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Impact of brand identity on labelling: the case of regional branding

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Abstract

The aim of this research is to analyse the impact of the regional brand identity on labelling. The regional brand is a way to differentiate each wine region because the characteristics (wine style, heritage, terroir, quality, ...) permit to identify the region. Moreover, the smaller producer's investment in regional branding is a strategic option to add value to its brand portfolio. So, the regional brand is defined as added value brand in comparison with the individual brand with other regional brand and created brand recognition. The origin of the wine is part of brand image though the concept of regional equity is defined by brand associations as benefits of consuming the product. The association of brand with region/country of origin is considered a tactical option to strengthen brand identity and the brand identity strategy contributes to the firm's brand equity. Also, the distinction between the desired brand identity and the brand image is stated as a result from the managed as well as the unmanaged parts of the brand. The element of active communication in brand identity also embodies the physical image of the product to include the labelling. We use a regional brand in the Bordeaux area (Côtes de Bordeaux) to understand the impact of regional brand identity and image on labelling. Wine makers, retailers, Négociants and HORECA are positive about this initiative to different degrees and they define several levels of identity (Château, Village and Region) that should be inscribed on the label.

Key Words: Regional Brand, Brand Identity, Label

Introduction

The vineyards of the Gironde department include approximately 125,000 hectares of vines, with approximately 110,000 hectares for red vines and 15,000 for white vines. In the Gironde, production is exclusive to one of the 57 existing AOC, for the production of table wine. The hierarchy of AOC Bordeaux is organized on the one hand according to regional names (e.g. Bordeaux, Bordeaux Supérieur), and on the other hand according to sub-regional names (e.g. Saint Emilion) in which there can also be communal AOC (e.g. Montagne Saint Emilion). The regional syndicate (the marketing and trade association for the Bordeaux area) wants to simplify the management of the AOC to 6 areas: Bordeaux, Dry white Bordeaux, Sweet white Bordeaux, Cotes, Libournais, and Graves and Medoc. One of these areas is called Côtes de Bordeaux, and the FIVE AOC COTES de BORDEAUX have important similarities in terms of geography, conditions of production, winery structure, positioning in the hierarchy of the Bordeaux AOC, and consumer awareness.

The image, the awareness and the positioning of these AOC are not clear for the consumer and are limited to the French and Belgian markets. This is because each appellation has its own denomination which is not very coherent with that of its neighbour and the legitimacy of which is not obvious for the consumer who does not have a clear awareness of these appellations. Also the Négocier does not use Cotes de Bordeaux as an alternative to the regional name because of atomized production with the absence of high volume and because they are absent from the Export markets which do not support the development and the recognition of these AOC. Systematizing the use of the name "Cotes de Bordeaux" provides a better and stronger

identification for the consumer. It is therefore necessary to build a strong regional brand as a unique and typical wine from a specific region. These products may be industrial, labelled with a major firm's trademark. They may be artisanal, labelled with a collective brand and/or a PDO-PGI label (Protected Designation of Origin; Protected Geographical Indication).

First, we define what a regional brand in the wine industry is. The reasons for the development of a regional brand and the stakes involved are examined. It is essential to have a strong regional brand by analyzing brand equity in the context of the wine industry. The dimensions of brand equity, Brand Image and Brand association are used to define the Côtés de Bordeaux Brand. The design of the labelling is a key factor in determining the impact of the brand on the shelves. This is why we want to measure the impact of brand image and brand association on labelling from different points of view. It is also why we consider producers and market brokers (négociant, retailer) and HORECA to determine differences concerning this impact.

Regional Branding

Van Ittersum provides a definition for a regional product as one whose, "...quality and/or fame can be attributed to its region of origin and which is marketed using the name of the region of origin" (2001). Easingwood (2006) discovered fourteen regional drivers, reduced to the following seven profiles that most strongly drive regionality: 1) Specialisation-specialising in one style such as the French *Chablis* region, renowned for its dry white wines, 2) Volume Production- established reputation of "certain critical mass" for shelf space guarantees, 3) Opinion formation- press releases, publications, awards, word of mouth, etc., 4) Quality- consistent and good, 5) Heritage- reputation of a region that takes time to develop, 6) Distinctive- a style of wine that is quickly recognised as belonging to the region, for example, Barossa Shiraz, Clare Valley Riesling or Hunter Semillon, and finally 7) *Terroir*-climate, prescribed varietal, soil, wine-producer and human factors of the region that make the wine distinctive and typical of that region (Moran, 2001; Van Leeuwen & Seguin 2006). Identification and elucidation of these "terroir" characteristics will create the link for the consumer thereby enhancing association to the region through multiple associations to geography, climate, science and people. Ultimately, it provides the consumer with a more concrete or tangible understanding of the ubiquitous "terroir" concept. Lockshin (2005) recommends applying branding efforts to a region as this will have a higher impact on consumer response and potential expansion of the target market since the larger brand is more salient. The use of regional branding is an addition "to add texture and richness to the industry's existing marketing and branding tiers" (Bruwer & House, 2003). Moreover, the smaller producer's investment in regional branding is a strategic option to add value (positive effects on price) to its brand portfolio. Regional branding also offers another means of product differentiation by providing a place of connection for the consumer, thus creating brand recognition and ultimately an added value (Van Ittersum, 2001).

