Greenbranding practices for a company of phytosanitary ecological products

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Abstract

The aim of this work is to examine the practices of greenbranding for a Phytosanitary Company today. For it we have used the methodology of benchmarking, comparing the company with his competitors in the sector. Across Green Branding’s integral program the brand won in solidity and coherence helping to differ from the rest, strengthening furthermore his green brand image.

Keywords: Greenbranding, phytosanitary, benchmarking, ecological.

Introduction

Although several investigations cataloged organic farming as a marginal market, however, has great potential, and organic products are taking longer linear in every supermarket.

That is why more and more there is an increase on the demand for certifying an ecological or zero wastetraceability.

Greenmarketing is known as a comprehensive management process responsible for identifying, anticipating and satisfying customer demands and society, in a cost effective and sustainable manner.

Positioning strategies 'Green' based on functional attributes of the brand seeking to build brand association transmitten environmentally relevant product information. This positioning strategy should be based on environmentally relevant product advantages compared with the competition from conventional products, and may refer to production processes, product use and/or disposal of products.

Aaker and Joachimsthaler (2000) define brand positioning as part of the brand identity and positioning value has to be actively communicated to the target audience. Consequently, brand positioning is based on the interaction of all the marketing tools, with an accentuated role in marketing communications for the process of shaping perceptions of different consumers.

Consequently, the brand positioning is based on the interaction of all the marketing tools, with an accentuated role in marketing communications, due to its relevance in the process of shaping perceptions of different consumers.

Therefore, position a brand as 'Green Brand' implies active communication and brand differentiation with its competitors through their environmental attributes.

The environmentally sustainable products will not be successfully marketed if the attributes of 'Green Brand' are not properly communicated (Pickett et al., 1997). Coddington (1993) and Meffert and Kirchgeorg (1993) suggest positioning 'Green' as an essential factor in the success of the strategies of 'green branding'. Following the classification schemes generic positioning strategies (Aaker, 1996), a brand can be positioned by functional attributes and/or emotional benefits. Positioning strategies of 'green branding' are classified as functional and emotional.
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It is meant by 'Green Brand' or trademark as a specific set of brand attributes and benefits associated with reducing environmental impact and perception of being respectful of the environment. A well-implemented brand identity 'Green' should provide benefits to consumers aware of the environment.

While there are some studies on the perceived value of environmentally sound product attributes (Roozen and De Pelsmacker, 1998), the role of the emotional benefits in the case of trade marks 'Green' is still largely unevaluated.

The purpose of this paper is here for to examine and assess the graphics and image communication has the company of organic plant protection. Analyzing and comparing with current, economic competitors and graphically, studying the branding of these and he company, the primary objective being to justify the company incorporating a brand strategy to achieve proper positioning in the market.

In turn, the branding under the branch known as 'Green Branding' is evaluated, since due to the values of the company, dedicated to environmental and sustainable industry, developing brand strategy must be clearly under these premises, which also trends in Green Marketing and 'green habits' to a correct understanding will be studied.

One of the first definitions of Benchmarking is attributed to the Xerox case in which Benchmarking is defined as the search for best practices that lead to better business results, (Camp, 1989), which in turn comes from Japanese philosophy of the end of World War II, in which dantotsu defined, which means striving to be the best of the best.

The word Benchmark actually refers to a mark that was made in the analysis of computer data to check which were more suitable as input data and compare them However Xerox first used that word to the early eighties, when the company wanted to refer to the comparison of a company with its direct competitors, or the recognized leaders in their industry.

In his beginning, the idea behind the benchmarking was to accept the fact that another company or organization anywhere in the world has developed an item will equal or similar process that is more effective and superior to any other. (Scott, B.R., 1989).

It is said that the one that says that the essence of benchmarking is to learn how to improve the activities, processes and procedures, (Rafiq and Ahmed, 1998)

You can find many definitions of Benchmarking, and over time have been refined as follows in which it is said that Benchmarking is a systematic and continuous to evaluate products, services and work processes of organizations that are recognized as representatives of best practices, in order to make organizational improvements. (Spendolini, 1992).

Moreover, there is another definition which defines benchmarking as a tool for improvement, achieved through comparison with other reputable companies as the best in their area, (Bhutta et al, 1999).

**Conclusion**

Through benchmarking, and precisely because of its comparative nature can extract data and conclusions that could not be accessed as easily by implemented analysis of internal processes and business results.

The application benchmark based analysis is a process that must be implemented by organizations in a sustained and long-term way to ensure there by objectively verifiable results.

Across Green Branding's integral program the brand won in solidity and coherence helping to differ from the rest, strengthening furthermore his green brand image.
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Precisely in some aspects analyzed as measuring criteria branding, it could be considered that there is still a lack of unified regarding sources of verification criteria.

In conclusion, this work wants to demonstrate the importance of branding, not only seen from a viewpoint of business strategy, but it really is, strategy, brand design and business branding, consistency they should have to create a core business differentiator and consistent. If the whole development of brand has the same conductive thread, the aptitude to convince the client evidently will be major, since the brands also generate confidence, and as everything, first that has to have confidence in his brand is the own company.

That is why, so you should include the branding in the curricula related to business and business creation, because in the end, design, proportions and empty spaces are important and is an important factor makes you decide for a product and not the other.

References

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