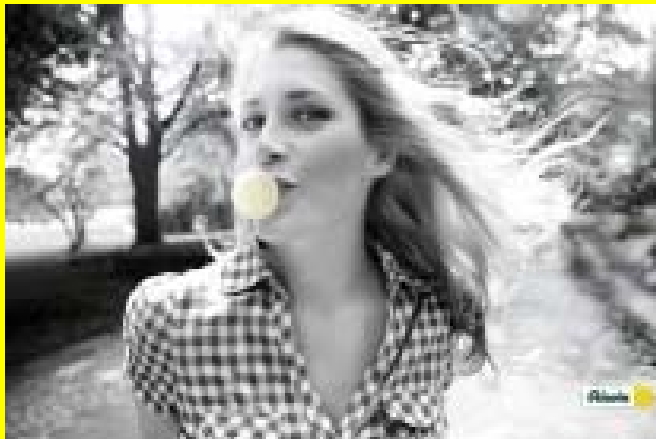


Ricola®



Corporate Brand Management II - Ricola
Tanja Bundi & Thomas Getzmann

1

Why Ricola?



- successful Swiss Company and Swiss Brand
- worldwide perceived commercial spots on TV
- international high profile of the 13-herbs-sweets
- as we coughed, grandmothers gave us Ricola
- humorous and close to nature
- we are chewing-gum enthusiasts



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Sources



Ricola Media Documentation from Mr. Bernhard Christen
Corporate Brand Management 1 Script of Mr. Marco Casanova
Lectures slides “Authentic Branding – Limbic Cube” of Mr. Marco Casanova

URL:

www.ricola.ch

www.schweizer-illustrierte.ch/vip/erich-vock

www.persoendlich.com/news/show_news.cfm?newsid=76092

<http://minubasel.ch/index.php?MenuID=96&UserID=1&ContentID=256>

<http://www.presseportal.ch/de/pm/100005111/100582888/ricola>



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated
Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Objectives to deliver



- Understanding the success of Ricola - Limbic Cube
- Be aware how risky/bold/courageous Personal Branding - Erich Vock
- Presenting the opportunities for an innovative company



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated
Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Agenda



1. History
2. Facts and Figures
3. Product assortment
4. Integrated Branding and Reputation- Guide Management
 - Corporate Mission
 - Brand Mission
 - Integrated Communication
5. Authentic Branding – Limbic Cube
6. Ricola Advertising
 - Ricola's Personal Branding with Erich Vock
7. Recommendation



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated
Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

History of Ricola



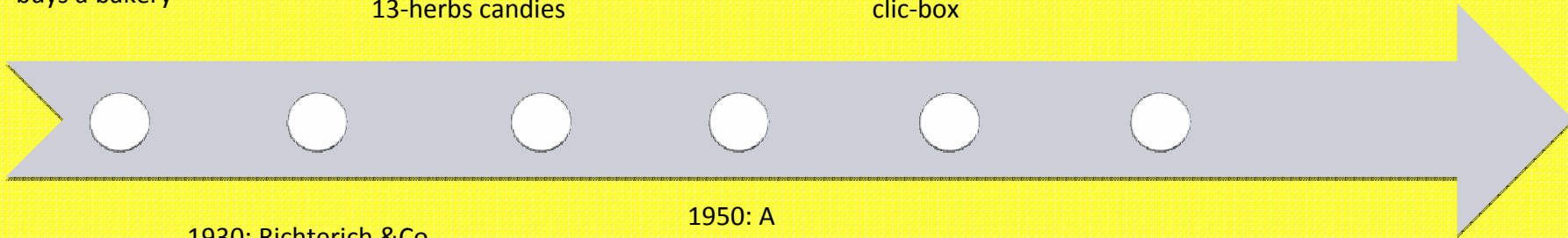
1924: E.Richterich buys a bakery



1940 - 1960:
• Invention of the mixture of the traditional Ricola 13-herbs candies



1976: INNOVATION:
sugarfree and chewable herbal sweet in a new clic-box



1930: Richterich &Co was founded



1950: A NEW IDEA:
Ricola herbal tea



1980: first Ricola spots on TV with the Ricola-call



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



6. Authentic Branding



7. Ricola Advertising



8. Recommendation

Facts & Figures 1-2



- Holding with 420 employees worldwide
- Headquarter in Laufen (BL) – also homebase of the marketing office
- Packing industry in Brunstatt (Alsace– FR)
- Distribution in more than 50 countries in Europe, Asia and North America
- The 13 herbal ingredients are planted biologically on 200 farms in Wallis, Emmental (BE), Jura and Puschlav (GR), Klewenalp (NW)
- Corporate Philosophy: Innovation by keeping the tradition
- Family company as a successful pioneer on the market for herbal-sweets



