



KĀNUKA

HE TOHU WHAKAPAPA

Developing a Whakapapa
Based Brand Approach.

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Exploring a whakapapa based brand approach.



Why Whakapapa?

Global F&B and nature based product markets, particularly premium, are increasingly concerned with trust, Integrity, sustainability and provenance.

Many markets, particularly Asian, have learned to mis-trust before trusting what they are being told and sold, this is increasingly true in markets where corruption is common.

Markets are also becoming 'spin averse' meaning they tend to disbelieve sales rhetoric and are increasingly looking for independent 3rd party review or referral from unpaid sources, including fellow consumers. In China for instance young consumers often check on products through their WeChat peer networks. Think 'Trip Advisor' as an example, where your confidence in how good a place is to stay does not come from their own slick website and images, it comes from what visitors say and how they rate it.

In global markets, trust is something to be earned and not taken for granted and source credibility is becoming increasingly important, in terms of people, place and product.

WHAKAPAPA is a people and place based provenance system, a back-story of origin, connecting the WHO with the WHERE and the WHAT.

From a Māori world view WHAKAPAPA also connects us to Ranginui, our sky-father, and Papatūānuku, our earth mother, and all of their offspring as deities over all domains of our natural world, who from a whakapapa perspective are our older siblings. This also creates a framework and system order for our relationship with the natural world as kaitiaki.

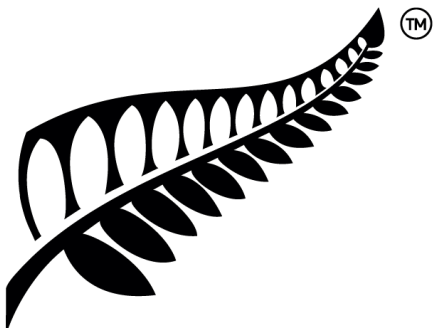
WHAKAPAPA also creates global connections, such as our Māori origins tracing back through the Pacific and Melanesia to Taiwan and Southern China, as well as genetic and voyaging links around the Pacific Rim. Whakapapa creates connections to markets.

In Global Markets, you should be able to trace the WHAKAPAPA of a product back to its source, both the place and the people of the place. This provides customers and end consumers with the confidence of WHERE a product is from and WHO it is from.

Building on 'Brand NZ' creates a comparative and competitive advantage in most markets where we are recognised for high quality, high transparency and high integrity.

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Leveraging our 'Brand NZ' whakapapa.



NEW ZEALAND.COM

Licence No.123456



Why leverage 'Brand NZ'?

In our trading markets where consumers have any awareness of 'New Zealand' it carries primarily positive associations and perceptions rating high on desirability and integrity.

However, markets still seek 'proof' of provenance from a trusted source, in our case we are fortunate that the New Zealand Government is seen as a Trusted Source.

This creates an immediate and clear advantage if you can establish:

- New Zealand as the source of origin.
- Government validation of that and association with your product.

The most recognised 'tohu' or mark that represents both the New Zealand Government presence in global markets that can be seen mirrored on our export products is the FernMark provided by the FernMark licensing programme managed by NZ Story.

This creates an immediate visual connection with New Zealand as a source and signifies NZ Government validation of the product.

It also provides defensibility of Intellectual Property as the FernMark licensing programme runs an online scanning programme to detect any images of the FernMark or similar too which 'flags' any occurrences that can be checked for validation and where breaches occur it becomes a Government to Government notice of breach which is far more powerful than a business to business approach to such issue.

The unique license number and when used associated QR code also then links people online to the FernMark licensing website where products can be validated and customers and consumers can link directly to the suppliers website as well, creating a link to source.

This creates market credibility, defensibility and confidence or provenance.

This also positions product amongst a wide range of FernMark licensing programme members, including some of our most recognised and credible exporters, placing as a member of a whānau with good pedigree.

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Whakapapa connections to desirable place based values and attributes.

Whakapapa based values & attributes.

World wide, place based provenance is associated with, and creates, perceptions of values and attributes, which influence market desirability and preference.

In the case of Aotearoa New Zealand, the recent 'Te Ātea' project across the 'NZ Inc' agencies over the last 18 months has reviewed, tested and affirmed market perceptions of these values and attributes, as outlined below:

These four attributes follow a sequence logic that enables others to 'make sense' of how our products are shaped by where we come from, where we are, and how that has shaped who we are, and therefore how that turns up in our products.

PŌTIKITANGA

Our curious, ingenious and adventurous spirit.

