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Danube Region



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How Heritage Becomes Identity

Brand-building workshop

How to work out a viable brand (brand building steps) for craft people, service providers, and area developers based on values, identities, and promises

Workshop
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What is a brand?

WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?

Brands can contribute significantly to craft valorisation – the process of enhancing the perceived value, cultural importance, and economic potential of traditional or artisanal crafts – through a variety of strategies that blend commercial success with cultural respects.

Fundamentals of brand building

what is a brand?

According to the American Marketing Association, a **brand** is a '**name, term, sign, symbol, or design, or a combination of them** intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

A **brand** is a **product or service** that has a unique and immediately recognizable identity that distinguishes itself from others in its industry.

A **brand** is the consensus of subjectivity.

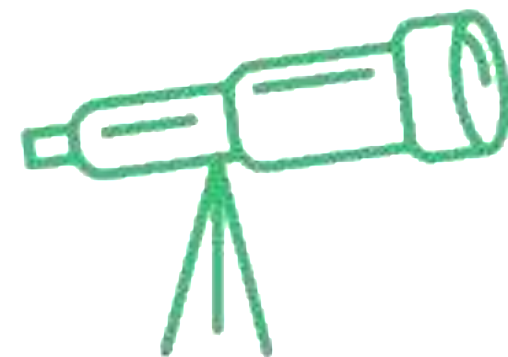
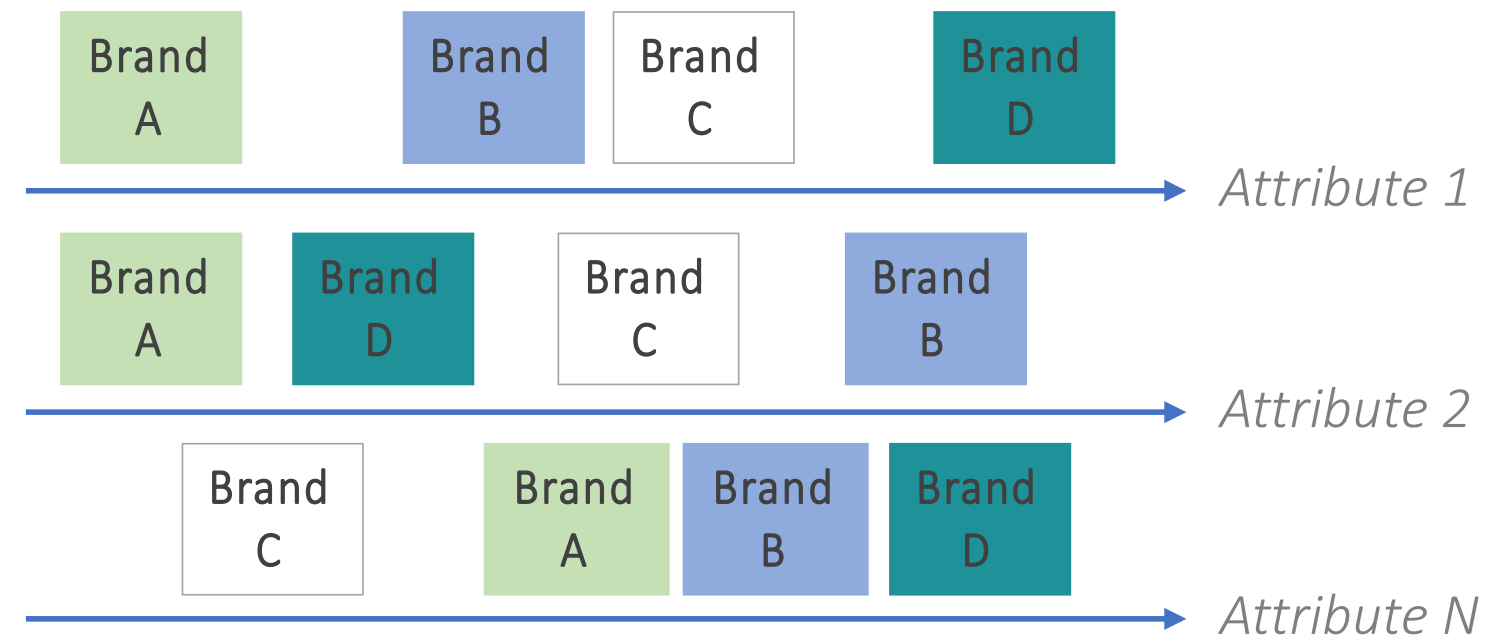