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Facts & Figures 2-2



- Corporate sales **2008**: 305.9 Mio. CHF, a plus of 1.2% (exchange rate adjusted)
- Profits are not published
- Market share: further increased
- After many years: Retirement from business of the Director Hans-Peter Richterich
- New President of Executive Board: Felix Richterich (son)
- New Vice President of Executive Board: Lukas Richterich (son)
- CEO since 2004: Adrian Kohler



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated
Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

The 13 herbs of Ricola



Frauenmantel



Schlüsselblume



Thymian



Holunder



Salbei



Malve



Schafgarbe

Eibisch

Spitzwegerich



Introduction

1. History

2. Facts and Figures

3. Product assortment

4. Integrated Brand & RGM

5. Authentic Branding

6. Ricola Advertising

7. Recommendation

Products



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

New Products



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding

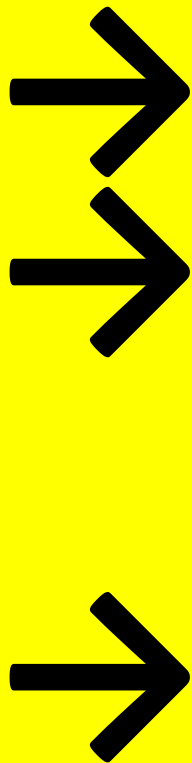


6. Ricola Advertising



7. Recommendation

Integrated Brand & RGM



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Corporate Mission



- Modern and innovative bonbon producer of the world
- Pioneer concerning herbal farming / cultivating
- Importance to careful site location and controlled environmentally friendly conditions for operations

Swiss tradition + innovative spirit → Ricola an internationally active company whose name stands for natural herb specialities on every continent.



