



SKIVRE Training Module 8:

CREATING A STRONG BRAND

Design and Labelling

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In SKIVRE a team of 6 European institutions – all linked to religious heritage preservation - developed a training scheme for manufacturing and marketing of high-quality handcrafted products of European monasteries. The training contents at a glance:

SKIVRE Training Scheme
Module 1: Introduction Module
Module 2: Marketing Strategies
Module 3: Monastic Products
Module 4: How to Sell Monastic Products Authentically
Module 5: Distribution Channels
Module 6: Social Media and Communication
Module 7: Value Adding Through Networks
Module 8: Creating a Strong Brand
Module 9: Financing Strategies
Module 10: Aspects of Sustainability

You can find more information at the homepage: www.skivre.eu

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About the module

Training description

In this module, you will learn what branding really is, how brands are built and why they empower the offer of monastic products. You will be introduced to the important steps needed to build a successful brand for your monastic products and possible strategies that you can apply in your value-driven activities.

Monasteries are active in the production of goods and they experience growing interest in their products. Despite their production activity, many monasteries are not usually interested in “big business”, but in small quantity production which also conveys Christian values. Monastic products are highly valued by their customers because of their authenticity but many monasteries lack enough knowledge as to how to bring their products to the market and make them popular among more people. Knowledge of marketing, branding, networking and promotion can make their sales better which will bring them more funding for the monastery.

This module presents some successful monastic brands as good examples that are well known all over the world for their quality and uniqueness.

Objectives of this training module

The main learning objectives of this module are:

- To gain knowledge about branding and information how brands can help monasteries to distinguish their products according to their qualities and production purpose;
- To learn how an efficient branding strategy can be built and why;
- To influence employees' attitudes in their daily work in the monastery shops and their perceptions toward the development of a strong brand as a helpful activity for better sales.

Target groups

This training module is designed to fit the training needs of the monks and nuns, management, staff and volunteers at European monasteries, no matter if they are run by Catholic or Protestant Orders or the Orthodox Church; by public or private operators.

All modules are relevant for these groups of people, but some have a more specific character. They are all interconnected, even if they are not formally complementary. They differ in terms of information and competence level and address three groups:

- **Target group 1:** For people working on the implementation level like those in monastery shops three modules are recommended: Module 1 as introduction to the training, Modules 3 and 4 about monastic products and authentic selling of monastic products. People who want to start considering certain strategic aspects may be inspired by Module 7 on adding value through networking.
- **Target group 2:** For people with a special knowledge or experiences or a certain background and/or specified tasks in the monastic management, Modules 2 on marketing strategies, Module 5 on distribution strategies, Module 8 on creating a strong brand, and Module 6 on social media and communication offer learning content and reflection.
- **Target group 3:** People on a strategy decision level with a highly specialized / experienced background and respective responsibilities in a monastery (Modules 9 on financing strategies and Module 10 on sustainability aspects).

Gained knowledge and skills after finishing this module

After studying this module, you will:

- Understand the importance of branding and how to strategically implement it to meet your core goals of production;
- Learn how to maintain a vital value proposition based on internal and external marketing research;
- Be aware of the benefits that branding provides for the monastery;
- Know how to apply brand management theory to real life activities to foster the popularity of the monastery and its products;
- Understand the various types of brand strategies that will help to sell more monastic products that will increase the income for the monastery;
- Learn about the most important steps of how to label your monastic products.

Training method

SKIVRE focuses on an interactive training approach, whether you use it as a self-learning course or instructed by a trainer. This training module includes:

- Individualized self-learning - a powerful learning method that enables each learner, on the basis of his/her own experience and knowledge, and on the basis of newly acquired knowledge, to reach development decisions on his/her own;
- Self-assessment - ongoing self-assessment tests or homework that learners send to their trainer prior to the commencement of each subsequent module;
- You might also work in small groups of 2 or 3, e.g. if you decide to implement this module with colleagues as a self-learning group in your monastery or supported by an external trainer.

You gain knowledge individually or in a group using:

- Training materials like this module;
- Training materials in nine more SKIVRE training modules which are closely linked to this module;
- The interactive SKIVRE online training platform: www.skivre.eu/training;
- Facilitated training sessions for learning in a group with a professional trainer.

Training content

Unit 1. Branding Monastic Products? Definitely, Yes!

Nowadays, there are many monasteries in Europe that produce or sell products to generate income that helps them to develop and survive financially over time. Many do not think about branding and branding as something needed for their products.

At the same time, there are other monasteries that have already developed strong brands for their products and act as a magnet for thousands of people around the world. These brands successfully promote monastic quality products and attract more and more buyers as well as visitors because of the heightened interest in monasteries and their history.

This module is for those monasteries who would like to follow the best practices in branding monastic products and would like to follow in the steps of the successful ones.

