



Japan International Cooperation Agency (JICA)
Sustainable Natural Resource Management Project (SNRM)

FINAL REPORT

Formulating Market Strategy and creating Branding labels for MAB products to assist and to promote The Sustainable Natural Resource Management of LangBiang World Biosphere Reserve (LBBR)



November 2017

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LIST OF ABBREVIATIONS

BSMs	benefit sharing mechanisms
CMA	collaborative management agreement
CO	Carbonate
CO., Ltd	Limited Company
ECO	Ecological
JICA	Japan International Cooperation Agency
LBBR	LangBiang World Biosphere Reserve
MAB	Man and Biosphere Program
R&D	Research and Development
SWOT analysis	Useful technique for understanding the Strengths and Weaknesses, and for identifying both the Opportunities open and the Threats
CSR	Corporate Responsibility



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OBJECTIVE/PURPOSE

The main objective of the project is to establish an integrated and collaborative ecosystem management system for sustainable conservation and management of the LBBR, prevent further encroachment from the buffer zone to the core zone. Specifically, the project aims to: Establish an institutional framework necessary for management and operations of the LBBR; Upgrade/improve the collaborative management agreement (CMA) with the benefit sharing mechanisms (BSMs) as a tool for conservation of forest ecosystems in the core and buffer zones of the LBBR; Use the results of forest and biodiversity monitoring for the management of the core and buffer zones of the LBBR.

The purpose of this comprehensive marketing plan is to provide strategic marketing direction to preserve a sustainable life within the LangBiang Biosphere World Reserves (LBBR). This plan will position LBBR in the purpose of better economic and cultural growth for LangBiang World Biosphere Reserves and its indigenous people. This plan allows us to be competitive with Eco education, tourism, and local agricultures products.



ABOUT LANGBIANG WORLD BIOSPHERE RESERVES, LAM DONG, VIETNAM

Shaped by the lush green of Lang Biang Plateau, and the high Bidoup Ban in Lac Duong District, Lam Dong Province. It is also known as the roof of the city of Dalat. From the top, LangBiang boasting its spectacular nature wrapping around by Gold and Silver stream, as well as its marvelous view of Dalat, the romantic icon city of Vietnam. Home of the best coffee in the country, A place of forever views, forever memories and the adventure of the untamed wilderness and splendid legends. LangBiang connects you to warm, genuine, hardworking indigenous people who possess a perspective on life that is uniquely Vietnam and inherently individual. People who look you in the eyes, big friendly smile, and take time to welcome you home.



EXECUTIVE SUMMARY

The following Marketing Plan serves as an inspirational identity guide for Lang Biang World Biosphere Reserves (LBBR) as a destination where men and nature coexist in a sustainable way, and for better life. This document offers the reader comprehensive insight for LBBR as a destination and an overview of the strategies, activities, goals and plans to grow for both tangible and non-tangible products of LBBR.

It is important to note that this plan is a broad-brush, high-level strategic view, from which actions will be developed. It is meant to be a living, and at times fluid, document that will allow the LBBR MB to continually refine actions based upon opportunities, existing resources, ongoing research, and the ever-changing demands of LBBR's dynamic resources in marketplace.

"Nature made" products and public contribution are crucial to the LBBR economy. This plan provides strategic direction to help guide success for LBBR's Visitors, Stakeholders and the Local community with goals to drive the economic and social importance of the well being of LBBR.

In order to fulfill the mission and objectives of this document, a branding committee should be organized within LBBR MB, consisting of members of provincial government organizations including Dalat city, private businesses, offices of tourism, environmental experts, farmers and surrounding local representatives, but not limited to neighboring communities of LBBR. The role of the committee is to lead the effort of preserving LBBR natural environment, managing the visual identity of LBBR branding, protecting its good image through inspection and qualifying products from LBBR.

The main goal of this plan is to pursue natural sustainability to LBBR. The management committee will inspire, follow recommendations of this marketing plan and direction outline to generate funding by effectively marketing the LBBR's trade mark as a preferred mark to consumers, and visitors of LBBR. Support for LBBR trade-mark by individuals, industries and businesses will benefit additional economic growth and prosper resulting in a positive environmental impact for Lang Biang, for Vietnam, and for the world.

CASE STUDY

The followings are Biosphere Reserves that met certain criteria and success in branding and marketing of local products, which are eco and environment friendly. Lessons learned from these case studies are summarized below, parts of which have been used for the formulation of the marketing strategies in this report.

