

New Entrants to Farming Fact Sheet

Building a Brand



**Farm
Advisory
Service**



The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Scottish Government
Riaghaltas na h-Alba
gov.scot

What does a Brand Convey?

Safety



Transparency



Trust



Animal Welfare



Human Rights



National Pride



Foodie



Environmental



Roots

Your brand identity and story should be **real**, **authentic** and **trustworthy**

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Clarity

Know who you are and **commit to it**

.....

Connectivity

Connect to your community and **give something back**

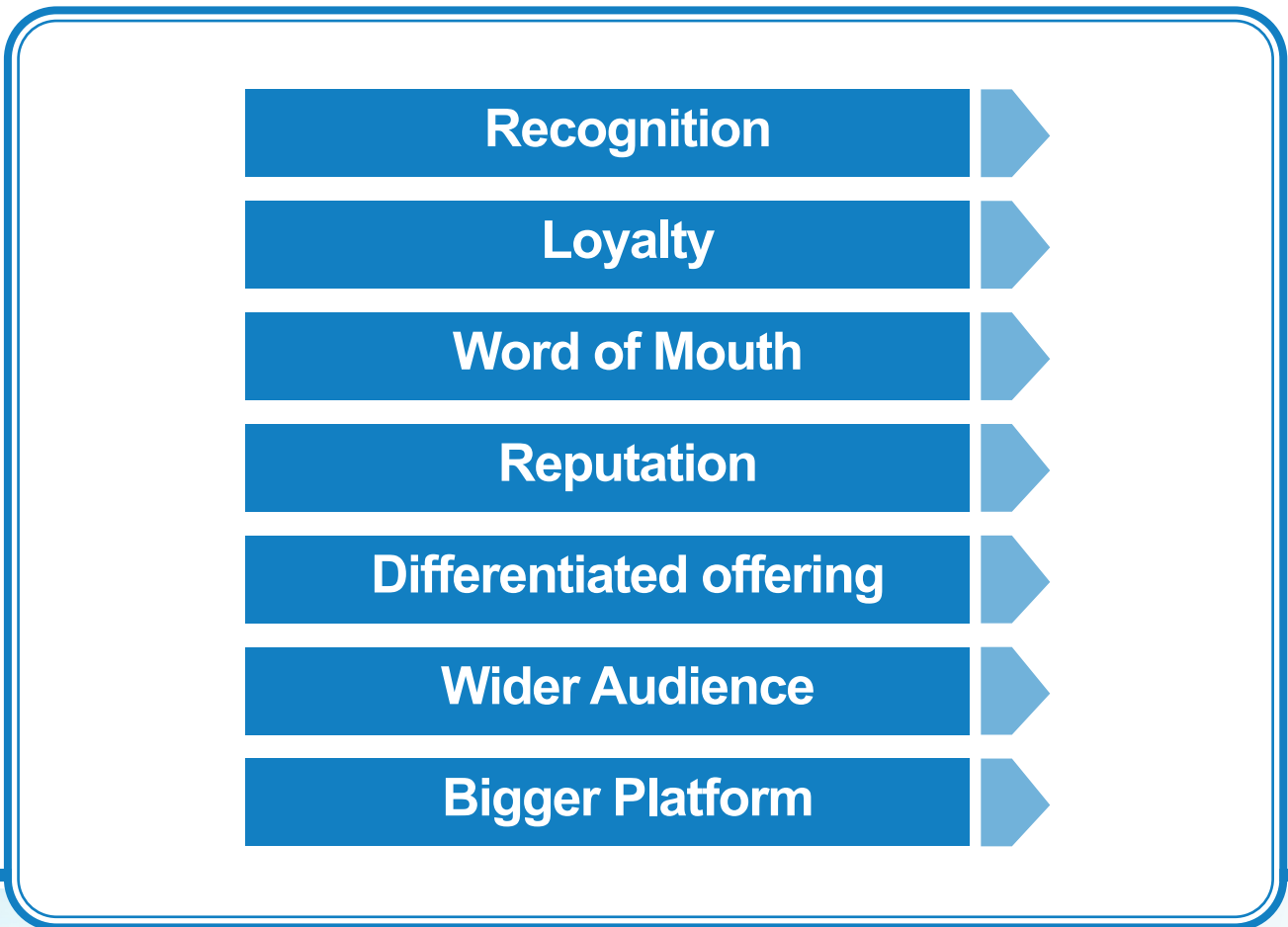
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Relevance

Find a reason to make your **customers care**



What do I get if I create a brand?



