

# BRANDING & MERCHANDISING

for

*Crafts and Traditional Textiles Industry*


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PUBLISHED BY : ASEAN-JAPAN CENTRE  
2022

*This workbook was written for the purpose of educational programs by*

ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism)  
Capacity Building (CB) Cluster in charge of promoting trade in creative industries  
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# **BRANDING & MERCHANDISING *For Crafts and Traditional Textiles Industry***

## **Table of Contents**

### **Introduction to Branding**

Branding : Why Is It Important? .....	5
Definitions .....	5
Types of Branding .....	6
Elements of Branding .....	10

### **Branding Step-by-Step : Vision**

1. Brand Purpose .....	13
2. Competitor Research .....	15
3. Market Research .....	17
4. Product Positioning .....	20

### **Branding Step-by-Step : Mission**

5. Brand Mission Statement .....	22
----------------------------------	----

### **Branding Step-by-Step : Visualisation**

6. Communication Style .....	27
7. Brand Personality .....	28
8. Brand Story .....	30
9. Creating the Brand Name & Logo	36
Mind Map .....	37
7 Types of Logos .....	41
The Importance of Color & Fonts ..	43

### **Introduction to Merchandising**

Definition & Why Is It Important? .....	48
1. Merchandising In The Product Development Process .....	49
2. In-Store Merchandising .....	50
3. E-Commerce Merchandising .....	52

### **Implementing Branding & Merchandising Of Traditional Craft Products Into Today's**

Offline & Digital Channels .....	54
Branding & Merchandising Checklist ....	55
Channel 1 : Offline Store .....	55
Channel 2 : Social Media .....	56
Channel 3 : Website .....	57
Channel 4 : Marketplace .....	58
Channel 5 : Mobile Apps & Others .....	58

Closing .....	60
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INTRODUCTION TO  
*Branding*

## BRANDING : WHY IS IT IMPORTANT?

In the world of handicrafts and traditional textile based products, there are special characteristics that we all have in common : too much to tell about our products, but so hard to get people's attention. Many branding techniques from big brands don't apply to us, and that is why we need to have this discussion on branding, but in relevance to our situation : small scale production, low budgets, handmade, one-of-a-kind, and full of personal stories. Branding is a big word, and to do it right we do need professional experts, but no matter who we are, we still have to learn the basics to be able to apply branding to our little business. Today, being a small brand is no excuse to not have good branding. In fact, it has become even more important as a tool for resiliency against the ever changing economic and consumer shifts happening in the past few years.

## DEFINITIONS

A **BRAND** is a name, design, symbol, or any other feature that identifies one seller's product/service to distinguish it from products/services from other sellers.

**BRANDING** is the process from creating a brand all the way to its continuous communication to build and maintain its existence in the consumers' minds. Branding makes people not just remember the product, but also the company's reputation. Branding helps people identify products and gives a reason to choose it over its competitor's. At the end, branding gives a common value between a company and its consumers.

In very simple words, a **product** is what you sell, a **brand** is the perceived image of the product you sell, and **branding** is the strategy to create that image.

*\*Quote*

*"Your brand is what other people say about you when you're not in the room."*

*- Jeff Bezos*

## TYPES OF BRANDING

Before jumping into the branding process for your own business, you must understand that there are many types of branding. Understanding the different types will help us choose which one is most relevant to our business and will be our guide to make the right strategy. These are the most common types of branding :

### Product Branding

Product branding is promoting a certain product/service by focusing on distinguishing what makes the product different from others. Successful product branding is able to push the consumer to choose the product/service over its competitors.



### Corporate Branding

This includes all aspects that promote a corporation's values and mission to its customers and clients. Not just the graphics and advertising, but also how it conducts its business which impacts the public and its employees such as CSR (corporate social responsibility), corporate culture in the management system, sustainability, etc.



### Personal Branding

The art of promoting someone using his/her popularity and reputation. This type of branding is commonly associated with celebrities and public figures such as movie stars, designers, social media influencers, politicians, etc.



"ABOUT THE BRAND."  
*Karl Lagerfeld*,  
[https://www.karl.com/mx/subhome/about-us\\_section](https://www.karl.com/mx/subhome/about-us_section). Accessed 30 July 2022.



"KAMINI KARL IKONIC SLIP-ON ESPADRILLES."  
*Karl Lagerfeld*,  
[https://www.karl.com/mx/espadrilles\\_cod11385175od.html](https://www.karl.com/mx/espadrilles_cod11385175od.html). Accessed 30 July 2022.

## Geographical Branding

Geographic branding attracts people to visit a region or buy from a company because of a geographic association. Destinations, cities, and countries use geographic branding by capitalizing on the things that differentiates them from other areas, such as tourist attractions or their beautiful nature. This kind of branding also uses recognizable cultural or regional symbols to promote a product or service. For example, a bakery that specializes in French pastries can use the symbol of the Eiffel Tower in their logo.



## Cultural Branding

Cultural branding is a term most often used for consumer brands that have become iconic symbols of a certain culture or generation, representing a lifestyle that's culturally relevant to the brand audience. Usually this happens when a brand is already very well established and has a large following. But even small businesses can learn from the big brands on how they approach their market : which is by creating a new lifestyle for them.



