

Ideas to implement local branding along Almaty-Bishkek Economic Corridor

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What is a brand?

- Complex of ideas, associations, emotions, values, characteristics of the product or service in the mind of the consumer
- Association in the minds of the target audience, symbolizes any specific product qualities or characteristics of the product manufacturer. To this end, the brand must be recognizable

Why do we need a local branding?

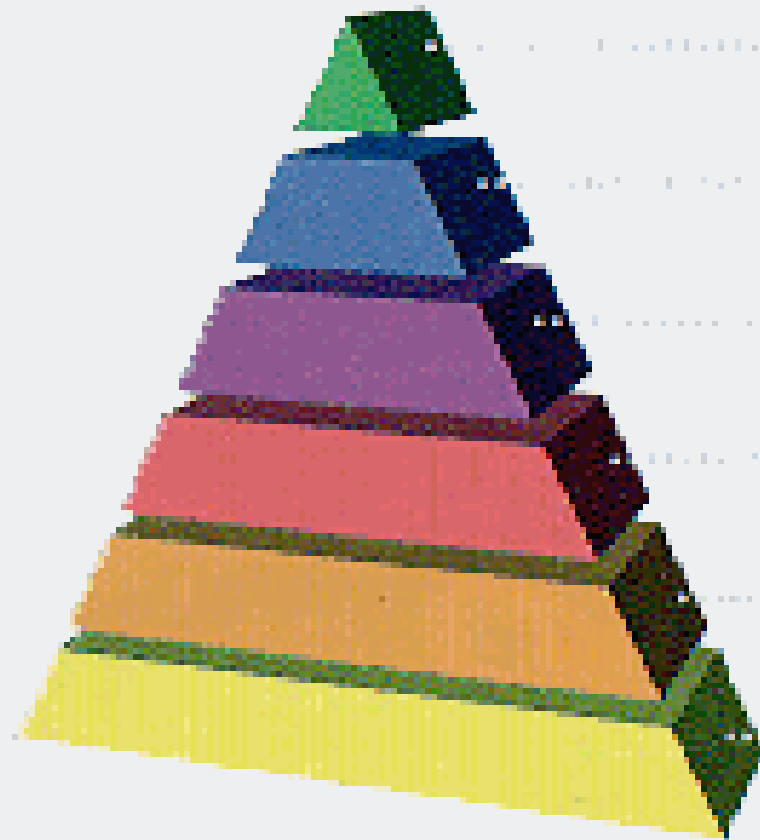
- Not every business can turn global
- If you have aspirations to run your business locally or under a specific geographic region with respect to logistics and finances

"Learn to unite, without losing its own identity, reinforcing each other's jurisdiction."

What is local branding?

- Brand or product or business that is marketed (distributed and promoted) in a relatively small and restricted geographical area
- If the area encompasses more than one metropolitan market it may be called a regional brand
- Branding means to create identity for your product
- It captures the character of the product/ business that the customer can see and recognize in an instant
- Businesses of any size can proclaim to be brands and it takes focused plan and strategy to make a brand popular and robust

BRAND NAME DEVELOPMENT SERVICES



BRANDTEST MARKET RESEARCH

LINGUISTIC SCREENING

**BRANDSEARCH TRADEMARK
SCREENING**

BRAND IDEATION CREATIVE

BRAND STRATEGY

BRAND POSITIONING

Key issues relating to the products

Issues related to consumer	Issues related to the manufacturer
Where product is manufactured?	Who uses the product?
By whom made product?	Where uses the product?
How to use the product?	Why uses the product?

