GIs) are a type of intellectual property rights (IPRs) which offer a powerful differentiation tool to products deeply rooted in defined geographical areas. The natural features (such as soil and climate), as well as traditional production methods and culture, peculiar to certain geographical environments, confer GIs products unique features. Through GIs, the quality and tradition of such goods are protected and preserved, creating value for millions of producers, processors and distributors around the world.

Currently, there are at least 8,000 GIs recognized in the jurisdictions around the world[1]. As a way of example, in the European Union (EU), where farmers can continue to compete on international markets only relying on quality rather than price, the worldwide sale value of the agricultural GIs (including wines and spirits) is estimated at € 54.3 billion[2]. Likewise, more than 540.000 families are involved today in the sector of coffee in Colombia, including indigenous communities. It demonstrates GIs represent a tremendous development tool also for commodities' producing countries.

Without adequate legal protection, though, incentives are given to misleading labelling and counterfeiting, the reputation of genuine products can be negatively affected and, ultimately, GIs operators risk to be driven out of business. In this respect, a large majority of national laws consider GIs as an independent category of IP rights, with precise criteria concerning registration, oppositions and length of protection. To protect GIs in foreign jurisdictions, since the 1970s, countries have undertaken mutual recognition via bilateral agreements. The recent reform of the WIPO Lisbon Agreement on the Protection of Appellations of Origin, which led to the adoption of the Geneva Act on Appellations of Origin



and Geographical Indications in 2015, might soon pave the way to a GIs international registry.

We cannot speak about GIs without mentioning sustainability. With a growing world population (projected - according to the United Nations - to reach 9.8 billion by 2050[3]), and its implications in terms of quantity and quality of available food, use of water and impact on the overall environment, agriculture (and GIs within this sector) faces today the challenges associated with sustainability.

In this respect, agricultural value chains need to rethink their business models to be able to continue to generate value, and to provide for the needs of a growing world population, taking into account social and environmental objectives. Ensuring sustainability is not just a "moral" obligation for the agricultural and agribusiness sector, including GIs, as commercial considerations start to play an important role in the debate. The generational shifts represented by "millennials" becoming a major driver of change in consumer behaviour, brought the attention of big companies and retailers on local, original and small products that can be trusted.

Historically, long before the civil society started to question companies and brands concerning their impact on the environment and the social welfare of their employees and communities, GIs have been sensitive to issues such as gender equality, decent work, climate and environmental degradation.
First of all, with respect to environmental issues, GIs cannot switch production elsewhere, as "delocalisation" is not compatible with the GI scheme itself. Resources and natural capital in a given geographical area must be conserved for GIs to continue to exist and thrive in the long term. This is why several GIs, while adapting to consumer tastes, have been in existence for centuries.

Moreover, from a social and economic perspective, GIs are an integral part of their communities. Their ability to generate and fairly distribute value for all relevant stakeholders along the chain is a key factor in their success. This is achieved through a "local value chain governance" which allows relevant stakeholders to be represented within structures such as "consejo reguladores", "associations interprofessionnelles", "consorzi", etc. Local stakeholders are in a privileged position to develop alliances in their respective territories, creating the appropriate environment for collaboration between economic actors, regulators and local authorities.

Finally, from a more general perspective, independent controls are fundamental in the implementation of any rigorous sustainability policy. Also in this area, GIs fit the new mind-set that sustainability requires. Economic factors in GI value chains - farmers, producers, processors and distributors - are in fact used to independent audits. Such controls are required, before products are commercialised, to make sure that the qualities announced in products' specifications are delivered to consumers. Therefore, adapting to sustainability audits might prove to be easier for GIs. For all these reasons, GIs are in a strategic position to respond to the sustainability challenges of our time, and even represent a model for other economic sectors embarking on such a process.

[1] See oriGIn Worldwide GIs Compilation: www.origin-gi.com/i-gi-origin-worldwide-gi-compilation-uk.html.
[2] Value of production of agricultural products and foodstuff, wines, aromatised wines and spirits protected by a GI, 2012.
[3] United Nations Report, Department of Economic and Social Affairs, 2017: www.un.org/development/desa/en/news/population/world-population-prospects-2017.html.

