Introduction

This is a brand manual for José Maria da Fonseca wine and wine tourism company, the oldest table wine company in Portugal. It communicates the values of the company and will help retain its market position as a premium Portuguese brand.

Literature Review

1. Introduction

This section examines how customer-focused brand equity influences customer responses to the company's marketing efforts. A brand is a commercial and marketing concept that allows customers to identify a certain company, product, or individual. It aids in molding the public's view of a business, its goods and services or of a person (Kenton, 2020). When compared to a generic alternative, brand equity refers to the value added to a company's worth from a product with a well-known name (Hayes, 2021).

Brand equity has direct influence on revenues and profitability. Customer-based brand equity is the impact of brand knowledge on a customer's response to a brand's marketing. When a brand is identifiable, buyers react more favorably to a product and the way it is promoted than when it is not, and such customers may be more sensitive to variation in the brand's operations and less worried about price changes (Keller, 2013). Customer-focused brand equity derives from customers' ability to develop brand awareness and image by forming patterns of association with products.

The extent to which a product's name is known by consumers is referred to as brand awareness and it aids in distinguishing the product from its competitors (Kopp, 2021). Customers can form patterns of association with the company through its rich history dating back to 1834, approximately 28,000 annual visitors to the company's wineries and their large wine portfolio

(Uva, 2011). These patterns of association of the company's brand and its products provides evidence that their customer-based brand equity will be highly dependent on the customers' impressions of the brand and thus they will be readily approving of the company's international brand marketing efforts.

2. Brand Strategies

This section analyzes branding strategies including brand identity, brand image and brand extension for use by the company over geographic boundaries. The visual characteristics of a brand such as its colour, design, logo and art of communication that makes the brand unique in the eyes of consumers are known as brand identity (Tarver, 2020). In building an effective brand identity, the company needs to understand their strengths, weaknesses, opportunities and threats to guide their goal setting activities across geographic boundaries. International competition, price differences, local laws and unique preferences for wine, for example, in Islamic countries, will help the company in developing its identity message as a brand with a great passion for the of winemaking.

A direct result of an effective brand identity is brand image. It is the outward perception of a brand that has developed over time in the minds of customers as a result of their interactions with the brand (Pahwa, 2021). The company can build its brand image by ensuring they create a pleasant customer experience with proper communication tools that convey the required perception as a truly premium and diversified winemaker with a rich history to their customers, both locally and internationally.

Brand extension is another brand strategy that the firm may use to assure success across borders. It includes raising brand recognition in the market by introducing items from a different category under the original brand name (Fripp, 2015). The company achieves this

perfectly through their Wine Corner which is a premium restaurant located in the company's Museum House in Vila Nogueira de Azeitão and hosts hundreds of customers by providing a perfect spot for a laid-back meal with loved ones (Montello, 2019).

3. Strategy Recommendations

This section provides strategic approaches the company can use to increase brand equity across international markets. The company is highly focused on the international markets as it operates in over 70 countries and exports approximately 60% of its wine produce (José Maria da Fonseca, 2016). The process of building international brand equity requires a company to focus on the brand's identity in terms of its name, visual and audible components like logos, colours, music themes and the overall brand personality (Whitelock & Fastoso, 2007).

The first and most critical strategy for any company to increase their brand equity is to excel at their core business object by delivering superior quality products. The company’s investments in product innovation and service delivery will result in an increase in brand identity and ultimate customer satisfaction.

The next strategy requires the company to set up a brand management system that is designed to assess the origins and results of branding initiatives by giving vital information for strategic branding decision making. The system will be able to measure the effectiveness of branding communications and provide an audit through customer surveys to identify the strength of customer’s perceptions about the brand resulting in a focus on their equity-building initiatives while avoiding any diversions that aren't beneficial to the long-term brand strategy (Lee, 2020).

The final strategy that can be employed by the company to increase its international brand equity is by engaging in corporate social marketing (CSM). CSM is defined as marketing efforts that incorporate at least one non-economic goal connected to social welfare and

employ the company's resources. The benefits of CSM include building brand awareness and equity and generating a sense of brand community (Hoeffler and Keller, 2002).

3.1 Logo Guidelines, Fonts and Pantone

A company's logo sets its tone, appearance and values and is an essential component of any brand strategy and style guidelines (Lokmanoglu, 2019). A technical inspection of the company's logo on their official website (www.jmf.pt) showcases the 1834 year of inception of the company thereby portraying its longevity over the centuries. The logo's colour pattern is RGB (44, 46, 49) with the JMF font type and size of 46,while other text and content on the website also revealed an RGB (44, 46, 49) colour pattern with the Arial, Helvetica and Sans-Serif font type with a common size of 12 (see Appendix 1 & 2).

