

Theoretical aspects of food differentiation, brand management and rebranding

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Abstract

The aim of this paper was to highlight food differentiation strategies, the substantial role of advertising, promotion techniques and the launch of new products and sales. The importance of brand management and management of differentiation through the food line that is based on logical market segmentation concepts has been highlighted, targeting the consumer's need for market power. Theoretical notions and defining elements of the brand, management and highlighting techniques as well as the benefits and services offered to consumers by the company have been studied.

The volume of human, financial, material and emotional resources involved makes rebranding a true standard of economic prosperity, but also a moral and ethical standard of the country's private domain.

Keywords: differentiation, food, management, brand, brand image, rebranding

1. Introduction

The society and contemporary times in which we live impose the need for excessive communication both between people and at institutional level, communication that is a characteristic feature of any kind of inter-human bond. At present, the complexity of channels and modalities of communication has inevitably focused on a supersaturation of knowledge for each of the individuals, this has allowed in an age of speed and computerization as today's community, the value of multiple symbols to propagate substantial things to be again reamplified about the latest technological applications in the field.

By their complexity, the brands sum up a multitude of properties that impose their communication feature as a basic reference, and change them for any firm, in effective ways of differentiation in the current economic context. It has to be underlined that modern world economic development

highlights the increasing importance of brands in the evolution of global food markets and trade between states, as well as by marketing analysts who appreciate brands as the most rewarding resources of a company, what expects a future of the market to the detriment of the organizations. Thus, in this context, those beneficiary brands of a performance management will dominate the global food markets.

In the minds of consumers, the brand is an essential element of the product, a defining part of it which delimits it from the other brands defining competition. A successful brand is based on the value of the product and the satisfaction of the buyers psychological needs. Also, the important role of the brand is highlighted by the fact that it guarantees consumer long-term loyalty [6].

Brand is the "sign" that turns a simple product into a product that confers a certain image among consumers and induce the owner to gain more

profits at the time of sale. This is, briefly, the content of a trademark [1,3].

There are certain sectors of activity where not all businesses can differentiate their offers, and this is very difficult to achieve. Boston Consulting Group specialists divide these sectors into four areas [2]:

- volume areas
- areas in the impasse
- fragmented areas
- specialized areas

The brand is a multipurpose image that represents a permanent guarantee of sellers for buyers, a guarantee that forces them to market on the market, quality products and services, basically marks are a guarantor of the quality of the products. From the point of view of the importance and power of the brands on the market, they are distinguished precisely by the perception of value and the style in which a mark is created.

We can talk about a classification of brands as follows [5]:

- brands unknown by the vast majority of consumers
- brands enjoying an average level of knowledge from buyers
- brands that have a high degree of acceptability
- high-priority brands
- brands that enjoy consumer fidelity.

Strengthening the relational objectives can be achieved by brand management as a marketing activity to designate a structured system of activities to achieve and accumulate brand net worth. That is why it explains why a well-designed brand implies the skill and real management of all the links between it and future buyers.

Brand management requires new approaches and concepts, more than just a name or logo, combined in a broad and inventive advertising action. It involves the systematic, quantitative and qualitative analysis of the way in which everything is assumed and transmitted by the brand, from the perspective of high value or development potential customers. Branded communication proposes a series of objectives that can be synthesized on three main directions [5]:

- Provide brand information.
- Develop brand awareness and create a strong sense of familiarity with the consumer.

- Creating distinct patterns of associations and reasons to increase brand attractiveness and actual sales.

The brand is an ensemble of tangible and intangible attributes symbolized by a trademark (name/logo) which, capitalized, creates influence and value. Rebranding expresses the modification of the defining elements, associated symbols, or the way a brand is exploited and linked, in order to change the perception of certain consumers or customers [4].

2. Methods

The theme of this paper was based on authentic marketing studies and strategic directions. Sources, data and concise and accurate information from the literature were processed. The bibliographic material used was analyzed and structured on the basis of new aspects and approaches relevant to the evolution of successful food brands.

3. Results and discussion

Diversification of the market offer compared to that of other competitors is the fundamental interest of companies that activate originality and novelty reflected in food news, valuable and distinct promotions and rewards for loyal consumers as well as customer benefits. If these actions are successful, some competitors will try to replicate their offers on the market, a delicate situation that leads us to the fact that such benefits are of short duration.

To keep up with trends in food innovation, in the last period, a significant proportion of urban segment consumers in Europe, and Romania, alike have become more and more concerned with consuming and implicitly more prudent choice and purchasing decisions of food products. Starting from this start-up, the interest in balanced and healthy food is becoming more and more important in the modern society that we are going through as the intensive consumption of exotic ingredients and innovative products, especially those of the bio category.