The relevant literature on regional branding indicates three ways to define it: geographical characteristics, umbrella brand and brand constellation. Schamel (2006) shows a trend towards more regional differentiation which may be due to the increased registration of government recognized regions as geographical indicators. The use of such 'geographical indicators' can involve unique quality characteristics associated with a particular location or quality images that are based on the history, tradition, and folklore of a region" (Agarwal & Barone, 2005). Furthermore, geographical indicators should be divided into two categories: protected designations of origin (specific geographic, environmental and human influences on

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the region) and protected geographical indications (the quality, reputation or other attributes specific to the region). AOC as a protected geographical system meant it was a quality wine, improved by yield control, elimination of hybrid wines and following consistent winemaking and viticulture practices (Charters, 2006). The system controlled three aspects of wine production to maintain quality: 1) establishing maximum yield to ensure quality fruit, 2) determining minimum alcohol level in each region so as to ensure fruit ripeness, and finally 3) compulsory tasting facilitated by local winemakers (Charters, 2006).

Regional branding could then be defined as Umbrella branding linked to the relationship between collective reputation and individual reputation. Montgomery and Wernerfelt (1992) defined umbrella branding as the use of the same name on a number of products. Cabral (2000) further elaborated with the umbrella referring to the collective reputation of regional products. Umbrella branding is a form of brand extension that takes into account the interactions between individual and collective reputation. Results (Schamel 2006) show that umbrella branding affects the quality perceptions of the products under the umbrella and may be a successful tactic to enhance marketing effectiveness. This, however, means that quality must remain high for the umbrella brand. Conversely, regional brands with low quality will harm the reputation of the umbrella brand.

Regional brand or “Brand Constellation” combines the following cues used by the consumer: colour of the wine, country or region of origin, vineyard, price including discounts, varietal names or combinations, winemaker(s) and style (Lockshin & Hall, 2003). It suggests that these cues may be subject to scrutiny by a multitude of consumer groups whose cues to determine purchase are manipulated by loyalty to brand or price bracket, level of involvement, occasion or reason for the experience, red vs. white or differentiating the perspective of region of origin according to country (Lockshin & Hall, 2003).

Clustering was initially motivated by the pursuit of a regional branding through which competitive advantage could be defined (Agarwal & Barone 2005). The main reasons are:

- the quality characteristics of a region create an image of scarcity, making the product seem “exotic”;
- the mysticism or “exoticism” of the product stems from the history and tradition of those geographic regions;
- the tradition and history of the region are blended with the benefits of the location and the “trade secrets” of those producers from the area that create another dimension of mysticism in the product; and finally,
- the human factor of heroism, sacrifices, family tradition, etc.

The need to use the regional branding approach is reiterated by Aylward & Zanko (2006): “The emergence of regionalism/localization/place is, in part, the outcome of increased ‘clustering’ within wine industries, and very much related to this, the response of small and medium sized enterprises (SMEs) to global pressures”. In these cases, the regional brand itself sought to bolster its individual driving force as a force for co-operation, rather than just a useful by-product of business level alliances (Bronnenberg, Dhar, & Dubé 2007). The desire to export and to be innovative has been a key factor in the evolution of these clusters (Aylward 2006). The collaborative and intense interaction within the cluster generates innovation and brings new products and services to market and this is all the more effective since there is interaction between other clusters (tourism for example) and between private and public institutions in the same region.

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The region of origin, in a contemporary context, is a “sense of place” for consumers who have made a personal connection with a winery and remain loyal to the region because of this connection. Furthermore, the regional attributes perpetuate of reputations based on quality of wine, flavour profile, individual brands, etc.

Country of Origin, regional equity and Brand Equity

An extensive body of literature (Papadopoulos & Heslop 2002; Pharr 2005) has addressed the issue of Country of Origin effect on product perception, evaluation and purchase decisions in all types of target markets. In research by Batt & Dean (2000), the origin of wine was found to be a key variable affecting the consumer purchase decision. An argument for promotion of the region is given by Hong & Wyer (1989), who demonstrated that the country of origin had a direct influence on the evaluation of a product, even if this influence depended on other variables such as price, for example (Perrouy, d'Hauteville & Lockshin , 2006), but in addition encouraged stronger consideration of the product's other attributes.

Also, the perception of values is more easily managed for a region with a distinct reputation as an indicator along with sensory quality attributes. Huber and McCann (1982) proved that the country of origin can provide product quality signals when consumers are not able to ascertain or are not familiar with the actual quality of the product. In terms of image, there is a strong link between product image and country image. Areni (1999) conclude that producers from lesser-known regions focus their marketing strategies on specialty varietals. On the other hand, if the region of origin is well known, producers within the region are most likely to benefit by cooperatively exploiting its reputation and perpetuating regional salience. If the country image is well known, it increases the consumer's perceived value of the wine and affects price expectations (Papadopoulos & Heslop 2002).