The pantone colour is a standardized colour matching system that allows producers in different operational geographic locations to easily identify a pantone hue by its reference number, resulting in brand manual consistency. Computing the recurring colour pattern RGB (44, 46, 49) of the company on the Pantone® website reveals a best match pantone reference number of 4280 C (see Appendix 3). These guidelines must be consistent across the company's branding publications in all representative countries.

4. Brand Element Adaptation and Standardization

This section identifies the brand elements which the company can adapt or retain beyond its geographic boundaries. The brand elements to be adapted include product composition; for example, in countries where Islam is the primary religion. Such countries have strict rules against alcohol consumption; and thus the company should be able to adapt their product offerings by providing non-alcoholic options. Pricing must also be adapted according to the economic conditions of the local country for the purpose of large customer acquisitions.

Finally, the tone and language of advertising must suit the norms of the local country as some countries are very sensitive to certain words or phrases.

Brand elements to be standardized include product quality since that is a hallmark attribute of the company. Also, the rich history and family ownership structure of the company must be drilled down into the leadership of each representative country to ensure that these leaders fully appreciate the rich history of the company and motivate them to give off their best to build the brand equity in their respective countries. Finally, the company must always incorporate the country-of-origin strategy in the "Made in" product labelling so as to foster customer association to the roots of the parent company.

5. Brand Communication Tools

For the purpose of brand communication, the company can leverage advertising by placing their ads on channels like YouTube, meal and wine podcasts and digital magazines. Its effectiveness can be evaluated by setting clear objectives, describing expected metrics like website traffic and click conversion rates. The next tool is event promotion which is the practice of creating a customized exhibit to promote a product or service through in-person participation (Hanna, 2016). It can be evaluated through monitoring conversations about the event on social media and running post event surveys to better understand the brand impressions created on customers.

Conclusion

In conclusion, an international brand manual has been developed for José Maria da Fonseca. It was identified that patterns of association of the company's brand and its products provided evidence that their customer-based brand equity will be highly dependent on the customers' impressions of the brand and thus they will be readily accepting of the company's

international brand marketing efforts. It was also revealed that branding strategies including brand identity, brand image and brand extension in the form of the company's Wine Corner restaurant can be used for competitive advantage. Strategic approaches including superior product quality, brand management systems, corporate social marketing and harmonization of logo guidelines, fonts and pantone from details on the company's website were identified to increase brand equity across international markets. Furthermore, product composition, pricing and language of advertising were noted as elements that needs adaptation for international markets whiles product quality, company history and the adoption of country-of-origin strategy in product labelling were to be standardized. Finally, advertising and event promotion were identified as the best tools the company could use for brand communication.