1.1. Introduction

In the Middle Ages, brands already existed and were managed in the spiritual services sector. Some monasteries at that time became large holdings of enterprises devoted to agriculture, stockbreeding, crafts, and charitable and spiritual services. Why did the monasteries at that time need to develop brands? According to some researchers conducted in Spain, the successful exploitation of the brands served as the financial basis for expansion into other economic areas. In other words, the monasteries were using brands in order to earn money and ensure the existence and sustainability of the monasteries. (If you are interested, you can read more about the marketing and branding of monastic products in Middle Ages here: https://ebha.org/public/C9:paper_file:182), or as a short version of the material – [Good practice 15, The Hieronymite Monastery of Saint Mary of Guadalupe](#).

Nowadays, many Orthodox, Catholic and Protestant monasteries continue their production. E.g., the Trappist monks in Belgium and the 20 Eastern Orthodox monasteries on Mount Athos (Greece) are famous not only for their monastic products but also for their brands. Those monasteries understand the value of their brands for good sales and for popularising their monasteries.

A video about German monks doing business at Andechs Monastery explains the importance of their production activity: <https://www.youtube.com/watch?v=UqR0u4AHZq0>

Some brands of monastic products are showcased in Pictures 1, 2 and 3 below.



Picture 1. Tsrnogorski Monastery Brand. ([Good practice 5](#)). © Angela Ivanova



Picture 2. Holy Skiti of S. Nikolaou Halkia ([Good practice 13](#)) © Source: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>



Picture 3. The Kremikovtsi Monastery Brand ([Good practice 10](#)). © Angela Ivanova

1.2. Why are Brands so Important for Monastic Products?

Production of different monastic products is an important activity in monasteries helping them to live, learn, build their beliefs, contribute to their society and to the financial sustainability of their monastery. Many people describe monastic products as healthy, handmade, and with a special spiritual value for them. By establishing a brand for their monastic products, monasteries gain many benefits:

■ **Branding creates trust and credibility**

People are always more likely to buy products if they already have a name for quality. The right branding helps to showcase your products with a specific quality and features, creating trust in the products you provide. We live in a world where reputation counts. The higher the trust in your products, the more people will be attracted to buy your monastic products.

■ **Branding increases the positive associations and knowledge about the monastic products and the monastery**

It is well-known that 90% of the people trust customers that have already had an experience with products – they rely on their words and feedback even if they don't know those individuals personally. People who already have had an experience with your products, communicate positively their qualities and functionalities. They create a positive aura around your monastic products and connect it with your brand name. In addition, customers will increase awareness not only about the monastic products but about the monastery as well. A good image of the brand and word-of-mouth advertising can do most of the work to make the monastic products popular.

■ **Branding leverages the value of the monastic shop or monastic production**

With the increased popularity of the brand name as a symbol of good quality products meeting the needs of the customers, people will start talking positively about your products and will spread their experiences with them. More people will be willing to visit the monastic shop and to buy. Therefore, monasteries with strong brand production, seem to make more money through their monastic shops than other monasteries who do not have brands and do not communicate the qualities of their products. Nowadays, people like to buy products from someone they trust and know well.

■ **Branding builds strong teams**

Monasteries hire people as volunteers and employees to work in the monastery shops, or attract crafts people and small local producers to sell their goods there. By using a well-

respected and well-known brand, the monastic shop or the monastery will build a team of people unified under one brand name. The people will be proud to work with a monastery and will promote the values of the monastic products and will reinforce the strength of the brand in their daily activities.

Further Reading:

Enrique Llopis, Universidad Complutense de Madrid, Adoración Álvaro Moya, CUNEF, Branding and Marketing Practices in Spiritual Services: The Monastery of Guadalupe, EBHA 22nd Annual Congress Università Politecnica dell Marche, Ancona, 2018

Help Center, Advertisers: Beginner - Branding vs. Marketing: Finding the Difference
<https://www.outbrain.com/help/advertisers/branding-vs-marketing/>

Tags for Unit 1:

Branding, benefits, monastic production, monastic

Unit 2. Overview on Branding

Branding is an expression of the essential truth and values of a monastery, its monastic products, or services. We can say that branding is a philosophy behind the products and the basic strategy for future marketing. Brands communicate the key characteristics of the monastic shop or monastic products, and at the same time, express the impressions and beliefs of the customers about the value that monastic products bring for them. Therefore, branding cultivates the consumers, their expectations and experiences when they utilize your monastic products or services. Well-branded products attract attention with clear, compelling, authentic messages.

2.1. Marketing vs. Branding

Branding is at the core of every marketing strategy. Before you begin to build and apply your specific marketing methods, tools, strategies, and tactics, you should define who you are. You need to build your personality. And that is branding!

