



SESSION C1: THE POWER OF BRANDING

Sunday 3rd November 1100 - 1230 hours

The ICA is spearheading the development of a new co-operative visual identity, which will provide a 'promotional umbrella' and 'unity of purpose' for the global co-operative movement. The new brand will be voluntary and capable of almost unlimited application – contemporary and business-like and capable of cross-border use in an integrated communications campaign. The new visual identity will enable consumers to be more aware of what they are choosing when faced with the option between a co-operative or an investor or privately-owned business. Now is the time to encourage widespread alignment by the global co-operative community.

This session will introduce co-operatives who have been recognized as brand leaders and will examine how they have adapted in the global economic crisis using member participation and access to capital in order to meet consumer needs.

Chair: Ed Mayo – Secretary General, Co-operatives UK

Ed is Chair of the ICA Communications Committee which has led the project to develop a new visual identity for the global co-operative movement

Sion Whellens, Calverts Design Agency (UK)

Making our mark on the world - how we developed the new global co-operative marque

The enthusiastic take-up of the 2012 UN International Year of Co-operatives logo by co-operatives worldwide showed that there was an appetite among ICA members for a visual 'marque' of co-operative identity and global unity.

Calverts was commissioned to carry out worldwide research and member engagement around the idea of a new global collective brand, and then to design a logo or 'marque' for co-operatives to use free of charge. Along with this, we were asked to work with the ICA on a series of signature images and messages, to add life and meaning to the marque. Together, these would make up a brand toolkit for members to promote their own co-operative identity, using a global unifying symbol - the global Co-operative Marque we are launching at this conference.

During the spring of 2013 Calverts, assisted by Buenos Aires-based Guerrini Design Island, developed a 22-question survey aimed at capturing the thoughts, feelings and imagination of co-operators around the world in relation to this idea of 'co-operative identity' and its symbolic representation. The response to the survey went far beyond our expectations in terms of both quantity (more than 1,000 responses from 86 countries) and quality (the depth, thoughtfulness and commitment of the participants). As designers, our work was inspired and guided by the insights of those co-operators.

We are proud of the first results of the project – a distinctive marque, a set of images and messages to tell the world (and our neighbours) who we are and what we stand for. With the right long-term investment, and the willingness of co-operators to adopt and spread the use of the marque, we are sure that it will help fulfil the ICA's goal of gaining greater recognition and



understanding of co-operative identity all over the world – one of the five pillars of the 2020 Blueprint. Just as importantly, it gives every co-operative a unique tool to promote its own enterprise, and to demonstrate its alignment with the global co-operative movement.

Seah Kian Peng, Chief Executive Officer, NTUC FairPrice & Board member, ICA (Singapore)
NTUC FairPrice Co-operative, Singapore - how it became one of the best retail brands

NTUC Fairprice Co-operative Ltd was founded in 1973, with a social mission to moderate the cost of living in Singapore – by keeping daily essentials affordable and providing quality products at the best prices.

From one supermarket, FairPrice has since grown to become Singapore's largest retailer, with a network of more than 270 stores. Our business partners, members, and customers have contributed to our growth and have always remained steadfast to our cause. Their commitment has enabled FairPrice to grow to become a multi-format retailer with about 9,000 staff and more than 630,000 members. Today, we serve half a million customers daily and remain committed to our social mission. For its efforts and determination, FairPrice is honoured to be conferred with many prestigious accolades and awards.

At the presentation Mr Seah will share his insights to FairPrice's strategic approach in its communications efforts to engage and interact with its stakeholders and show how FairPrice taps on traditional media and harnesses new media technologies to empower its customers as well as build its brand. The presentation will also share on FairPrice's branding differentiation and how it helps the co-operative stand out from its competitors.

Efraín Domenech Pabon, Executive President Cooperativa Zeno Gandía and Arnaldo Santiago Rivera, D Lab, Inc. (Puerto Rico)

How our success is based on our co-operative difference.

Since the Co-operative Zeno Gandía was founded in 1953, it has grown at a rapid pace and become one of the most solid and safest Co-operatives in Puerto Rico. It has more than 35,000 members and over 198 million dollars in actives. Which is the key of success? Creative marketing strategies, innovative technology, a great team and high standards for customer service.

For more than 4 years D Lab has been a creative partner of the Co-operative helping to develop new digital strategies, making the brand stronger and allowing them to obtain a broader expansion of targets never reached before. Although in the first stages of this strategy, they are already experiencing impressive results with the engagement between members and the institution as well as a high interaction between the members and the new interactive tools developed. Now they are targeting social media and mobile strategies to offer their members more channels and convenient tools to communicate and interact with the Co-operative.

Efrain Domenech, Executive President of Co-operative Zeno Gandia and Arnaldo Santiago, president of DLab will be explaining the strategy behind every initiative and how to integrate a credit union business model into all of the interactive channels, from web development to social media and mobile.

Questions and Answers – open discussion