Connecting with Brands.

David Haigh
CEO, Brand Dialogue

Brand Exchange, Where Brands Meet Finance

Speaking with key stakeholders is always an important step in gaining momentum at the onset of a brand launch or introducing a new product. Brand Exchange, a private members' club in the City of London, provides a unique opportunity to connect brands with individuals in the finance and marketing sectors during our monthly Members' Events.

While these regular events touch on a variety of topics, one theme that always resonates with attendees is the story behind spirits brands. Spirits have historically held an important role in social engagement and bonding, and the industry continues to evolve and push the envelope as distillers experiment with new flavour profiles, herbal finishes and unusual bases.

The innovative energy within the spirits sector always provides a fun and informative evening, and such was the case at recent Brand Exchange events with Chapel Down, Haig Clubman Whisky and Double Dutch mixers.

From Grapes to Spirits

Chapel Down, England's leading wine producer, launched its first gin and vodka and organised an evening at Brand Exchange with shareholders and investors. The two new spirits were produced from Chapel Down grapes and CEO Frazer Thompson explained the process of bringing the idea to life from

conception to the final products. After a neat tasting of the Chapel Down Chardonnay Vodka and Bacchus Gin, attendees also tried a selection of cocktails featuring the new products.

Insightful Collaborations

The Consumer Planning Director at Diageo, Helen Bass, was keen to discuss how brands can get closer to consumers and the techniques for using cultural and consumer insights to unify a brand. Diageo is the world's largest producer of spirits, and Helen shared how the company decided to collaborate with Haig Club whisky using research from their consumer base. The new Haig Club Clubman whisky was served for guests to enjoy during a networking session after the presentation.

The Perfect Twin to Any Spirit

The founders of Double Dutch, twins Raissa and Joyce De Haas, shared their struggles and triumphs as they developed a new mixer brand. While the world's selection of spirits continued to grow, the choice of mixers needed to keep up, so Raissa and Joyce created a portfolio of mixers to enliven and enhance drinks using natural ingredients. After the presentation, attendees were treated to a tasting of cocktails featuring Sipsmith Gin and a variety of Double Dutch mixers.

What's Brewing Next

Brand Exchange members' events are the perfect opportunity to tell your brand's story to an engaged audience. We love finding and sharing the best brands with our members, so do get in touch if you'd like to learn more or are interested in speaking at an upcoming event.

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WHERE BRANDS MEET FINANCE

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Brand Dialogue Services.

Brand Dialogue develops communications strategies to create dialogue that drives brand value. We especially focus on leveraging a brand's geographic location for commercial success.

Research and Insights – utilise market research and analytical techniques to connect brand measures with stakeholder behaviour for an understanding of the brand audience.

Project Management and Agency Steering – ensure projects are managed properly from inception to results and assisting in finding a suitable agency, if required, to execute developed strategies.

Integrated Communications Planning and Execution – build an effective communications strategy to improve communications and meet business objectives, driving brand value.

Content and Channel Strategy – develop a content and channel strategy to deliver key messages through appropriate channels.

Communications Workshops – work together with in-house communications team to identify brand messaging, map key stakeholders, discuss issues, and formulate a strategic plan for moving forward.

Past and Present Clients

Brand Finance Services.

Brand Finance is the world's leading independent brand valuation consultancy. We help clients drive business performance through valuations, analytics, strategy, and transactions.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

+ Branded Business Valuation
+ Trademark Valuation
+ Intangible Asset Valuation
+ Brand Contribution

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

+ Market Research Analytics
+ Return on Marketing Investment
+ Brand Audits
+ Brand Scorecard Tracking

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

+ M&A Due Diligence
+ Franchising & Licensing
+ Tax & Transfer Pricing
+ Expert Witness

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

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+ Brand Architecture & Portfolio Management
+ Brand Transition
+ Brand Positioning & Extension

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We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

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We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

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