

# MARKETING ACTIVITY FOR INCREASING RECOGNIZABILITY OF THE BRAND. BASED ON THE LATVIAN COMPANY BALTIC WILD

Kateryna Kuslyva

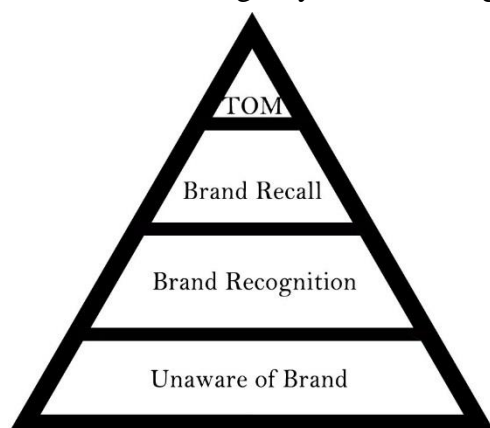
## INTRODUCTION

What is the main goal of every company? Profit. How the organization can obtain such, if they have good product, but only few supply it? How force people to switch to your product, except of the competitive output?

People are mostly consider about the brand titles, because company with the “loud” names are permanently focused about their reputation. They provide good quality, service and try to minimize all the negative consequences without any noise.

What is the Brand? Simply, according to the Mark Batey, it is a name together with a trademark. In the classical example, *Brand* is the guarantee of authenticity and trustworthy promise of performance. (Batey, 2008, p. 3) Moreover, the American Marketing Association’s traditional definition of a brand back in 1960 emphasized visual features as a means of brand differentiation:

“A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or service of one seller or group of sellers to differentiate them from those of competitors.” (Riley, 1997, pp. 89-104)



*Figure 1 The Brand Awareness Pyramid*

Brand Awareness is an issue of whether a brand name comes to mind when consumer think about a particular product category and the ease with which the name of evoked. (Shimp, 2008, p. 37) There are four stages of awareness, which are represented in The Brand Awareness Pyramid (See Figure 1).

Marketing become one of the leading part in the organization. Companies invest billions dollars into advertisement activity, because their returns will cover all expenses, while their marketing activity are made in a wise way. There is one definition *ROMI* or *return on marketing investment*, which consider the measurement of the marketing performance in the market as an important priority. (Shimp, 2008, p. 50) Brand knowledge comes from neither Brand awareness, nor Brand image. According to the Shimp, the first one has four levels of awareness: unaware, *brand recognition*, *brand recall* and *TOM* or *Top of mind*, which represents the maximum level of loyalty and revenue. Brand recognition reflects a relatively superficial level of awareness,

whereas brand recall indicates a deep form, when consumers are able to retrieve a brand name of the product from the memory without any reminders. It is the suitable level of awareness for many companies – brand recall – to which marketers aspire. (Shimp, 2008, p. 38) However, how to reach it? It is a question.

## 1 PORTFOLIO AND COMPANY ANALYZIS

### 1.1. History of the company

The company Baltic Wild was officially announced in the year 2013, and it sells the ready-made products, which are manufactured from the wild meat. While Baltic Wild does not have their own factory, its technologist gives the recipes to their partners, who are manufacturing the product for them in future. These companies are: Rēzeknes gaļas kombināts, Rital D, Matadors and Rūķīši. Of course, they are controlling the process and quality. The main part of the production Baltic Wild sells around the Latvia. Baltic Wild's Sales Partners are Maxima, Lauku rudzupuķe (Rimi klēts), Sky, Stockmann, Prisma, Idille, Elkor Plaza. Now, they are waiting for the contract with Elvi i IG Grupa ( TOP). The company provides export to Lithuania, Germany, France, Denmark, Poland, Belgium, and now they are negotiating with Estonia and Sweden.

In Latvia, there are some more companies, who are producing products from the wild meat, but all of them use animals that were grown up at the farms. On the other hand, Baltic Wild purchasing the meat from the Latvian's hunters, which is a big 'plus' that impact on the quality of meat, for the reason that animals were grown up in the natural environment. The product is GMO-free, it has "Der Grüne Punkt", which means that the package has been providing by nationwide collection of used sales packages, its obtains raw materials from them for the closed-cycle economy and responsible for recycling as well.



