

The value of brand extensions

ClemenGold gin has aficionados raving

One of the most valuable assets of a business is its brand equity -- the combination of how many consumers are aware of the brand, on the one hand, and the positive view these consumers harbor of the company's products and services. For ClemenGold, the global leader in the category for premium mandarins, its popularity is driving the development of a range of line extensions which further delight consumers, especially in South Africa.



ClemenGold's unique flavour, found both in the internal segments, and the fragrant oil of the peels, has for more than a decade inspired the company, food technologists and retailers to experiment with a range of products. While the company has created numerous products purely for promotional use (including handmade dark chocolate, biscotti and panforte) its latest addition, ClemenGold Gin, has gin aficionados raving. In addition, its exclusive retailer in South Africa, Woolworths, has successfully filled its shelves with ClemenGold Juice, marmalade, dried fruit rolls, Christmas mince pies and other festive products.



"One of the biggest compliments a food brand can receive is when its partner retailers elect to create new products based on the flavour profile of the brand, in this case ClemenGold," says ClemenGold CEO Marius du Plessis. "However, the ideal scenario is

when the retailer includes elements (i.e. logo) of the original brand's identity on the packaging to draw consumers to this new product." For a seasonal product such as ClemenGold this situation serves to remind consumers of the fruit during the off-season months, boosting brand awareness beyond the months on-shelf. In South Africa locally grown ClemenGold citrus are available from June to September.

"This brand is surrounded by such passion and energy – from inside the company to our grower, exporting and retail partners, right through to the consumer – that the existence of other products (which still resonate with our brand values) takes the brand from an ordinary food item to a lifestyle brand that promises to delight. We call it our 'golden way of doing'," says Du Plessis.

Charlene Nieuwoudt

Tel: +27 21 883 9723

Email: Charlene@anbinvestments.co.za

Skype: charlenenieuwoudt

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