What got us here.

TIAKI

Our drive to care for people, place and planet for our future.

Shaped by being here.

MANAAKI

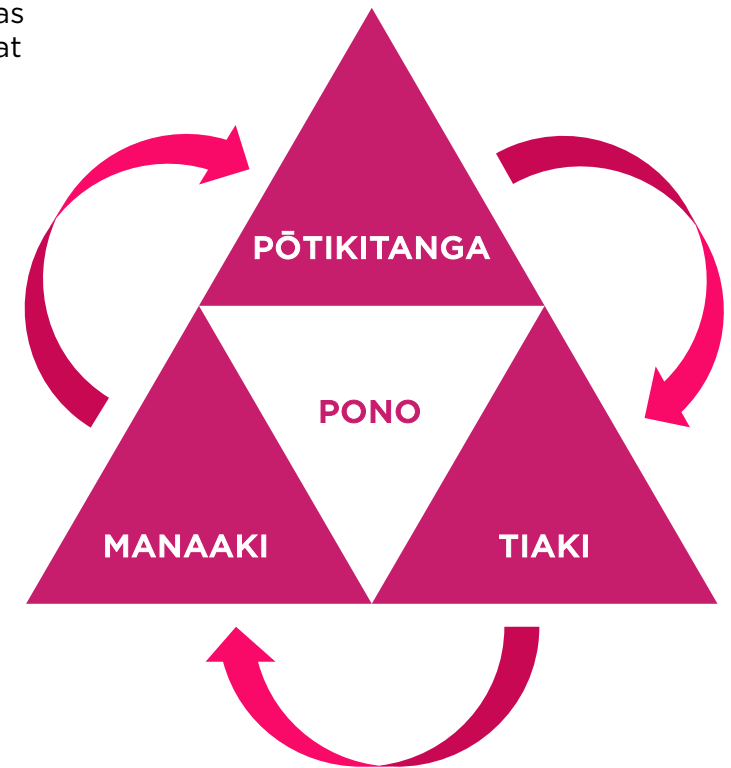
We warmly welcome others and build relationships based on respect, care and reciprocity.

How we engage with others.

PONO

Acting with integrity, honesty and transparency.

What grounds us.



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Whakapapa as a basis for intimacy of relationships and personal connection.

Whakapapa based P2P connections.

Beyond leveraging 'Brand NZ', customers and consumers are increasingly looking for values alignment, 'meaning' and 'connection' when making purchasing decisions, particularly in premium markets and consumers with purchasing choice afforded through higher disposable income.

Being able to connect with the source in terms of both place-based origin and the people involved provides a sense of authenticity, transparency and intimacy of connection that customers and consumers seek. A sense that the source is open and contactable enhances this, particularly the ability to connect through social channels such as Instagram.

PEOPLE TO PEOPLE CONNECTION

This can be achieved through a number of means:

- Simple visibility of the producers through marketing, social channels, events and promotions.
- Ability to communicate with suppliers.
- Ability to become a 'whānau' member by being part of a collective of users or like-minded people, the sense that you are part of a network.

PEOPLE TO PLACE CONNECTION

This can be achieved through a number of means:

- Geo-tagging product so that consumers can locate site / source specific information.
- QR Code connection to source.
- Simple location maps.
- Links to images / video of source.

Remember, everything you SAY, DO and SHOW matters in building your brand.

Your brand is what others perceive and interpret it to be and there is multiple points of interaction and connection that contribute to that, beyond your visual brand.



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A whakapapa based brand system.

Whakapapa brand eco-system

There is not one component that can achieve all of the necessary strategic brand objectives, rather you need to look at it as a brand eco-system of components that all work in alignment to generate customer and consumer trust and desirability.

Some of the building blocks include:

‘Brand NZ’

Leveraging country brand, perceptions & reputation.

‘Product Quality assurance’

Method of 3rd party validation.

‘Connection to source’

Ability to link, scan or ‘click-through’ to source.

‘Visual identity’

Developing logo-marks and a visual identity system that resonates with market.

‘Non-Visual identity’

Developing your narrative / story, key messages etc that can be included both on product and/or delivered verbally.

‘Whānau’

Building a connected community of suppliers and users.



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Applying a whakapapa based brand at 'industry' level.

Whakapapa based brand system

The central tenet of any **whakapapa based branding at an Industry level** needs to be to uphold mana whenua, linking to the source of whakapapa, which is not Industry level.