### 1.2. Mission and Vision

The **Mission** of the company is next: "To discover to you the world of excellent taste provided by natural, energy rich and ecologically pure game products, basing on the proven experience and forest resources of the Baltic States.", and the **Vision** is "To be the leading producer and exporter of game meat products in Eastern Europe with the most recognized game products brand and the most effective team." (Mission/Vision, 2014 )

### 1.3. Logotype

**Logotypes** – word marks, monograms and single-letter marks – are where the verbal becomes visual; where elements that are usually designed to speed the eye across the page

invite it to linger; where the choice of font is never less than meaningful; where spaces and spacing are significant; where the composition of words and characters carry weight; where letterforms and even fragments of letterforms can evoke attributes, atmospheres, emotions, events, places, personalities and periods in history. (Evamy, 2012) According to Micael Evamy, good logo should be *Simple, Memorable, Timeless, Versatile, Appropriate* and *Targeted*. Baltic Wild followed all these standards when they created Trademark. All the design and packaging were created by Latvian design company, which aware about European standards and market. The company consists of Six people, and includes CEO, Production manager, Logistic manager, Marketer, General manager and driver. Baltic Wild buys the accounting services. They have the company who is making everything about their accounts.

#### 1.4. Marketing Mix

The product that company provides is middle-price goods, and can be evaluate according the Marketing mix or 4Ps.

- Product
- Place
- Price
- Promotion

##### Product.

Made from the wild animals: deer, elk, and boar. The range of product is: Canned game meat - classical, Canned game meat without 'E' additives, Game meat – Fresh and frozen slices, Game meat – Fresh and frozen – sausage and Pelmeni. Some monthes ago, Baltc Wild announced new product: frozen meat for burgers. As it was mention before, products are made from the natural meat, that company purchase directly from the Latvian's hunters. It is GMO-free, and one range of goods is free of E additives. The product bought by people who prefer high-quality meat and do not follow any vegetarian or religion standards. All products are branded and sold out in the package, which was developed special for the company. Every kind of meat has its own color to be recognized, for example Game made from deer as green color, from elk – yellow and for boar – brown and orange.

##### Place.

Baltic Wild cooperates with Maxima, Lauku rudzupuķe (Rimi klēts), Sky, Stockmann, Prisma, Idille, Elkor Plaza, Rtal-D. Products are located in the area, where the all meat sells. Moreover, company provides online service, where customers all around the Europe can order products via Internet. In addition, if the order more than twenty kilograms, they will deliver if for

free within two-three days, depended from the destination, which can be monitored due their logistic manager.

### Price.

The price for goods lies in the middle range. Because of the quality of product, that monitored by company, they established the prices which are higher than the prices for the same goods of the competitors. (See prices in Appendix 1)

### Promotion.

The target audience – customers and restaurants. Every year Baltic Wild represents productions on two exhibitions: one in Latvia and the second one in Germany or France. They have web page with the description of product and its picture, but there are still not represented new products such burgers and pelmeni. Baltic Wilf has the channel on YouTube, with the *Four* followers. There are two video, which shows how it is possible to cook their goods. First video has 304 views and the second has 88 views. Both of them added 5 months ago. It's possible to see, than video made professionally and not on the "fast hand". Then, company has page on Facebook, which was created in 2007. There are no regular posts, sometimes the gap between last and new records in Chronic more than two months. On Facebook page customers can find the pictures from events, exhibitions, company's life and etc. Moreover, they posted the recipes in Latvian language, where their product can be used.

## **2 ANALYZE OF MARKETING ACTIVITY**

Company provides wide range of marketing activity. Promotion shows, that Baltic Wild use different kinds to advertise their goods such exhibitions, mass media, events and social network.

What exactly the Marketing Activity is? According to Carter McNamara, marketing is the wide range of activities involved in making sure that company continuing to meet the needs of customers and getting value in return. Marketing is usually focused on one product or service. Thus, a marketing plan for one product might be very different from the plan for another product. Marketing activities include *Inbound marketing* such as market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs companies can meet, how they should meet them, etc. Inbound marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), and pricing your products and services. *Outbound marketing* includes promoting a product through continued advertising, promotions, public relations and sales. (McNamara, n.d.)

The Official Web Page of the company should provide all information about the organization. Since the beginning of the 2015, there are no visible changes. The production range stayed the same as for the 2007, when the company had only three kinds of Gams and five kinds of output. Official web page is a “face” of every company, and if they do not update it according to changes, there are no chance, that customers will be aware about the new product. Page translated into three languages: Latvian, Russian and English. It does not have the links to the other sources like YouTube and Facebook, where customers can find more information and see their activities.

The Facebook page contains much more information about new manufactured goods. There are pictures of it, data, recipes where and how to use it not only as a snack, but also as the part of the main dishes. On the Official web page it is possible to see only four kinds of recipes, then again on Facebook there are much more. Social media provides the reports about outgoing and future events, the total amount of “likes” is 6 590. Despite the fact, that Baltic Wild works not only within Latvia, but also promote their production abroad, on Facebook they posted majority of information on Latvian language that may not be understand by foreigners.

