

Successful branding from the chiller cabinet

Consumer trends such as regionality, craftsmanship and sustainability are all the more effective for dairy brands if they are communicated to consumers in a targeted manner and are also recognised by them. This also applies in times of rising energy costs and inflation. Unfortunately, the consumer appeal of dairy products has declined. Sales promotions in shops and "price tags in the chiller cabinet" seem to be the rule. However, this is not enough communication to make branding and repurchase independent of promotions and sustainable.

The diversity of dairy brands, which are characterised by medium-sized companies, is revealed to consumers in the chiller cabinet. However, just being "diverse" is not so much a strength of the market segment in the eyes of consumers, but rather has the effect of overstimulating them in terms of appeal and decision-making. Although it may be necessary for retailers to advertise new products or specialities in LC adverts alone, new products are not well received by consumers. or product claims in the rarest of cases. And little anchoring of brands ultimately also ensures interchangeability, less strangeness and ultimately also a limited willingness to commit.

Brand strength through consistent branding

Communication with end consumers does not have to be synonymous with large-scale advertising. In the meantime, many manufacturers rely on social media interactions - but only rarely with demonstrably increased purchasing behaviour. Tactical (sales) measures seem to be clearly prioritised over strategic brand management considerations for cheese, yoghurt & co. However, continuous (communicated) brand management is to convey branded products to consumers in a way that retains their value. A brand

"without images in your head" is not really a brand at all! The prerequisite for buying brands from category users is firstly unaided/aided brand awareness in the

simple signalling codes that can be called up quickly and offer a better solution than possible (available) alternatives on certain occasions. Memorised brand assets make it easier for us consumers to make decisions.

Brand assets are, for example, colour codes, lettering, logos, often

The packaging was also used at times.

Packaging plays a particularly important role in the codification of brands, especially for products from the chiller cabinet.

Examples from the world of brands with strong packaging codes are

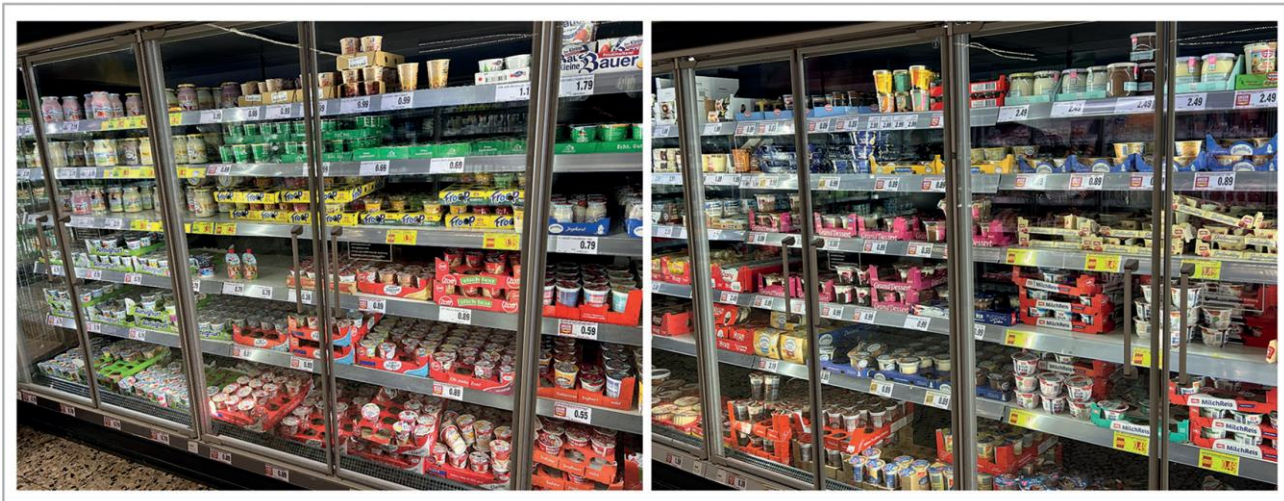
Nutella, Toblerone-

Triangles, Coca-Cola, the Red Bull can, the Ritter Sport square, Pringles, MonCheri, the toilet duck...

