

Scottish Agritourism Monitor Farm Programme

Meeting Two Report – WEST CENTRAL

‘Branding Your Business’

Luss Village Hall – Wednesday 26th June 2019



The fourth meeting of the three-year Scottish Enterprise Agritourism Monitor Farm Programme took place on Wednesday 26th June 2019 at Luss Village Hall, near Loch Lomond.

The meeting theme 'Branding Your Business' focused on why branding is important for your business and included advice and feedback from guest speaker Lesley Wood who owns [LMW Consulting](#). She spoke about a brand being everything that the general public know, think they know and/or feel about your business. Offering advice and feedback to the 24 business representatives that attended, she provided insights to developing and evolving their own brand.

The meeting also included an update from West Central Monitor Farmers, the Lennox family and the brand workshop outputs they undertook with Lesley in preparation for the meeting. The family want to develop one core brand which will relate to everything from farm tours to the new glamping pods they are building. Their enterprises currently include:

- Shantron Self-Catering
- Shemore Self-Catering
- Lambing on Loch Lomond
- Shantron Farm
- Shemore Farm



KEY POINTS ABOUT BRANDING YOUR BUSINESS

A brand is more than just a logo, a brand is a passion and something that belongs to a specific person, product or thing.

Consumers like to feel they belong to a brand. It's up to a business to tell a consumer why they should belong to that specific brand and create brand personality.

LESLEY WOOD'S FEEDBACK ON BRAND PERSONALITY

A brand personality will make your business relatable which will help produce content, marketing messages, colour schemes and a name.

A brand personality is the distinctive and unique character of your brand which remains consistent.

The personality of your brand should take a number of objectives into consideration;

- How the brand relates to consumers
 - o What is the target audience?
 - o What do you want your brand to be associated with?
- The look, traits and how it makes the consumer feel
 - o E.g. social media allows users to 'like', 'love' or share posts which helps the consumer share how they feel about a specific thing
- A brand should personify the business so people can relate to it and understand whether or not it's a brand they want to be associated with
 - o It's not always a bad thing if a consumer does not relate themselves to your brand. It may mean they are the wrong type of customer for your brand.
 - E.g. make-up artists are more likely to have females interested in their brands not male
- A brand should communicate with the outside world, which is expressed through its tone of voice, design and copywriting
 - o E.g. Coco Cola – the brand's fun, happy persona is expressed through its bold colour choices, scripted font and brand messaging that centres on having a great time with friends and family
 - Christmas advert 'Holidays Are Coming'
 - Their 'Share a Coke' campaign with people's names on the packaging

Why do you need a brand personality and what will you achieve from it?

- Changes in society
 - o Social Media – marketing has now become a two-way relationship
 - Prior to social media consumers would rarely have the opportunity to 'speak back' to a business (most of their advertising/exposure was through posters, adverts etc.)
 - With social media dominating today's society, consumers can comment, share, tag businesses and give their feedback, which will be shared with billions of other people. Therefore your brand needs to be strong and have good repatriation.
 - o Digital marketing has a world of content – make yourself unique and stand out from the crowd
- Likeability – if you have a strong brand, consumers will automatically connect and have a like/need/purpose for your brand
- Relatable – tradition, area, culture etc.

- E.g. everyone relates Irn Bru as being Scottish
 - What do you want your brand to relate to?
- Memorable – have a brand that people will remember
 - E.g. people will say “do you want to go for a Costa”, rather than saying let’s go for coffee OR “I will Google it” when they may not be using Google
- Loyalty – make the consumer feel the brand is loyal and true
- Chat – communicate with the consumer, make them feel part of the brand and they will chat/share their experience with their family/friends

Brand personality informs

- Content themes
 - A saying or link that consumers can share e.g. Scottish Rugby use ‘As One’ to keep the theme that the country comes together as one nation
- Visuals
 - Logos, etc. so people recognise your brand
 - E.g. people will stay brand loyal to Dubarry and won’t buy the cheaper alternative as visually it does not have the Dubarry logo
- Colour schemes/fonts
 - Keep consistent so people know what they are looking for
 - E.g. many businesses may have a logo in a few different colours but will also use the same style/font
- Activities/events
 - Give your consumers something to stay interested
 - Attend or host events and invite them along to see/buy/use your brand
- Brand’s brand association
 - What do you want your brand to be associated with/like?
 - E.g. are you wanting to attract the same consumer as Dubarry, Schöffel etc. (country living) or Adidas, Nike, Under Armour (sport/active)?