Fundamentals of brand building

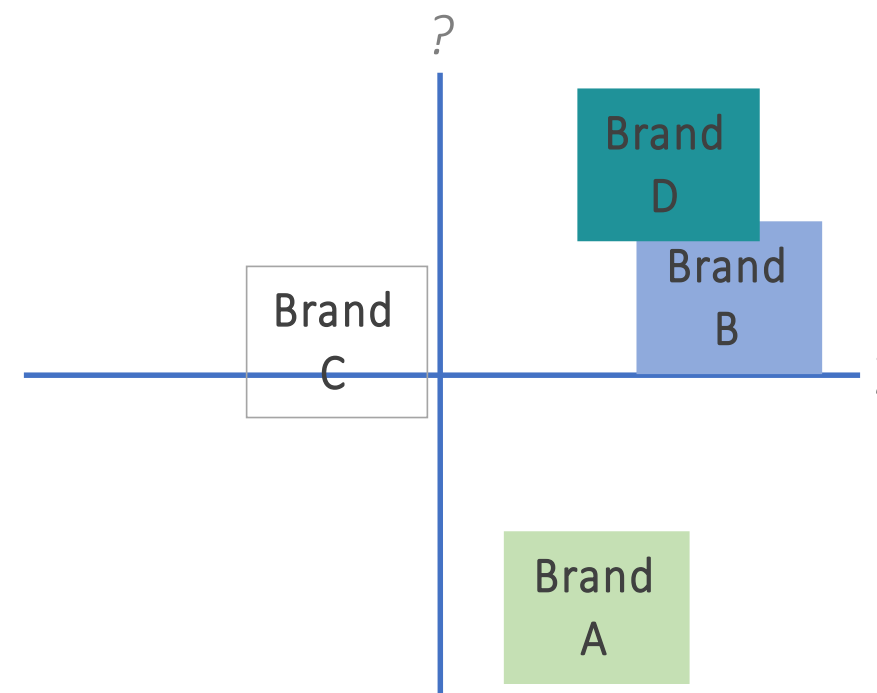
perception of a brand



Firms' perception of brands



Consumers' perception of brands



Fundamentals of brand building

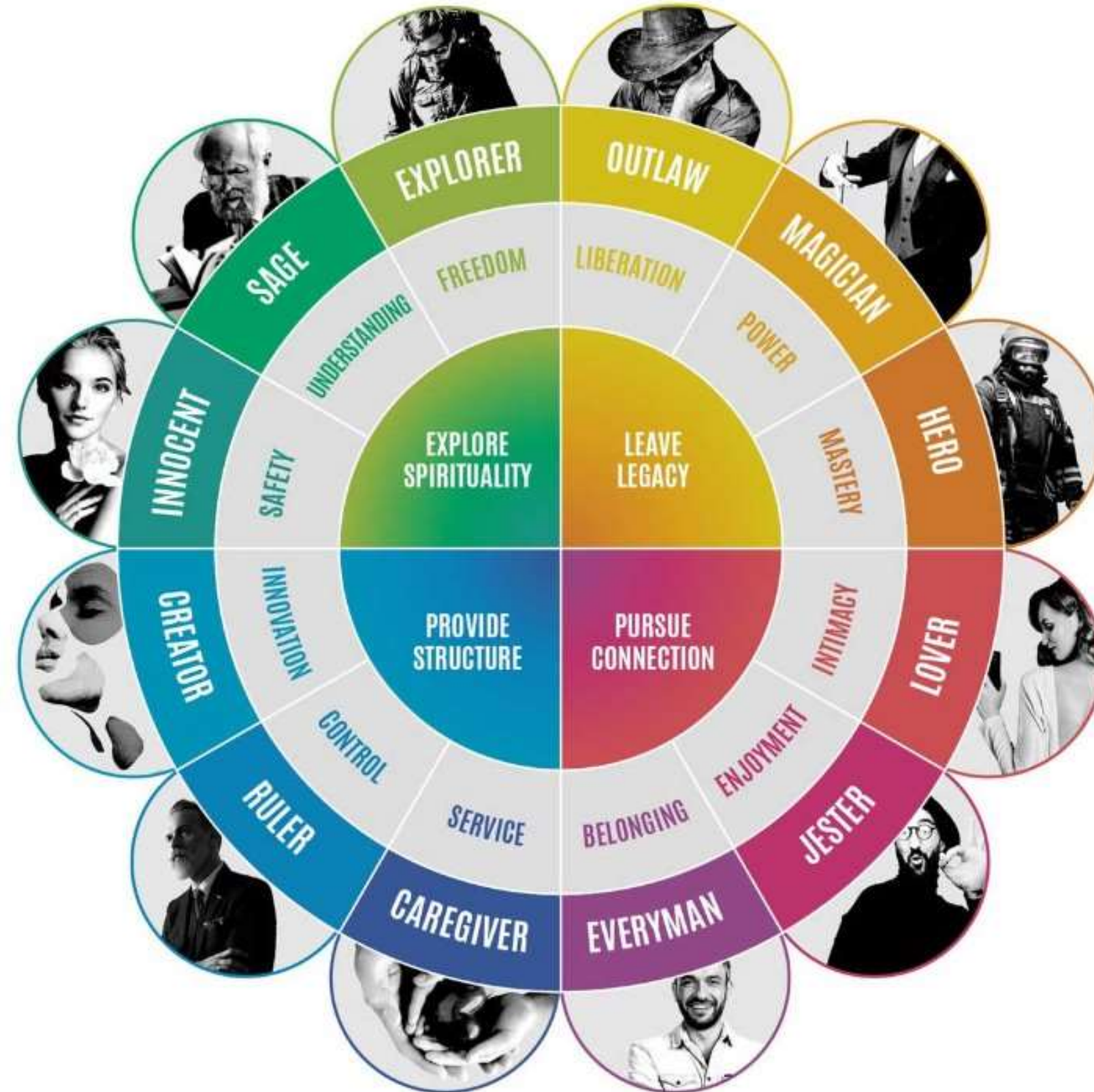
brand vs UVP/USP

A **unique value proposition** (UVP) is a clear statement that explains the **benefits** of your product, how it solves **customers' problems**, why it is different from the rest, and why customers should buy it.