There are also dairy product brands that are clearly differentiated by their packaging design: the Almette barrel, the Alpenhain hexagon, the Philadelphia cream cheese oval, the St. Albray rosette, the St. Mang Lim- burger baking stone...Unfortunately, only a few brands have strong branding. According to the renowned marketing professor Jenni Romaniuk, a brand is not a brand until it is



each regional conversion field. Good image values in brand status are also not wrong in principle, but they are not always decisive for whether brands are relevant for people in everyday situations and are bought accordingly. Today, it is much more important that consumers think of a brand in certain situations than that they know a lot about it in depth. To think about brands in everyday life, we



Photos: K&A BrandResearch AG ;

The reality in supermarkets: Far too many unspecific products in the chiller cabinet.

A brand is strongly branded if it has been able to anchor around four to five brand assets that consumers clearly associate only with its own brand and distinguish it from competitors. According to her latest book "Better Brand Health", one of the biggest mistakes made by marketing executives is that branding and the resulting strategic brand management tend to be handled in a backward-looking manner. However, brand strategy considerations are all the more important if a branded product wants to be permanently independent of price discounts. And it doesn't matter at all,

whether they are global brands such as Coca-Cola, Red Bull or Milka or more regional brands such as Berchtesgadener, Loose or Käseebellen. The bottom line is that there are unfortunately far too few examples of brands that can claim the necessary distinctive brand assets for successful brand management. Without clear branding, such brand constructs are more likely to be interpreted as "fake brands". Even in German-speaking countries, renowned yoghurt brands rarely succeed in achieving distinctive branding among consumers. A dilution

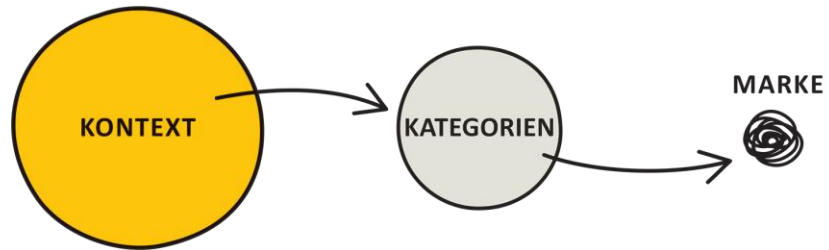
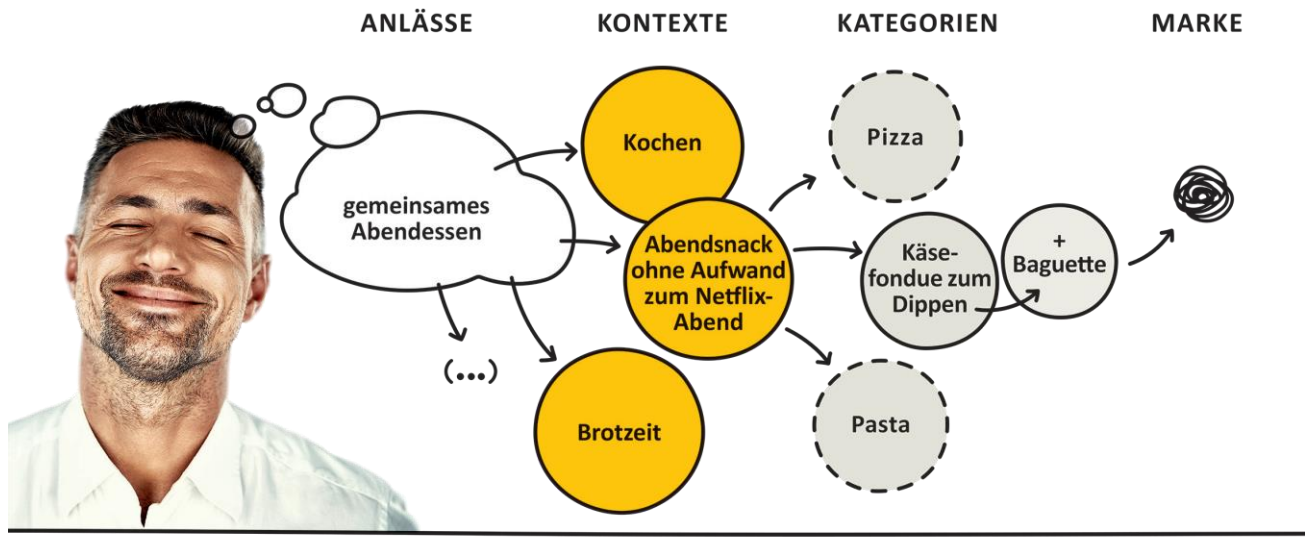
of brand identities in the absence of brand signals ultimately also increases the relevance of private labels: If consumers perceive little difference in quality or flavour, if the brand image or brand design contains hardly any peculiarities, then ultimately only the price decides!