For full detail of each case study, please see [appendix 1]

1. CONSERVATION MANAGEMENT AND BRANDING MODEL OF LAND CRAB IN CHAM ISLAND.

A good lesson learned from using label to control exploitation of the crops:

- Application of an effective co-management model among stakeholders.
- Management on the exploitation of products through the labeling process for products that meet the current regulations and contribute to successful selling to the market, helping to protect the product and improve people's lives.



2. QUANG BINH ECOLOGICAL CO., LTD - TUYEN HOA HONEY

A good farming and production management model

- 100% natural products raised and manage by the local community.
- Effective quality management from production to finished products.
- Clear and effective marketing strategies with good price strategy that suits consumer.
- Very good project for eradicating poverty through uplifted help in the buffer zone to
- reduce pressure on the forest



3. MARKETING OF LOCAL PRODUCTS IN RHOEN BIOSPHERE RESERVE

Excellent lesson learned from marketing its label

- The management apparatus is the cooperation of administrative units coordinated by a Tripartite Management Agreement.
- Branding for the region was established based on the characteristics of clean air environment. From there, building the brand name "All under one roof" was made for products based on clean environment.
- Strategies to promote people's commitment are to make them feel proud of developing strong regional identity; pride in their area and product.



KEY FINDINGS

“NATURE MADE” both intangible and tangible products from LBBR are considered as the best vehicle to brand and market Lang Biang World Biosphere Reserves. However, over-commercialization of LBBR’s “nature made” products will create greed, consequently depleting Lang Biang’s natural resources, and will cause negative impacts on environment.



DaLat is a living example of over commercial production of vegetables and flowers. Many beautiful parks and famous landscape gradually disappeared and yielded to massive scenes of commercial growers, and the water, which was once pure, is now polluted with artificial fertilizer and pesticides.

The below is the SWOT analysis into LBBR in terms of marketing. The marketing strategies for LBBR have been developed, taking into consideration the SWOT analysis.

S	<p>SPECTACULAR NATURE MARVELOUS VIEW UNIQUE TRIBAL CULTURES ABUNDANT AGRICULTURE PRODUCTS</p>
W	<p>LACK OF ORGANIZATION FOR CERTIFICATION WEAK ENVIRONMENTAL PROTECTION ENFORCEMENT HIGH POVERTY RATE OF NATIVES</p>
O	<p>POTENTIALLY HIGH VALUE FOR “NATURE MADE” FOODS AND ORGANIC PRODUCTS ECO TOURISM DEVELOPMENT ENVIRONMENT EDUCATION</p>
T	<p>DEFORESTATION FOR FARMING OVERUSED CHEMICAL FERTILIZERS AND PESTICIDE FADING OF TRIBAL CULTURE</p>

IDENTIFICATION AND RECOMMENDATIONS FOR LBBR'S KEY "NATURE MADE" PRODUCTS



NATURE MADE PRODUCTS

Considering the uniqueness of LBBR, nature of products in around LBBR and lessons learned in other BRs as well as eco-friendly image that "Nature made" is given to consumer and visitors, it is considered truly appropriate to use "Nature made" as a characteristic for marketable products and services in LBBR.

"Nature made" Products are defined as products meeting with the following 2 conditions (1) products and services provided by community members/ companies living/operating within LBBR, (2) products and services provided in eco-friendly manner and/or products contributing to the conservation of LBBR and to sustainable development of communities within LBBR.

1. REVIVING LOST ARTS & RESTORING FADING CULTURE HERITAGES

Maximizing the uniqueness of local-ness of LBBR by reviving the native K'Ho's struggling weaving handicrafts can create powerful branding signature for Lang Biang's "Nature made"

products through unique packaging. This effort is not only preserving the fading arts. It also creates jobs and brings added brand's value to LBBR nature made.



Example of commercialized traditional Arts & Crafts

2. IDENTIFIED LBBR MARKETABLE “NATURE MADE” PRODUCTS

The following are keys products found to be marketable LBBR “Nature made”.
For full detail of finding See appendix 2

A/ Key agriculture products found and their current situations



Persimmons, Coffee, Artichokes, and Taro, the main crops of LBBR, are unique for their rich tastes and nutrients and they have good possibility to meet the conditions of “Nature made”. However, while the supply is abundant, the income of growers remains very modest due to dependence on expensive and un-environment-friendly chemical fertilizer, lack of product diversification know how, and unsafe food safety practice etc. Most of growers end up sold their goods as raw materials for very low profit.