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding

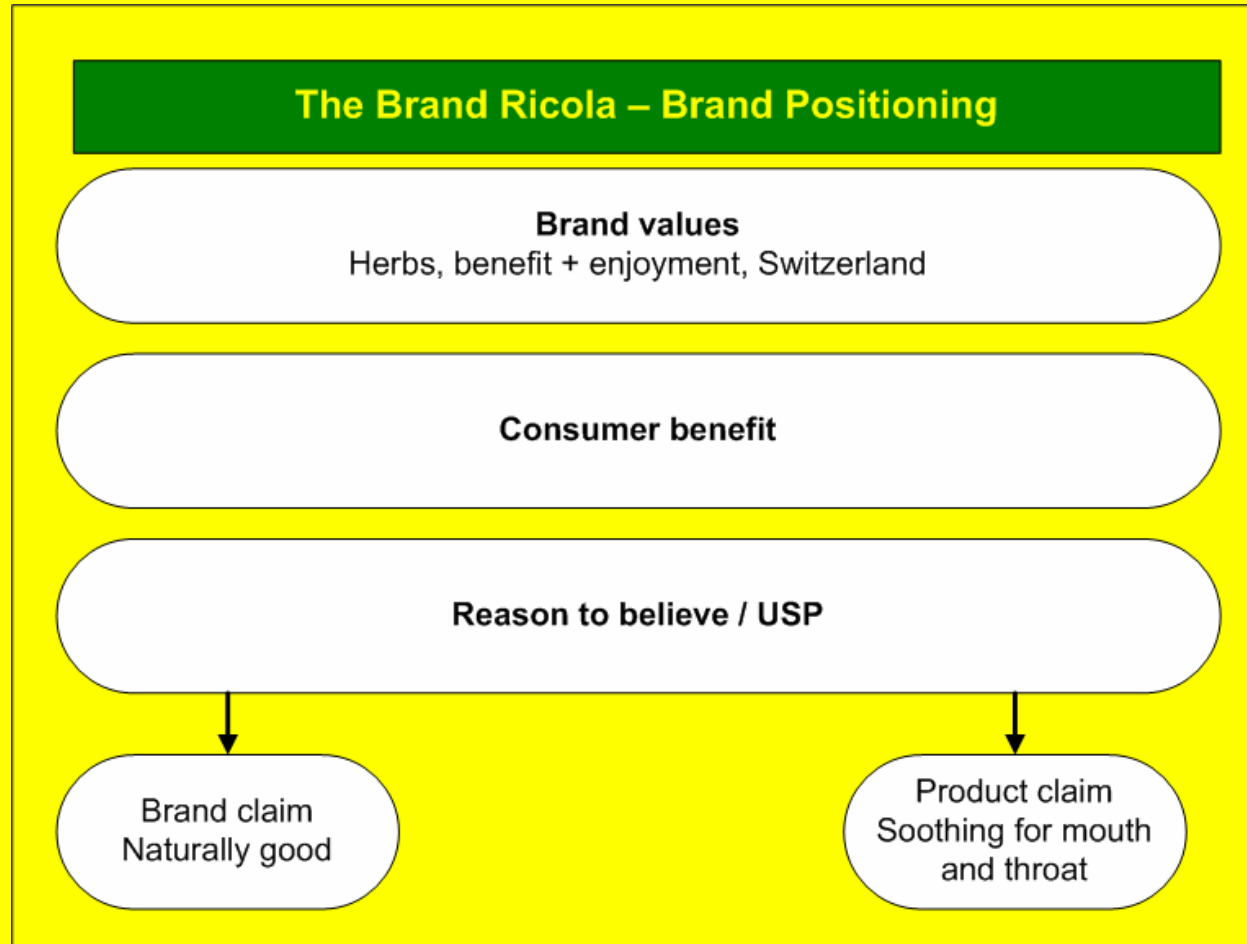


6. Ricola Advertising



7. Recommendation

Brand Mission



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding

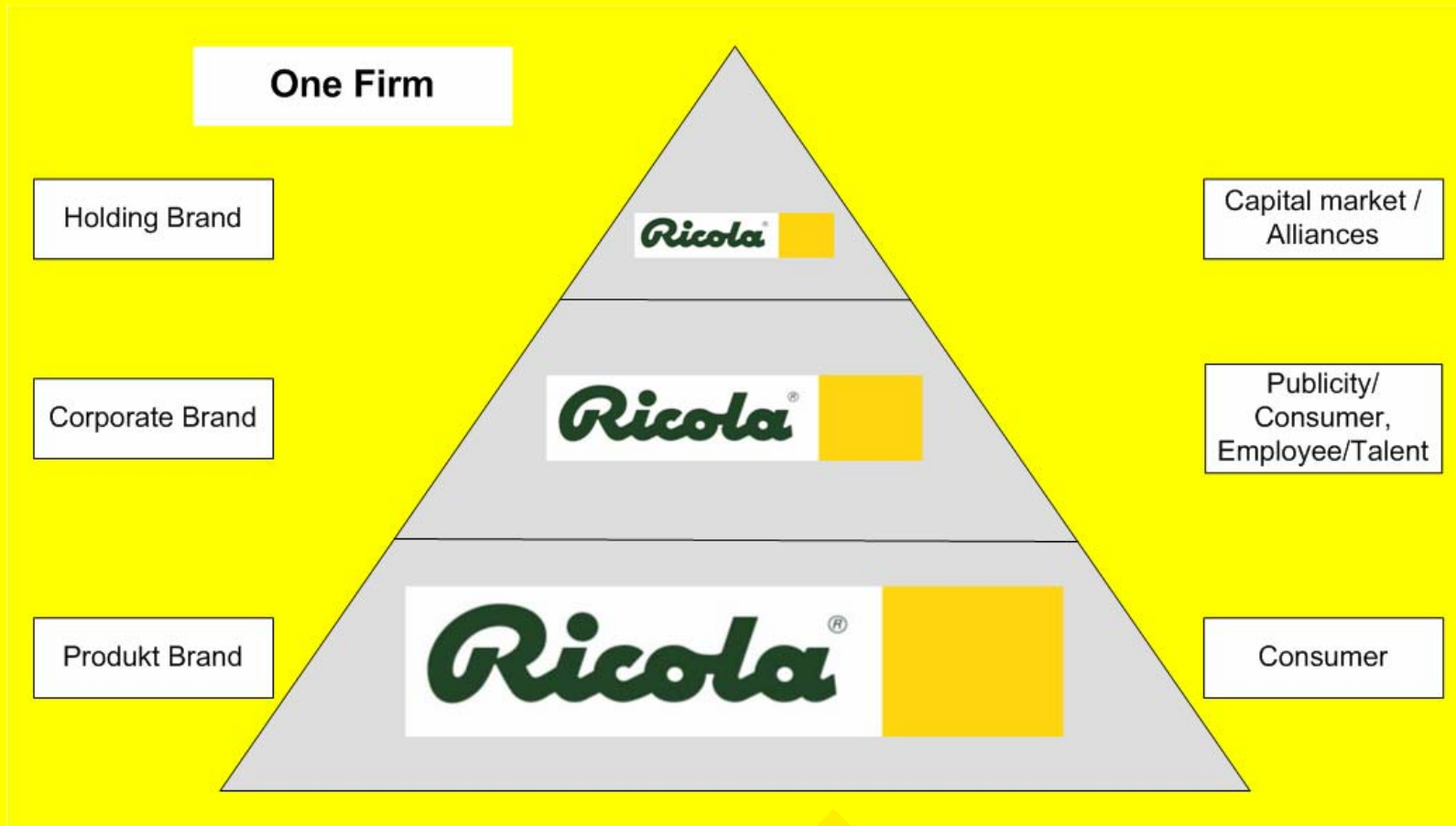