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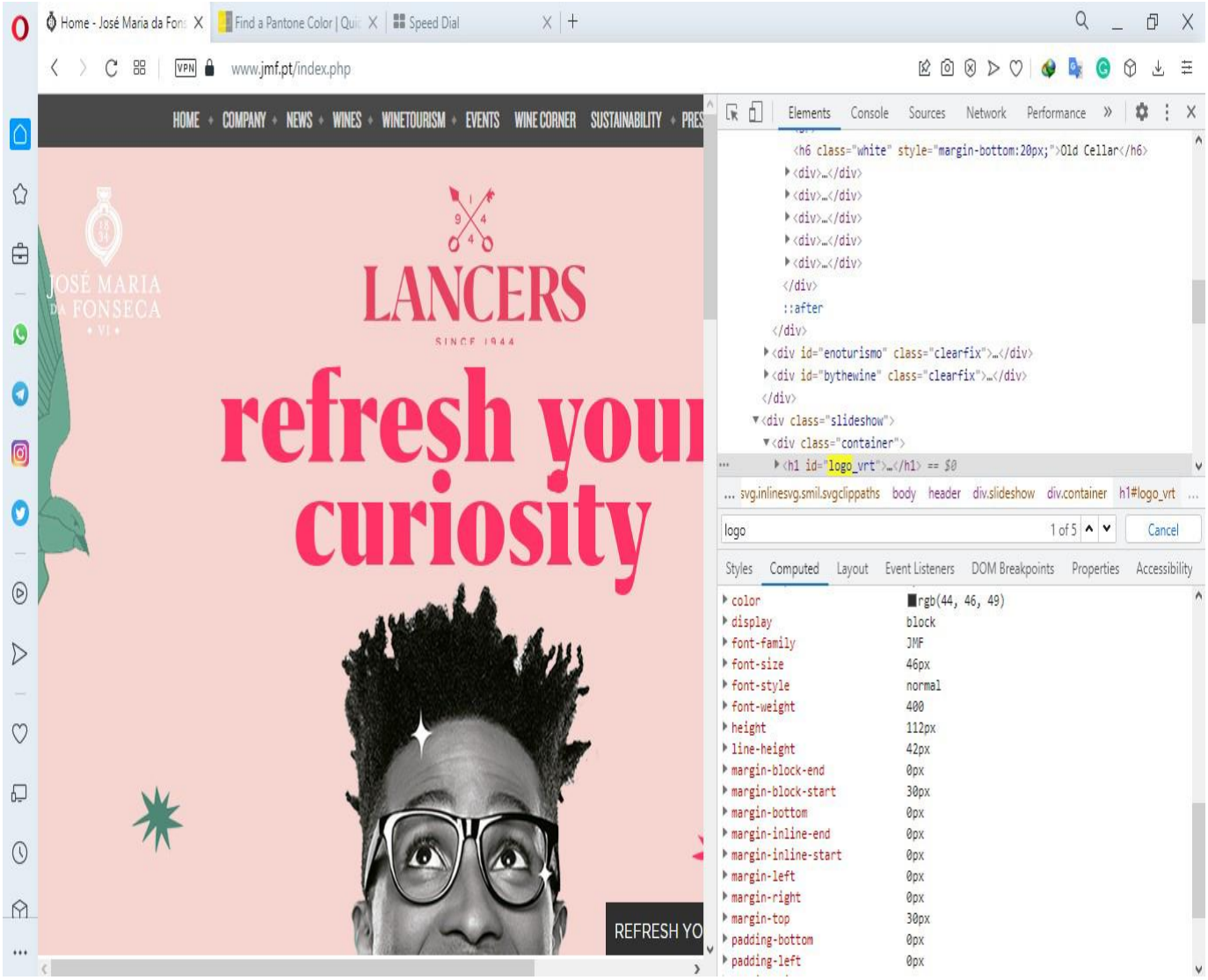
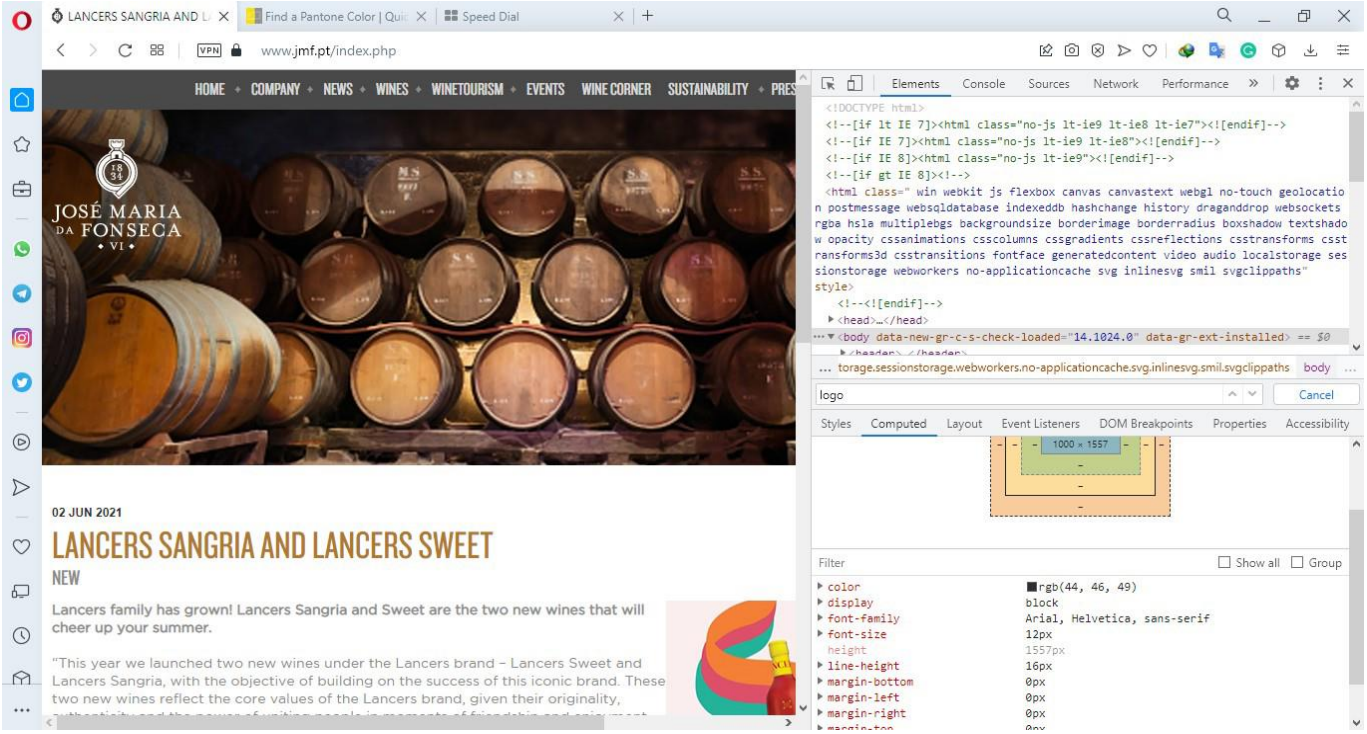
Appendix