As such, the role of '**whakapapa based branding**' at an Industry level is to develop a 'brand system' that augments whakapapa links, rather than simply developing 'a tohu'. By using an Industry brand as a 'sub-brand' you elevate whakapapa as a mana whenua based system.



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Building a Kaupapa Whānau.

Building a Kānuka Industry brand.

Building a collective and connective brand eco-system for an Industry has it's own challenges. As an industry it is important to be clear about what you are branding and the purpose of branding. A Kānuka Industry brand, could be used for any of the following:

Membership Mark.

Showing you are a member of a professional Industry organisation.

Quality Mark

Using as a Quality Assurance if carriers of the mark have had to meet certain validated quality measures.

Provenance Mark.

An Industry brand that is simply associated with country of origin.

Industry Category

You may use variants of a mark, or subsidiary marks, to denote any form of sub-category.

Values or Attributes.

A mark may convey or provide validation of a set of core values or attributes e.g. Kaitiakitanga.

Hybrid

An industry mark may signify a number of these attributes e.g. membership, quality and origin.



It is important to understand what role an industry mark is intended to play. As an Industry mark or brand, it is likely to play a secondary role as a sub-mark or anchor mark on member products, as such it is important it works at small scale and in both colour and black & white, whereas it needs to work at scale for Industry events such as tradeshow.

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Creating a market advantage.

E hara taku toa
i te toa takitahi,
engari, he toa takitini.

*My strength and success
is not that of one,
it is that of many.*



Leveraging an 'Industry' brand.

Building an and leading with an Industry mark or brand creates the following opportunities:

Cultural & Intellectual Property Protection.

Protect the collective through global Trade Marking.

Visual cut-through.

Repetition and proliferation builds brand volume, recognition and currency.

Collective scale.

An industry can make bigger impacts and plays than individual products / producers.

Political Influence.

Being able to present a collective voice at scale in markets and through G2G channels.

Consumer confidence.

Customers & consumers are looking for confidence in product suppliers.

Market advantage.

A collective group and brand will gain greater market presence than individual brands can achieve.

A Kānuka Industry Body that is able to act as a Trusted Industry Authority through the development and management of Industry quality and standards will become a 'go-to' body. It also allows the collective to 'set the terms', such as recognition of Cultural & Intellectual Property rights not currently recognised in legislation e.g. recognising whakapapa kōrero, pūrakau and associated mātauranga taiao as cultural property through following the recommendations of the WAI 262 claim contained in the 'Ko Aotearoa Tēnei' report.

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Whakahaere kaupapa.



Next steps.

To build an Industry 'Brand system' beyond a simple logo-mark, requires looking at a wider brand eco-system with a market development strategy in mind, considerate of factors such as:

- Industry membership categories.
- Product categories.
- Product attributes.
- Target markets and market preferences.
- Quality standards.
- Provenance system.
- Cultural & Intellectual Property system.
- Hero story and industry brand story architecture.
- Brand channels and applications, e.g. online, social content, product sub-branding, media, trade events etc.

This needs to be fully mapped and interrogated by Industry members to clarify Industry needs and aspirations.

This will help formulate an Industry Brand concept beyond a logo or 'certification' mark.

This can then be market tested in a low fidelity way to test market preferences / perceptions and responses.

Brand System.

Once the Industry brand needs and concept is clarified, a full brand system will need to be developed to concept stage to enable testing, including:

- Brand values
- Brand concepts.
- Brand system.
- Video / Images.
- Messages.
- Stories.
- Any brand augmentation e.g. click through by QR code.

This can be informed by existing insights and principles based on outcomes of previous market perception testing on matters such as:

- Use of Te Reo Māori in global brands.
- Understanding what brand values resonate in market.
- The value and structure of brand stories.
- The types of photographic imagery that works in different markets to create cut-through.
- How to create market trust.

Once the concept / system has been validated, it will need to move to design execution and delivery.

Case Study

HUI Māori Collective

This innovative solution was underpinned by a world-first verification process developed in collaboration between AsureQuality, New Zealand Post and New Zealand Trade and Enterprise for the HUI Māori Collective.

The 'Food Trust Framework' means that Chinese consumers can be confident that their goods come directly from New Zealand and the authenticated Māori producers in the collective. The framework offers total consumer transparency via a unique product QR code and a verified physical delivery logistics system. This ensures the authenticity, quality and safety of the HUI products purchased by Chinese consumers. For exporters, the framework delivers trusted transparency and confidence in their own brand stories and 'NZ Inc' that discerning international consumers are looking for.