In the world of crafts, traditional textiles and locally inspired fashion, it is possible to use more than one type of branding. For example, a fashion brand that uses a specific handmade textile would be able to use the following types of branding as their strategy :

1. **Product branding** : promoting the quality and uniqueness of the product itself
2. **Geographical branding** : they can also promote the country it originated from by showing the history of the craft along with the richness of the country's natural resources, artisans and inspiration.
3. **Cultural branding** : as a sustainable brand, it can promote a lifestyle of values such as saving the earth by wearing only natural materials. Also, supporting local artisans to help preserve a culture can also be the message through cultural branding.
4. **Personal branding** : last but not least, fashion brands also often promote the designer or brand ambassadors to boost popularity of the brand. So not only focusing on the product itself, but the individuals that represent it also functions as a branding strategy.

*\*Note*

*So now we understand that types of branding are different strategy techniques which can be used together as a mix, depending on what the business is. So imagine the limitless possibilities of content creating you can do for your marketing. Branding is the way to navigate through all these different messages, and planning your actions so your image is built smoothly and consistently.*





Fill in the answers based on your existing brand :

Brand name :

Country of origin :

Founded in year :

Short description of your product :

Out of the 5 types of branding strategies explained, which ones have you used so far? Write shortly about how you have used each of them to build your brand.

## ELEMENTS OF BRANDING

Branding is applied in many levels throughout the business, from the product itself all the way to customer service. Every element must be designed to complement each other to give out the same message so the market will get a solid feel of the brand since the minute they are aware of the product, to their first purchase, until they have become loyal customers. Since there are so many elements to branding, it is a process that can take years to build. It is better to build it step-by-step with consistency, than doing it all at once but with no strategy or direction.



Here are the most common elements of branding :

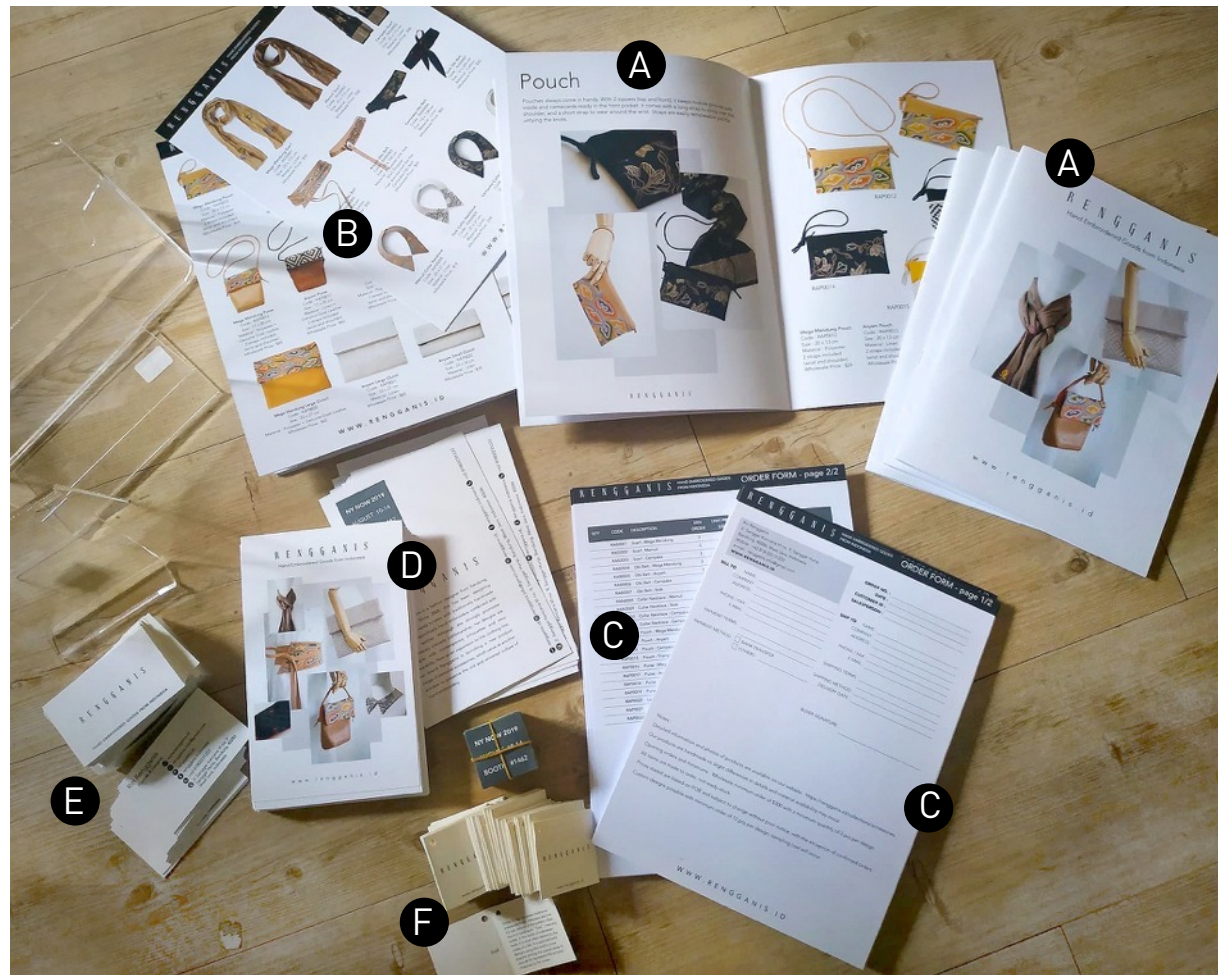
1. Brand name
2. Logo, or a visual trademark
3. Copywriting, including slogan/tagline, brand mission statement, brand story, hashtags, production process storytelling, design inspiration, etc.
4. Product naming
5. Visual presentations: packaging, advertisements, newsletter, website, brochure, flyer, catalogue, price tag, name card, display design, exhibition booth, shop interiors, etc.
6. Customer service such as aftersales, consumer hotlines, sales staff, etc.
7. Pricing strategy
8. Spokesperson which represents a brand : mascot, influencer, brand ambassador, company CEO, designer
9. Physical shape of a product that makes it distinct from other brands : the Coca-Cola bottle, Volkswagen Beetle car
10. Sound or a unique set of notes or tones : advertisement jingle/song, mobile phone ringtone
11. Monograms which can be used for product components or packaging
12. Staff uniforms

