Reflections from inside and outside

Kateřina Čadilová
Asociace regionálních značek, o.s.
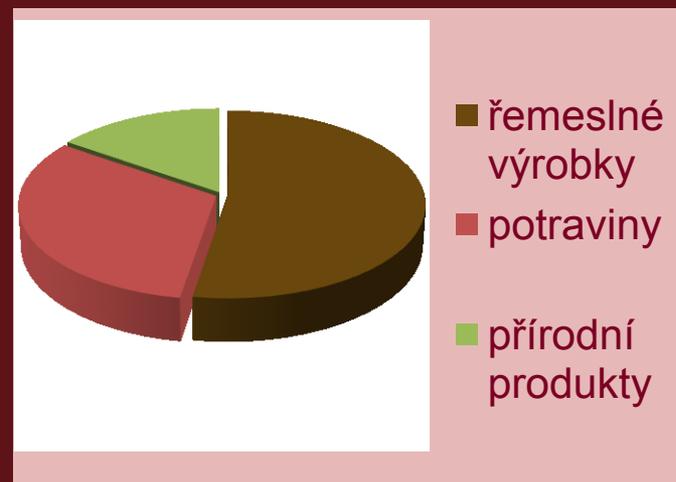
Strakonice, 13. June 2014
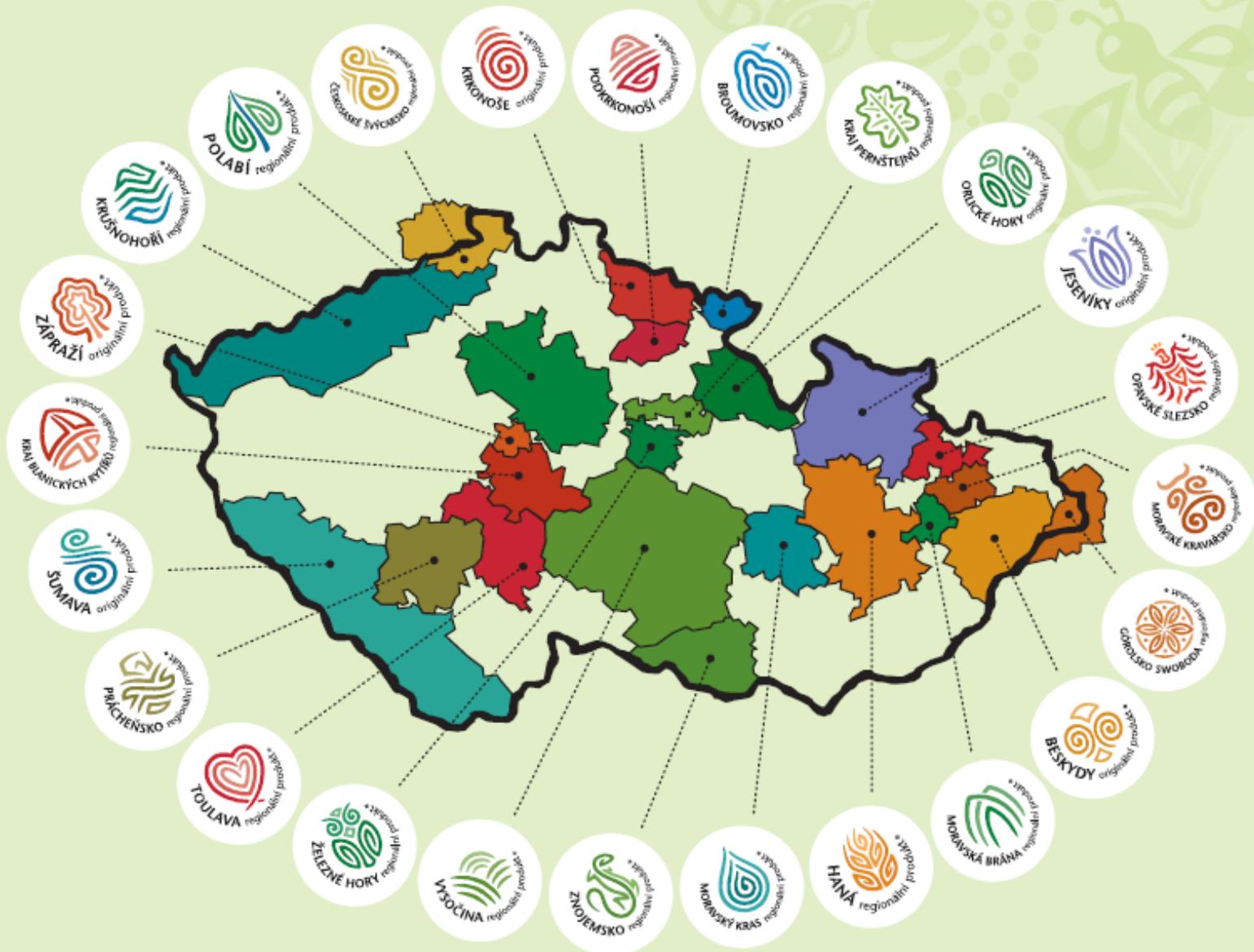
Association of Regional Brands

- **certificates:**
  - 780 products,
  - 85 service providers,
  - 16 experiences

- ■ **Sophisticated system** – know how for introduction and granting of a brand
- ■ **Universality** – wide scale of products and services
- ■ **Single visual identity** – common visual style
- ■ **Cross-border potential** – Slovakia, Poland, Germany

