


Discussion paper:
Creation of branding image and case study in Japan

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Japanese Government (Ministry of Agriculture, Forestry and Fisheries and Ministry of Economy, Trade and Industry) investigated some projects which built local branding in Japan.

Success cases:

The following characteristics can be found from the successful case that could generate revenue streams and has led to the activation of the local region by creation of branding image:

1. Taking advantage of local own history and narrative, the area of the image and region-specific climate conditions
2. The name, mark (label), etc. to ensure the quality and quality are properly managed
 - The quality controls of the products were performed well such as:
 - Develop the cultivation standard and the shipment standard
 - Only allow the use of the name/ mark (label) to those that meet the certification standards
 - Acquiring the trademark right to protect the name/ mark (label)
 - The action not to betray consumers' confidence for the label is accomplished.
3. The marketing strategy was superior
 - Marketing to suit the agricultural and marine products and regional food have been made such as:
 - During the development of the market of goods, stick to direct sales
 - Keep the close relationship with customers by direct mail distribution, etc.
 - Limit the distribution channel to the high-quality department stores

Failure cases:

On the other hand, the projects which could not generate the revenue streams have the following problems regarding the quality and marketing:

- Management of the quality is insufficient and cannot differentiate it from other products
- Do the sales activities without specify the branding image and the target of customers
- There is no branding concept such as:
 - How to sell the products?
 - What kind of quality of products companies want to sell?
 - Who is the targeted customer?

Establishing name of the branding and/or image character is not enough at all.

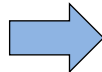
- Introduced the improved or new products and began to sell, however, it could not catch up with the development of the production system.

Building process of branding

Opportunity of branding occurs.
Decide the direction and starts the arrangements

- Take advantage of local own image and specific climate
- Finding and development of local resources (products)
- Clarification of brand concept relating to existing products
- Development of new products, etc.

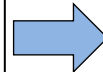
Trait 1



Management of quality and (branding) name

- Management of cultivation standards, shipping standards and other quality standards
- Develop a production system
- Develop a new standard to use the (branding) name and mark (label) by the authentication system
- Protect the (branding) name and mark (label) by trademark rights, etc.

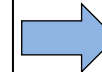
Trait 2



Marketing

- Improvement of products and services based on market research
- Improvement of designs
- Devise the sales routes
- Carry out detailed consumer correspondence (use of direct mail, etc.)

Trait 3



Establishment of brand (improve the name recognition and profits)

Case Study: Kishu Umeboshi (pickled plum)