Investment Required

Initial Creative Investment

- **Brand Consultancy £2-20k**
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- **Design Services £3-25k**
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- **Photography/Videography £150 p/h**
.....
- **Web Design £4-15k**



The Design Process

More than a logo

Stage 1

Strategy

2 - 4 weeks

Stage 2

Creativity

4 - 6 weeks

Stage 3

Delivery

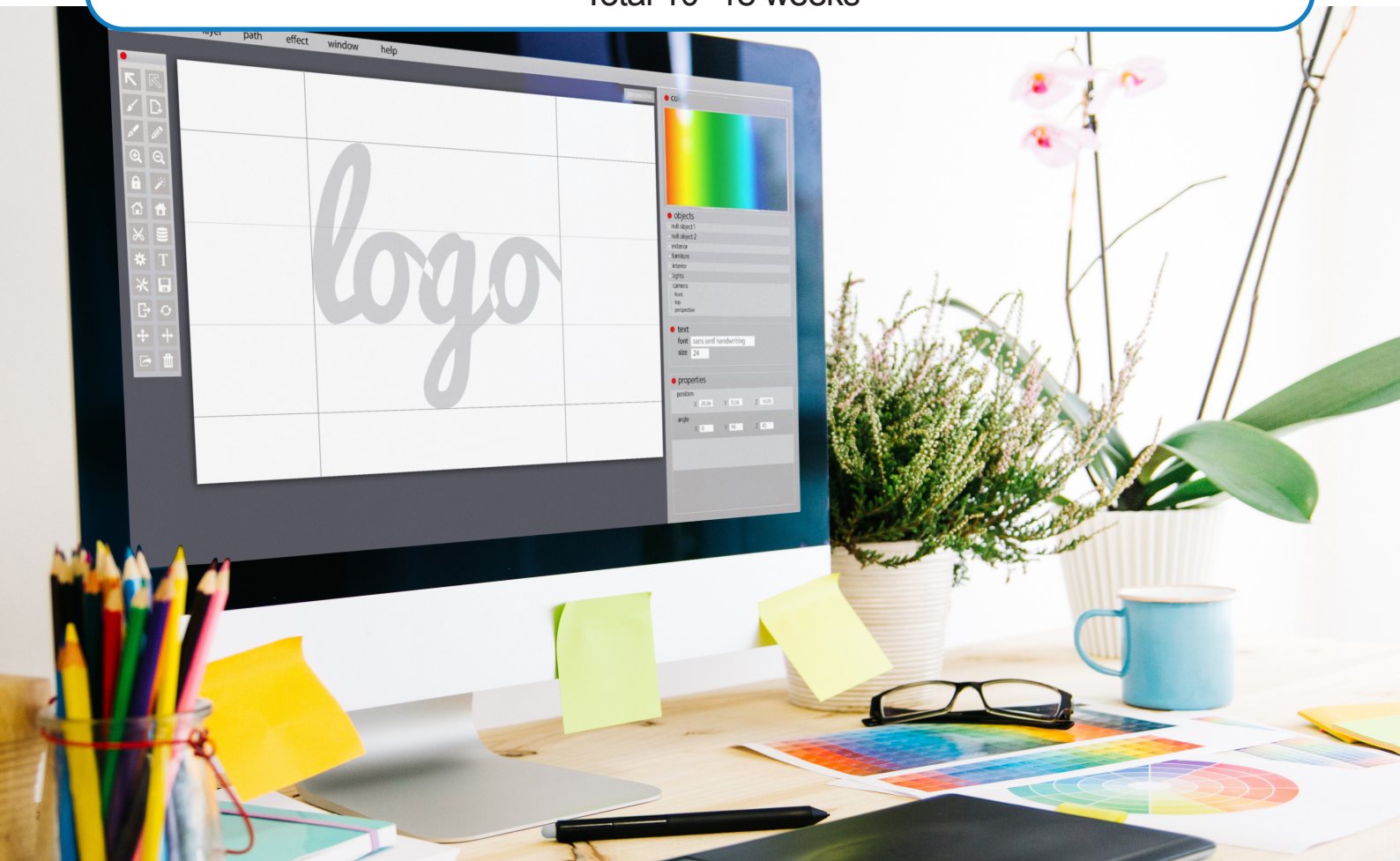
4 - 8 weeks

- Research & Understanding
 - The Customers
 - The Market
 - The Right Words

- The ideas
- The Look & Style
- The Tone of Voice
- The Message

- Complete Brand Identity
 - Packaging
- Creative Campaign
 - Website
- Signage/Livery

Total 10 -18 weeks



Is your Brand Online?

- **Your shop window is your website, ensure it's minimal, simple and beautiful.**

- **User experience is key. Can your customer easily understand your brand and do everything they need to do?**

- **Social Media is the signpost to your shop window.**

- **No point in having a website without an accompanying social media strategy.**

- **Customer Engagement and Engaging Content are the two most important things for your online presence.**



WORDPRESS

A Brand is Important

A Brand is **Personality**
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A Brand is **Reputation**
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A Brand is a **Quality Mark**
.....

A Brand is **Recognisable**
.....

A Brand is **Creative**
.....

A Brand is **Emotive**
.....



A Brand is **Important**
.....