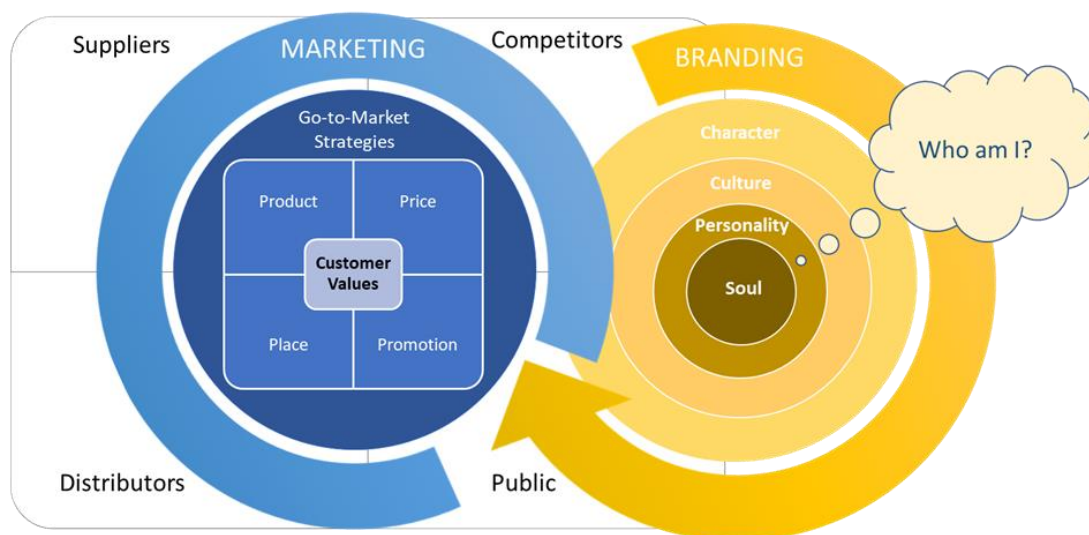


Figure 1. Marketing vs. Branding, @ INI-Novation GmbH

Branding activities are strategic in the long-term. For example, strong commitment to community and product quality can be part of your brand definition. On the other hand, marketing is tactical. It provides the sales mechanisms and go-to-market strategies.

Branding and marketing work hand in hand.

Branding is something your team must do on a daily basis with every phone call, with every interaction with clients, with every communication activity. Your branding generates a timeless connection, builds loyalty and trust, and makes you unique.

There is a 10-minutes video explaining the difference between branding and marketing:
<https://youtu.be/7VOp-3PkzqY>

2.2. What Is a Brand?

The term “brand” comes centuries ago from cattle ranchers, who burned a mark called a “brand” on the animals to differentiate them from those of other ranchers. Nowadays, there is still an understanding that a brand is a symbol or graphic feature, an image or just an easy-to-remember name that identifies products produced by an organization.

In fact, the term "brand" means much more. Yes, the symbol, the name or a picture are the visible part, or we can say - the face of your products but behind that there are invisible parts - all gained sensations and reflections of values such as trust, fairness, health, spirit, reliability and many more. The brand creates personality of your product.

Example:



Figure 2. What is a brand? Example with the brand identity of Holy Monastery Skiti products as of designer [Aleka Kaberi](#). @INI-Novation GmbH

Brands introduce the whole philosophy and values of the producer, of the monastery. Brands communicate with great speed the quality of the monastic products and the concept behind them.

For a video explanation about what branding is, please follow the link: <https://youtu.be/VZM-ff5qtXE>

2.3. What Is a Brand Concept?

All successful brands influence the identity of the products. They have a soul and personality, character and culture, image and identity. All these brand components work together to form the brand concept.

Brand soul (essence) - represents the values and the emotional elements of the brand. The soul does not change with every communication. It is a base for long-term positioning.

Brand personality - can be associated with human characteristics such as gender or age as well as human personality traits such as warmth and sentimentality.

Brand culture - a system of values that surround a brand much like the cultural aspects of the monastery, or the values of the region where the monastery is situated.

Brand character - related to the promise of the brand to deliver certain experiences as well as with trustworthiness and honesty of the brand.

Brand image - related to how the brand is currently perceived by consumers, what its reputation is. It is a key component in the formation of a clear and recognizable brand identity in the market.

Here you will find a lesson video (EN) explaining in details what branding means:
https://www.youtube.com/watch?v=MeLimVJom_0

2.4. What Is Brand identity?

Brand identity – is the uniqueness of the brand, the first associations that customers have after hearing the name of the brand. It reflects how the monastery as a producer of the monastic products want the brand to be perceived as well. The brand identity generates the value of the brand involving functional, emotional or self-expressive benefits. The brand identity should create a unique association with the values of the monastery and with the qualities of the products.

Often, producers start as a first step, with the visualisation of the brand identity (see Unit 4) when they are going to create their brand or to re-brand their products. But as we said above, this approach is wrong. The first step towards building the brand is positioning!

Building a unique brand identity is a process that monastic shops and monasteries can perform in three phases: positioning, visualizing and communication, which are presented separately in the next chapters of this module.

An overview on how to design brand identity is presented in this video:
<https://www.youtube.com/watch?v=03V5D2hS-h8>

Further Reading:

John Spacey, What is a Brand Concept? November 04, 2015 updated on January 15, 2017
<https://simplicable.com/new/brand-concept>

Help Center, Advertisers: Beginner - Branding vs. Marketing: Finding the Difference
<https://www.outbrain.com/help/advertisers/branding-vs-marketing/>

Tags for Unit 2:

branding, brand, concept, brand image, brand identity, brand character, brand culture, brand personality, brand soul, brand essence, brand positioning

Unit 3. Brand Positioning

Brand positioning is the first strategic decision you take for your brand. It includes several activities like market analysis, consumer research, vision and design brief.