The association of brand with region/country of origin is considered a tactical option to strengthen brand identity (Aacker, 1996). The association of region/country of origin to a product brand generally adds credibility and implies quality of the product brand (Aacker, 1996) and the brand associations here are considered as the driving force of brand equity. So, Brand equity is defined as “Brand assets and liabilities linked to a brand, its names and symbol that add to and/or subtract from the value provided by a product or service to the firm or to the firms' customers” (Aacker 1991). According to Aacker (1991, 1996), Brand equity is a multidimensional concept that consists of Brand awareness, Brand loyalty, Perceived quality, Brand association and Other brand assets. Nowak, Tach & Olsen (2006) apply also the overall brand equity that is explained by emotional attachment, product and service quality, consumer involvement and price. Thod & Maskulka (1998) refine the framework of brand equity applied to fine wine brands. They distinguish 4 dimensions: Brand image, Brand associations, Brand familiarity and perceived quality. The origin of the wine is part of brand image though the concept of regional equity is defined by brand associations as benefits of consuming the product (Orth, McGarry Wolf & Dodd 2005). So brand image can be used to define globally the image of the region as a place. The image is a synthesis of all the signs associated with the brand by the consumer (Kapferer 1992). According to Bruwer & House (2003), the image of a region of origin can be used as a point of differentiation for a branding and marketing strategy if marketers can take advantage of the positive associations consumers have with that region. This is why it is important to assess and determine which associations are positive and also those that are negative and undermine the strength of regional branding.

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The distinction between the desired brand identity and the brand image is stated as a result from the managed as well as the unmanaged parts of the brand (Kapferer 1992). Identity Strategy should consider all the ways in which the identity is to be communicated to all brand contacts with customers, prospects, and publics. The brand identity strategy contributes to the firm's brand equity through integrated communication marketing. .

The element of active communication in Aaker's brand identity (1996) also embodies the physical image of the product to include the labelling. The brand logos and verbiage on the label have become clear reasons for sales growth, as witnessed by the "critter label" phenomenon. "Packaging is important in its ability to build and defend a brand name" (Spawton 1990). Steiner (2004) analyses the impact of providing information about region of origin on the label. Packaging that strongly conveys the image/culture of a region may serve to strengthen the identity and authenticity of the brand. The packaging could be seen as a "product-related attribute" communicating brand identity through purchase and usage (lived experience) and the image reflected by the packaging (Underwood, 2003).

Methodology

First of all, we wanted evaluate how the various participants in our research (Châteaux, retailers, négociants and HORECA...) defined what "Côtes de Bordeaux" represents. For that, we defined for each participant what brand associations are and if they are more or less typical: the consumer might tend to choose whatever brand seems most typical because it is easier to recall. First, we asked all participants this question: Can you list whatever you think about "Côtes de Bordeaux"? Subjects then rated how the brand association proposed in the previous list is typical of the "Côtes de Bordeaux" brand on a 1-7 scale ranging from "not at all typical" to "very typical". To define the identity of "Côtes de Bordeaux", the Brand identity prism (Kapferer 1992) was used. The 6 facets are Brand physical (its material distinguishing traits), brand personality (traits of human personality that can be attributed to the brand), Brand culture (Culture values associates to this brand), brand relationship (What kind of relation we have when you think about the brand), Brand reflected (natural association of brand and consumer profile) and self image (what is the image of the consumer type?). The Brand reflected and self image facets define the characteristics of the "Côtes de Bordeaux" consumer. The impact of brand associations and identity on labelling is shown in figure 1.