RECOMMENDATIONS

1. **Persimmons** is considered the most natural crop without dependent on chemical fertilizer, therefore, is surely a “Nature made Product”, however, the income of growers is at mercy of the whole sale buyers from the city. Suggestion; Adoption of a new way of processing the crop will give this crop a better taste and higher yield of income. It is also suggested to consider better branding and packaging to attract consumers.



2. **Coffee** in Dalat is considered the best in Vietnam, however it is heavily dependent on chemical fertilizer. While abundant in supply, there is lack of local unique coffee blend and very few growers produce organic coffee.

Suggestion; Piloting more environmental friendly way of growing coffee should be implemented and creating special blend that are sold exclusively under the brand of Lang Biang should be pursued.



3. **Artichokes** has been a signature plant in the area for century. With its nutrition value, artichokes are utilized as good tea, a favorite flower for gourmet dishes, and a sleep remedy. Recently, with high demand of the crop chemical fertilizers/ pesticide have heavily been used to yield higher volume. Over-production could make Artichokes unsafe products to consume, especially in tea category.

Suggestion; better practice of its production should be introduced to ensure food safety (Ex: Viet GAP), more diverse products and better packaging.



Example of local gourmet made of artichokes

4. **Taro** is considered as a tradition crop in the LBBR. Thanks to the unique property of the soil Taro within LBBR is attracting lots of attention for its nutrient and unique taste. It is considered as “Nature made” and an upcoming specialty of Lang Biang. However, the drawback of this particular crop is a seasonal crop and thus, supply is limited.

Suggestion: More R&D for Taro products should be undertaken to be sold at all seasons in the form of powder, chips, dry and frozen etc.



B/ Nature made water (Forest's water also known as sky water)

Natural water from LangBiang plateau is known for its pureness and quality. This unique water source is a stream in virgin forest of LangBiang. It does not carry unwanted minerals like the mineral water from underground wells. The water is surely a “Nature made Product”.

To prevent over-exploitation of this unique limited water resource, this water will be marketed as 100% Nature made and sold only within the LBBR and its surrounding area. It is recommended to sell to all business and travelers to LBBR and surrounding areas only this water as “PRIDE” of LBBR, a truly local unique product.



C/ Eco Tours / Environment Educational and Conferences

Culture heritage and nature resources packed with ancient forest with rare wild life. LBBR is an ideal hub for visitors, institutions and explorers to sponge in rich history and mother-nature wonders.

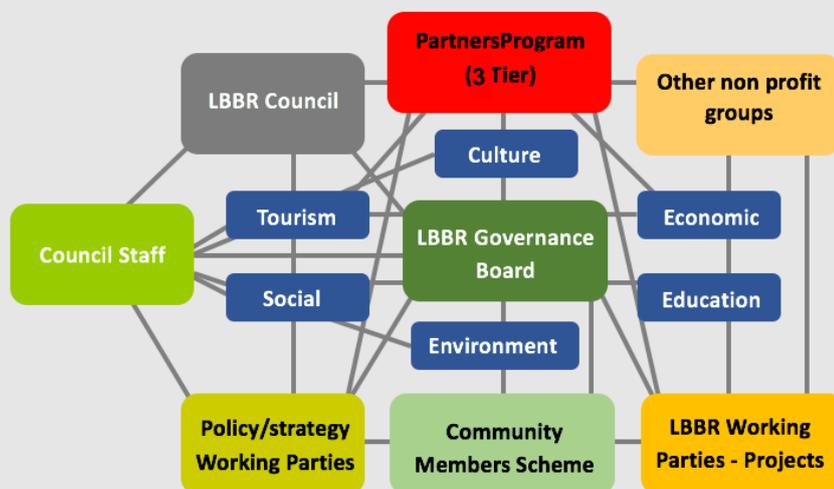
Ecotourism and environment education activities, which could benefit from LBBR endowed with the above mentioned cultural and natural resources, are considered as “Nature made” because they contribute to conservation of LBBR as well as to sustainable development of communities of LBBR.