Conditions for the birth of the new brand:

- The presence of natural resources (land, water, light, climate...)
- Policy and environment
- Human potential (concept, education, professionalism, leadership qualities)
- High quality products, image (certification, standardization, competitions, awards, intellectual property)
- The stability of production (development of production technology, flexibility / range of design)
- PR, involvement of all stakeholders (suppliers of raw materials, manufacturers, users)

Сертификация

- Сертификат происхождения
- Конкретные стандарты качества (ЕВРАЗЭС, Евросоюз, США, Китай и т.д.)
- Институциональное развитие

Возможные сценарии:

- Союз производителей продуктов питания
- Лаборатории по анализу качества (частные или муниципальные/государственные)
- Региональная структура для согласования стандартов и легкого пересечения границ, а также идентификации рынков сбыта
- Роль ЕВРАЗЭС (национальный стандарт, межгосударственный стандарт, СТ КЗ, СТ РК ИСО 9001-2009 «Системы менеджмента качества. Требования» и др.)
- Штрих коды (страна происхождения)
- IFRD чипы (конкретная информация о происхождении, времени сбора урожая, использовании пестицидов и т.д.)

Certification

- Certificate of origin
- Specific quality standards (Eurasian Economic Community, the European Union, the United States, China, etc.)
- Institutional development

Possible scenarios:

- -Union of food producers
- Laboratory for quality analysis (private or municipal / public)
- -Regional Framework for the harmonization of standards and easy border crossing, as well as the identification of markets
- -Role of EEC (the national standard, intergovernmental standard CT KZ, ST RK ISO 9001-2009 "Quality Management Systems. Requirements" and others.)
- -ICT (bar codes (country of origin), IFRD chips (specific information about the origin, the time of harvest, the use of pesticides, etc.)

Proposed products for internal and external use:

- Wheat
- Meat and milk products
- Vegetables and fruits
- Oilseed crops

- *Recycling of animal products (wool for light industry, hides to get leather)?*

- Tourist destinations (beach tourism, mountain tourism, climbing, CBT tourism, ethno-tourism, event tourism, etc.)

Existing informal brands

Kazakhstan	Kyrgyzstan
Wheat The meat (horse meat) Milk products (Adal, Food Master et al.) Almaty airport Honey Talgar fruit and vegetables Kazakhstan Rakhat chocolate factory Arba Wine Vine Kegen potatoes Vodka Watermelons and melons Doug Hemp from the Chui Valley Corn of the Panfilov district Sugar beet in Almaty region Wool	Issyk Kul Meat from Naryn oblast Milk products Yak meat Fruits from Issyk Kul Vegetables Medicinal herbs Honey Potatoes

Kazakh brands



Kyrgyz brands



Ideas for new joint branding:

Associated to the history and culture of the Kazakh and Kyrgyz peoples:

- Nomads way/life/culture/food
- Silk road/way

Associated to the geographical location or shared geographical objects:

- Alatau/Alatoo (Tyan-Shan)
- Chan Tengri

Associated to consumer preferences:

- Green/organic food
- Ecotourism/agro tourism/CBT tourism

Steps for a successful local branding:

- Emphasize the uniqueness of products or territory
- Develop a logo – Logo is an identity of a brand or business
- Building a logo ensures recognition by the customer base
- A strong message acting as the voice of the brand should be put along with the logo
- Marketing battles:
 - to be found
 - to be chosen
- Building brand should permeate all your marketing strategies and campaigns

What needs the project of regional/territorial branding:

A careful brand development require specific resources which will take 6-14 months:

- Budget
- Competence (professional) and clear understanding:
 - in what order
 - in what terms
 - in what format you need to take to achieve a positive result
- A leader - necessarily need (one specific responsible and communicative person at the development stage, and during the implementation and promotion of the brand)

Conditions for support for local branding in Kazakhstan:

- Support of local producers at the level of the Government of the RK, National Chamber of Entrepreneurs of the RK "Atameken" (shops and boutiques in major shopping malls, government procurement, export)
- Local people are increasingly prefer local products (change of mind)
- Using 'Local Branding' to Enhance Local Product Sales to Tourists
- The use of the experience: regional exhibitions such as the Central Asian Trade Forum, the Central Asian artisans fair and others