6. Ricola Advertising



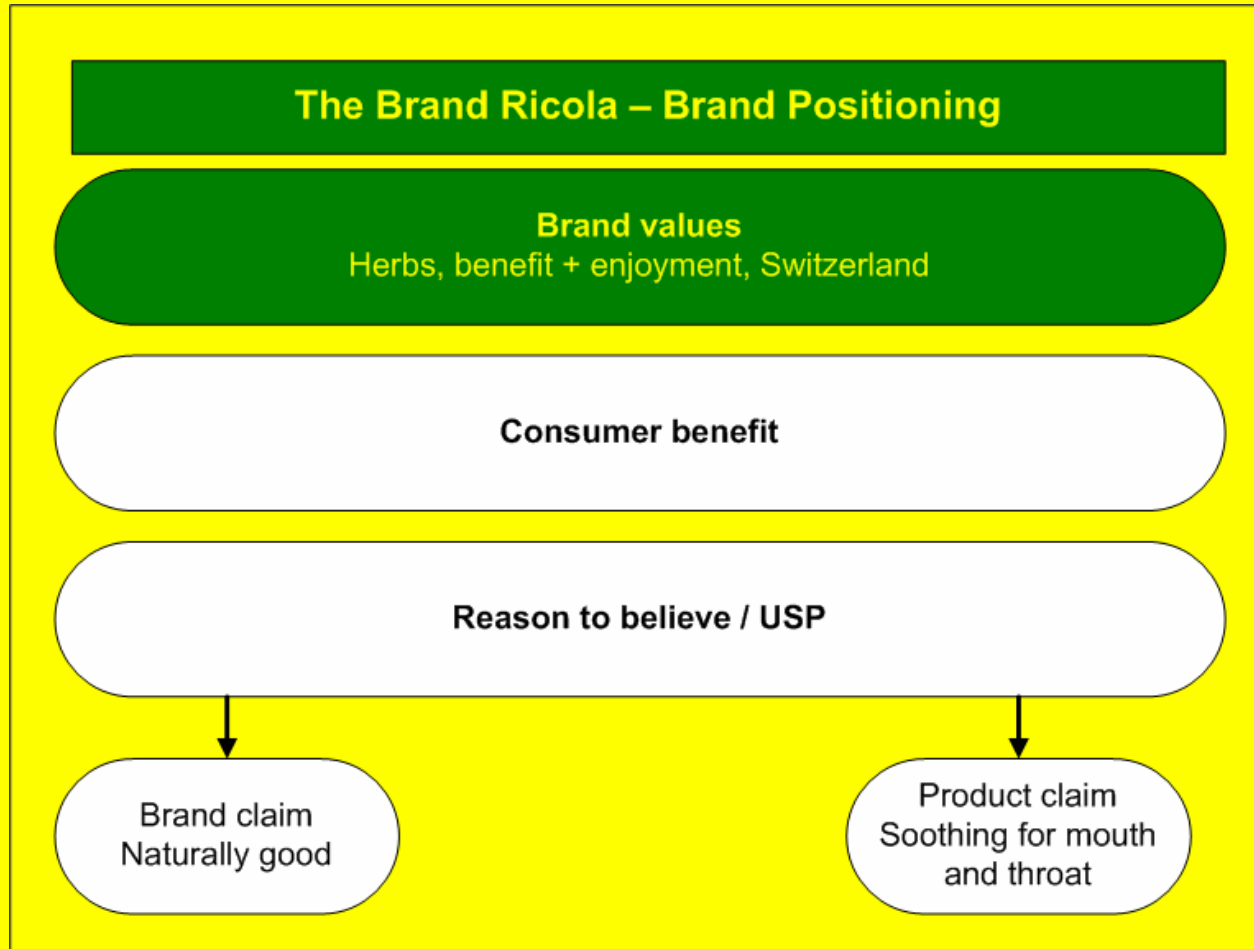
7. Recommendation

Brand Architecture - Ricola



- Introduction
- 1. History
- 2. Facts and Figures
- 3. Product assortment
- 4. Integrated Brand & RGM
- 5. Authentic Branding
- 6. Ricola Advertising
- 7. Recommendation

