



This module is based on

Content

- C4.2. Implementation of strategic marketing
- C4.3. The marketing mix (operational marketing)

Exercise

- E4.B. Marketing of GI products – Option a or Option b

Objectives of the session

- to understand the importance and specific aspects of the marketing of terroir products;
- to analyse the relationship between collective marketing and the marketing of individual enterprises;
- to acquire the fundamentals of strategic marketing and the marketing mix applied to terroir products.

Time required

2h00

Materials required

- markers and easel with large sheets of paperboard
- computer with Internet connection

Methodology

Approach

- Presentation of the objectives and key points of sheets C4.2 and C4.3 (30 minutes).
- Depending on the audience targeted, two alternative participatory activities are proposed:
 - Option a for participants not being familiar with the same value chain.
 - Option b for participants being familiar with a given value chain.
- During the restitution and debriefing, the reflections and comments of an expert in marketing GIs (for example the person in charge of marketing for a value chain) would be an advantage in order to anchor each person's reflections in the real situation.

Participatory activities

1. **Depending on the audience, choose Option a or Option b for all the participants, or leave the choice up to the participants, and organize corresponding groups.**

Option a. Analysing marketing of famous GIs

Divide the participants into small groups of two or three around computers with Internet access in order to answer the questions on sheet E4.B, Option a.

Option b. Analysing marketing of your value chain

Divide the participants into groups of three to five around several tables. Each group nominates a facilitator and a reporter, and discusses the questions on sheet E4.B, Option b.

2. **The participants work on the questions on the sheets corresponding to Option a or Option b (1 hour 30 minutes).**
3. **Joint restitution (10 minutes per group), followed by a debriefing.**

Essential points to be highlighted

- The protected name is a good basis for a strong common identity, which is essential for communication.
- In order to have the anticipated success, it is not enough to register the name and ensure its protection as a geographical indication; it must also be possible to sell the product at a profitable price in order to ensure reproduction of the resources needed for the production system. Planning of strategic marketing and the marketing mix is vital in order to achieve this price.
- Good communications are based on the qualities and characteristics of the product. The code of practice has a strong direct influence on market placement. It is therefore important to make sure that the main distinguishing features of the product are clearly identified.
- Good coordination between collective marketing (managed by the GI organization) and the marketing of enterprises is vital in order to ensure that messages are clear.
- The reputation of the GI (the common major asset of the value chain) is always boosted by good collective marketing.