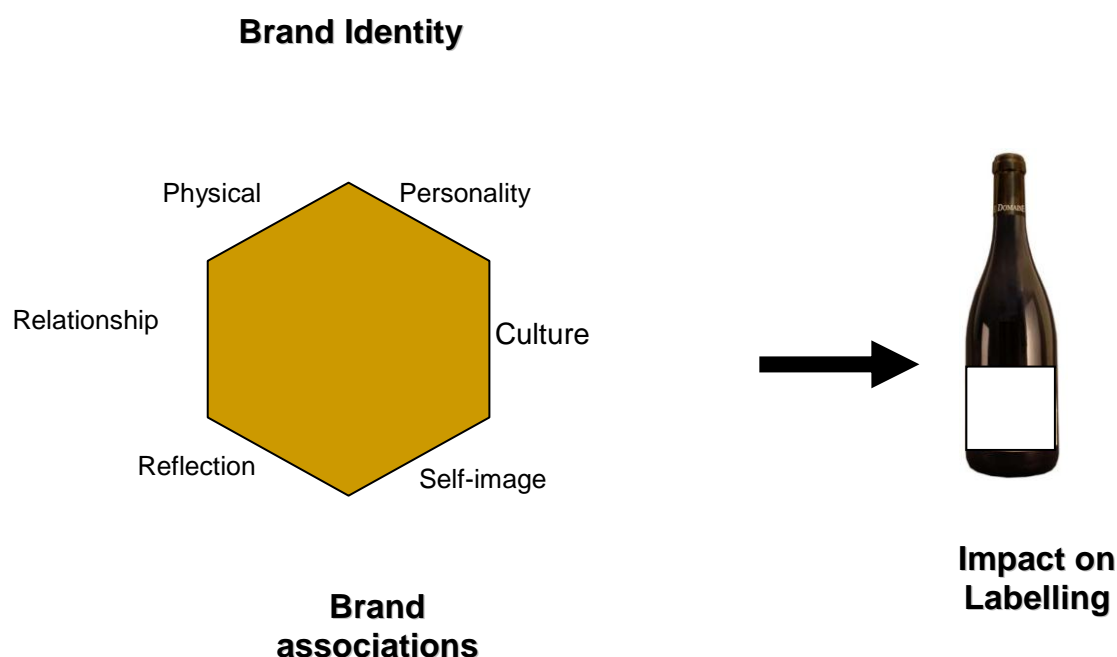


Figure 1: research design

This research used the Focus group method to collect empirical data. It is a useful method for gathering ideas and insights into the regional brand. We wanted a consensus to create the identity and the label of Côtes de Bordeaux (regional Brand). We decided to have a multiple group because the characteristics of our participants can vary across the group. In fact, we asked some Côtes de Bordeaux châteaux, Retailers and négociants, and HORECA to participate in our focus group. So each group builds regional brand identity and label. Belgium and France have some similarities concerning wine-consumer behaviour. Finally, we have **five** focus groups (one in Belgium and four in France): Two concern châteaux, one HORECA and one Retailers and Négociants. The sample characteristics are presented in Table 1.

	Size		Size
Châteaux:	13	France	18
Retailers and Négociants:	7	Belgium	7
HORECA:	5		
	25		25

Table 1: Sample Characteristics

Côtes de Bordeaux represents 14% of Bordeaux wines in terms of volume sale. Eighty-five per cent are currently sold to the French market and 15% to the export market. They are essentially red wines produced mainly from Merlot (because of the chalky and clayey soils) blended with Cabernet Sauvignon, Cabernet Franc and Malbec. The white wines are mainly made from Cabernet Sauvignon associated with Semillon and Muscadelle.



Figure 2: Cotes de Bordeaux map

If we look at the map, we see that the Côtes de Bordeaux are near different rivers. So there is a question of what does Côtes mean? Could you have this denomination when the vineyard is near the river? Côtes de Bourg, Premières Côtes de Blaye, Côtes de Castillon, Premières Côtes de Bordeaux and Côtes de Francs, suffer from not being well known abroad and the same is true in France. Generally, when consumers think they know one of these 5 appellations they are unable to associate it to the area of Bordeaux (except for appellation Premières Côtes de Bordeaux). Some consumers even think that Castillon is a Spanish appellation. Given this situation, the 5 Côtes de Bordeaux decided to join together in order to create a common appellation, appellation “Côtes de Bordeaux” as a regional and umbrella Brand.

Results

Although Bordeaux is an obvious appellation for most châteaux, from their point of view the “Côtes” aspect remains central in defining Brand image. Indeed, the wine growers think that the term “Côtes” (Coasts) is developed by the consumers because it is more qualitative and synonymous with good soil. It also makes it possible to distinguish between generic appellation. Brand name is also associated with a good satisfaction/price ratio and with sunny slopes. Less typical for the châteaux, “Côtes” is associated with red wine and an upper average range in terms of price and quality.

For the châteaux, the physical aspects of this identity are: Sunny “coteaux” (slopes), “Body” versus “Fruity” depending on the terroir (Body for Bourg and light and fruity for Blaye). For the personality, there is a certain consensus based on convivial, festive and jovial dimensions of the name (in contrast to tasting “taken of head”). Culturally, it is a wine for small properties, artisans and family companies, with a very rich cultural and historical heritage (Bourg = one of the oldest vineyards, Blaye: the citadel, medieval city of Castillon). The consumer has a relationship with the wine from the Côtes de Bordeaux: simplicity, user-friendliness, opening up, but also authenticity. The relationship is marked by the trust which is placed in the wine: good quality /price ratio and a variety of prices. It is a wine for various occasions (to drink with a meal, at a party and for regular consumption). The consumer of

Côtes de Bordeaux is open-minded and curious, an amateur wine-buff with some wine knowledge. He seeks a good quality/price ratio and pleasure on an average budget.

It is difficult to obtain a consensus concerning the label and especially the organisation of all the information. We propose a label common to the majority of châteaux (figure 3). It is interesting to note that opinions are divided concerning the wording “Appellation Côtes de Bordeaux contrôlé” as a geographical indicator. Most of the châteaux do not want to reproduce this wording even on the back label. They prefer to have “Côtes de Bordeaux” as a regional brand and also an umbrella brand but without a specific logotype because most of them want to put their village brand (Blaye, Bourg, ...) and Château brand alongside the regional brand. Thus they want three levels of branding to reassure the consumer as to the origin of the château (Château positioning). Finally, this average label must also contain all the quality signs related to the wine which will reassure the consumer (“high-class Bordeaux wine”, “medals” and “Bottled at the property, with the château”).