Brand Mission



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding

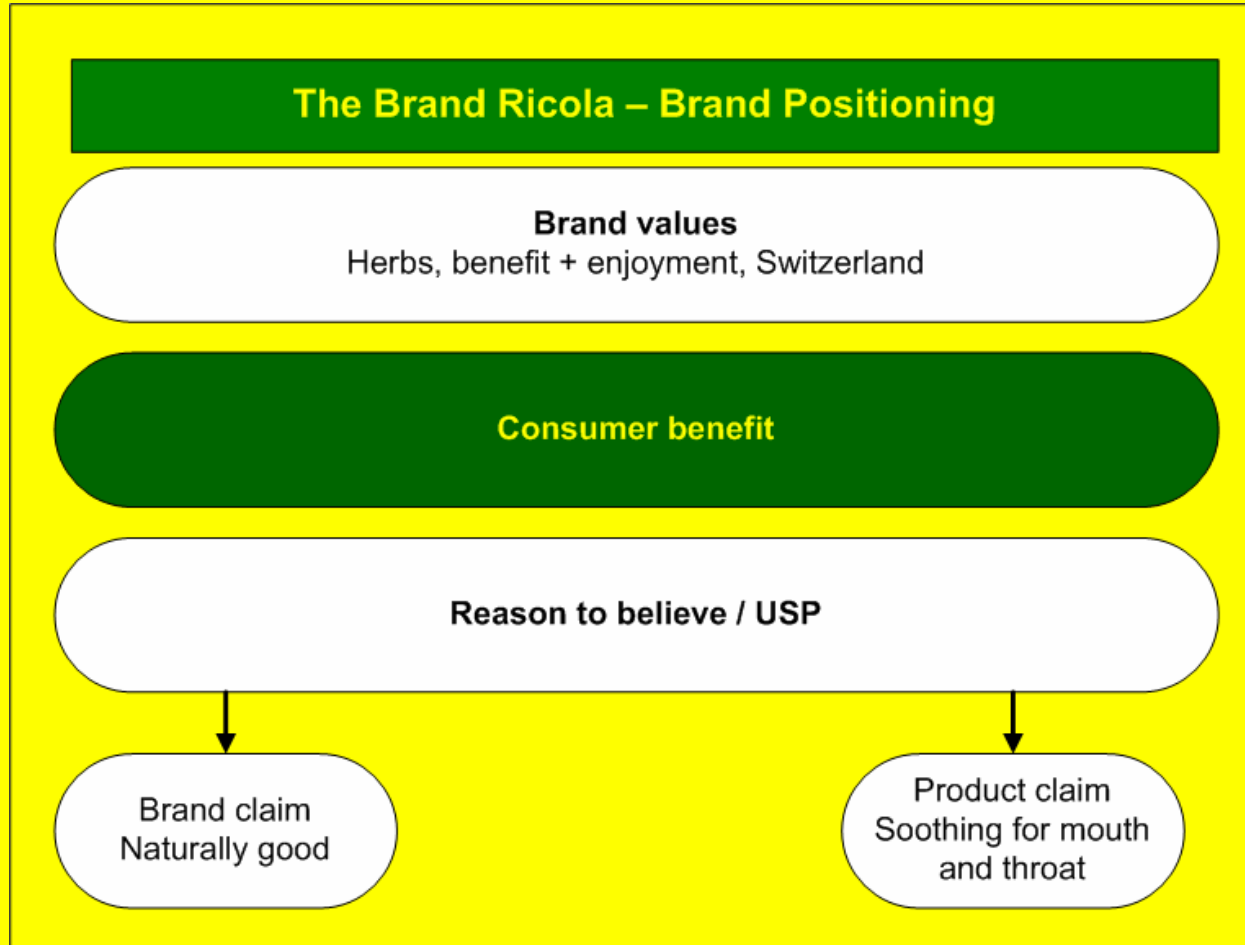


6. Ricola Advertising



7. Recommendation

Brand Mission



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Brand Mission



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding

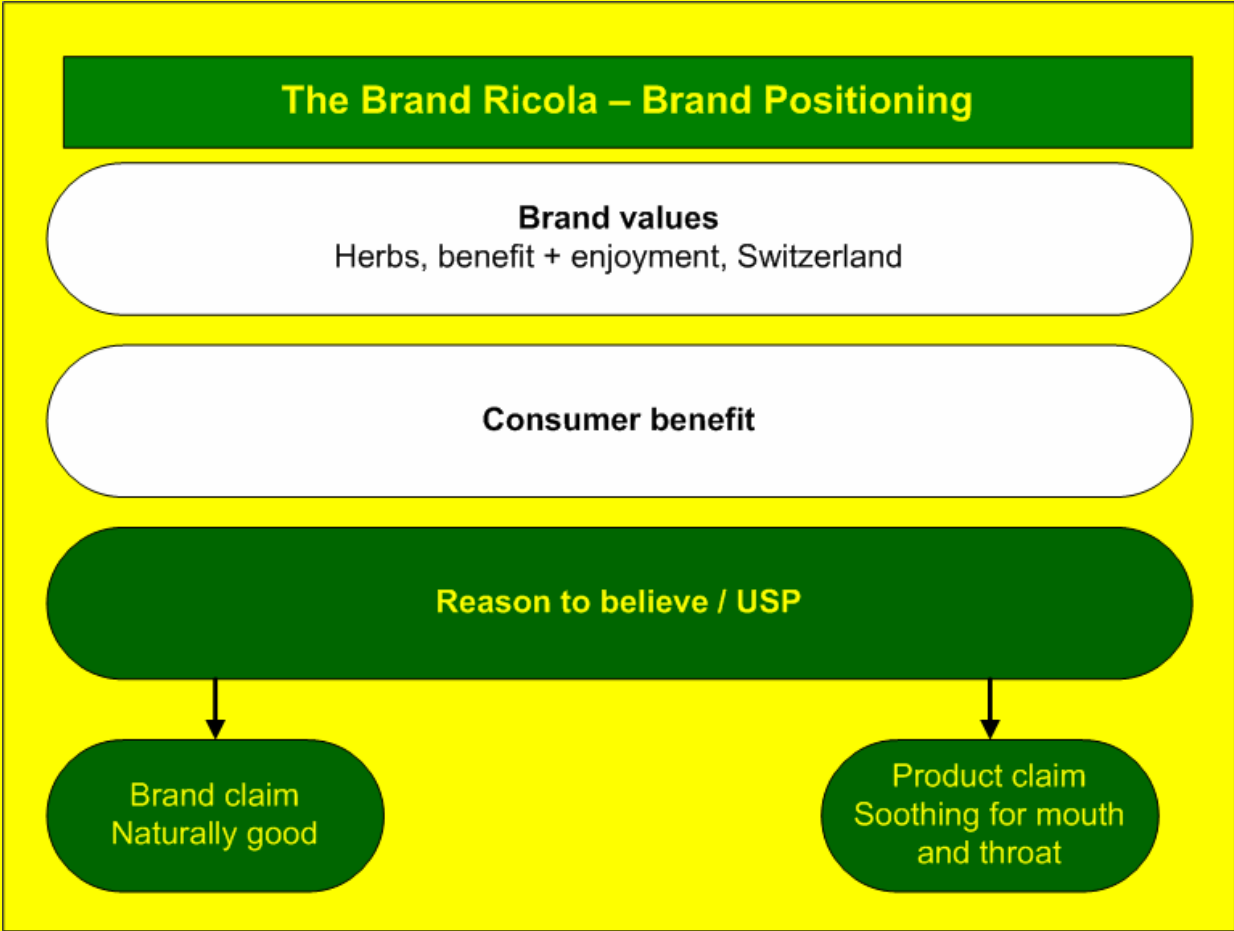


6. Ricola Advertising