Results from building a brand personality

- Reviews
 - If people like your brand and you have built a strong personality, people will review your business and give positive feedback
- Tagging
 - If people want to associate with your brand they will tag on social media (digital word of mouth) as well as recommend your brand to friends/family in person
- Buy/wear merchandise
 - Consumers will purchase your brand and advertise the business to their network
 - E.g. wearing clothing, taking friends on holiday, buying a car
- Repeat business
 - If a consumer has a good experience with your brand, they are likely to come back/buy/use your brand again and recommend to other people
- Having a loyal and quality brand will help develop new products/services as again, people are more likely to try a new product/service if they had a good experience before
- Start to exclude competition

- They more consumers engage/interact with your brand, the more likely it is that they will start to move away from using products/services from your competition

GROUP EXERCISE/FEEDBACK

29 individuals from businesses across Scotland attended the meeting to gain advice, knowledge and guidance on how to develop or evolve a strong brand for their Agritourism businesses.

The group were asked to fill out individual questionnaires to help develop a better understanding of what they want to achieve with their business brand. They then discussed in small groups of six.

A copy of the questionnaire along with three videos and documents discussing some of the business feedback are [available here](#).

Below is a copy of the Lennox family's questionnaire they carried out with Lesley during the workshop. The next stage for the family is to confirm what brand name they want to be recognised for and start the process of designing a logo.

Brand Name?	Lennox of Lomond (TBC)
Is your brand Gender Specific?	Possibly more male than female but marketing content will not be restricted by this.
What age is your Age?	38 years old
Where does your brand sit in terms of income bracket?	Sufficient disposable income for days out, weekend breaks
Does your brand have a nationality?	Scottish Loch Lomond
Are you formal? Informal?	Informal friendly and approachable
Fun or Funny?	Funny with excellent banter
Educational? Educated?	Exceptionally well educated in farming culture, land management, family business and environmental management.
Does it matter?	
A risk taker, or a risk manager?	Manages risk efficiently.
What does your brand like to do in general?	The brand loves to enjoy life spending time with family and friends, enjoying group activities, getting out and about.
Specifically, how do spend your free time/weekend?	Likes to eat out locally enjoying quality local food and drink. Generally, supports local brands/businesses.
Hobbies?	Walking, enjoying the outdoors.
Do you socialise a little, a lot...	Very social, very welcoming and very much enjoys the company of others.

Where (think brand association)?	Locally in Luss, local restaurants, bars and cafes.
As a brand are you fit and healthy? Is this important?	A good balance of mental and physical health which comes naturally from working the land.
Is the environment important to your brand? Explain?	Yes, great respect for the environment but realistic about the role it plays in supporting the economy and lifestyle
What does your brand value?	Good times – let the good times roll! Community Family Land/Farming education Honesty Loyalty
What brands, does your brand associate with in terms of commonality and/or values?	<ul style="list-style-type: none"> • Jura Whisky • Ilse of Harris Gin • Shona Jewellery • R M Williams • Harris Tweed • Dubarry Boots • Bruichladdich • John Lewis
What brand would your brand go on a night out with?	<ul style="list-style-type: none"> • Graham Norton • Ewan McGregor • Billy Connolly • James MacAvoy
How would you like prospects and customers to feel after interacting with your brand?	Happy, content, satisfied and educated, if a little amazed (the real life of farming)
What do you want your brand to be known for?	Quality and...?
Sum up – what words describe your brand?	<ul style="list-style-type: none"> • Proud gritty, savvy and hard working • Durable and authentic • Passionate, welcoming and so much fun <p>Lennox of Lomond is awesome!</p>
Based on the answers you have given so far, are there colours that would better represent your brand?	<ul style="list-style-type: none"> • Orange • Burnt orange • Purple • Earthy Brown • Light Blue
Are you bright and bold?	The brand is bold and bright

