



West Cork  
LEADER Co-op  
Society Ltd.

Rural Development and  
Regional Branding

# Regional Branding



- *“achieving competitive advantage through the use of the area’s unique image & identity”*

## ■ LEADER programme

- integrated development strategy
- dedicated resources

## ■ West Cork

- Strong regional image
- Local resource potential





# Area Characteristics



- 108,000 population
- 3150 km.<sup>2</sup>
- 450 km coastline
- Fragmented settlement pattern
- Population density 34/km.<sup>2</sup>
- Heterogeneous population
- Emerging urban influence





# Strengths



- Strong image, profile & identity
- Diversity of landscape, culture & heritage
- Natural Resource Base
- Environment/Quality of Life
- Attractive towns & villages
- Proximity to Cork city
- Community/voluntary participation









# Weaknesses

- Infrastructure development
- Reliance on Agri-output
- Poor geographic dispersal of enterprise activity
- Externalities/macro environment
- Development pressure on coastal & peri-urban areas
- Distance from & access to markets





# Strategy



## Competitive Advantage

Technology  
Operational Efficiency  
New Business Models  
Skills Training

Regional Brand  
Capital Investment  
Marketing  
Skills Training

Environment  
Natural  
Built  
Cultural

# Defining the Brand



- Quality Trademark
- Distinctive Local Origins
- Commitment to Excellence
- Documented QA Systems
- Code of Practice
- Independent Monitoring
- Network and Co-operation



# Brand Values

- Express Underlying Values of Product/Service
- Expectations & Commitment
- Differentiate Goods and Services
- Attract Consumers with Similar Values
- Guide Behavior & Response
- Build Emotional Connection



# Brand Values



- Quality
- Heritage & Tradition
- Innovation
- Trust, Integrity & Authenticity
- Credible
- Environmental & Cultural
- Professional
- Commitment

# Communicating Values



- Style
- Tone
- Image
- Logo
- Colour
- Iconography
- Text



# Food Sector



- Importance to Local Economy
- Local Resource Potential
- Sustainable Development
- Potential for Added Value
- Cultural Wealth
- People = Place = Product
- Linkages
- Innovation

# Implementation



- Define Brand Objectives
- Determine Brand Values
- Development Strategy
- Brand Capital
- Financial/Non-financial Resources
- Sustainability
- Chronology

# Management Structure



- West Cork LEADER Co-op Society (Development agenda, objectives strategy and resources)
- Fuchsia Brands Ltd
- Sub-committees



# Actions

- **Financial**
- Technical Support
- Training
- Marketing
- Capital Investment
- **Non-Financial**
- Mentoring
- Advice
- Network Effect



# Timeframe



- 1995 Planning & Development
- 1996 Concept Launch
- 1998 Commercial Launch
- 2001 Subscription Income
- 2002 LEADER+ (€14m)





# Criteria

- Application
- Statutory Approval
- Training
- Code of Practice
- Monitoring



# Development Principles



- Value-added Food Production
- Tourism Brand
- Brand Extension/Development
- Use of Marketing Information & Research
- Mentoring
- Reduce Grant Reliance



# Objectives



- Build Brand Awareness
- Facilitate Commercial Growth
- Develop New Markets
- Develop Alternative Channels
- Enhance Market Access
- Improve Quality Standards
- Aid New Product Development



# Objectives

- Enhance Operational Efficiency
- Exploit Inter-sectoral Synergies & Linkages
- Promote ICT Use
- Enhance Environmental Practices
- Facilitate Networking & Information Exchange
- Promote Innovation





# Outcomes



- Enhanced Regional Profile
- Strong Enterprise Development
- Creation of Development Infrastructure
- Improved Production Processes
- Coherent Marketing
- Development of Niche Markets
- Move up Value Chain



# Outcomes

- New Product Development
- Job Creation/Maintenance
- Enhanced Market Access
- Inter-sectoral Synergies
- Networking and Co-operation
- Improved Consumer Awareness
- Environmental Impacts
- Agenda Setting