Appendix 1: Logo Font and Colour Details



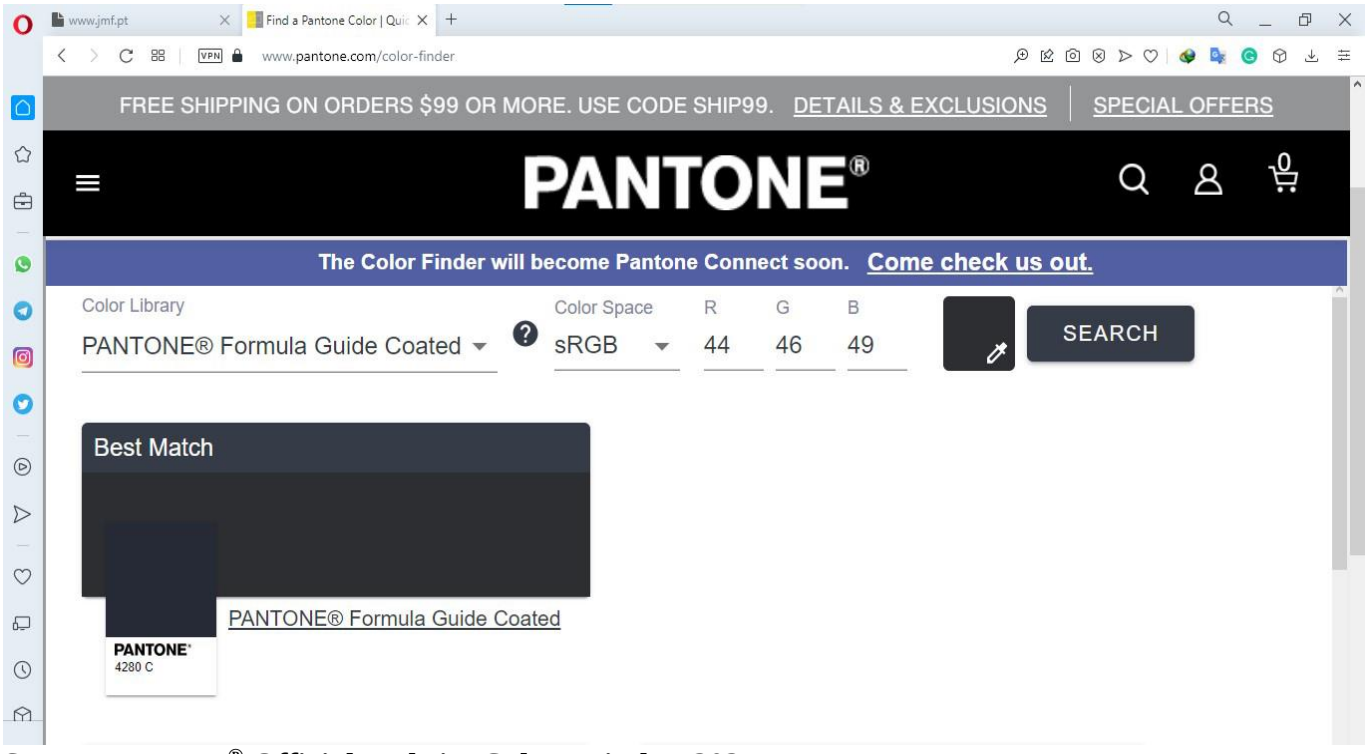
Source: José Maria da Fonseca Website Elements Inspection, 2021

Appendix 2: Other Website Text and Contents Fonts and Colour Details



Source: José Maria da Fonseca Website Elements Inspection, 2021

Appendix 3: Pantone® Colour Reference Number Calculation



Source: Pantone® Official Website Colour Finder, 2021