

Dolphins WP 4 OLP and consumers and citizens

Theme 2 : Marketing recommendations of the Swiss team (Martine Dufour and Corinne Couillerot)

Main ideas for marketing recommendations

?? First, we need to have some precise information about PDO brought by the marketing research.

The information can come from three different studies : qualitative, quantitative and the panels.

- the decision-maker need the quantitative studies to have some quantified information about products, the population and the target audience.
- the qualitative studies are also important for the decision-maker. They allow to analyse psychologist mechanisms which intervene in consumers behaviour.
- the panels are necessary too. The quantitative studies give a method of punctual observation when the panels permit a continuous and permanent view.

This analysis' stage is necessary to understand consumers' behaviours and I think it is the first and essential step of marketing recommendations.

?? Then, it is necessary to organise a generic promotion explaining the meanings and the guarantees of the PDO label.

- the promotion should highlight ideas of
 - ~~exclusivity~~ (but we have to be careful that consumers don't understand exclusive product like a luxury product. DO are not luxury product.)
 - ~~authenticity~~,
 - ~~tradition~~ and modernity (a modern tool to promote a traditional and exclusive product),
 - ~~quality~~ and origin (these two notions are the strong point of the PDO because these concepts are major for the consumers and the producers).

Modernity linked with innovation is also important, consumers have to understand that producers cannot innovate at the organoleptic level but they can innovate at the symbolic and service levels (theory of cognitive marketing).

- and we should insist on the fact that the PDO is an official and certified label, and that the label is controlled by independent and neutral organisations. When consumers eat PDO, they know what they have in their plate.

?? Moreover, the idea of pleasure and conviviality should be reminded by the generic promotion. PDO products are convivial and usual products.

- ?? We think that a generic promotion without any product is not useful. The consumers must identify some products which have the label PDO. They have to put in relation some famous products like Parmigiano Reggiano to others less known products. The state need to use some national products. But a common explanation must be used by each supply chain in their PDO product promotion.
- ?? And to help people to identify correctly and quickly the PDO, all the PDO products (wine, vegetable, fruits, cheeses, meat, cooked meats) should have the same logo like a famous brand.
- ?? We have to explain to the consumers that buying OLP is a citizen act. If they buy PDO, consumers permit farmers to stay in some difficult areas. As the farmers cultivate the soil, the landscape is open and well-kept. So when consumers are tourists, they can enjoy the view and there is not only forest. Farmers are not only cultivators but also space's gardeners.
- ?? As PDO are answers for the consumers and that they allow agriculture to survey in difficult areas, the promotion of the label and the products should have public financing to support. This financing are important to help the supply chain to explain the meanings of the PDO and to put forward the producers.
- ?? I also think that the theory of the 4 R
- rooting (product needs to show their roots),
 - responsibility (for delivering product quality),
 - reciprocity (underlying interdependent links between producers and consumers),
 - reinforcement (product is solid with the region)
- is a good summary to explain the situation. I think that this concept should be more used.
- ?? In conclusion, I would say, that the general message should be emotional and didactic.