Fundamentals of brand building

brand archetypes



Fundamentals of brand building

brand archetypes



Fundamentals of brand building

brand vs UVP/USP



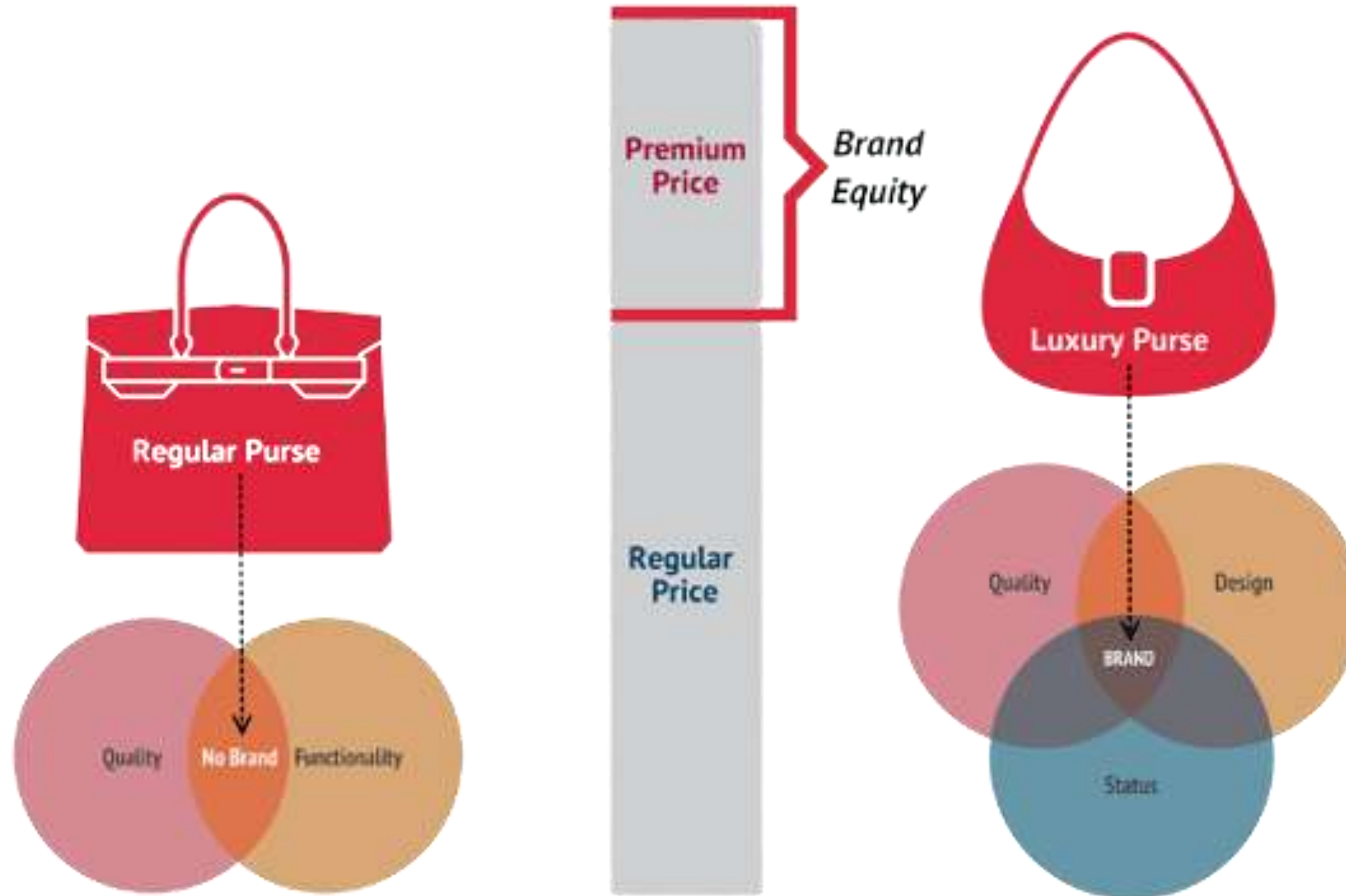
Fundamentals of brand building

brand vs UVP/USP



Fundamentals of brand building

brand vs UVP/USP



Fundamentals of brand building

classification of brands

Branded offerings
(name, design: identity)

Brands
(feelings, personality: image)