QUALIFIED “NATURE MADE” AS PART OF LBBR BRANDING BIG PICTURE

Sustainable LBBR “Nature made” is an integral part of LBBR future. Sustainability is an issue in the value for marketing activities. The most important thing in terms of securing sustainability is to provide/sell reliable and qualified products to consumers on a sustainable basis with an organization to secure the quality. However, due to lack of feasibility to establish a certification organization for “Nature made Products” in LBBR for the time being at least, it is recommended to make a partnership with environment conscious companies and to use their certificate system to ensure quality of the “Nature made Products”. As such, it must aim to deliver the following recommendations to its members:

1. A framework for safe productions practices targeting manufacturers should be established to protect the environment while efficiently and economically producing quality products
2. A program should be developed for ensuring companies to operate with a goal of improving their operational practices on a sustainable basis
3. A program should be formulated to ensure fair trade and practices between producers and growers
4. An external audit structure that improve credibility with regulators, policymakers, retailers and consumers. An audit structure with integrity and rigors to comply with market expectations.
- 5.



Example of audit organization structure

6. A failure to observe LBBR environmentally friendly rules could lead to sanctions and consequently outcast producers, growers from using the LBBR branding image.

QUALIFICATION TIERS

LEVEL 1:

	Eco-friendly produced
	Non discriminated and equal opportunities labor practies
	80% local labor
	100% Materials harvested from LBBR area *

“**CERTIFIED LOCAL MADE**” means certified resident producers of LBBR by a certification organization to be established in the future that use strictly 100% LBBR Nature made materials, utilize at least 80% of local labors, follow safe farming practice standards, and practice non- discrimination and provide equal opportunities to all.

LEVEL 2:

	Eco-friendly produced
	Non discriminated and equal opportunities labor practies
	80% local labor
	60% Materials harvested from LBBR area *

“**BUSINESS PARTNER OF LBBR**” means certified companies that uses materials produced in an eco-friendly manner including at least 60% of LBBR Nature made materials within their product’s formula, utilize at least 80% of local labors, practice non-discrimination and provide equal opportunities to all.

And it is also means certified companies that provides services to customers such as visitors which contributing to sustainable development of communities in LBBR without causing negative impact on nature.

LEVEL 3:



“**FRIENDS OF LBBR**” Supporters, donors, volunteers etc.,

() All of the above qualifications standard are suggestions only, further policies formulation will be set and serves for future qualification standards.*

MARKETING LANGBIANG WORLD BIOSPHERE RESERVE

A/ FINDING SUSTAINABLE WAYS TO KEEP LBBR ALIVE

It is recommended that the following activities should be undertaken by the branding committee of LBBR MB for marketing “Nature made Products” and promoting LBBR.

1. CHALLENGES AHEAD

1.1 Local business for “Nature made” products

- Make partnership between LBBR and local business through promotion activities on LBBR and Nature made products
- Maximize the use of “Nature Made” materials in their products
- Manage a safe, clean and ethical way of producing products
- Make fair practice toward communities within LBBR
- Formulate and follow “Nature made” standards

1.2 Local community for “Nature made” products

- Produce products in an environment-friendly manner
- Buy and use “Nature made” products
- Practice and keeping LBBR heritage alive
- Take pride in LBBR by keeping the community clean and green
- Organize community events to make promotion for Nature made products