Brand positioning is a long-term decision because it builds the brand identity of your products. Therefore, the positioning decision as a long-term decision is fundamental to your brand development. It is the first phase of your brand development activities.

3.1. What Is Brand Positioning?

Kotler and Keller define brand positioning as an “act of designing the company's offering and image to occupy a distinct place in the mind of the target market.” It identifies the benefits of your monastic products or services and why they are unique in the market. Positioning is not a creative process; it is not a dream or idea. With positioning you stay on the ground because it is real analysis with several steps:

- You perform market research to define what other monastic products and brands are in the marketplace;
- You need to know your target audience – what they need, what are their values and believes;
- You should make a statement about who you are and what your vision is – to present your products in an honest way; to point out your values as a producer; to point the key benefits of your products; to reflect your promise to the customers about your products as solution for their needs.



Figure 3. Brand Positioning and Communication

The goal is to locate the brand identity into the minds of the potential customers of the monastic products.

3.2. Brand Positioning Steps

■ Step 1: Research the market and the users' needs

Start with market research and an analysis of your target audience. Here, branding works hand-in-hand with marketing. Understanding demographic characteristics of your audience – age, sex, lifestyle. For example, you can research together with people working in the monastery shop with the following:

What kind of people are coming into the monastery shop - are more women coming or men? Are more families entering and buying or individuals? Who are the individuals – tourists, or pilgrims, or people from the region coming to buy specific monastic products? What kind of products do they prefer to buy? Try to define the preferences according to the different groups of people – preferences of the pilgrims, preferences of the tourists, preferences of the families, preferences of the regional people, etc.? Why do they prefer to buy your products? What is their motivation?

You will find answers to all these questions with specially designed questionnaires for your customers and with careful observation of the customer behaviour in the monastic shop. Write down your observations in a period of a minimum of three months. Then, analyse the collected information and keep it for reference in the future.

After you finish this analysis, try to define your preferred groups of customers. Do you have particular group(s) of clients that you would like to attract? Who are they? What do they buy? What are their needs? Which preferred group or groups are your target groups?

Understand what the customers of your monastic products think about them, what are their positive emotions and hopes when they buy them and how the products help them. Their perceptions will help you to understand better the emotions that the monastic products bring to the customers.

You will learn more about the market research and customer needs analysis in Module 2 “Marketing Strategies”.

■ Step 2: Define the key characteristics of your monastic products

Define the key characteristics of your products – unique features and benefits such as authentic, natural, healthy, with organic ingredients, hand-made, high quality, spiritual, daring, strongly related to a local place or region, etc. The unique characteristics of your products make them unique and they cannot be bought anywhere else.

■ Step 3: Define your values

Continue with the values. Define the values you stand for by producing monastic products and by providing them to customers in the monastic shop. Spiritual values are important for pilgrims and visitors. You can define more, related to the unique benefits of your products.

All defined values form the personality of your brand. An example is provided in the table below:

Examples for mission and values	
Our mission is...	<ul style="list-style-type: none"> to enrich people's lives with services that educate, inform and inspire.
Our values are...	<ul style="list-style-type: none"> Peoples' health is at the heart of everything we produce. Love and Belief are implemented in our products.

Table 1. Example for mission and values

■ Step 4: Establish a value-based positioning idea and a brand statement

After defining the values of your monastery and the key characteristics in your monastic products, develop a distinct and value-based positioning idea. You can express your idea in a special statement, called a brand positioning statement.

Brand positioning statements are different from the advertising slogans used for sales. Brand positioning statements are internal. They express the philosophy of your products, your vision and mission. They are a guide for all marketing activities in the monastic shop.

There are three things to consider when you build a brand positioning statement: 1/ the needs of your target audience, 2/ the values and key characteristics of the monastic products, 3/ the expectations of the people that buy the monastic products (who are they and why they buy). This is the foundation of building a brand that truly represents the products of your monastery, or even of a group of monasteries in your region if they jointly decide to develop a brand.

After you have defined your values, the key characteristics of the products, the expectations of the people that buy the monastic products (who are they and why they buy), you have to implement them in a statement which gives promise and reason to believe.

- **Brand Promise** is the most compelling (emotional/rational) benefit to your target customers that your brand can own.
- **Reason to Believe** is the most compelling evidence that your brand delivers on its brand promise

Below is provided a helpful simple template for creating a brand statement:

Brand Positioning Statement		
"Brand Name" is for...	(Target Audience)	
"Brand Name" is ...	(Category frame of products)	
That...	(Brand promise – rational, emotional benefits)	
Because...	(Reason to believe)	

Table 2. A template for creating a Brand positioning Statement

The brand statement reflects your internal strategic point and is a starting point for your marketing efforts to attract buyers into the monastic shop.