TAKE HOME MESSAGES

- ✓ What do YOU want people to say about your business/service?
- ✓ How do YOU want CONSUMERS to feel?
- ✓ YOUR brief – how will YOU direct future branding?
- ✓ Having one strong brand which you can use to market all of your business interests allows customers to try different parts of your business, e.g. buy your beef, stay with you, have a farm tour instead of separate brands and marketing
- ✓ Having one strong brand allows marketing time and investment to be concentrated into one website, and one branded Facebook, Twitter, Instagram and YouTube Channel

BUSINESS FEEDBACK

What did you learn about branding?

- Everything I know! The start of everything – thinking about who we are, what we are trying to do and how we want to present ourselves
- How to bring the 'person' into your brand
- A brand is more than just the logo – it's the overall customer experience of engaging with the business
- Personality. Consistency. For me: Think about what you would do if you were the consumer
- Look at the subject in a different light
- Brilliant questions to develop the brand, give it a personality
- Loads – how to begin the process with the questionnaire
- It's important to take time to reflect and consider the implement of a brand
- Business personality
- It's holistic nature & importance
- Importance of identifying personality to brand
- That the brand should be a person
- The steps behind building up a brand and how to approach branding
- That there is a method you can use to help you create a brand
- The thought process that goes into it is more complex than I realised
- Importance of the image you want to portray to the public
- Involve customers
- The importance of drawing people into your business. How a brand makes people feel part of your business
- That you must think about the brand as a person
- How important a brand is for our business

What are the main issues you have around branding?

- Starting it
- How we incorporate and appeal to two very different demographics
- Coming up with a short purpose statement
- Too many different things going on
- Understanding it
- Having the time to develop it
- Its agony developing a brand
- Lack of experience on how to identify and develop a brand. Finance to implement strategy
- Name
- Lack of it
- Linking all our strategies into one brand
- Conflicting...brand associations
- Still have not really got my head round it
- Do you include 'Farm' in the title as at this stage we are unsure as to whether we are going to provide farm experiences
- I'm now concerned we have the wrong name!
- It's a huge subject with which we may need professional help
- Name, logo, put everything under one umbrella.
- Business is still developing so not having issues yet

What are the main things will you change as a result of what you have learned?

- We will start a branding process
- Place more focus on developing a brand. Remind myself what our brand personality is. Work towards achieving a recognised brand.
- Will revisit personality exercise with my husband. Will review full range of text and think about how to link social media posts to brand identify.
- Need to be very clear what we are offering. Rethink name for some aspects of business.
- Think about it differently
- Consider my existing brand
- Name of business, social media strategy, more thought on creating a brand
- I will redo the exercise through my branding process
- A lot more thinking on creating a living, breathing and trusted brand.
- Finalising a brand. Design website. Continue social media.
- Take time to identify the business personality. Look to how to market the downfield?
- Not to worry too much about a 'final' brand as it can evolve with the business.
- I'm going to re-assess my website design. I'm going to use the brand personality exercise to come up with the style and branding for our website. I may change the business name!
- Look at our website development completely differently. Alter the appearance of staff. Look at our logo
- Our way of thinking. Accepting that the brand may adapt
- Name, be able to translate our business into a brand, make it more manageable for website, Facebook and Twitter

What did you enjoy about the meeting?