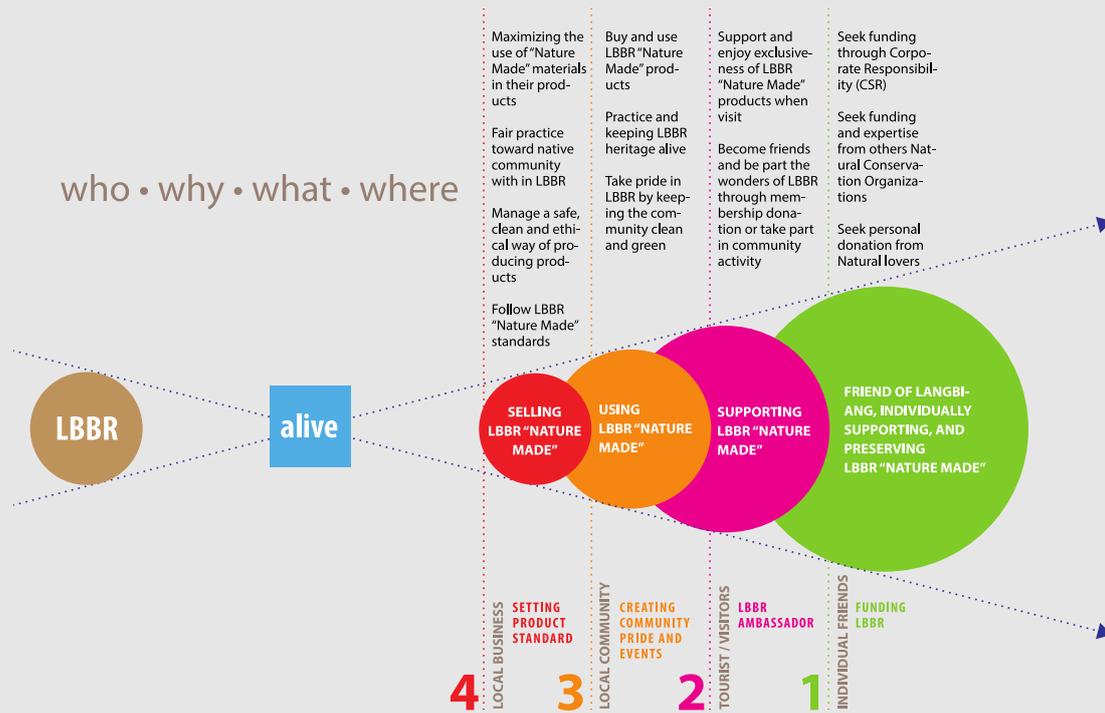
1.3 Visitors/tourist for “Nature made” products

- Buy “Nature made” products and enjoy exclusiveness of LBBR when visiting it
- Become friends and be part the wonders of LBBR through making membership donation and/or taking part in community activities
- Try to make ambassadors out of the visitors who promote LBBR on their own will

1.4 Worldwide support for LBBR

- Seek funding through Corporate Responsibility (CSR)
- Seek funding and expertise from others Nature Conservation Organizations
- Seek personal donation from Natural lovers

The below diagram shows the interrelationship of the above activities for achieving the goal of marketing Nature made Products and of promoting LBBR.



2. PUBLIC AWARENESS CAMPAIGN SUGGESTION

In order to make successfully marketing Nature made Products of LBBR it is indispensable to make the public well aware the value of LBBR. Thus, it is suggested to make public awareness campaign on LBBR. The following is a diagram to show a way of how to undertake the public awareness campaign.



2.1 INTERRELATIONS WITHIN LBBR NET WORK AND PUBLIC SUPPORTS

In networking campaign to all nature conservation organizations, World Biosphere Reserves and related organizations LBBR MB (branding committee) should professionally show facts stating LBBR worst and LBBR best scenario, and explain why it needs help. On the other hand, finding public supports needs a little emotional tone in communication and manner. It is crucial to tell the public that LBBR is part of a worldwide protected area network, LBBR is a treasure that needs conservation, and their benefit is a better quality of life through nature conservation.

PURPOSES: Seeking Expertise supports and conservation funding

COMMUNICATION TOOLS: Digital and Social Network

2.2 ENGAGING TOUR OPERATORS AND CITY'S OFFICIALLY RECOGNIZED FESTIVALS AND EVENTS

It is suggested to organize official festivals and events under a slogan “*COME AND CELEBRATE AMONG FRIENDS, LBBR MONTH*”

Own a day for Festivities — City, Province wide events provoke pride among local citizen to spark and inspire nature conservation of Lang Biang. Resulting in richer life, more tourism **and business opportunities**



PURPOSES: Provoke pride among local citizen to conserve LBBR and increase tourism and business opportunity.

COMMUNICATION TOOLS: Citywide events, digital Network.

2.3 SCHOOLS, INSTITUTION, AND CITY INVOLVING IN PUBLIC OFFICIALLY RECOGNIZED EVENTS

Regular citywide events involving schools, institution and residents of Dalat and surrounding areas to clean up and plant more tree instead of cutting them down. Appreciate the nature as their own treasures. **The treasures that contribute to the making of life that live in LBBR and more.**

PURPOSES: Keeping LBBR clean, better managed, and educate local to preserve instead of exploiting.

COMMUNICATION TOOLS: Citywide events, digital and below the line.



2.4 CAMPAIGN ENCOURAGE CO-OPERATION BETWEEN LBBR MB, FARMERS AND LOCAL BUSINESSES

Marketing “Nature made” products of LBBR should be accompanied by encouraging the residents of Lang Biang to strive for producing environmentally friendly and unique products of Lang Biang

Safe farming process should be established to provide safe and environmentally friendly products, which contribute to better life and sustainable farming.