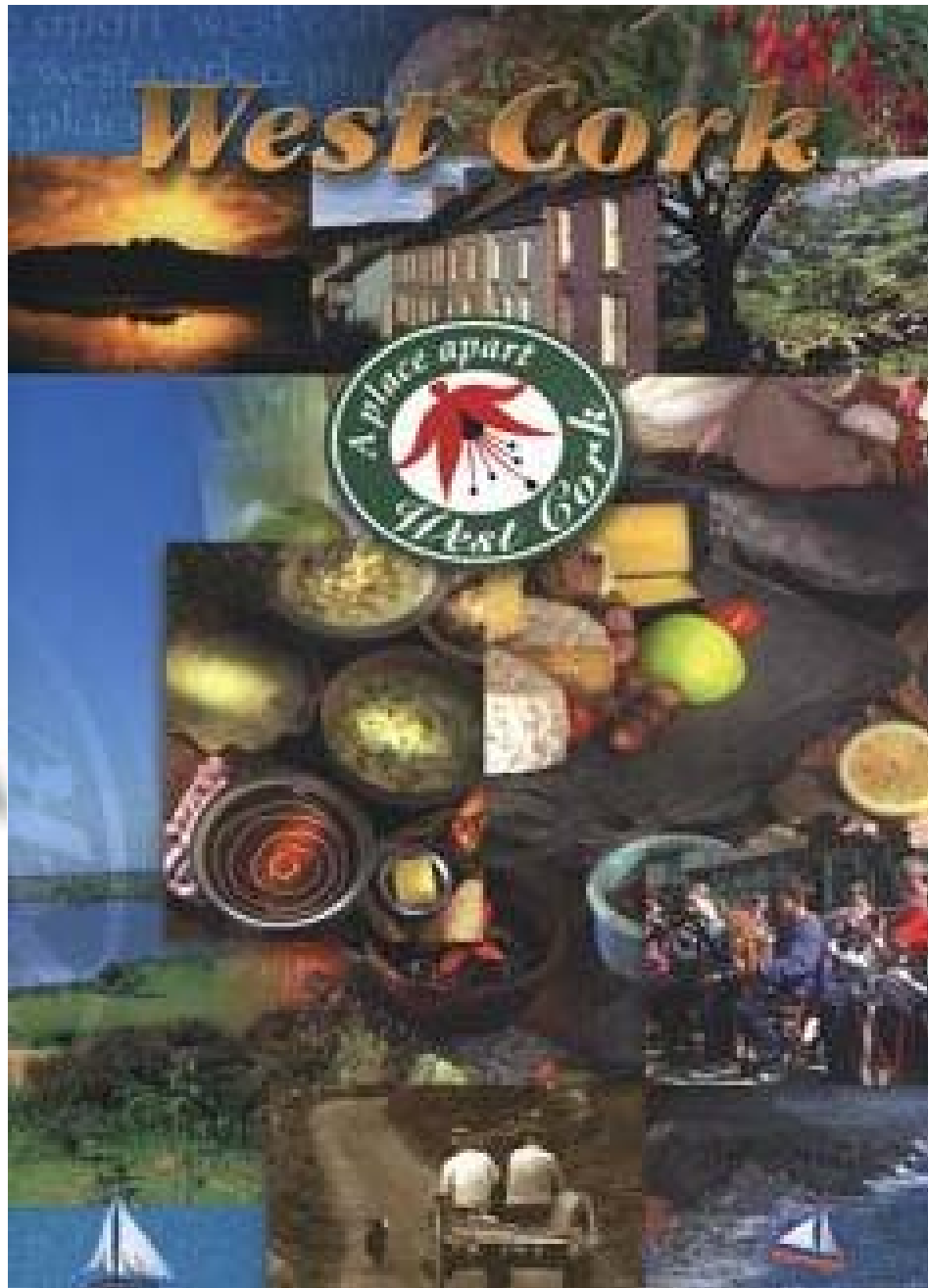





# Challenges

- Develop Brand Infrastructure
- Mainstream Agency Supports
- National Sectoral Exclusions
- EU Regulations and Policy Restrictions
- Inter-territorial Collaboration
- Market Access/Logistics
- Continuous Improvement
- Maintain Competitive Edge







# Fuchsia News

NEWSLETTER FOR THE FUCHSIA SOCIETY OF THE UK

Page 1-11	Page 12	Page 13	Page 14	Page 15	Page 16
Introduction	Topical	Journal of the Fuchsia Society of the UK	Planting and Care	Planting and Care	Planting and Care



West Cork's investment in a bright fuchsia

## Advancing Competitive Advantage through Regional Identity

A fuchsia is a shrubby plant with long, slender stems and bright red flowers. It is a popular choice for gardeners and is often used as a decorative plant. The fuchsia is a member of the Ericaceae family and is native to Central and South America. It is a woody perennial and can reach a height of 2 meters. The flowers are tubular and have five lobes. The fuchsia is a popular choice for gardeners and is often used as a decorative plant. It is a member of the Ericaceae family and is native to Central and South America. It is a woody perennial and can reach a height of 2 meters. The flowers are tubular and have five lobes.