YouTube account. It was created about Five months ago, and for now, it has only four followers and two videos. There are no links to the Official Web page, no contacts, e-mails and information about the creators. The YouTube page contains only data about the health use of wild meat and nothing more. The videos shows how to cook using the Baltic Wild products, and goes in Latvian language without subtitles on other languages.

Exhibitions. According to the Manager, Baltic Wild takes part at least in two exhibitions per year. One of them in Latvia and the other one in France or Germany like“ SIAL Paris food exhibition”, International Green Week in Berlin, Riga Food, Hunting and etc. Announce of their participation is hard to find, and only pictures on the Facebook page from the event identify their involvement here.

### **3 CONCLUSION AND RECCOMENDATIONS|**

Baltic Wild is relatively old company on the Latvian market. They have many advantages, and one of them is that the company may counted as a monopolist, because no one more produce this kind of product from the animals, which were grown up in the natural environment. They have vide marketing activity, but still they are not popular among broad circles of customers. Despite this fact, there are no connections between the sources where customers are able to obtain the whole information about the products. Company try to develop everything, but the results stays

the same. Lack of the information in English language, which belongs to the International, leads to the possibility of missing important information.

1. Update the Official Web Page.

There is no information about new products that now are selling in the market. If company take part in exhibition and share contacts between the other participators, it may become a confusion for them, because they will find out the old data.

At the same time, web page should consists all links, where customer can find additional information and be aware, that company also have the page on Facebook, YouTube and other serviced they use.

The information about invents should be given to the customers to make sure, that they will know about the outgoing actions. It is important to show, that company does not stand on the one place, but develop from day to day.

2. Keep running Facebook page

To compare this page with the official one, there is much more information about the product. It shows all stages of development, including promotion of new product lines, new packaging and special offers.

It represents the company's participation in different events, which are passed in Latvia and Europe.

The recommendations are next: do not make posts with the gap of long time, because customers do not follow the "dead" pages with no new data on it. In addition, it is good to provide the information not only in Latvian language, but also on English, because the majority of goods are prepared in place of export for foreigners. And add links to video to obtain more followers.

3. Promote YouTube account

It is impossible to get to know about if, only if people will not make a search via Internet in the Video section. Neither official web page, not Facebook page there are no links on the account. On the other hand, YouTube also does not have any links that will lead people directly to the creators of these videos.

4. Use Instagram

Since Baltic Wild has pictures which are made by professionals, it is easy to post in on Instagram, using hashtags with the brand name, product kind, country and etc., just to help people

to find it and follow. In addition, the perfect way to attract customers is using geolocation to put the places of current events.

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## 5 APPENDIX



# WILD PRICE LIST 2015

## Baltic Wild

No.	EAN	Product name	Net weight	Price, EUR
<b>Canned game meat, classical</b>				
1.	4751020350014	Canned game meat "Venison", 250g	0,25	2,13
2.	4751020350021	Canned game meat "Wild boar", 250g	0,25	2,13
3.	4751020350045	Canned game meat "Roe deer", 250g	0,25	2,70
<b>Cold smoked game meat sausages</b>				
4.	4751020350106	Cold smoked venison sausage, 170g	0,17	3,13
5.	4751020350137	Cold smoked wild boar sausage, 170g	0,17	3,13
6.	4751020350205	Cold smoked venison sausage "Delicatessen", 100g	0,100	2,29
7.	923006	Cold smoked venison sausage "Delicatessen", kg	~250g	17,90
<b>Cold smoked game meat</b>				
8.	4751020350113	Dried venison meat, 80g	0,08	2,77
9.	4751020350281	Dried venison meat "Spicy" , 50g	0,05	2,50
10.	4751020350289	Dried venison meat with out E additives, 50g	0,05	2,50
11.	4751020350694	Dried elk meat, 80g	0,08	3,09
<b>Products without E additives</b>				
12.	4751020350083	Canned game meat "Red deer", without E additives, 250g	0,25	3,13
13.	4751020350069	Canned game meat "Wild Boar", without E additives, 250g	0,25	3,13
14.	4751020350076	Canned game meat "Elk", without E additives, 250g	0,25	3,45
<b>Meat balls</b>				
15.	4751020350687	Game meat balls, 400g	0,40	3,98
<b>Frozen products</b>				
16.	4751020350236	Dumplings "Venison", 350g	0,35	2,45
17.	923012	Red deer steak (2pcs in packaging, 250-350g), kg	~250g- ~350g	20,00
18.	4751020350267	Red deer burger (2x100g)	0,20	1,85
19.	4751020350274	Beef meat burger (2x100g)	0,20	1,35
<b>Beef basturma</b>				
20.	923018	Beef basturma, kg	0.5-1.5	26,90
21.	4751020350311	Beef basturma, 50g	0,05	1,79