FAIR TRADE —Local business should be fair to farmers, land owners, and workers to create win-win situation for all.

LBBR is our life, and we must keep it “alive” and healthy.

PURPOSES: Produce good Nature made products, promote fair trade practice which yield higher income for farmers, resulting in no need for invading forests.

COMMUNICATION TOOLS: CSR programs, Conferences, training programs corporate campaign utilize digital and social media.



B/ LBBR COMMUNICATION APPROACH

Well known value of LBBR among the business society and the public is a premise in the successful marketing of “Nature made” products of LBBR. Thus, promotion of LBBR should be prioritized. However, there remain myths, which somehow prevent the proper understanding of LBBR. The following is an example of myths and fact.

1. MYTH

1.1 A sleeping beauty

“It has stunning and charming landscape, but I have nothing to do there beside hiking and taking photograph”

1.2 1.2 A far far away land

“I’m afraid of its height and low temperature. I’m also scared of mosquitoes and leeches...How can I survive there without Facebook?”

1.3 1.3 A same same “highland”

I have been in Buon Ma Thuot (Dak Lak), so I don’t want to go to Lang Biang because I think it’s just the same as other highland areas”

2. FACT

Lang Biang is not what you think, it is spectacular, it is so close and you can see it from the city, it is embarking a rich culture community where legend lives. It feeds and protects lives for generations. It is our roof, and it is alive. **LANGLIANG IS ALIVE!**

The following is communication approach to inspire people and businesses to get proper understanding of LBBR.

3. COMMUNICATION MESSAGES: INSPIRING PEOPLE WITH A TWIST

I'm Lang Biang, and I'm "ALIVE"

COMMUNICATION MESSAGES

The perception

SLEEPING BEAUTY

The Twist

WAKING BEAUTY

A

*I am beautiful
when I am sleeping,
and I am lively when
I am waking*

The Concept

I AM ALIVE

- Lang Biang is always here!
- Lang Biang is healthy!
- Lang Biang is in the spotlight!
- Lang Biang is a human!
- Lang Biang has its own emotions!
- Lang Biang has personalities!
- Lang Biang will catch your attention & make friend with you!



IDENTITY AND LABELING LBBR

Building LBBR brand by solely depending on its reputation, products or services in today's world is no longer competitive. Embarking on the creation of a visual identity for LBBR will properly convey its message to ensure better communications and to promote the pride of LBBR community.

Clipper Indochine (Cli2per) is pleased to submit the following full Identity operation manual of LBBR. This graphic identity operation manual will reflect LBBR clear communications and management through our designed visual aids management system and visual materials to ensure seamless communication among LBBR managements, employees, associates departments and general public communication meet seamlessly.

As LBBR brand designers, Cli2per believes that the best kind of identity is one that grows in richness through use and application, one that, unlike a rubber stamp, does not depend on uniformity and repetition to be effective. Cli2per thinks that the best kind of identity for LBBR is the one that belongs unmistakably to the organization it represents, rather than to the design firm that created it. And Cli2per believes that the best kind of identity is one that communicates simply and effectively with an organization's audience. In short, identities that are fluid, flexible, appropriate and engaging is our ultimate goal.



The BRAND IDENTITY AND LABELING LBBR were approved by the provincial People's Committee at the decision number 6395/BQLKDTSQ on september 25th, 2017.

For full detail of finding See appendix 3

RECOMMENDATIONS FOR POTENTIAL DEVELOPMENTS

We've got an amazing idea, an awesome natural asset and a set of wonderful products and services. we've gone as far as building an identity for LBBR, and now it's time to get the word out. We want everyone to know what we're doing, sharing our treasure, our identity, and in return we'd like the world to love and share our visions beyond all borders.

The following recommendations are designed to get started with LBBR marketing, whether we're trying to introduce LBBR as a friend to visitors or attempting to blend LBBR economy into existing activities in and/or around LBBR.

A/ FINDING FANS & FRIENDS SUPPORTS “MAKING LANGBIANG TRADE MARK A SYMBOL OF FRIENDSHIP AND A PROFITABLE IDEA”

Nature lovers, travelers, visitors are LBBR's largest group of fans and friends. A campaign asking our friends to join force of preserving what they have come to see. Join LBBR membership for one humble dollar per year, and our friends can proudly wear a wristband calling his/herself as “I am LangBiang”.