*\*The first 8 elements are the most relevant branding elements for craft and traditional textile based products.*



*Example of visual presentations :*  
Marketing tools for a hand embroidered accessories brand participating in an international trade show. The items consist of :

- A. Catalogue
- B. Line sheet
- C. Pricelist & Order Form
- D. Postcard + sticker for booth number
- E. Name Card
- F. Price Tags / Hangtags



*\* Note*

**STORYTELLING** examples: photos of the production process, and source of inspiration for the motif designs (traditional motifs redesigned into contemporary style). All of these things contribute to a strong branding in the eyes of potential buyers.

BRANDING, STEP-BY-STEP  
*Vision*

## 1. BRAND PURPOSE

A brand is created for a purpose, whether it is simply for the sake of profit for the owner, or for a bigger cause that actually makes a difference in people's lives. So have you ever asked yourself, why did you create your brand? To start a proper branding process, there are 3 key questions you must answer first, which will open your mind to discover how you will communicate your brand purpose to the public.

Why should people buy your product?

### WHAT do you do?

Products are made to fulfil someone's need or want, but if the product itself has no purpose, ultimately nobody will buy it, and no matter how good the branding is, your business will not be sustainable.

### HOW do you do it differently?

We can be innovators, trendsetters, or followers. But even as followers, there still has to be something to differentiate us from competitors. If you cannot answer this question, this means you must dig deeper into your business ideas and decide if you must make some improvements to differentiate yourself from your competitors.

### WHY do you do it?

Why should your brand exist? Why do you care? Is it important enough for other people to care too? What is your belief? Is there a common cause to share with other people?

*\*Quote*

*"People don't buy what you do; they buy why you do it. The goal is not to do business with everybody that needs what you have. The goal is to do business with people who believe what you believe."*

*- Simon Sinek*



Brand Purpose example 1:

**WHAT :** *clothing for women using traditional textiles and hand embroidery*

**HOW :** *contemporary designs for easy mix-n-match/wearability, customizable size and color, storytelling*

**WHY :** *to educate the market about traditional textiles in efforts to support local artisans and preserve our cultural heritage*

Brand Purpose example 2:

**WHAT :** *tote bags made of batik remnants (scrap fabric from batik garment factories)*

**HOW :** *distributed in all tourist souvenir shops where plastic bags are not allowed (such as Bali), affordable price*

**WHY :** *to educate the market about sustainability, save the earth*

So what is your Brand Purpose?

**WHAT :**

**HOW :**

**WHY :**

## 2. COMPETITOR RESEARCH

Find other brands which you consider are your competitors. Observe them and write down the facts. Here is an example of competitor research for an eco-fashion brand.

Competitor (similar brands)	Message	Quality of products	Customer Response (reviews & mentions, who are the customers, number of followers, social media engagement, etc.)	Marketing Strategy (online/offline, consignment/own store, paid ads/create events, collaborate with who, etc).
Brand A	save nature by using natural dyes, Visuals : Leaves, green, nature	Good designs but basic	30K followers, low engagement	Offline (mall consignment) and Online in website and marketplace, uses influencers (famous singers, actors).
Brand B	Educating about sustainability through using eco- friendly materials, zero waste design. Visuals : contemporary, young	Trendy, fashion- able	Only 5K followers but high engagement with positive comments	Online in website and social media, uses micro- influencers (nature conservationists, yoga teachers, doctors)

*The Ultimate Guide to Building Your Brand.* FreshSparks, 2020



Find your own competitors and fill in the columns below :

Competitor	Message	Quality	Customer Response	Marketing Strategy



### 3. MARKET RESEARCH : DEFINING YOUR BRAND'S TARGET AUDIENCE

When you choose your target market, focus first on a specific type of person. Avoid thinking “my product is for everyone”, because you want your message to be tailored to meet a specific group’s exact need. If you make general ads that speak to the very broad public, it will be very generic and will not spark emotions. It will sound more like an announcement than an advertisement.