■ Step 5: Design brief

A detailed brief becomes the guiding document for the entire visualisation process for a brand, and describes exactly what the designer needs to do. You can prepare it alone or together with your designer. The design brief should not be just a creative dream. Be sure that the final design brief is built exactly on your analysis and defined brand identity as you want it.

3.3. What Is a Design Brief?

It is a short guiding document for the entire design process. It is usually one or two pages. The essential elements of a good design brief are as following:

- **Description** of your production activity or monastic shop, and its unique points - in this part, you need to describe the brand identity of your products as it is described above.
- **Objectives and goals** of the new design - describe what you want from the new design. Is it a completely new design of a brand? Or is it redesign of an existing brand, labels or other materials?
- **Target audience** - describe your preferred groups of clients or ideal customers. You know who buys your products. Be aware, that your designer needs to create something that appeals to more than one demographic group.
- **Scope of the design project** – if you are on the way to create a new brand, then, your goal should be complete custom design of a brand and other visual materials. In other words, your goal can be the improvement of an existing logo design or materials. Sometimes, the design scope can be broader including also website development – you should mention that as well. And if you want to sell monastic products via your new website, then you need an e-commerce solution and this is another goal. Be specific here and write exactly what you want to achieve.
- **Available materials/required materials** – if you already have brochures, product photos, or other materials that would be useful to your designer as information. The old materials can bring valuable insights into the new design. If you do not have any materials, then write down what kind of materials you would like to have – new logo, brochures, product catalogue, website, photos illustrating the brand idea, etc.
- **Overall style/ look / feelings/ tone** – describe what you want to achieve with the new design in terms of style. You may want clean and modern design, or retro gothic design, or another style that is preferable for your brand. If you are not sure about the style, then write the feelings or the tone which your new design should express. Your designer will understand and will offer you variants. This information is vital for the visual expression of your brand.
- **Any definite “Do nots”** – valuable information for your designer of what you do not want. Writing this part is often easy.

Discuss all points of the design brief with your designer and ask for an offer.

Do not worry if you do not manage to create the design brief completely. You can just write down your thoughts on every paragraph in the table, using Test 2 at the end of the module, and then discuss it with the designer. Your designer should be able to finalize it for you.

More information, examples and templates for writing a design brief are provided here:
<https://www.canva.com/learn/effective-design-brief/>

Additional knowledge brand positioning: <https://www.youtube.com/watch?v=CnhCvqBcMmo>

Tags for Unit 3:

Brand positioning, market research, consumer needs, brand values, design brief,

Unit 4. Visualisation of The Brand Identity

The visual expression of brand identity is a vital communication tool that helps people easily and quickly to recognise your products from all others on the market. The chapter provides you with all the necessary knowledge of how to collaborate with a professional designer and what information you should consider as important for the design process.

After you have defined the brand identity and positioning, express them visually with graphic signs, colours, and pictures. Take a look back to 1/ your brand identity description, 2/ positioning decision related to your target customers of the monastic product (their age, gender, values, etc), and 3/ the research about competing products/brands. Your brand design should not be similar or close to any of them. Not at all! These three documents are vital pieces of information that will support your design decisions.

By visualization you create the face of your brand. Be creative!

The visual expression of the brand identity will help people to easily and quickly recognise your products from all others in the marketplace. It is recommended that you collaborate with a professional designer. S/he can create different variants of brand visualization based on your already defined brand brief.

What this process looks like, is explained in the next subunits.

4.1. The Visual System of your Brand

There are several visual elements that present your brands' identity united in a visual system. A visual system establishes standards for each of the following: logo, typography, colour, imagery, layouts, and formats.

Logo – a central part of the visual brand system, It helps customers to remember the producer and to discover it again. It is a sign or symbol with specific size, colours, tagline, etc.



Figure 4. Logos of monasteries and monastic products

Usually logos have a form of an icon, wordmark, symbol, or a combination mark. Despite the logo format, it has to be simple, memorable, timeless, versatile, and appropriate.

Colours are important - many strong brands are defined by their consistent use of colour. The colours together with the **font styles** define your brand. Will your logo be abstract, realistic or metaphorical? Will you use **images**, or special **illustrations**? These issues should be decided according to your brand identity and then, a special visual standard should be established.

Layouts and **formats** are also part of the visual system of your brand.

“The visual system of your brand identity helps you to control the appearance of your brand and to build consistent personality. By establishing clear guidelines for these visual elements of your brand, you ensure that your audience will recognize you in every context. Visual systems take time to develop. But they are a smart, strategic investment in your brand. If you're working without one, it may feel strange to codify what you already do intuitively.” (Source: Four Reasons Why Your Brand Needs a Visual System by Gwyneth Dwyer, 2009.)