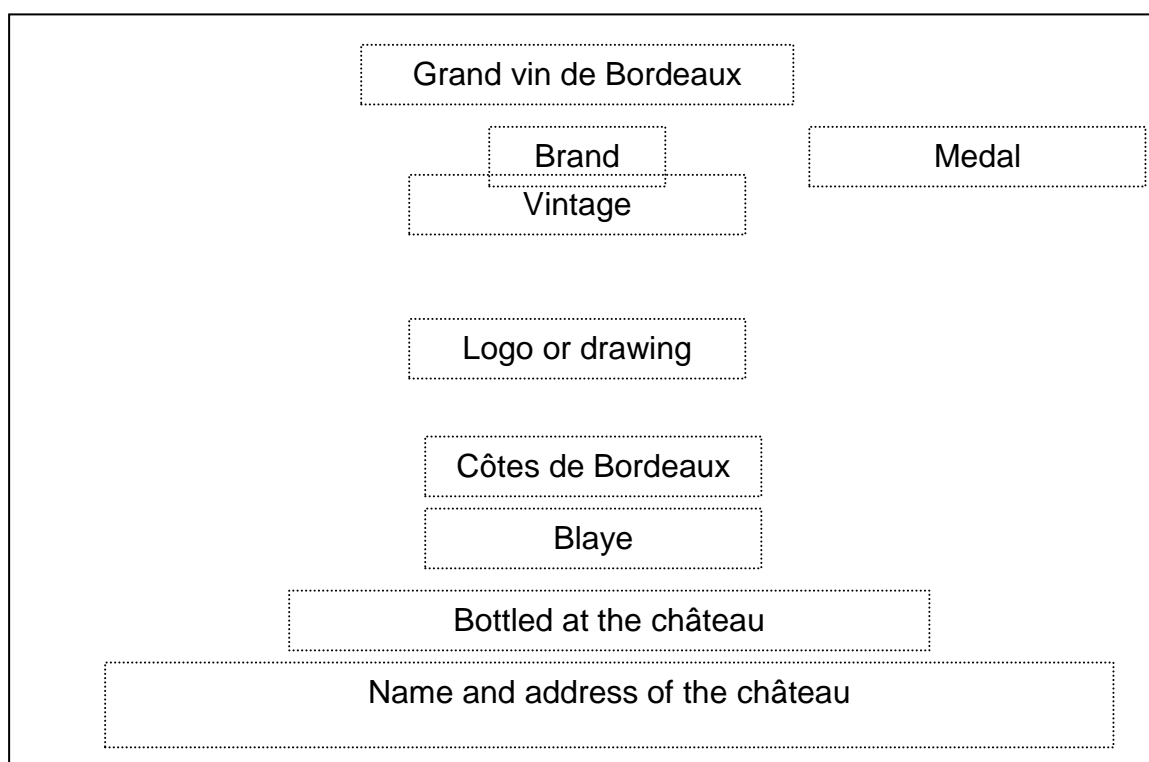


Figure 3: Brand Label for Côtes de Bordeaux wine: Château Identity

For retailers and négociants, brand image is defined as “terroir” (Relief Slopes/Landscape – Sun), a locality (Bordeaux is associated with high quality but accessible in terms of price) and a wine type (red, easy to drink, traditional style).

For négociants and retailers, the physical aspects of the identity are the various soils of the Côtes de Bordeaux and a landscape that provides perfectly exposed slopes (thus quite sunny). This brings together a very broad range of wines with different personalities: authentic, convivial, simple and accessible. They are “wines produced by farmers and small vineyards”, combining tradition and modernity. The wine is for the middle classes, aged between 35 and 50, urban but familiar with the countryside. The Côtes de Bordeaux consumer goes out, entertains (user-friendliness), and is open to different tastes.

For the negociants and retailers, we have a consensus about the information on the label. First, the label seems to be simpler. The village brand does not appear and the logo or drawing separates the château brand from the regional brand. With this label type, retailers are willing

to have the “Côtes de Bordeaux” category on their shelves. So the regional brand positioning (figure 4) is recommended, though for fears in mass market, château brand positioning is looked for.