First step :

Do you already have regular customers? If the answer is YES, answer the following questions :

**WHY** do they buy your products?

*My products are beautifully designed and can be customized to individual sizes*

**WHO** buys your product the most?

*Indonesian women of mature age in Jakarta*

**WHAT** product/service is your bestseller?

*Hand embroidered white shirts in 100% cotton*

*The Ultimate Guide to Building Your Brand. FreshSparks, 2020*

Second step :

The **Buyer Persona** helps you determine characteristic factors of your customer. You can have several different buyer personas and do this exercise several times, but eventually choose the largest group so you can focus on how you will communicate with them first.

<b>AGE</b> <i>35-60</i>	<b>LOCATION</b> <i>Jakarta</i>	<b>GENDER</b> <i>Female</i>	<b>INCOME LEVEL</b> <i>High</i>
<b>EDUCATION LEVEL</b> <i>High</i>	<b>MARITAL / FAMILY STATUS</b> <i>Married</i>	<b>OCCUPATION</b> <i>Professionals</i>	<b>ETHNIC BACKGROUND</b> <i>Indonesian</i>
<b>PERSONALITY / ATTITUDE / VALUES</b> <i>Willing to pay for quality, practical, cares about the environment</i>		<b>INTERESTS / HOBBIES</b> <i>Culture, travel, art</i>	<b>LIFESTYLE</b> <i>Busy, many events and meets international clients</i>

You can also dig deeper and take more detailed notes on your buyer persona, such as:

1. What is their motivation to buy your product? *Support local artisans, represent Indonesian culture, love traditional textiles*
2. How they shop (online vs offline? If online, prefer social media or website?) Would they like discounts vs honest affordable prices? *Online, social media, honest reasonable prices*
3. When and where will they use your product? *For special events but work related (meetings, business trips)*
4. What problem do you think they might have in relation to this type of product? *Difficulty in styling when using traditional textiles, difficulty in understanding which textiles are real / fake*
5. What media do they like (which magazines or social media?) *Instagram*
6. Which influencers do they follow? *Micro influencers : successful entrepreneurs, popular politicians*



Fill your own answers based on your brand :

**WHY** do they buy your products?

**WHO** buys your product the most?

**WHAT** product/service is your bestseller?

Create your brand's Buyer Persona :

<b>AGE</b>	<b>LOCATION</b>	<b>GENDER</b>	<b>INCOME LEVEL</b>
<b>EDUCATION LEVEL</b>	<b>MARITAL / FAMILY STATUS</b>	<b>OCCUPATION</b>	<b>ETHNIC BACKGROUND</b>
<b>PERSONALITY / ATTITUDE / VALUES</b>		<b>INTERESTS / HOBBIES</b>	<b>LIFESTYLE</b>



## 4. PRODUCT POSITIONING

Figure out where your product stands among the competitors by listing your product's key features, qualities and benefits (added values). This will give you a better guide to choose what messages you want to tell to your audience.

<b>FEATURE</b> <i>uses traditional textiles and hand embroidery</i>	<b>QUALITY</b> <i>authentic, no fakes, comprehensive storytelling / educating</i>	<b>BENEFIT</b> <i>supports local artisans</i>
<b>FEATURE</b> <i>contemporary design</i>	<b>QUALITY</b> <i>looks modern, not old fashioned or traditional</i>	<b>BENEFIT</b> <i>easy to wear, easy to mix-n-match, fits for modern events</i>
<b>FEATURE</b> <i>customizable in size and fabric color</i>	<b>QUALITY</b> <i>friendly customer service, willing to listen to what the customer needs.</i>	<b>BENEFIT</b> <i>inclusive, women of all shapes and sizes can wear it</i>

Write down your product's added values below.

<b>FEATURE</b>	<b>QUALITY</b>	<b>BENEFIT</b>
<b>FEATURE</b>	<b>QUALITY</b>	<b>BENEFIT</b>
<b>FEATURE</b>	<b>QUALITY</b>	<b>BENEFIT</b>

BRANDING STEP-BY-STEP

*Mission*

## 5. BRAND MISSION STATEMENT

A Brand Mission Statement is a set of words or sentences that shows your brand's vision, philosophy or competitive advantage which differentiates it with other brands. It is the added value that your business provides. It is usually longer than a slogan, but shorter than a brand story. A good BMS is usually creatively written to express what the company is most passionate about. Use your WHAT HOW WHY of your BRAND PURPOSE as the inspiration to put together your BMS. In some brands, their BMS is also called "brand philosophy".

Here are some samples of BMS from big brands we all know :



"Everything we do, we believe in challenging the status quo. We believe in thinking differently. We challenge the status quo by making our products beautifully designed, simple to use and user-friendly."



"to bring inspiration and innovation to every athlete in the world."



"To Create a Better Everyday Life For The Many People"



"To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time"

Here are some examples of BMS from small brands in Asia related to crafts or fashion using local textiles, sustainability, etc.



