

The Power of Halal Branding



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Introduction – My Background



- A “Career Marketer” for over 18 years
- Halal Finance
- Halal Food
- Crescent Foods
- American Halal Association

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Marketing Principals

- The 4 Ps of Marketing



- A Brand is a Corporate Asset
- A Brand is a combination of all the good things you associate with a company or product
- RAP = Recognition, Association, Preference
- USM = Unique Selling Message
- The role it plays in this sea of choices is its identity
- Halal Branding will define a product further, set a high standard of perception
- Improves chances of opening Export markets
- Increase in sales stats

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Branded vs. Non-Branded

Example A



Example B



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US Success Stories When Branding Halal Works

- Saffron Road
- Crescent Foods
- Nestle
- US trends:
- Shift from Ethnic to Mainstream channels provides convenience, variety, price offers
- Lifestyle and current trends help with the focus on Health, Kids Nutrition, Transparency and Food Safety

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The Core Values of Halal at



How does a Halal global brand succeed? Align with core values such as:

- ❖ Trust
- ❖ Honesty
- ❖ Humility
- ❖ Community

This should be implemented throughout:

- ✓ Brand story
- ✓ Community role
- ✓ Fundamental Business practices
 - ✓ Visual identity
 - ✓ Communication
 - ✓ Endorsements
 - ✓ Customer service

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Examples

Facts and figures

“In 2012, Argentina exported goods worth 350 million U.S. dollars to the United Arab Emirates, a 100 percent increase compared to 2007,” Roberto Yauhar, Argentina’s minister of agriculture

Prior to this, trade between Argentina and UAE grew 40% from 2010 to 2011



Growth of Halal in UAE

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European Halal Food Firm in Dubai

- Established European Food & Beverages (EFB)- Austrian manufacturer of culinary convenience products.
- Targeted to be a major supplier for the growing Halal foods market in the GCC and the wider Middle East from its Dubai base
- European Foods & Beverages will boost investor confidence in Dubai and its Islamic Economy initiative.

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Branding has an impact on Sales Growth

Halal Cosmetics Industry as a sector is a case study in successful branding, seen as:

purity, safety and quality

Different players, many brands provide choices in the category

Growth in this sector from a void previously

3493 Halal certified cosmetic and personal care products in Malaysia alone

Now amounts to a mega-industry primed for growth worldwide



De-Mystifying the Halal Consumer

Likes

- Freshness
- Healthy /Natural
- Low Fat
- No Preservatives
- Consistent Premium Quality
- Minimally processed
- Food Safety compliance
- Availability & Convenience
- Value added Packaging
- Attractive Price-Value
- “Feel Good” factor

Dislikes

- Artificial ingredients
- Poor Taste
- Poor Quality
- Preservatives
- Additives
- Poor perceived value
- Inconvenience
- Bad business practice

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Audiences that demand Halal and Why

- Halal Consumer
- Faith based
- Because “I have to”



- Halal Consumer
- Non-Faith based
- “Ethical Consumerism”



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New audiences for Halal



- Attributes/Benefits that cross over – Halal at Mainstream – common values make it less foreign
- Humane
- Ethical
- Clean
- Safe
- Moral
- Export potential



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The answer is...



- Branding
- To convey the attributes
- Set yourself apart
- Peace of mind – a set of promises come with a brand
- Loyalty
- Retention
- Sales



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Sustaining Growth with Marketing & Branding

- Calling Campaigns
- Community Sponsorships
- Contests, Active involvement
- Email Blasts & Social Media
- Consumer Feedback
- Local Advertising
- Brand Power & Word of Mouth
- Life after Google and Facebook– trust in print and mail offers, direct mail growth, mobile
- Innovative packaging at par with Industry development
- Market “**Halal**” – keep educating and building awareness
- Trade events & In-Store Point of Sale Marketing

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In store Halal Branding



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Halal Philosophy

- What a Halal company needs to do to succeed, has to translate integrity all the way through- Power of Halal Branding
- Brand extends beyond the product
- Integrity is needed and everything branches off it
- Striving for “Ahsan” in all areas



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Standardization

- Need for one standard, one logo
- Theme of Halal Congress
- No confusion – do they all mean the same?
- Consumer knows what they're getting – defining using Branding
- AHA's role



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Conclusion- Key Points

- Growth of Halal as a Brand
- Audiences for Halal products and services
 - Benefits of Branding
- Halal as a Business Philosophy
 - Standardization for success

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