4.2. Design and Labelling

Your brand visualization is ready – you have a logo and defined a visual system. Now it is time to create the label of your products. Labels are important in influencing the success of a product on the market. The majority of people make their unconscious decisions about which products to buy influenced by the colours, style and the design expression of the label. Below is presented a “road” that you can follow during the creation of your label design:

■ **Choose a professional designer, or continue your collaboration with your logo designer**

Your designer should understand the brand identity in order to visualize it. It is always beneficial for the designer of your brand logo to design the label of your products. Then the style will be the same as well as you do not need to explain all the details again.

Communicate openly your brand statements, values, and key characteristics of the products as well as your market analysis. It is important to inform your designer about several things: Is there a pre-existing logo design for the product? What is the logo of your brand? What is the font already in use? Where the products will be sold in order to differentiate the product best with your label. Who are the customers of the certain group of products? If these are cosmetics for women 40+, then, the label design will be different from products such as nature books for kids, for example. If you know their values, what they prefer to buy, this information will help the designer to create the label.

Another important information to be communicated with the designer is the unique value of your products / group of products. The unique values (healthy, handmade, ecological, natural, spiritual, etc.) should be pushed through the design and visualized with images, colours, words. If you still do not have unique value proposition, communicate the positive key features of your products and the emotions they raise in the consumers.

Provide as much information as possible to the designer before starting the design of your label. Work only with a designer who is willing to follow your brand identity.

■ **Visual elements matter**

Pictures, illustrations, colours, typography are imperative when it comes to a product label. They express the feeling around the product better, faster and easier than words. Therefore, it is vital to have an interesting design concept visualizing the best of your brand identity, culture and values.

Labels typically contain a lot of information. Nevertheless, there are very important parts that have to be always included such as the brand logo and name of the product. Your slogan should be also part of the label providing a short and powerful message to the consumers. The style of your labels can be creative - your designer may decide to use hand lettering for the product name or logo, which will emphasize the products' uniqueness better than if s/he uses already existing fonts.

Other essential pieces of information you need to include on the label are the barcode, price and (maybe) nutritional information.



Picture 4. Labelling of the monastery products Skiti, © Design and photo [Aleka Kaberi](#)

Choosing the right colours is one of the most important aspects of designing a great product label. The colours you use will depend on many factors, including the type of product you are designing the label for, who the target consumer is and the colours used by competing brands. Often the colours you use will be informed by the overall design of the packaging. For example, if you are creating a label that has a lot of upbeat imagery and playful typography, then it makes sense to use bright and bold colours to match the overall theme.

■ Choose your packaging materials with attention

Very often the packaging materials used for your monastic products are not considered as something important. In reality, the package is a part of your product because it protects your product after the sale, it brings comfort in carrying or is just a beautiful souvenir on its own and is a perfect reminder of the monastery and the products for a long time. Therefore, do not underestimate your packaging material and make it a valuable addition to your products. It is also a part of your visual branding identity.

4.3. Brand Protection

An important step towards building a strong brand is the legal protection of your brand identity (logo, colours design, brand symbol, etc.). Creating an 'own' trademark will give you security that nobody has the rights to use your brand name, symbol and design except your monastery and monastic shop. To obtain a trademark, the monastic shop or the monastery must file an application with the national Patent and Trademark Office and follow specific guidelines.

If you risk communicating your brand without protection, a competitor can copy some aspect of the brand identity and benefit unfairly from your intellectual property and your time investment.

More about Brand identity and Brand design hear from the video:
<https://www.youtube.com/watch?v=jzDHUrPs5pc>

Tags for Unit 4

Logo, visualization, labelling, protection, design, visual system, visual system, visual elements

Unit 5. Communicate Your Brand!

A proper communications strategy opens a door and helps you to deliver your message to the visitors of the monastic shop and even to a wider audience. All your actions in marketing and communications should be synchronised with the brand concept and strategy. This chapter gives a short overview of the main steps for your brand communication activities.

“Great communicators have an appreciation for positioning. They understand the people they’re trying to reach and what they can and can’t hear. They send their message in through an open door rather than trying to push it through a wall.” – John Kotter

A proper communication strategy opens a door and helps you to deliver your message to the visitors of the monastic shop and even to a wider audience.

Communications starts when you have the visual expression of your brand ready. It is a very important activity that is part of your branding strategy. Where do you want to spread your brand message? In your region, in your country, abroad? How will you communicate with your target audience? Where will your brand be communicated?

5.1. Create Your Brand Story

A powerful communication can be achieved in the old-fashioned way: telling a brand story through images. Storytelling is a powerful technique for building relationships. Below is an example of what a brand story is.