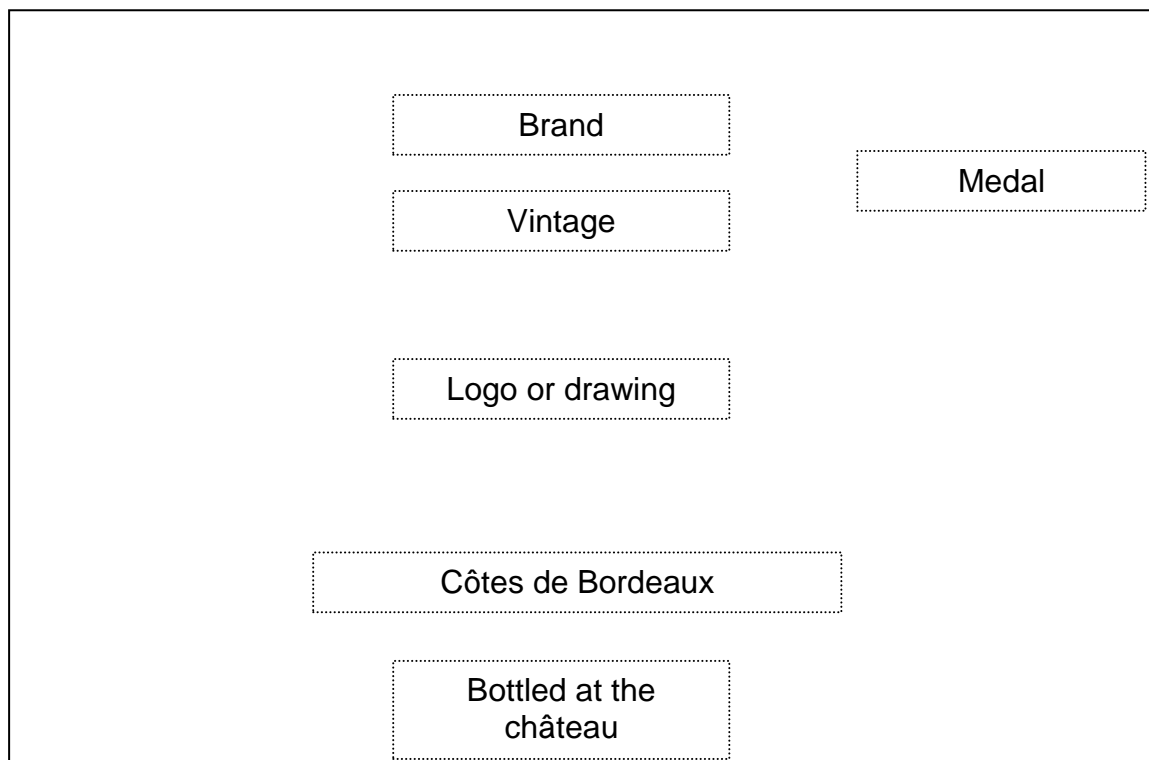


Figure 4: Brand Label for Côtes de Bordeaux wine: Regional Identity

First, the HORECA people note a certain confusion when they evoke the name “Côtes de Bordeaux”. Moreover, “Côtes de Bordeaux” wine could represent more of a generic wine though it is a sign of quality. It is a red wine, rather fresh and light, not expensive, aged in oak barrels. It must be exclusively reserved for the HORECA. “Cotes de Bordeaux” evokes an independent wine maker.

For the HORECA, the physical aspects of the identity are a simple wine, not very complex, fruity, with beautiful colours and body but not rustic. The personality is defined as accessible and not pretentious. A “Côtes de Bordeaux” wine is a convivial wine, without ceremony. It is a wine which is more appropriate for lunchtime. It is a wine which attracts sympathy, a wine synonymous with discovery. The consumer of Cotes de Bordeaux seems to be someone from the middle classes, who has little knowledge of the world of wine (rather young customers in wine consumption, just beginning to taste wine). There are jovial fellows rather than real wine amateurs, they have curiosity but want to be reassured.

The HORECA participants need four items of information on the label (Figure 5): the Château brand, the communal brand, the regional brand and the vintage, even though this may confuse the consumer. They want three levels of branding to reassure the consumer about the origin of the château but with a different information design. Most of them want to have, the Château brand and the village brand (Blaye, Bourg, ...) alongside the regional brand. When you choose the wine, the first criterion is the village brand and afterwards the Château Brand. The village brand positioning emphasizes the range of wine discovered and tested. There are recommendations on the back label.