7. Recommendation

Brand Mission



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Brand Mission



Source: Ricola Media Documentation 2009



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



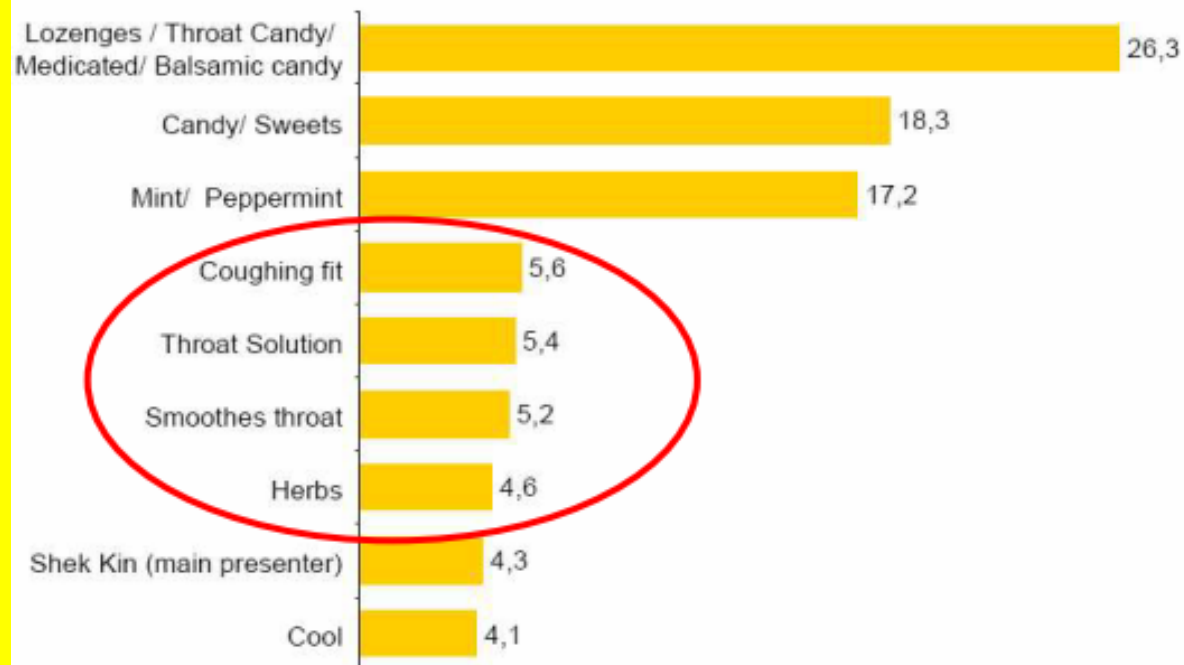
7. Recommendation

Brand Mission



Associations linked with Ricola (Top Mentions)

Q6: What associations does Ricola bring to your mind?