The campaign will target tour operators, transport companies etc., for example: Dalat Tourist alone host a record of 5.2 million visitors in 2016 and continue to rise.

A- well- managed campaign, and a good transparent fund management would generate a sizable fund to support LBBR to manage part of its needs such as operations and programs generation.

In addition, the campaign merchandising not only generate profit, they generate jobs, and they are the best souvenirs from local artisan. Yet, they are the best way for LBBR Branding recall.



B/ FARMER'S MARKET, A MARKETING STRATEGY FOR LBBR'S NATURE MADE PRODUCTS

In this sector, the Farmer Market concept is suggested for further strengthening LBBR brand, and which ensure that foods sold directly by farmers to consumers. LangBiang Farmers' markets may be indoors or outdoors and typically consist of booths, tables or stands where farmers sell fruits, vegetables meats, local flavors and sometimes prepared foods and beverages. LangBiang Farmers' markets reflect the authentic LBBR local culture and economy. The size of LangBiang Farmers' markets may be just a few stalls or it may be as large as several city blocks depending on space availability and/or event it holds. Open year-round (if permissible). It offers LBBR 5 key seasonal crops like persimmons, Artichoke, Taros, Coffee & Tea and a variety of non-farmer/non-producer vendors, packaged foods and non-food products such as; Environment Educational tour, Culture tour, Adventure tour etc., Furthermore, it is a place where friends are made, business partners are benefitted, and LBBR true colors to shine.

Our goal is to help farmers better their products, raise their income earning through modern process and better packaging. However, we must be careful of how to market these products within the limit of supply capacity of LBBR only to prevent greed, over exploiting crops, and jeopardizing LBBR's pristine environment.

Introducing LBBR's 5 key Nature made products in Lang Biang's Farmers Market, it is featuring fresh products from the farms display and sold under the natural sun.



*100%
natural,
honest foods
with out
additives,
fake lights
and mist
machine.*





C/ BE VISIBLE WHENEVER POSSIBLE

Cultural festival such as Dalat Flowers Festival takes place every other year in Da Lat city, Lam Dong, Vietnam and some other localities in Lam Dong province. The festival is held with the purpose of exhibiting flowers, vegetables and ornamental plants from the local as well as other regions within the country and many other countries in the world in order to attract visitors to come to Dalat, and to promote economic development of the city. Dalat Flower Festival is also an activity honoring the value of flowers and floriculture, calling for investment in Dalat flower industry as well as promoting a positive image of the city, the culture and the people of Dalat.

1. DALAT FLOWER FESTIVAL

Up coming from 23th Dec 2017 to 27th Dec 2017

Theme: DaLat Flowers – “miracle from the good earth” the perfect theme for LBBR to be visible and launch its Identity. The perfect opportunity to display LBBR products, and recruiting members of both individuals and businesses.



OTHER'S POSSIBLE FESTIVALS TO BE CONSIDER:

2. DALAT TEA FESTIVAL: EVERY 2 YEARS EVENT

Da Lat /Lam Dong organizes tea culture festival for every two years to honor tea sector and tea producers in and surrounding LBBR. This is the occasion to affirming the strengths and potentials of Lam Dong tea, the event attracts Tea brands across the country, buyers and visitors from all over the worlds.

Tea and Coffee producers in LBBR are suggested to boost its name brand and products in the festival.



3. GONG FESTIVAL IN HIGHLANDS

The Cultural space of Gongs in Central highland was recognized as the oral work of art and the intangible heritage of human by UNESCO on 15 November, 2005. After Hue Court Music, this is the second heritage of Vietnam to be given this title.

It is a great opportunity for LBBR to introduce its culture services. The services that display crucial intangible treasure of K'Ho culture in LBBR.



4. STREAM GENIE WORSHIP CEREMONY

Praying for good things in coming year. It is one of the most important festivities of Ma minority. It is organized in the middle of March every year with the purpose of expressing their gratitude towards Water God for the life it has been giving to the people.

Worshipping God includes Land God, Water God, Mountain God and their ancestors. Ma's villagers tidy all streams and water-spouts then gather at their chosen stream where the noble medicine man perform the ceremony with offerings.

