



# Marketing and Branding in Urbanised Forestry

*TEMPUS: Training, networking and capacity building for sustainable forestry in Povolgie*

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*"A tree on your doorstep is a forest in your mind!"*



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# Marketing

(Juslin 2002)

- **At societal level: Marketing builds bridges between production and consumption systems**
- **At organisational level: Marketing integrates various functions of a company, connecting it to its customers and other stakeholders**
- **Developments in marketing:**
  - Towards greater customer orientation
  - From volume to value
  - From shareholder to stakeholder



# Branding (1)

- **Brand:** “a mark made by burning with a hot iron to designate ownership” (Webster’s)
- A brand is the proprietary visual, emotional, rational and cultural image that you associate with a company or product
- *Most powerful idea in the commercial world*
- Good branding leads to good (first) impressions and evokes positive associations
- Building strong brands is becoming more difficult



# Branding (2)

Kohli et al. (in press)

- **Brand name:** helps identify product and links to rich set of symbols and meanings embodied by the product (or company)
- Brand names can be:
  - Generic (“soap”)
  - Descriptive (“Laser jet”)
  - Suggestive (“Duracel batteries”)
  - Arbitrary (“woodpecker cider”)
  - Coined (“Enron”) – easiest to trademark
- Consumers prefer products with meaningful brand names



## Branding (3)

- **Brand hearsay**
  - Controlled and uncontrolled communications regarding brand (before purchase)
- **Brand evidence**
  - Set of brand associations experienced by consumer during pre-purchase and consumption stage of decision-making
- **Brand attitude**
  - Consumer's overall disposition towards brand
- **Brand verdict**
  - Final decision and response to brand stimuli



## Branding Types (1)

- “Traditional” product branding



- Service branding



- Internal branding

- Personal branding



## Branding Types (2)

- **Emotional branding**
  - “Love Marks” (Kevin Roberts): products and experiences that create long-term emotional relationships with customers

- **Sense branding**
  - Applying to all senses.
  - Not seldom: manipulation.



- **Destination branding**
  - Bundle of goods and services
  - Complexity of decision-making
  - Destination image
  - Representations of place’s identity not value free



## Branding Strategies

Leventhal (1996)

- **Massive advertiser**
- **Inducer**
  - Frequent change, continuously creating “newness”
- **Differentiator**
  - Segmenting customers, tailoring, one-to-one communication
- **Candid marketer**
  - Trust-based, transparent, dialogue, telling not selling
- **Loyalist**
  - Lifetime relationships, communication, lower marketing cost
- **Benefit separator**
  - Delivering core benefits in superior way
- **Beneficent marketer**
  - Total value-delivered system, eliminating non-value added activities





## Key Characteristics of Urban(ised) Forestry

- **Urban:** urban and peri-urban conditions; meeting urban demands
- **Integrative:** all tree resources; planning & management; landscape approach
- **Strategic:** long-term vision, multiple use
- **Inter-/multidisciplinary:** wide range of disciplines
- **Participatory:** stakeholder involvement



# Urbanised Forestry & Branding (1)

- **Do we really need branding in urban(ised) forestry?**
- **Arguments against:**
  - It's going well without, thank you...
  - Branding requires resources and expertise
  - People go to urban forests to “escape”, so why introduce the hustle of cities to them through branding?
  - We don't want commercials in our woods!
  - Risk for “A” and “B” nature/woodland



# Urban Forestry & Branding (2)

- **Arguments in favour:**
  - Urban forestry needs to compete for people's time (e.g., competition for leisure time) and support (e.g., political)
  - Branding could help generate additional income
  - Branding can be used for strengthening the internal organisation
  - Branding can help when creating visions and strategies
  - Urban forestry has excellent branding opportunities by its very nature
    - Strong symbolic values
    - Appealing to all senses
    - Long-term relationships
    - Healthy living







## Branding the Organisation



## Branding Urban Forestry



## Personal Branding - *A Different Forest needs a Different Forester*



## Branding Opportunities in Urbanised Forestry (1)

- **Benefit from positive attitude generally associated with woodland and trees**
- **Service branding for customer-orientation**
- **Internal branding to strengthen organisation and build pride in organisation**
- **“Quality stamp” for good practice**



## Branding Opportunities in Urbanised Forestry (2)

- **Build long-term relationships with customers and obtaining their support and feedback**

*Strategies:*

- Differentiator
    - Segmenting customers, tailoring, one-to-one communication
  - Candid marketer
    - Trust-based, transparent, dialogue, telling not selling
  - Loyalist
    - Lifetime relationships, communication, lower marketing cost
- **Linking up to strategic issues, e.g., at city level (competitiveness, health, social integration)**
  - **Continue appealing to all senses: sense branding**