Khara Kapas, meaning 'Pure Cotton' in Hindi, started with the belief that well designed clothes made from pure fabrics can bring happiness into people's everyday life. All our products are handcrafted, and made from pure, homegrown Indian fabrics. We ship worldwide.

*Sejauh Mata Memandang*

Sejauh is inspired by the little things that made us love Indonesia. We work together with talented local craftswomen to make fabrics close to the heart.

R E N G G A N I S

Look at me closely.  
Feel my love for my homeland  
wherever I shall wander  
as every detail I wear reminds me of home.

This is an example of the brainstorming process for a Brand Mission Statement for a fashion brand that promotes hand embroidery and traditional textiles from Indonesia :

<p>Collect all words that relate to your brand and can be used in the brand mission statement.</p> <p>Craftsmanship Details Traditional technique Contemporary design Travel Wander Culture, local Homeland, home Represent my country Indonesia Pride, proud Heritage Love Own Fashion wear</p>	<p>Make sentences using the words your collected.</p> <ul style="list-style-type: none"><li>• See the craftsmanship of Indonesia through the details of contemporary design</li><li>• Traditional technique, contemporary design</li><li>• Wear local go global</li><li>• No matter how far you travel, show where you come from through what you wear.</li><li>• I wear clothes that can represents my culture through its craftsmanship</li></ul> <p><b>FINAL BRAND MISSION STATEMENT :</b></p> <p>Look at me closely. Feel my love for my homeland wherever I shall wander as every detail I wear reminds me of home.</p>
--	--



Now make your own Brand Mission Statement :



<p>Collect all words that relate to your brand and can be used in the brand mission statement.</p>	<p>Make sentences using the words your collected.</p>
	<p><b>FINAL BRAND MISSION STATEMENT :</b></p>

BRANDING STEP-BY-STEP  
*Visualisation*

## 6. COMMUNICATION STYLE

The voice of your brand is key to successfully send your message across to your target market. Depending on your **brand purpose** and **buyer persona** based on your market research, you should choose a style of communication that is relevant to them to make connection and engagement. For example, there are styles such as : professional, friendly, humorous, technical, poetic/artistic, emotional, sarcastic, etc.

Answer these questions to figure out how you should communicate with your consumers :

I want my brand to make people feel :

- a. Comfortable
- b. Curious
- c. Excited
- d. Emotional
- e. Other : \_\_\_\_\_

I want my audience to feel like they are talking to :

- a. Me directly
- b. A trusted company or institution
- c. An advertiser or influencer
- d. A fellow consumer
- e. Other : \_\_\_\_\_

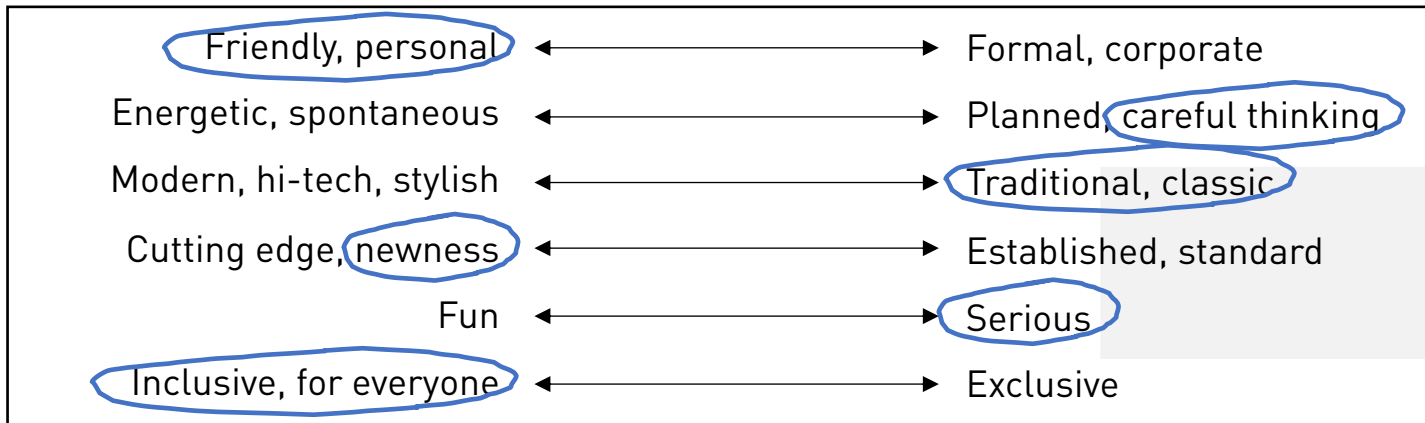
Choose the words that describes my brand :

- a. Serious / ~~Funny~~
- b. Normal / ~~Eccentric~~
- c. ~~Common language~~ / Poetic
- d. Old / ~~Young~~
- e. ~~Formal~~ / Casual
- f. ~~Masculine~~ / Feminine
- g. ~~Technical~~ / Emotional
- h. Other : Intimate, personal

**Copywriting** is the work of writing text for the purpose of advertising or other forms of marketing. The result, called “copy” or “sales copy”, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. A professional copywriter works for brands or companies based on the chosen communication style. You can be your own copywriter if you have the skills to write well, but if necessary you can hire a professional and give the above brief.