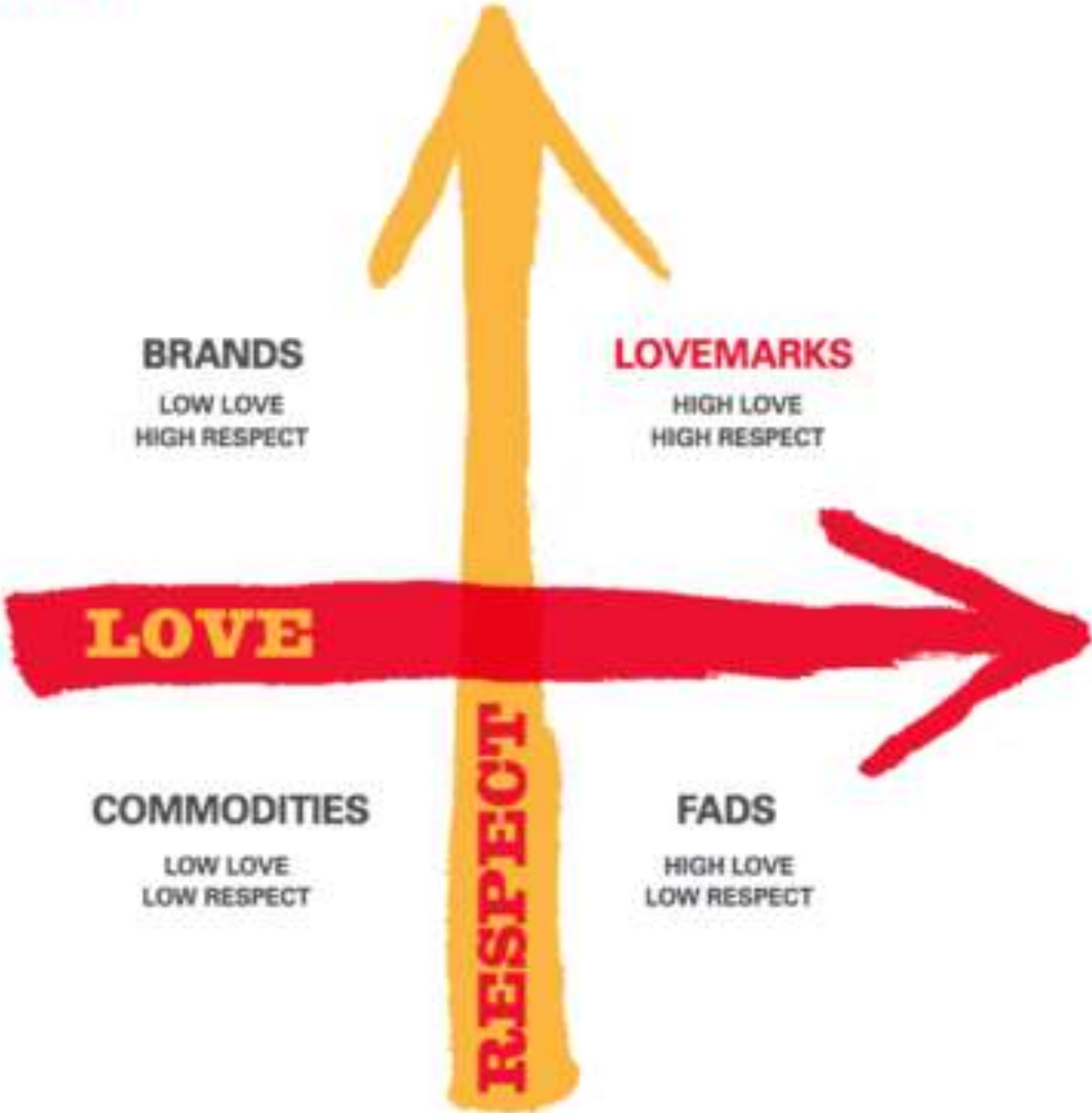
Lovebrands
(respect, community)