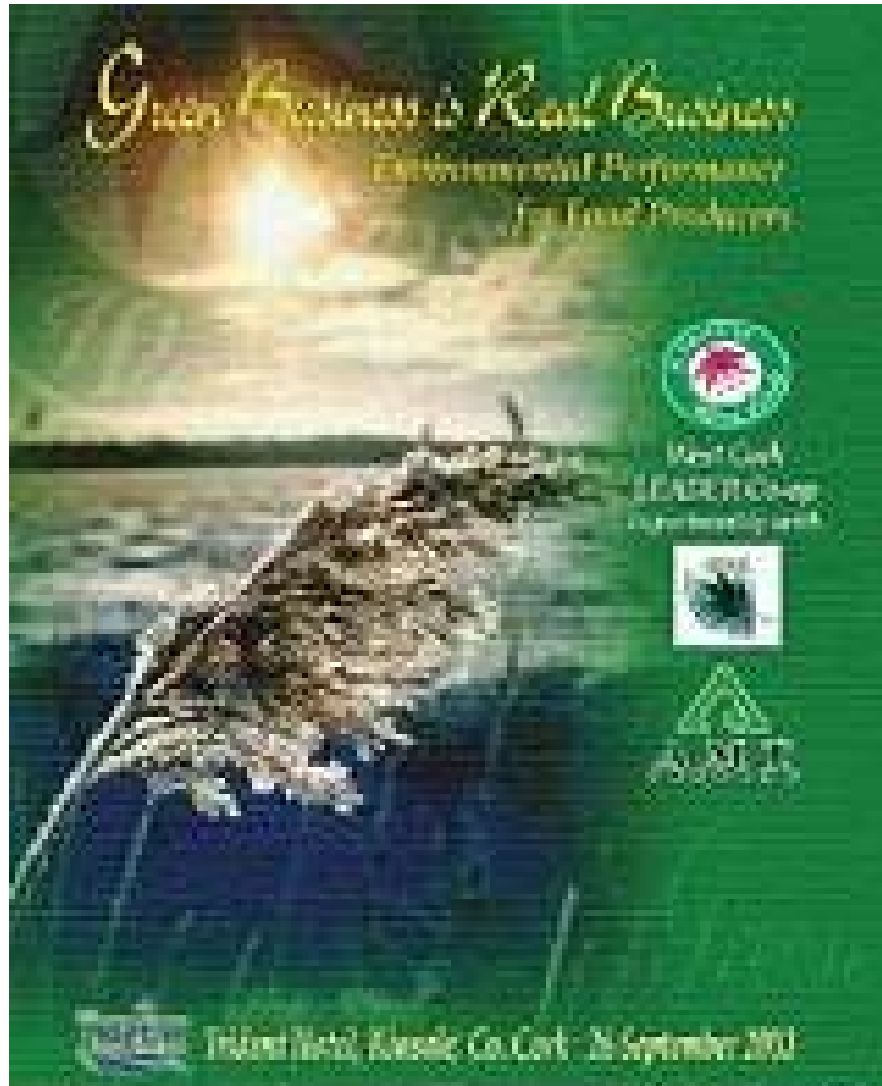
West Cork's investment in a bright fuchsia is a testament to the region's commitment to horticulture and landscaping. The fuchsia is a popular choice for gardeners and is often used as a decorative plant. It is a member of the Ericaceae family and is native to Central and South America. It is a woody perennial and can reach a height of 2 meters. The flowers are tubular and have five lobes.


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*Green Business is Real Business*  
Environmental Performance  
for Food Producers



  
West Cork  
LEADER  
Community Fund

  
ASSET

 Trillick Hotel, Middle Co. Cork 26 September 2007







# Summary



- Branding Vs Labeling
- Definition
- Competitive Advantage
- Differential Positioning
- Distinctive Values
- Strategic Focus
- Incremental Steps
- Functional



# Summary



- Emotional
- Coherence
- Consistency
- Credibility
- Innovation
- Co-operation
- Belief
- Partnership