Source: Ricola Media Documentation 2009



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated
Brand & RGM



5. Authentic Branding

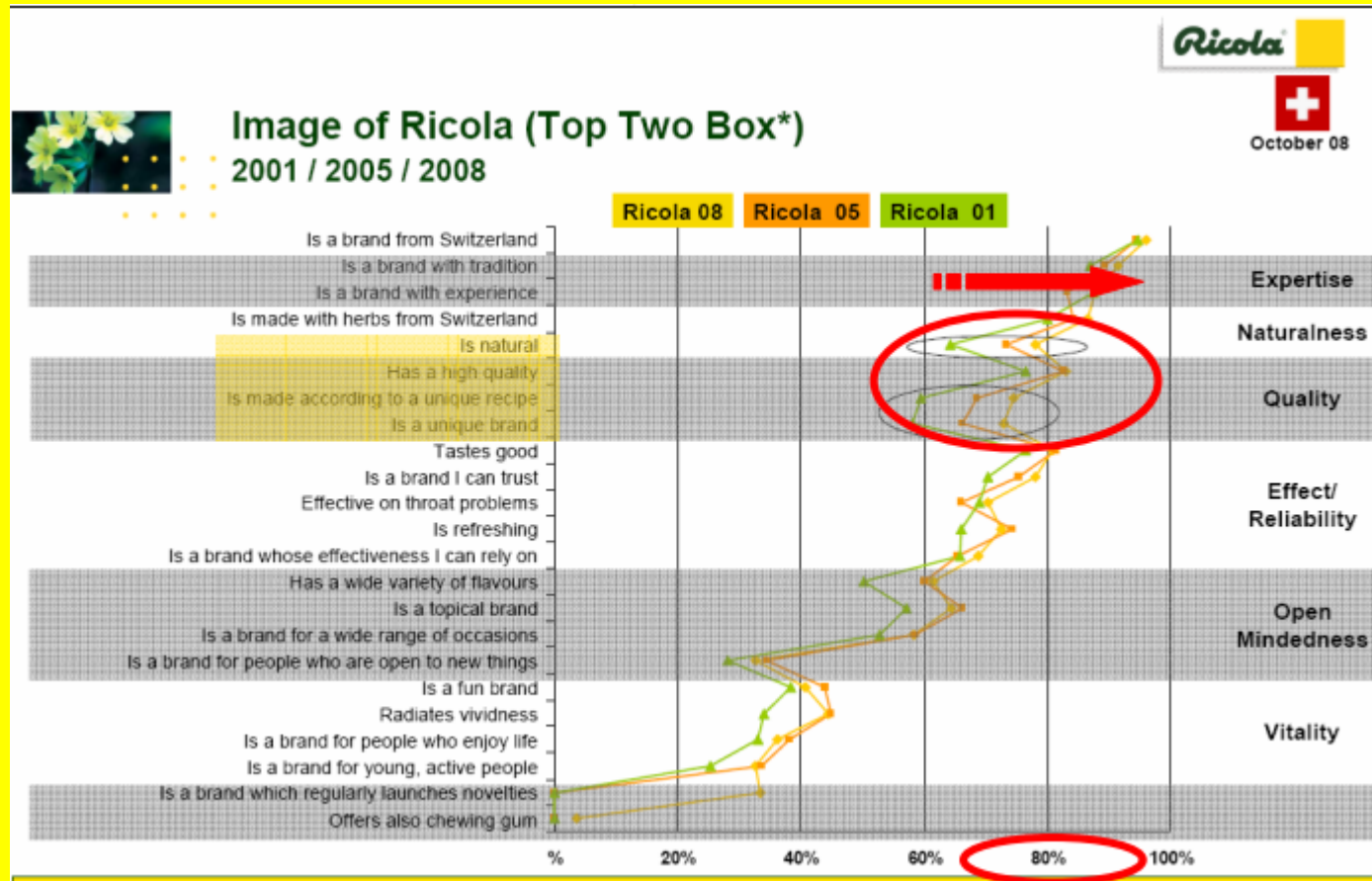


6. Ricola Advertising



7. Recommendation

Brand Mission



Source: Ricola Media Documentation 2009



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Integrated Communication



- Ricola is a B2C firm
- Three big markets
- Ricola slogans:
Europe: "Wer hats erfunden?"
USA/Canada: "Does anyone have a Ricola?"
Asia: ?
- They always communicate within the same pattern
Ricola call: Riiicicola!