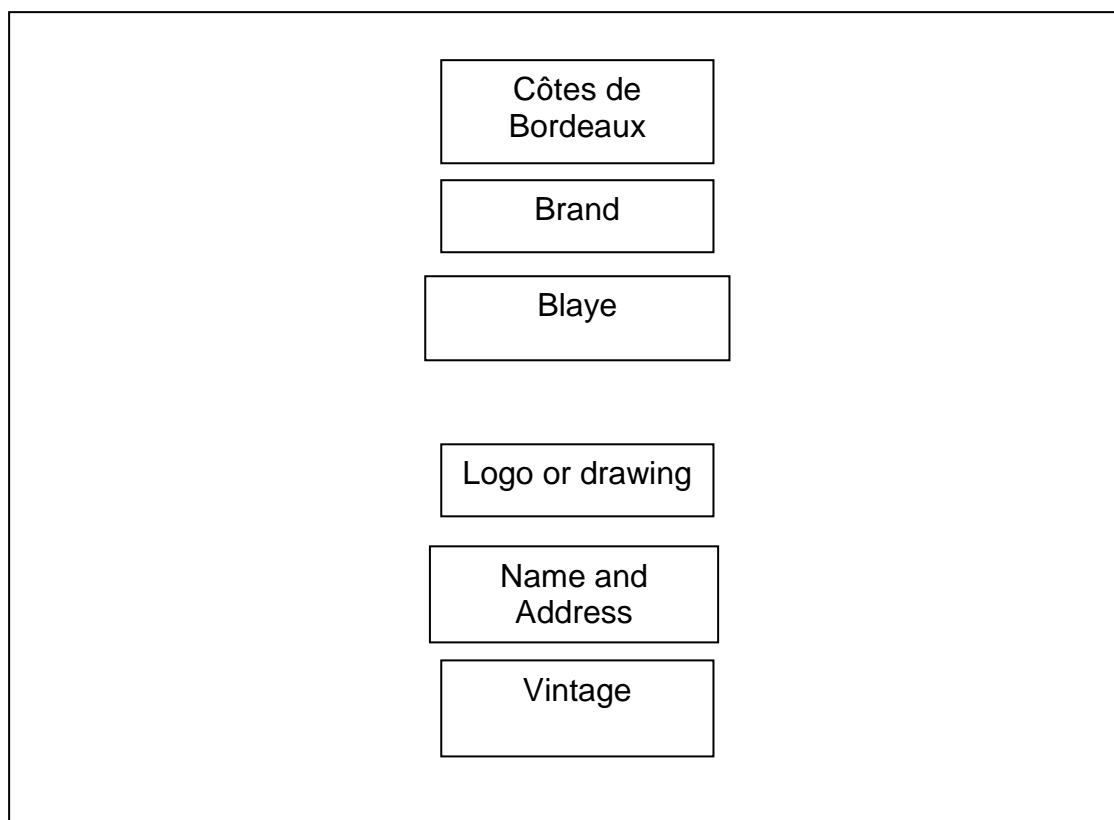


Figure 5: Brand Label for Côte de Bordeaux wine: Village Identity

Discussion

The “Côte de Bordeaux” appellation projects a good red wine image (“Everyone thinks red”) as a traditional French wine. Indeed, amateurs will distinguish between each village brand, and, they are perceived as higher quality wines. On the other hand, novices will consider Côte de Bordeaux wine as little better than a Bordeaux generic wine. This quality is not homogeneous from one Chateau to another and a “classification” scheme will have to be created, like the one in the Medoc. However, a name can cause confusion, because it is difficult to know what exactly the name includes. In the same way, the wines that gain advantage through this name can be different, “a character, a specificity, it is nevertheless not the same style of product”, and they are not necessarily all the same. They may be more or less fruity or more or less tannic. For the châteaux and negociants and retailers, typifying the wine depends on the characteristics of the wine and the landscape.

After using a content analysis on identity for the participants, a Factorial correspondence analysis (Figure 6) is used to show the differences between Châteaux, HORECA and Negociants and retailers. The identity represent 35,5% of explain variance and is structured by two axes: for the first axis, consumer (reflect and self image of identity prism) and personality is the opposite of terroir (physique dimension) and for the second axis consumer is the reverse of personality.