*HUI Brand developers:
Brand strategy / lead Karl Wixon. ARAHIA.
Designers: Rangi Kipa of Tihei Ltd and
Anzac Tasker of Designworks.
& Bananaworks.*



Further provenance authentication was provided through New Zealand's FernMark Licence, which is displayed on HUI marketing materials, their Tmall Global online store and the HUI Collective website.

The New Zealand Government FernMark Licence Programme verifies that products are grown or made or designed in New Zealand by reputable New Zealand companies.

Carrying the trademark offers the collective an additional layer of credibility and trust to both distributors and consumers in China. This was the first time a FernMark had been issued to a coalition group of exporters.

The HUI group benefits from FernMark's robust online IP protection programme, which monitors over 800 global e-commerce markets in China, including TMALL and Taobao.



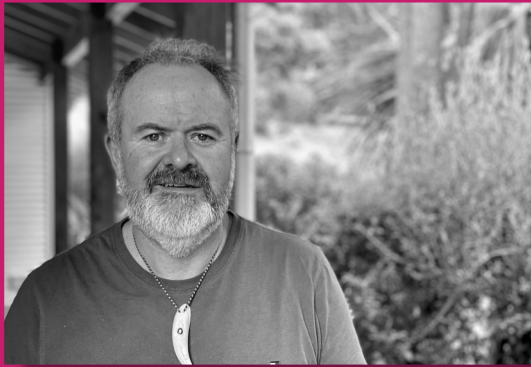
This ensures that all products bearing the FernMark are licensed to do so thereby providing a mark of trust and authenticity.

Tiki Taane also joined the coalition, blending world-class Māori entertainment with premium food and beverage products, providing Chinese consumers with a unique shopping experience and helping the coalition's products stand out on Tmall Global.

Part of the 'brand collateral' developed for the collective included composition of a waiata for the collective to sing together when acting as a collective in market or meetings.

The HUI collective has struggled, not due to the brand, but the struggles of developing a successful and equitable collective model.

This is perhaps the most relevant example that comprises the range of mechanisms anticipated would be need to develop a successful provenance based Kānuka brand.



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About Karl Wixon / report developer

Bluff born and Heretaunga raised, Karl Wixon comes from the southern Muttonbirding gene pool of Ngāi Tahu, Kāti Māmoe and Waitaha as well as having Ngāti Toa Rangatira ki Wairau whakapapa and Moriori hokopapa links to Rēkohu, the Chatham Islands.

He has a 30+ year professional career in design and wider creative sector, now functioning at the strategic end of creative where culture, commerce and creativity combine, spanning multiple sectors and domains of interest. A former 'Design Integration Coach' for NZTEs 'Better by Design' programme, Karl has developed his own 'whakapapa centred design' approach which he applies to innovation, transformation, growth and strategy projects.

He has applied this approach across multiple sector reforms and covid responses which he has been involved in recent years, from developing a Covid and post-covid strategy for Te Taura Whiri i te Reo Māori, to reforms in Vocational Education, Justice and International Education.

He has applied these same approaches to development of export collectives and economic development. His work saw him being sought out by the Treaty Relations Commissioner and Provincial Government of Manitoba in Canada to develop a Regional Economic Development strategy for Northern Manitoba working with and between First Nations, Industry, Communities and Government, work which then extended to developing their regional identity story.

His involvement in brand and identity development spans 30 years from his early days as an experience designer for the development of Te Papa being involved in its brand development, through to his work over the past 20 years across the Māori and wider NZ Economy, particularly focused on export markets, including developing the TUKU Māori Wine-makers Collective, HUI Māori F&B Collective, and the 'NZ Foodbasket' collective brands.

He has been a key consultant and Kaiārahi Māori to a number of the 'NZ Inc' agencies focused offshore, including the NZ Story programme which he has been involved in since inception through to the recent 'Te Ātea' project to align 'brand NZ' values across all of the 'NZ Inc Agencies'. He has also worked as a cultural and creative consultant for Tourism NZ since 2015.

He is a past Fellow and President of the Designers Institute of NZ, a founder of Ngā Āho Inc the national Society of Māori Design professionals, a former NZ Story Board member, former member of Te Mana Whakahaere the Council of Te Wānanga o Aotearoa, a current Board Member of Hawke's Bay Tourism and current member of the Minister of Tourism's Industry Advisory Group for the recently announced Tourism Innovation Fund.