Fundamentals of brand building

classification of brands

LOVE/RESPECT AXIS

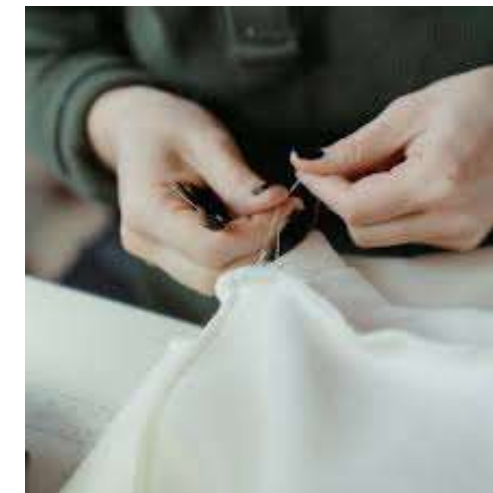


the future beyond brands

lovemarks

KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI

Slow fashion encourages mindful consumption and production in the clothing industry, emphasizing quality, durability, and sustainability over fast trends. Examples include investing in timeless pieces, repairing and caring for existing clothes, and choosing sustainable materials like organic cotton. Slow fashion also involves ethical production practices, shorter supply chains, and reducing waste through initiatives like take-back programs and upcycling.



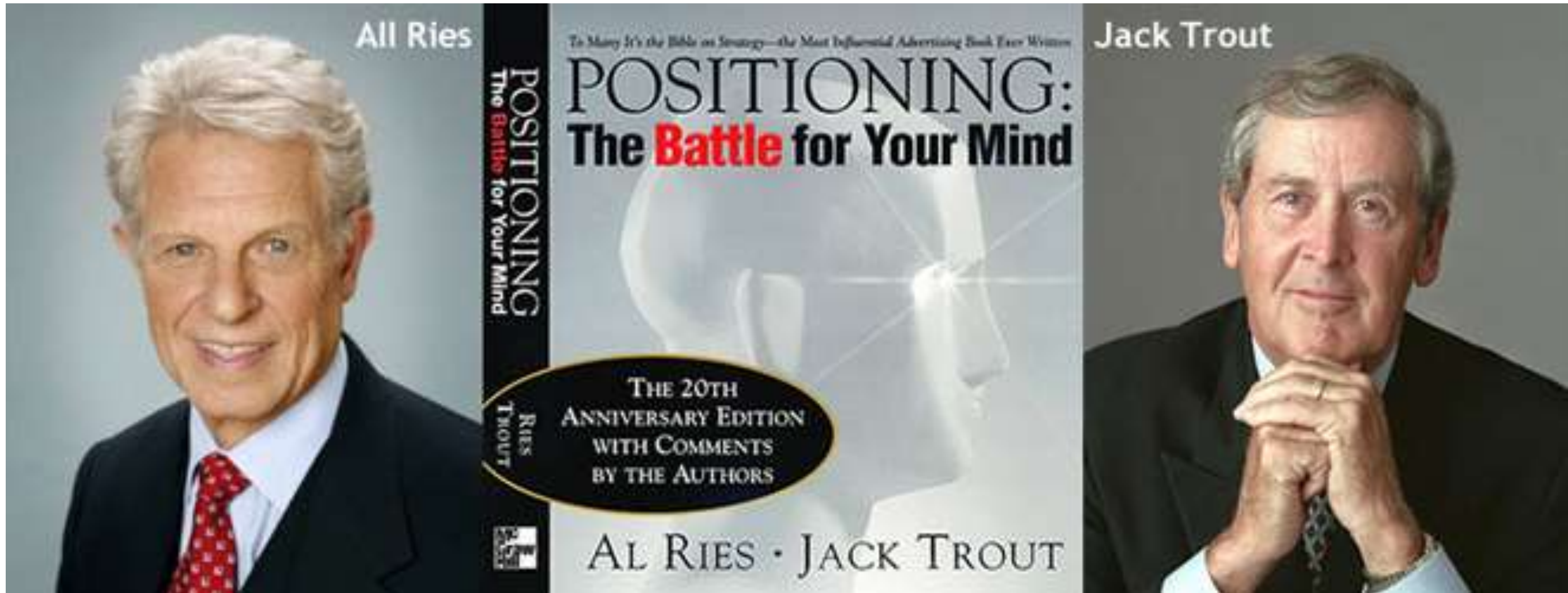
How should position a brand?