## 7. BRAND PERSONALITY

If you have chosen your communication style + contents (messages) based on the previous steps of branding, this results in a BRAND PERSONALITY. This next step gives you an even clearer direction of your brand personality so it becomes easier to do your copywriting consistently.



### Results are more on the left side?

Your business is more contemporary, and likely fast-moving embracing the latest technologies.

Show personality in your branding with energy and approachability. Be fun and trendy, but with a style that relates to your audience.

### Results are more on the right side?

Your business relies on process and planning, possibly for more high end clients. Show personality by communicating in a professional and authoritative manner. Share knowledge with a corporate voice, without being too domineering or arrogant.

### Results are a mix of both sides?

Not every brand will fall completely to one side or the other. And that's okay!

Sometimes, contrasting attributes can compliment each other in unexpected ways. This is what makes every brand unique. Embrace this, and create the personality that best fits your vision and style.

*The Ultimate Guide to Building Your Brand.* FreshSparks, 2020



Fill in the answers to figure out your own brand's personality:

I want my brand to make people feel :

- a. Comfortable
- b. Curious
- c. Excited
- d. Emotional
- e. Other : \_\_\_\_\_

I want my audience to feel like they are talking to :

- a. Me directly
- b. A trusted company or institution
- c. An advertiser or influencer
- d. A fellow consumer
- e. Other : \_\_\_\_\_

Choose the words that describes my brand :

- a. Serious / Funny
- b. Normal / Eccentric
- c. Common language / Poetic
- d. Old / Young
- e. Formal / Casual
- f. Masculine / Feminine
- g. Technical / Emotional
- h. Other : \_\_\_\_\_

Friendly, personal ←————→ Formal, corporate

Energetic, spontaneous ←————→ Planned, careful thinking

Modern, hi-tech, stylish ←————→ Traditional, classic

Cutting edge, newness ←————→ Established, standard

Fun ←————→ Serious

Inclusive, for everyone ←————→ Exclusive

## 8. BRAND STORY

When building your brand, you will have multiple opportunities to tell your complete story. Whether it is through your social media or website, in interviews for magazines, business proposals, etc. Your story tells everyone about who you are, in the communication style you have chosen. This part of the branding process defines who you are, what you offer, and why people should care.

A brand story makes a direct emotional connection with your consumers. Here's where you take everything you have done in the previous seven steps and put it all together. Here are some examples of brand stories:

### Example 1



"Know The Brand." *Baskin-Robbins*,  
<https://www.baskinrobbinsmea.com>.  
Accessed 29 July 2022.

**Baskin-Robbins** is an American multinational chain of ice cream and cake specialty shop restaurants. They are known for their 31 flavour concept- that is a different flavour for each day of the month (see the number 31 in their logo).

Brand Mission Statement :

*Welcome to the world of Baskin-Robbins.*

*We're the place for innovative, delicious and fun treats in your neighbourhood!*

Brand Story :

*When you think of ice cream, Baskin-Robbins® is the brand that immediately comes to mind. As of today, there are more than 850 BR stores in the region making us the largest Quick Service Restaurant brand in the region. With our high-quality ice cream, specialty-frozen desserts, beverages and an incredible recipe library of more than 1300 flavours, it is little wonder that we are absolutely the most preferred ice cream destination in the region.*

# EVERLANE



Retail price : \$88

## Transparent Pricing

We publish what it costs us to make every one of our products. There are a lot of costs we can't neatly account for - like design, fittings, wear testing, rent on office and retail space - but we believe you deserve to know what goes into making the products you love.



Materials  
\$14.63



Hardware  
\$3.40



Labor  
\$7.85



Duties  
\$2.17



Transport  
\$0.50

"Women's Dresses & Jumpsuits." *Everlane*,  
<https://www.everlane.com/products/womens-crossback-apron-mini-dress-lemon?collection=womens-dresses>.  
Accessed 30 July 2022.

## Example 2

**EVERLANE** is an American clothing retailer that sells primarily online. Based in San Francisco, California, the company was founded with the mission of selling clothing with transparent pricing.

Brand Mission Statement :

*We believe we can all make a difference.  
Our way: Exceptional quality. Ethical factories.  
Radical Transparency.*

Brand Story :

*At **Everlane**, we want the right choice to be as easy as putting on a great T-shirt. That's why we partner with the best, ethical factories around the world. Source only the finest materials. And share those stories with you—down to the true cost of every product we make. It's a new way of doing things. We call it Radical Transparency.*

Figure out what Everlane's Brand Purpose is :  
**WHAT :** Ethical women's Ready-To-Wear  
**HOW :** Transparent pricing (breakdown costs)  
**WHY :** to educate the market about sustainability

# Mayamiko



Text source : "Our Story." *Mayamiko*, 0 0 2022, <https://id-mayamiko.glopalstore.com>  
Image source : "Introducing Sustainable and Ethical Fashion Brand Mayamiko for SS19." *Wonderland*, [www.wonderlandmagazine.com](http://www.wonderlandmagazine.com), 17 Apr. 2019, <https://www.wonderlandmagazine.com/2019/04/17/mayamiko-sustainable-brand-ss19/>.