<i>Brand story is...</i>	<i>Brand story is NOT...</i>
<i>... an expression of what motivates you to wake up and to produce the monastic products every day.</i> <i>... a story about how your product came to be.</i> <i>... an experience about what types of customers find value in working with your brand and why.</i> <i>... a transparent view into the people behind the production.</i> <i>... a relationship-building tool.</i> <i>... a concept that underscores your entire web presence</i> <i>...something that your entire team, at organizational levels, embraces.</i> <i>... a look into who you are as a producer or a shop.</i> <i>...direct.</i>	<i>...a long-winded, 5-paragraph essay about your monastery, or monastic shop.</i> <i>...a blog post.</i> <i>...something isolated.</i> <i>... a fragmented view of your monastery.</i> <i>...something reserved for the marketing specialist only.</i> <i>... PR articles.</i> <i>... a viral video.</i> <i>... a tool to manipulate customers and prospects.</i> <i>... boring.</i> <i>... artsy.</i>

Table 3. What is a brand story? Source: <https://www.quicksprout.com/brand-story/>

You can learn how to communicate your brand story from different brand presentations in the video: <https://www.youtube.com/watch?v=4xznkH5e-kk>

5.2. Brand Communication Is Strategic

Key elements of the brand communication strategy are: brand message, audience, media, and it how it works hand-in-hand with the integrated marketing communication.

Be aware that you should integrate your visual expression and brand message in all communication actions and social media (Module 6 “Social Media and Communication”). Remember that your brand is the strategic view for all marketing and communication efforts. There should not be a conflict between your marketing messages that are attracting clients in the shop with your brand identity and brand statement.



Figure 5. Brand communication hand-in-hand with integrated marketing communication

For example, if you plan to create a website for your monastic products or monastery shop, or if you plan to create an online monastic shop even, your website content should be fully integrated with your clear branding message and visualisation with related design elements. Practise shows that if you do not pay attention about how your sales tools (Module 2 “Marketing Strategies”) are integrated with your brand message, these tend to become disconnected over time from your core brand identity.

5.3. Communicate Your Brand Directly with The Customers

Direct contact with your customers is a key for boosting your brand image. The volunteers helping in the shop together with the employees should provide knowledge about the monastic products and should be able to communicate their values and key characteristics. If you are a volunteer or employee in the monastic shop, you can invite your customers to special events or tours that show some part of the production process if it is possible. Or you can offer free trials of the product. Or you can involve your regional visitors in a local community with causes and charities that appeal to your constituents.

All your actions in marketing and communication should be synchronised with the brand concept and strategy. This is the only way to build a strong powerful brand connecting your monastic products with the people (customers or not) and communicating your core values.

Further Reading:

James Heaton, The Difference Between Marketing and Branding, 2011, www.tronviggroup.com

Help Center, Advertisers: Beginner - Branding vs. Marketing: Finding the Difference <https://www.outbrain.com/help/advertisers/branding-vs-marketing/>

Brad VanAuken, Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position, 2015

Tags for Unit 5

brand, brand communication, brand story, integrated marketing communication

Good Practice

There are several good practice examples referred to in this module:

- Good practice 3: International Trappist Association and the Trappist Beer Download link: <https://training.skivre.eu/gp.php/GP3-EN>
- Good practice 5: Tsumnogorski Monastery – Authentic Monastic Products with a Strong Brand
Download link: <https://training.skivre.eu/gp.php/GP5-EN>
- Good practice 10: Kremikovtsi Monastery "St. George the Victorious" – Successful Sales with a Strong Brand
Download link: <https://training.skivre.eu/gp.php/GP10-EN>
- Good practice 13: Brand concept of Holy Monastery
Download link: <https://training.skivre.eu/gp.php/GP13-EN>
- Good practice 15: The Hieronymite Monastery of Saint Mary of Guadalupe
Download link: <https://training.skivre.eu/gp.php/GP15-EN>
- Good practice 20: The Brand “Abbey Beer”
Download link: <https://training.skivre.eu/gp.php/GP20-EN>
- Good practice 21: I segreti del chiostro - Monastic Products of Monastero Santa Caterina d’Alessandria Palermo, Italy
Download link: <https://training.skivre.eu/gp.php/GP21-EN>
- Good practice 22: Products of Santa Maria Novella, Florence, Italy
Download link: <https://training.skivre.eu/gp.php/GP22-EN>
- Good practice 23: A monastery diet becomes a trademark
Download link: <https://training.skivre.eu/gp.php/GP23-EN>

Check your Knowledge

Exercises

Exercise 8.1. - Brand Identity

Answer the questions

The questions below can help you to start defining your brand identity. They are related to your internal culture and values:

- What are the core values and principals of your monastery?
- What are the core values and principals in your production activity?
- What inspired you to start and to build your production?
- What are the unique features of your products?
- What do you want to come to mind when someone hears your (future) brand name?
- How do you want people to feel when they think of your products?
- How do you want customers to describe your products?
- Why do you want to offer your monastic products or services to people?

After answering the questions, you will have a basis already for your brand concept and good preparation work for the next steps.

Exercise 8.2. - Design Brief for Your Brand

Fill the Form

Please fill in the form below to create a Design Brief which will be the base for creating the logo and all other visual element of your brand.

Creative Design Brief

Date:

Contact name and email	...
Name of the monastic shop	...
Describe your production activity, or your monastic shop	...
What are the unique points of your monastic products / monastic shop?	...
Are there existing brand guidelines?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Available materials/required materials	...
Objectives and goals of the new design	...
Any colours that you prefer / do not prefer?	...
Scope of your production activity/ monastic shop	...
Who is your target audience?	...
Overall style/ look/ feeling/ tone	...
Any definite "Do nots"	...