WHY IS THE WORKSHOP TOPIC IMPORTANT IN CRAFT VALORISATION?

Brand positioning can play a powerful role in craft valorisation by shaping how consumers perceive the value, relevance and desirability of traditional crafts. When done thoughtfully, brand positioning does not just sell the products – it helps elevate the craft itself as something culturally significant, economically viable and aesthetically valuable.

Fundamentals of brand building

brand positioning



Fundamentals of brand building

brand positioning



Fundamentals of brand building

brand positioning – more AMA definitions

Brand equity is the intangible value a brand holds in the minds of consumers. It represents how well a brand is recognized, perceived, and trusted in the market.

A strong brand equity equates to higher customer loyalty and increased market share.

Brand identity refers to the visual and symbolic elements that represent a brand. These elements include a brand's name, logo, color scheme, typography, and design elements. These elements work together to create a recognizable image for the brand, which consumers can identify and connect with.

Brand positioning is the process of defining an organization's position in the market relative to its competitors. Brand positioning creates a guide for the effective communication of a brand's value and benefits to the target audience. It also helps in differentiation and establishing competitive advantage.

Fundamentals of brand building

types of positioning strategies

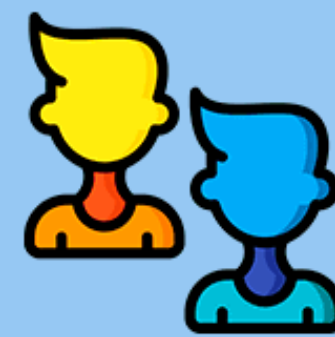
CATEGORY BASED



CONSUMER BASED



COMPETITOR BASED



BENEFIT



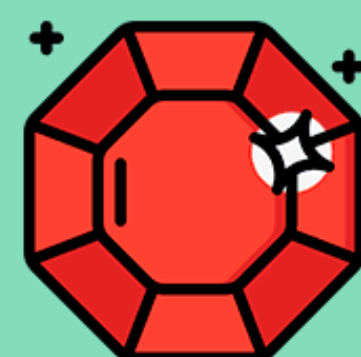
PRICE



ATTRIBUTE



PRESTIGE



Pottery and woodworking were common examples of monozukuri. Japanese pottery, inspired by flora and fauna strikes a balance between, "form, texture, and the indomitable spirit of the artisans who breathe life into each piece". (wikipedia)