## Example 3

**Mayamiko** is a sustainable and fair trade fashion clothing brand based in UK and offers products from artisans around the world.

### Brand Mission Statement:

#### *Dresses With A Story*

*Each Mayamiko dress has its own unique story. Made with hand-picked materials from the local fabric market, cut and sewn with love in our solar-powered workshop in Malawi, and packaged with care by Mail Out, a wonderful social enterprise that supports humans with learning difficulties.*

### Brand Story:

*Established by Paola Masperi, Mayamiko is a responsible womenswear and lifestyle brand, lovingly created by the women who are at the heart of our social enterprise, with **ethics** and **sustainability** at its core. Our collections are cross-seasonal, designed for the global woman and inspired by the indigenous artisans located where our items are made. Started in Malawi, our main collections give ode to their birthplace through the use of traditional African techniques and locally sourced fabrics referred to as 'chitenje'. Our vision is to bring you a growing selection of carefully crafted pieces, made by handpicked artisans all over the globe. Currently, you can choose from plant died jewellery from Sri Lanka, hand-knitted fair trade Peruvian hats and up-cycled silk from Italy. We are dedicated to putting people and the planet at the heart of our process and are here to prove that shopping ethically and sustainably does not compromise on quality or design, but rather, adds to its value, while empowering all those along its production lifecycle.*



# birdsong



Birdsong, 100% of our London

since working with



makers say their confidence

small can make our of brands

## Example 4

**Birdsong** is a sustainable and ethical womenswear brand. Founded in 2014 in London, Birdsong was inspired by the great skill and creativity in their women's community.

Brand Mission Statement:

***Birdsong. Made for Joy.***

*For people who want to dress with joy, support makers and protect the planet, Birdsong skilfully creates not-so-everyday staples and made-for-you pieces in the most ethical, socially impactful way possible.*

Brand Story:

*I design everything in house from our East London studio, collecting inspiration from art, nature and culture. Together with our makers, we build concepts around their skills to create our collections.*

*We hand sketch every silhouette, detail and print, then share them online, keeping feedback from our community in mind through the design process. Finding partners to source our fabric from with an equal commitment to ethics and sustainability is no easy task.*

*We only source from the most ecologically friendly and high quality suppliers we can find.*

Text source : "Our World." *Birdsong*, <https://birdsong.london>. Accessed 29 July 2022.

Image source : "Birdsong, The Brand That Redefines Feminism in Fashion." *Carlin Creative*, 8 Apr. 2020, <https://carlin-creative.com/the-brand-that-redefines-feminism-in-fashion/>.



Text: "Torajamelo." Torajamelo, 0 0 2022,  
<https://torajamelo.com>.

Image 1: Torajamelo [@torajamelo]. [16 Dec. 2021].  
[bag detail]. Retrieved from  
<https://www.instagram.com/p/CXh7lvRPMxj/?igshid=YmMyMTA2M2Y=>

Image 2: Torajamelo [@torajamelo\_Stories]. [27  
Apr. 2020]. [local weaver]. Retrieved from  
[https://www.instagram.com/p/B\\_etB7ogHQX/](https://www.instagram.com/p/B_etB7ogHQX/).

## Example 5

**Torajamelo** is a sustainable fashion and accessories brand which promotes handwoven textiles by women of Toraja, Indonesia.

Slogan :

*Weaving Stories of Indonesia*

Brand Mission Statement:

*Artisanal pieces handwoven with the earth in mind and our weavers at heart*

Brand Story:

*TORAJAMELO (TM) is a slow, ethical, sustainable, lifestyle brand that is working towards alleviating the cycle of systemic poverty in rural excluded communities, preserving cultural heritage of "backstrap loom weaving" in Indonesia, preventing breakdown of rural communities due to outward migration, and environmental sustainability of natural habitats.*

*\* Note*

There is so much more storytelling on their website about the brand's background, social impact, vision, mission & values, meaning behind the logo, profile of the people behind the brand, etc. This is probably one of the most complete examples of branding on a website relevant to small scale businesses promoting traditional textiles.

Write a Brand Story based on your own business:



A large, empty rectangular box with a thin black border, intended for writing a brand story. The box is mostly empty, with a large, faint, light gray watermark of the number '8' visible on the right side.