- The presentations
- Hearing about other experiences & businesses
- Lesley was a really engaging presenter
- Questionnaire. Hearing from Lesley
- Interactive/everyone inputting/commenting
- Group work
- Good chat
- The information presented and meeting people
- All the variations of the same theme
- Listening to other people identifying their businesses personality
- Meeting people
- Hearing from other businesses and their stories
- I enjoyed meeting like-minded people in a friendly informal setting. Hearing about how other people are diversifying. It has given me new ideas
- The discussions
- Hearing from a branding expert. Being able to follow progress of the Lennox brand.
- Working in groups
- Listening to others answers to the brand
- Discussions were my interest and feedback from each other regarding businesses was good

What can we do to improve future meetings?

- Really enjoying the meetings, topics are so worthwhile for me
- Nothing. They are perfect thank you
- Get Anne to bake always!!
- Not much. Love the village hall experience
- Only issue of the venue is lack of Wi-Fi and reception
- More notice of the time/date

WEST CENTRAL - MEETING TWO ATTENDEES

No.	First Name	Surname	Ticket Type	Company	Website
1	Kay	Wilson	West Central Agritourism Monitor Farmer	Lomond Lass	https://www.shemoreonlochlomond.com/
2	Bobby	Lennox	West Central Agritourism Monitor Farmer	R J Lennox and Son	https://www.shemoreonlochlomond.com/
3	Anne	Lennox	West Central Agritourism Monitor Farmer	R J Lennox and Son	https://www.shemoreonlochlomond.com/
4	Dougie	Wilson	West Central Agritourism Monitor Farmer	Lomond Lass	https://www.shemoreonlochlomond.com/
5	Trudi	Cueto	Agritourism business	George Gibson & Sons	
6	Niall	Bowser	Agritourism business	Argaty Red Kites	http://www.argatyredkites.co.uk/
7	Katie	Roberts	Agritourism business	Easter Craigduckie	https://www.craigduckie.co.uk
8	Elen	Austin	Agritourism business	Barstobrick	https://www.barstobrick.co.uk/
9	Sacha	Grierson	Agritourism business	Grierson Organics	http://www.hughgrierson.co.uk/
10	Grant	Turnbull	Agritourism business	Carr's Hill	http://www.carrshill.co.uk
11	Eric	Linklater	Agritourism business	George Gibson & Sons	
12	David	Scott-Park	Agritourism business	Portnellan Farm LLP	http://www.portnellanfarm.co.uk/

13	Chris	Scott-Park	Agritourism business	Portnellan Farm LLP	http://www.portnellanfarm.co.uk/
14	William	Smith	Agritourism business	Byres Farm	https://www.byresfarm.co.uk/
15	Jenny	Cowan	Agritourism business	Eastside Cottages	https://www.eastsidecottages.co.uk
16	Alison	Younger	Agritourism business	Old Leckie Farm Stay	http://www.oldleckie.co.uk/
17	Shona	Duncan	Farmer looking to diversify	HJ & IM Duncan	
18	Jasmine	Jackson	Farmer looking to diversify	Kersheugh	
19	Nicholas	Poett	Farmer looking to diversify	Harviestoun	
20	John	Auld	Farmer looking to diversify		
21	Gordon	Murray	Farmer looking to diversify	Hirsel	
22	Susie	Abernethy	Farmer looking to diversify	Hirsel	
23	Sally	Duncan	Young Farmers, Rural Youth, Students	HJ & IM Duncan	
24	Carla	Coghlan	Industry Representative	SRUC	
25	Fenwick	Jackson	Registered by didn't attend	Fenwick G Jackson	
26	Sarah	Asher	Registered but didn't attend	Darach Croft Ltd	
27	Alan	Smith	Registered but didn't attend	Byres Farm	https://www.byresfarm.co.uk/
28	Stuart	McNicol	Registered but didn't attend	DRIFT.	http://www.argatyredkites.co.uk/
29	Jo	McNicol	Registered but didn't attend	DRIFT.	
30	Linda	Tinson	Registered but didn't attend	Ledingham Chalmers	
31	Lesley	Wood	Guest speaker	LMW Consulting	http://www.lmwc.co.uk/about-lmw-consulting/