Fundamentals of brand positioning

competitive strategies

Market leader
strategies

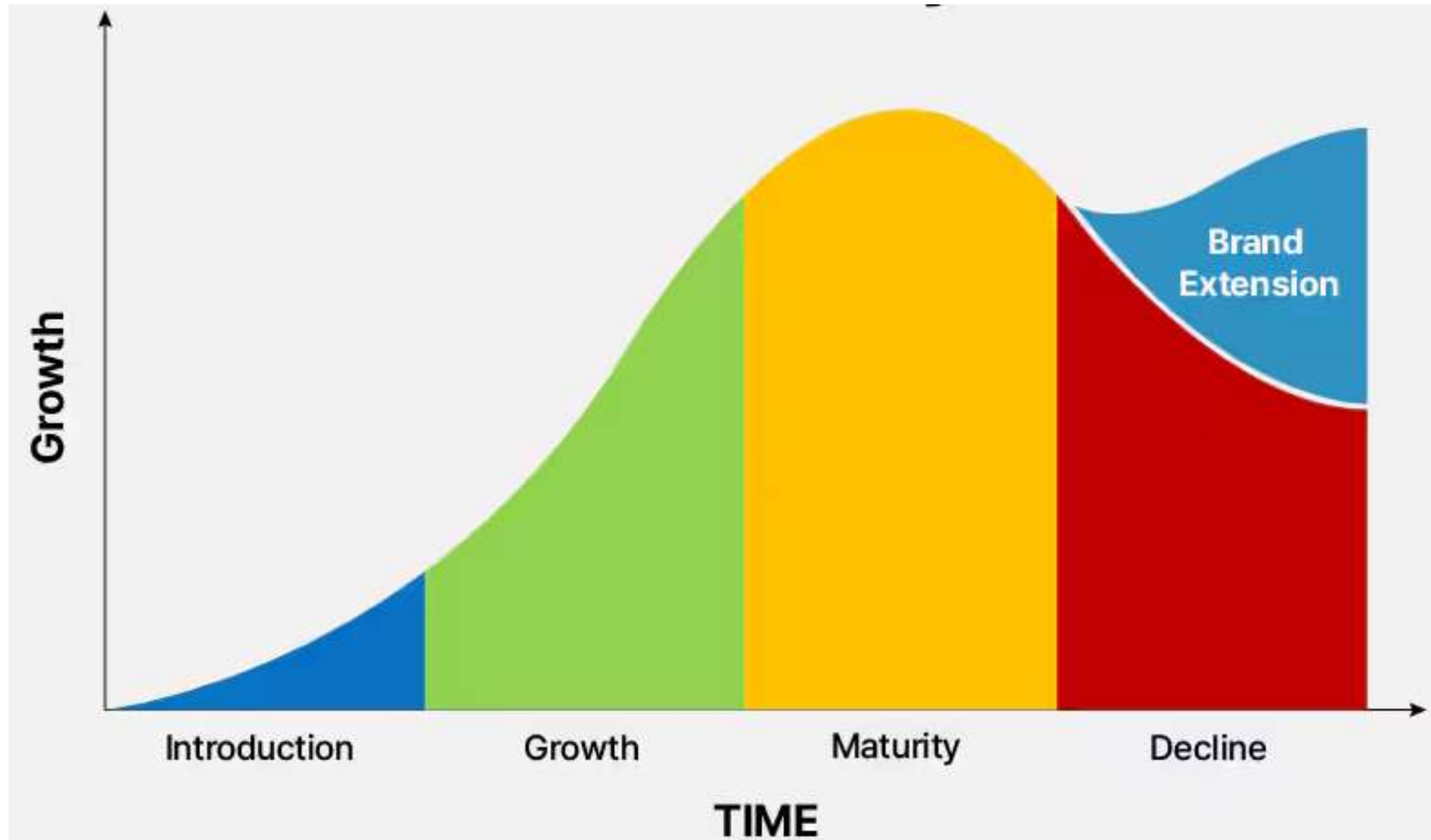
Market
challenger
strategies

Market
follower
strategies

Market nicher
strategies

Fundamentals of brand positioning

life cycle of a brand



Fundamentals of brand building

potential failures in positioning

- UNDER POSITIONING is where consumers in the market do not have a clear understanding of the key benefits of your brand.
- OVER POSITIONING is a marketing failure whereby a brand, product or service is too special such that it appeals to few customers.
- CONFUSED POSITIONING is when a brand's positioning efforts result in their customers having a confused image of the company and/or its products.
- DOUBTFUL POSITIONING is when a brand claims a benefit that customers will doubt.
- IRRELEVANT POSITIONING happens when claiming a benefit, which few prospects care about the brand will have an irrelevant brand position.

Fundamentals of brand building communication

Marketing Communication	Brand Communication
Targets immediate sales and customer engagement.	Focuses on long-term brand identity and loyalty.
Utilizes specific campaigns for products/services.	Builds a consistent brand message across all platforms.
Measures success through sales and campaign ROI.	Gauges success by brand equity and customer loyalty.
Often product-centric in its messaging.	Emphasizes the overall brand narrative and values.
Adapts quickly to market trends and consumer behavior.	Maintains a stable and consistent brand presence.
Campaigns have clear start and end dates.	Ongoing effort in shaping and maintaining brand image.

Fundamentals of brand building

questions and answers



**Thanks for
your attention!**

COMMHERITOUR

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