Models and case studies. *Maggi The Day Idea of Sarmale with Meat and Sarmale with Vegetables*

In 2010, Maggi The Day Idea of the came with the proposal of two new recipes appropriate to the daily menu, namely: Sarmale with meat and Sarmale with vegetables. For the first time in the history of the Romanian market, Maggi introduced the Idea Day of the Sarmale with Vegetables, the ideal product for housewives who want to cook the famous

traditional product in a more efficient and quicker way. The rich vegetable composition gave the formula a unique taste, even without meat. Maggi The Day Idea of the Sarmale with meat proposes a variation to make this delicious food dish all year round, not just a holiday-specific recipe [8].

Brand Tailors delivers the pure pleasure of real chocolate through the new Kandia packaging

Brand Tailors redesigned the Kandia chocolate design as a result of the need to mark the generosity of the bitter chocolate portfolio launched in early 2010. The new Kandia packaging design expresses the pure pleasure of chocolate. The aroma of intense flavor, the richness of flavors, and the melting in fine chocolate waves, a result of pure cocoa butter recipe, have been transposed both on the original portfolio of the brand and on the new packs of tablets, pralines and bitter chocolate bars. The design of communication materials has also been designed and the main directives have been outlined: consolidating the Kandia association with bitter chocolate and communicating change of packaging design. Sampling activities in supermarkets and hypermarkets accompanied the shelf products to stimulate and test the new Kandia assortment (bitter chocolate with coffee cream and bitter chocolate with lemon cream) [8].

Scandia Romanian becomes Scandia Food

Scandia Company has a new name, Scandia Food, and a new visual identity that goes from the concept of the "horn of abundance," to the motto "The Life of Scent". "The idea of using the horn of abundance has started from its significance in art, symbol of abundance, fertility, diversity. Reinterpretation that the consulting firm thought for Scandia Food is centered on the same symbolism, but adapted to the brand platform, suggesting the diversity of products, shapes and tastes, the release of senses and emotions, and the very savor of life itself," says Raluca Beldiman, Brand Designer at Seed Consultants and author of the concept. In addition to Scandia Food's desire to create a separate identity from products, rebranding is part of the long-term strategy that "aims to make Scandia Food the largest Romanian food company nationwide and a leader in nutrition, Says its CEO, Robert Redeleanu. "The launch of a new image of Scandia Food is essential to the new direction of the company. This initiative far outweighs a simple form change, but on the contrary, it was wanted to send a clear message that

Scandia Food is turning into an innovative, to the consumer" [8].

Dorna was one of the first brands to accommodate the demands of this current called the "new consumer" and at the same time it was the first to launch UHT milk and the first complete range of Romanian BIO products on the Romanian market. It can also be said that La Dorna is the only Romanian dairy brand that has lactose-free milk assortment. At present, La Dorna strengthens its brand-name brand with a modern vision through a new visual identity that emphasizes the core values of the brand - respect, goodness and purity. Made by Brand tailors, this comes as a result of extensive market research, eventually opting for a solution that preserves the traditional Romanian, reflecting it through a contemporary and unitary design architecture [7].

The brand change strategy has the directives for ordering the entire DORNA dairy range (milk, cream, butter, cheese, yoghurt, BIO) under the same approach.

At the same time, it was highlighted the differentiation of the brand in the eyes of the consumer in the supermarket districts, realizing the design and the packaging of products specific to each assortment, in the colors, landscapes and characters of the Țării Dornelor. Being a leader in the dairy market in Romania and a specialist in the dairy industry (according to the feedback from the Romanian consumers via QUDAL), the brand has retained certain elements - such as the color codes present within each category Of products (the color code indicating the fat level of the product, for example, red - high fat, blue - low fat) [7].

4. Conclusion

The brand is perceived by consumers as an integral and valuable part of the food product, which differentiates it from the products offered on the market by competition. The success or evolution of a brand increases the prestige and value of the product and satisfies to a certain extent the psychological needs of consumers.

It is relevant that a firm invests considerably in a brand because it ensures long-term consumer fidelity. This greatly increases the economic role of brand development along with consumer loyalty in a manner that ensures in time the depreciation of the manufacturer's investment for a brand.

Compliance with Ethics Requirements. Authors declare that they respect the journal's ethics requirements. Authors declare that they have no conflict of interest and all procedures involving human / or animal subjects (if exist) respect the specific regulation and standards.

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