Regional brands in Czech since 2004

Unique:

- **single layout**

- **scope**

Similar:

- **criteria**

- **bottom-up approacha**

- **inter-sectoral partnership**

SWOT analysis

strengths	weaknesses
• single rules and layout • scope • organisation • universality	• lack of finance • dependence on projects • discrepancy with official regional division • weak criteria
opportunities	**threats**
• interest in quality products and alternative tourism • interest of new members (both producers and regions) • new media and information technologies • games and competitions • cross-border potential	• quantity of other brands • low prestige and awareness • (non) sustainability of projects • non-realistic expectations

Aim = sustainable development of rural areas

- economy
- environment
- society
- culture

Brand as (marketing) TOOL

- not only **romotion**

- **ling** between:
  - tradition and modern technologies
  - production and art
  - products – services – experiences

Best practices

shops and cafés

Best practices

home selling and food boxes
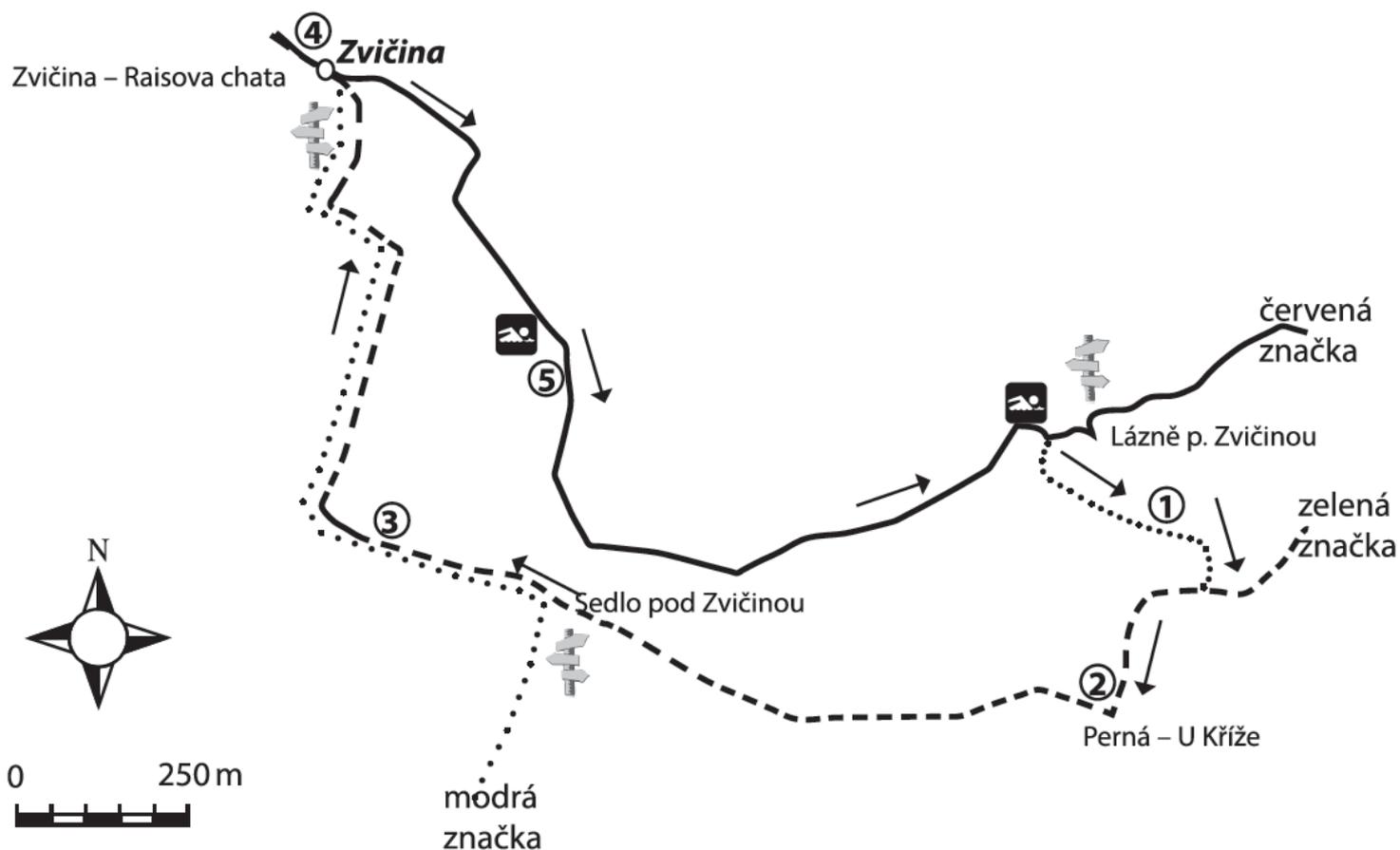
Best practices

fairs

Best practices

experience packages

Best practices

games – questing

Best practices

synergy

What next

- **What we have:**
    - system, values, exeriences

- **Potřebujeme:**
    - communicate, share, intensify

Regional branding

as

KNOWLEDGE PATHWAY

Thank you for your attention

Asociace regionálních značek, o.s.

Kateřina Čadilová

mobil: +420 724 863 604
cadilova@arz.cz

www.regionalni-znacky.cz