Discuss the design brief with the designer who will create your brand logo and all other materials.

Exercise 8.3. - Brand Communication Steps

Fill the table

<i>i. Brand Identity, Define your Value, proposition</i> – what people should think about you?	<i>ii. Brand Message</i> – what people should understand?	<i>iii. Brand Communication</i> – how you will reach people?
Key characteristics and benefits of your products	Strategic Message	Communication plan – an outline of your communication activities
Your target audience	Themes and Topics of your Brand story – personalised to your products or monastic shop	Communication channels – places where you will participate to connect with your target audience
Your unique characteristics	Content sources	Communication materials – supporting items for your brand message (videos, photos, brochures, etc.)
Your values and experiences	Individuals involved – who will communicate the brand message (employees, volunteers, clients, partners, etc.)?	



References

■ Study Materials

Enrique Llopis, Universidad Complutense de Madrid, Adoración Álvaro Moya, CUNEF, "Branding and Marketing Practices in Spiritual Services: The Monastery of Guadalupe", EBHA 22nd Annual Congress Università Politecnica dell Marche, Ancona, 2018

Help Center, Advertisers, "Beginner - Branding vs. Marketing: Finding the Difference". Link: <https://www.outbrain.com/help/advertisers/branding-vs-marketing/>

John Spacey, "What is a Brand Concept?", November 04, 2015 updated on January 15, 2017, Link: <https://simplicable.com/new/brand-concept>

<https://www.canva.com/learn/effective-design-brief/>

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Aleka Kaberi, Monastery products / Skiti, Link: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>

Website VisitFlanders, Belgian Trappist and Abbey Beer, Link: <https://www.visitflanders.com/en/themes/belgian-beer/belgian-beer-styles/belgian-trappist-and-abbey-beer/index.jsp>

Jeff Alworth, A Monastic Brewery Rises in MT Angel (December 1, 2017), Link: <https://www.beervanablog.com/beervana/2017/11/25/a-monastic-abbey-rises>

■ Videos

DW News, Made in Germany | Doing Business at Andechs Monastery. Video link:

<https://www.youtube.com/watch?v=UqR0u4AHZq0>

Thinkr Marketing, The Difference Between Marketing and Branding? Video link:

<https://youtu.be/7VOp-3PkzqY>

Thinkr Marketing, What is Branding? Video link: <https://youtu.be/VZM-ff5qtXE>

Great Business Videos for Great Entrepreneurs, Branding 101, understanding branding basics and fundamentals (2018), Video link:

https://www.youtube.com/watch?v=MeLimVJom_0

CreativeMarket, How To Design a Brand Identity, Video link:

<https://www.youtube.com/watch?v=03V5D2hS-h8>

Brand Positioning, Video link: <https://www.youtube.com/watch?v=CnhCvqBcMmo>

ADC Brand Communication Design Best of Discipline / Sagi Haviv, Video link:

<https://www.youtube.com/watch?v=jzDHUrPs5pc>

EuroShop The World's No. 1 Retail Trade Fair, Brand communication – how to present your brand (2017), Video link: <https://www.youtube.com/watch?v=4xznkH5e-kk>

Jeff Alworth, Raising a brewery at Mt Angel Abbey, 2017. Video link:

<https://www.youtube.com/watch?v=HX0A1QP10yM>

The SKIVRE Partnership: Empowering monasteries to harvest the potential of monastic products

SKIVRE is an Erasmus+ project aimed at empowering management, staff, monks, and nuns at monasteries with a most interactive training approach in gaining relevant skills for raising revenues for the preservation of religious heritage sites:

The **SKIVRE** homepage www.skivre.eu (including access to many social media tools) provides you with an inspiring multi lingual blog on monastic products, data and analyses, training material and training events in seven European countries.

The partnership comprises a multidisciplinary European team, which represents the target groups and expertise needed for training development:

media k GmbH | GERMANY (coordinator)

media k GmbH offers long-year expertise in religious heritage preservation and in the management of heritage preservation projects.

www.media-k.eu

Future for Religious Heritage **| BELGIUM**

Future for Religious Heritage is a non-faith organisation open to all. It brings together those working to protect religious heritage all over Europe.

www.frh-europe.org

GUNET | GREECE

GUNET is a Greek specialist in creating online learning platforms, which offer different kind of learning experiences adapted to different topics.

www.gunet.gr

INI-Novation Bulgaria OOD | BULGARIA

INI-Novation is an education provider specialised in generating economic effects from cultural heritage.

www.ini-novation.com

Bronnbach Monastery | GERMANY

Bronnbach monastery is a former Cistercian monastery now operated by a public authority in the German Tauber valley. The monastery started to develop monastic products based on the history of the site.

www.kloster-bronnbach.de

Wissenschaftsinitiative **Niederösterreich | AUSTRIA**

Wissenschaftsinititative is an education provider with longstanding experiences in developing learning platforms and learning material for heritage preservation.

www.wissenschaftsinitiative.at

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