Context packaging as an opportunity

Nevertheless, it is quite possible that less branded white and yellow line products will also be successful.



Distinctive brand assets for a yoghurt brand.



Context matters - consumer occasions characterise product and brand choice!
Photo: iStock.com/G-Stock-Faces

directly from the chiller cabinet. Even if a brand is not sufficiently strongly positioned via brand assets, it is possible to create additional incentives for a purchase via packaging communication. This is achieved through specific contextual references that "act like stumbling blocks" for the viewer and lead to additional (occasion-related) incentives to buy.

Today, consumer occasions and contexts are much more key to attention and subsequent purchasing behaviour than in the past. In fractions of a second, our brain's autopilot decides what expectations we have of a situation and in which setting (and with which product) we feel particularly good in these situations. In order to organise our everyday life in the best possible way, a wide variety of contexts naturally lead us to the supermarket. For example, we still need something for a "communal" dinner. For dinner, we could go for a "rustic Bavarian dinner", or a "business dinner with business partners", or a "dinner with friends". "Candlelight dinner", or a "BBQ barbecue outside with friends", or perhaps

Fancy a "Greek themed evening" with feta, pita and all kinds of Mediterranean vegetable spreads or a modern and sociable bread and dip alternative with baguette and a delicious, hot rougette oven cheese.

Today, an occasion can have many possible contextual faces. Successful brands are able to contextualise a brand, ideally linking it directly with a specific context mentally and this intensification in the mind's eye even opens the door wide for additional consumption opportunities later on. This is the case, for example, with Alpen-Hain-Obazda, a "Müller mit der Ecke" or Löffelglück from Dr Oetker. New contexts also help to draw attention to a brand: special placements, for example, can be used to update a brand. If special placements or seasonal special editions go beyond classic extensions and address additional contextual references, this makes it easier for consumers to make a decision: consumers are given a consumption situation via a contextual approach, which accelerates a positive decision if it is relevant to everyday life. Line extensions alone often only have the effect of emphasising diversity.

(which consumers claim to want), but ultimately only make the decision in favour of a variety more difficult psychologically ("spoilt for choice").

Anyone who has used context research to understand which few signals can be used to convince consumers quickly and in a way that is relevant to everyday life about packaging can organise markets more efficiently for specific occasions. This also opens up new opportunities for "smaller" brands with a lower marketing budget to be a stumbling block in routine shopping through a targeted contextual approach in the packaging presentation.

It is crucial to always think and develop from the consumers and their everyday behaviour in the sense of consistent context thinking. Companies that have a better understanding of the everyday contexts of milk, yoghurt, cheese, etc. and have defined brand texts that consumers will associate with this brand top-of-mind in the future can win over new consumers through brand communication and create brand loyalty more quickly.

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