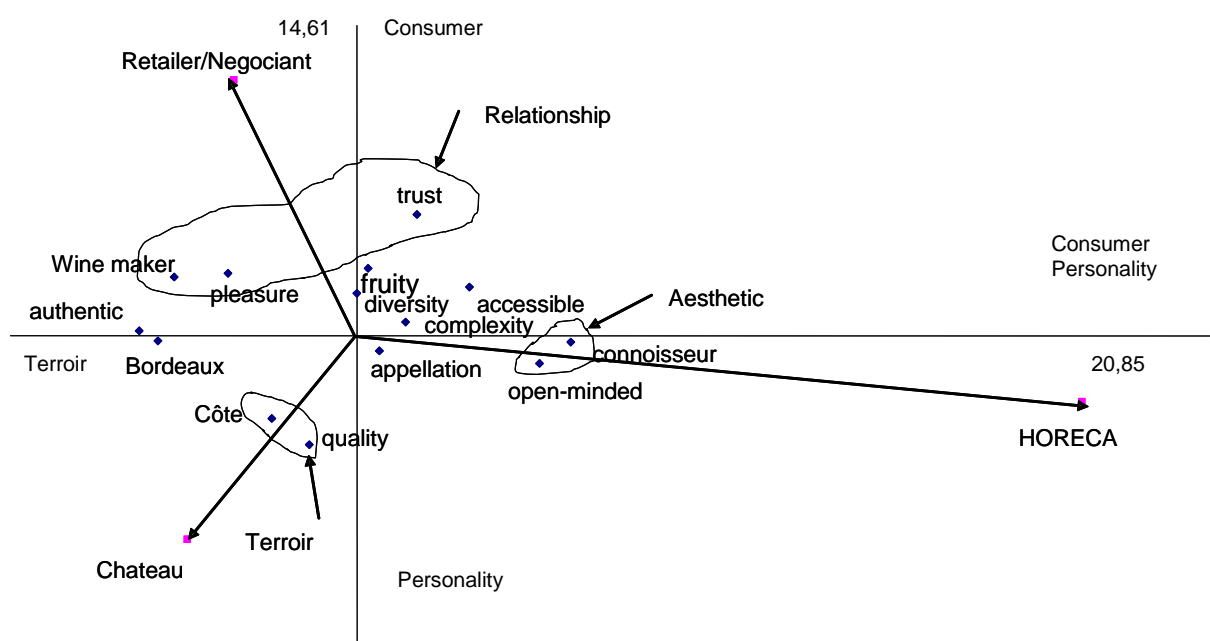


Figure 6: Identity differences between Châteaux, HORECA and Negociants and retailers

Concerning identity, for all participants the Côtes de Bordeaux wines are quality wines with character on a slope of the Côtes region. As for the level of quality, we can see some differences. For the HORECA, it is generic Bordeaux, but for retailers and negociants, the quality of wine is better than generic Bordeaux. For all participants, it is a wine which is both powerful and balanced because it is on a variety of soils. For all the public bodies diversity is associated with the identity of the Côtes de Bordeaux. In the same way, the consumer is an amateur-discoverer who does not wish to impress others and who seeks user-friendliness and immediate pleasure at lunchtimes.

Identity for the chateaux is associated with the concept of terroir defined by wine quality and Landscape. The quality dimension is illustrated in the label by all the sign that reassure the consumers (Bottled at the château, Medal). The origin of the wine is over represented (Name and address of the château, Village, Region) that define the terroir. HORECA participants define the identity of Côtes de Bordeaux as experiential value (aesthetics). It is a wine for an open-minded connoisseur. The consumer wants to discover new wines and new appellations by himself. It is why in the label, the brand is more associated with the village than the region. Finally, retailers and negociants consider the relational aspect defined by trust in wine quality, by small wine makers and by pleasure in convivial activities. The consumer wants to be confident with a simple and crafty wine (Bottled at the château, millésime) with not many information (only Côtes de Bordeaux). The impact of regional brand on labelling depends on actors (Château, HORECA and retailer/négociant) and this impact builds different labels corresponding to different identities (Château, Village and Region).

The sequence aims at creating a brand for the “Côtes de Bordeaux” appellation by dissociating it from the château brand using a logo or drawing, but the same is not true for the HORECA participants. On this label, the participants wish to propose a brand which defines a denomination of origin at regional level for the retailers and negociants, at village level for the HORECA and at château level for the châteaux.

Conclusion, limits and avenues of research

By the diversity of the participants (Châteaux, retailers, négociants and HORECA in French and Belgium markets), the study gives a better understanding of what a regional brand is in the context of French appellations. This study also determines labelling strategies for each distribution channel to enhance the brand equity of the regional brand and we consider wine packaging as a way of communicating the positioning of the regional brand and not only a means of reassuring the consumer with information about wine quality (medal, bottled in the château, “Appellation d'origine contrôlée”, ...).

All the participants except HORECA consider that regional branding is a way to have more visibility in France and in export markets. Indeed, this name allows three levels of identity for the “Côtes de Bordeaux” Châteaux: region, village and château. These various identities are not contradictory and depend on the market (Direct, specialised retail, mass retail, HORECA and Export) and the purchase situation (Wine Fair, supermarket shelves, special offer,...).

This regional brand does not change the identity of the chateau but enhances its notoriety: the consumer finds it easier to associate the wine with a wine region and its specificities. The use of three levels of positioning should not involve a loss of typicity because the individual brand is associated with the regional or village brand. For mass retail and export, the name Côtes de Bordeaux will have a more coherent and more homogeneous image. Mass retail creates a category with a range of products with different prices. The châteaux should create a classification to differentiate the wine within the regional branding. They have agreed to create a classification, as we have in the Medoc appellation. Communication will be at regional level for the French export market while keeping the communication at village level for the domestic market. If the regional brand wants to succeed, the most important thing is to have cooperation at village level. Côtes de Bourg is leaving the regional brand project. They think they will lose their identity, and the typicity in terms of taste. They are worried about the loyalty of their consumers for the existing brand as customers will not know whether to transfer to this new brand. They believe that major investment is needed and time to create brand awareness and brand equity.

The study analyses the perception of intermediaries between châteaux and consumers, but we have not measured the real impact of this regional brand for the consumers. We will study this in relation to the consumer in different buying situations (Mass retail, Specialised retail, direct, HORECA) in French and export markets (England for example). In the retail store in Belgium and France, the Bordeaux category is well defined, while in England, the category is France. In this study, specialised retail is associated to HORECA participants in the same focus group: we consider they have the same behaviour in relation to purchasing: village positioning is preferred. Also, specialised retailers and HORECA participants are not part of groups if we consider Nicolas (specialised retailer chain) in France. We should test the different identities (Château, Village and Region) of the same wine by analysing the impact of design elements and .design value on brand identity and brand equity by asking consumers.

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