



## ADDING VALUE Market and Branding

Branding can become a vital component of your marketing strategy, helping to communicate information about your product or service in a logo and/or 'strapline'. It can also help underline the provenance and quality of a new product.

For **Mackie's**, the premium ice cream manufacturer, and **Taypack**, one of the UK's largest potato growers and processors, a joint venture to develop a Scottish premium crisp brand underlined the importance of a recognised consumer brand.

Both companies wanted to grow their companies - Mackie's by maximising its brand and Taypack by maximising its product value; both had identified the premium crisp market as a growth opportunity and both had similar corporate values across important issues like product quality, treatment of staff and environmentally friendly management. For Taypack, the value of the Mackie's



brand has proved to be a major benefit – it clearly generates curiosity and loyalty from existing consumers, receiving very positive feedback and some immediate listings from customers even before production had begun.

The overall objective is to grow the new company, **Mackie's at Taypack**, to sales of £3 million within two years and to increase the number of employees to 15. They aim to secure listings with the major multiples, independent retailers, delicatessens and wholesalers – and to investigate export opportunities. The company will also continue work on new product development within the snacking sector.

### Key points from this case study:

- **A joint venture can increase the scale and volume of a new product at an early stage, particularly where one has a strong retail brand**

When the **Argyll Food Producers** joined forces to enter the competitive event food service market, as well as sharing costs, they also developed the 'Food from Argyll' brand. They created a 'pavilion', which became a visitor attraction at the event, rather than just a place to pick up something to eat. The marquee offered them the opportunity to create the foundations of a brand which highlights the quality and origins of the products on offer.

### Key points from this case study:

- **Collaboration can help a group develop a strong identity and umbrella brand**