Communication channels:

- Print reportages in newspapers
- TV spots
- Homepages
- Promotions @ railway stations
– *Our idea: Ricola shop like the Basler Leckerlihuus*



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Authentic Branding



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Authentic Branding



look

- the colors yellow and green -> nature, herbs
- pictures -> fresh air, home, nature



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

25

Authentic Branding



feel

- the pleasant feeling after a warm tea
- connection with nature - to do something good



Ricola Kräutertee



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

27

Authentic Branding



taste

- unmistakable with the 13 herbs
- feeling of healthy



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

28

Authentic Branding



smell

- smell of herbs -> association with nature, health, fresh air, remedies



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



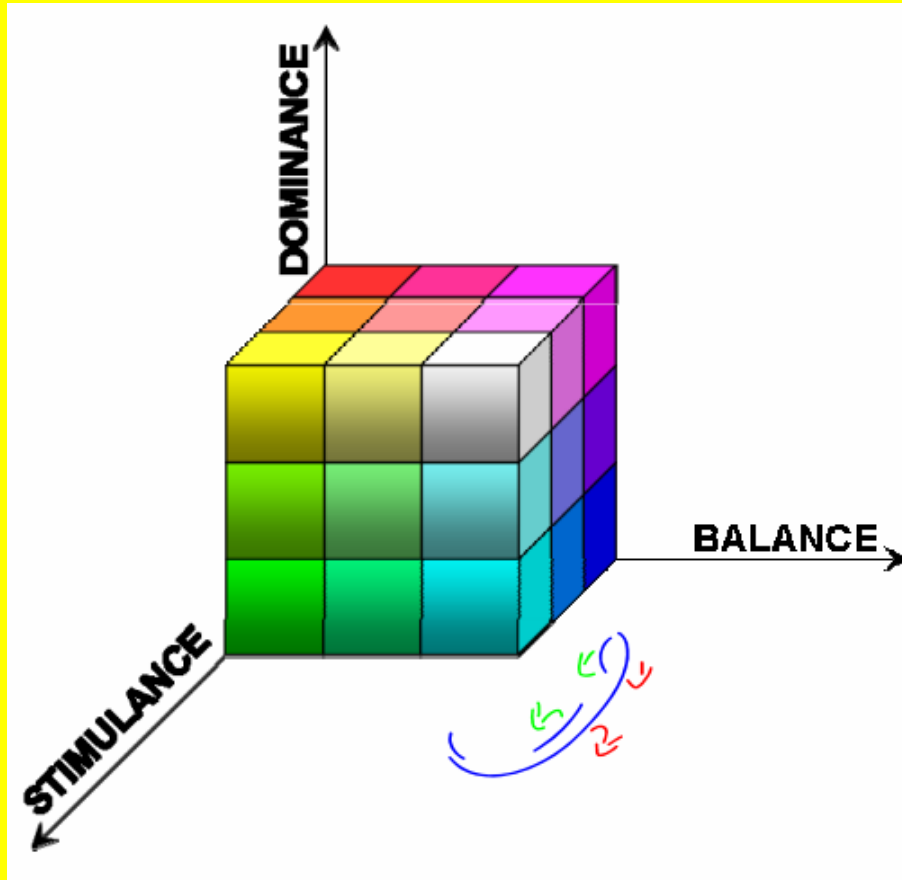
6. Ricola Advertising



7. Recommendation

29

Limbic Cube



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

30

Personal brand

Erich Vock

born on the 16th of February 1962 in Aarau

Theatre

since 1989 freelance actor

since 1994 Head of the Zurich Märchenbühne

since 1996 Free theater producer

Award

2000 "Prix Walo" section "actor"

TV

"Benissimo" Friends, lottery show SF

Advertisement

since 1998 Ricola, different spots



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

Advertising



Pro:

- Funny/crazy
- humorous
- imaginative
- original
- self-irony is nice
- ties with Switzerland
- authentic battle situation
- subsequent reconciliation
- recognition effect

Contra:

- Image: tubeli schweiz
- bigotry
- unsexy
- no direct relation to the products, health effect is in the background



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Branding & RGM



6. Authentic Branding



7. Ricola Advertising



8. Recommendation

Erich Vock replacement



Renzo Blumenthal

- healthy person
- athletic
- Swiss
- organic farmer
- connected to nature
- good looking, attractive



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

33

Erich Vock replacement



Christa Rigozzi

- Swiss
- successfully, intelligent
- funny and playful
- spirited
- sporty



Introduction



1. History



2. Facts and Figures



3. Product assortment



4. Integrated Brand & RGM



5. Authentic Branding



6. Ricola Advertising



7. Recommendation

New Products



- lifestyle products
 - Ricola energy drink
 - Ricola energy bar
- wellness products
 - sauna fragrance
 - massage oil
 - shampoo
 - perfume
 - aftershave
- sweets
 - Ricola candies for Kids
 - ice cream



Introduction



1. History



2. Facts and Figures



3. Product assortment

4. Integrated
Brand & RGM

5. Authentic Branding



6. Ricola Advertising



7. Recommendation



Thank you for your
attention!!