The spirit of this festival would match the potential pilot product of “sky water” from LBBR, which is currently branded as D’la LangBiang (French—from LangBiang)



Festivals take place almost year round within LBBR, thus, it is suggested that LBBR participate in all as much as possible. It is not only to strengthen LBBR’s brand. It is also to show that LBBR knowledge of all cultures and lives is reflecting LBBR as a Living World Biosphere Reserves.

PILOT PRODUCT OF NATURE MADE

(1) “SKY WATER”

The following recommendation of pilot for nature made product involving forest water resource. This particulate product is taking full advantage of mother nature for the quality and unpolluted water resource from the mountain forest of LBBR combining with technology from Japan, D’la LangBiang is maybe one of the best drinking water compared to other famous drinking water resource around the world.

At 2000m high, in the cloud belt, water vapor is always saturated, absorbing the essence of heaven and earth. The water droplets that are deposited on each the bough, leaf of LBBR's vast primary forests where create the purity that nature offers to humans.



Brand name : D’la LangBiang The brand name was carefully orchestrated with the French heritage of Dalat and the K’ho heritage of LangBiang.

In French : “from LangBiang”

Local sound : “Đạ” has the meaning of water (stream, water fall, etc.,)

K’ho traditionally only settle by the water, and all K’ho Villages name begin with the word “Đạ”.

Positioning : Sky water not minerals water

Our goal : To produce unique world’s quality drinking water, forest water naturally filtered without jeopardizing natural micros and minerals.

Our ambition : It is recommended that LB-BR MB should encourage all people of Dalat to take pride in drinking LBBR’s water and that business partners should be encouraged to serve only LBBR water in all business and services.

LBBR benefit : Generate income for LBBR

People benefit : Business opportunities, job generations, pride of the “local brand”

Tactic: Only sold in Dalat, making it a rare commodity for visitors and avoid over exploitation of the LBBR’s natural resource.



Bottled water with disposable PE with reverse LBBR logo for Local made certification



Glass reusable bottle to reduce plastic use.



Method of selling: In strategically positioned reusable bottle refill station or fill it yourselves (FIY) through vendor machine at transportation station, tourist area, and every street corner of Dalat. The FIY station will enable consumers to buy as little as 300mml to 10 liters or more for family usage.

Effective ads: The branding committee of LBBR MB should embark on ads campaign for D'la LangBiang water via out door advertising, banner on Web etc. The following is examples key visual expressing look and feel of the campaign.



ads that appeal
to travelers



ads that appeal
to travelers



ads that appeal
to local and/or
sporters

PILOT PRODUCT OF NATURE MADE

(2) “PERSIMMON”

Persimmons commonly known as “HỒNG”, it is LBBR’s best eco friendly Agriculture products, and it is often found in open market and road sides for a fraction of what it is worth in high end supermarket. This situation could be changed and improved to help famers yield higher income in the marketplace by better process, packaging and labeling. Better packaging is the best way to marketing LBBR’s persimmons and agriculture products. The packaging and labels should be bold, clean, clear and environmental friendly. The Labels must have properly dated, point of origin, usage information to achieve proper taste, and a clear pricing system.

Let’s take a look at Persimmons LBBR’s best eco friendly seasonal fruit. The following are current situation and our recommendation of better processing, communication, packaging, labeling and marketing through various venues and channels.

CURRENT PROCESS



BETTER PROCESS FOR BETTER TASTE



CURRENT



Current Marketplace

OUR SUGGESTION



Common plastic bag



Suggested label on bag

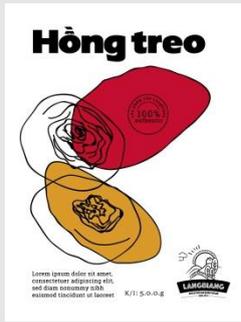


Suggested better zip-lock bag



Premiums carrying bag

LABELS AND PACKAGING (see Brand Identity for more details)



Since the persimmons supply is limited, the best place for persimmons and products alike is to distribute and sell through local store, open market and/or LBBR Farmers Market.



Out of home marketing and internet advertising are recommended for effectiveness and at an affordable budget. Followings are some communication message and suggested ads examples.

INSIGHT

Persimmons is the most Ecofriendly fruit in Langbiang, and it is the sweetest fruit found.

COMMUNICATION MESSAGE

“The sweetest spot in Langbiang”

Sweetest spot in Langbiang



Sweetest spot in LangBiang



Sweetest spot in LangBiang



Example for internet banners messages





Example of Bill boards and out of home ads