## 9. CREATING THE BRAND NAME & LOGO

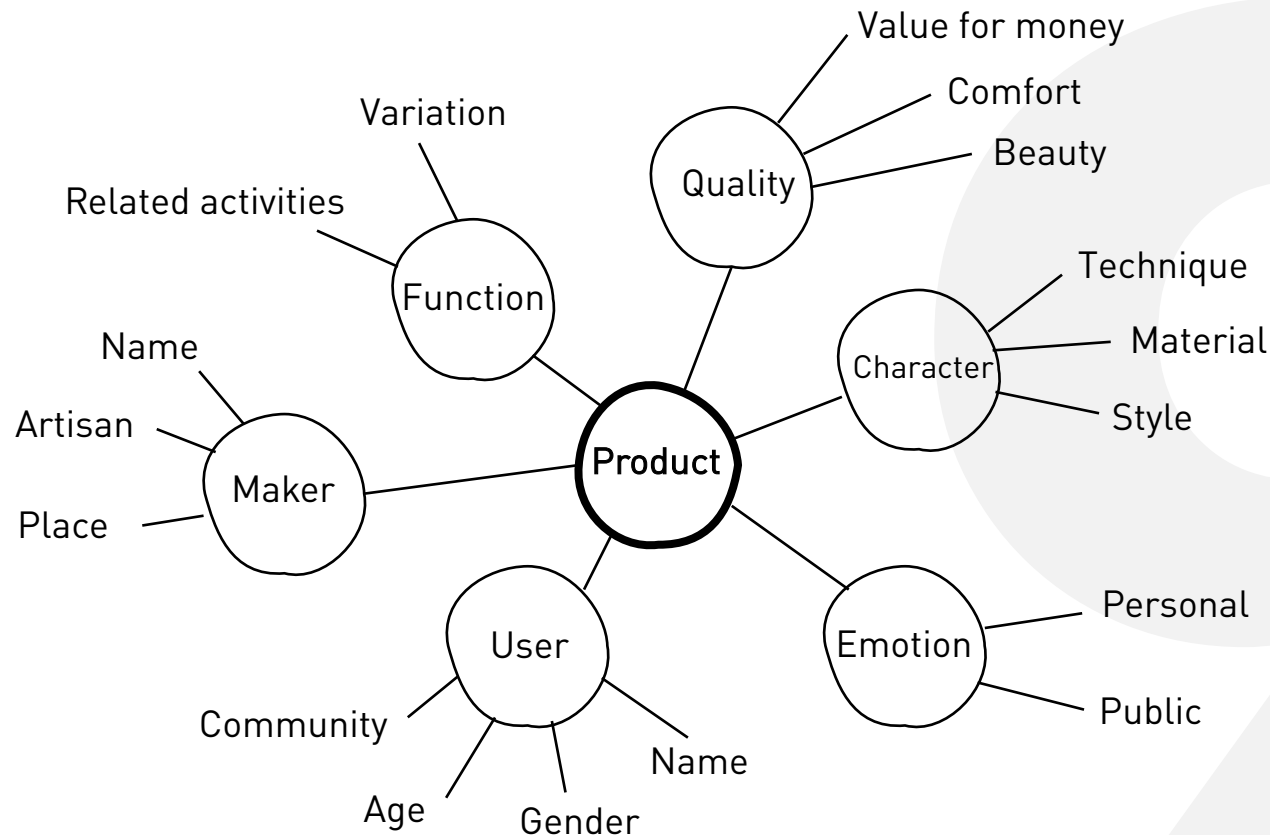
Now is the time to create the logo. Whether it is for a new brand, or an old brand which is going through “rebranding”, it is suggested to use a professional graphic designer to design the logo. But, in many cases small companies don’t have the budget to use professional graphic designers so they will have to settle with logo apps. No matter what, we all have to know the process in order to decide whether we can choose to do it ourselves or trust a professional.

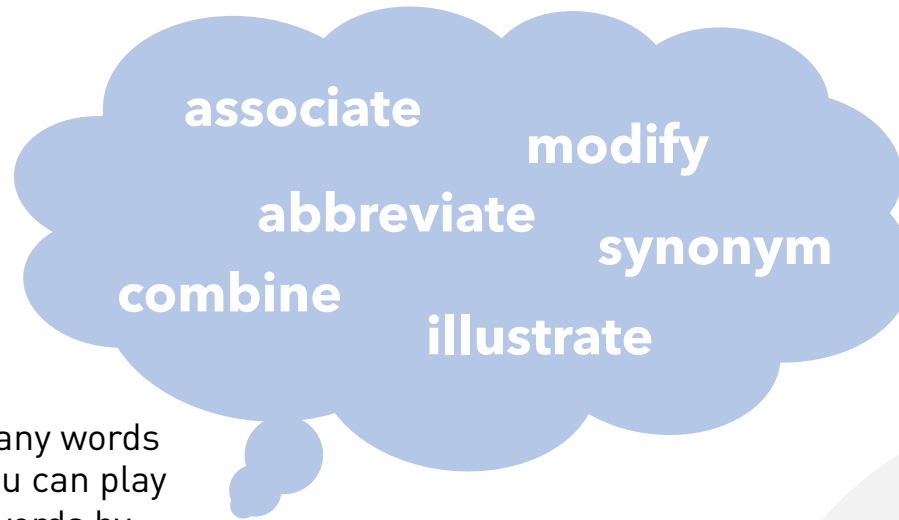
- a. Remember all of the things you have written : brand mission statement, brand story, buyer persona, and product positioning.
- b. Brainstorm all related words, use a Thesaurus. Make a mind map. Choose at least 10 words that seem most interesting and relevant.
- c. Play with the words : combine, abbreviate, modify, associate, illustrate, and find synonyms.
- d. Learn the 7 types of logos, then start sketching. Make lots and lots of alternatives.
- e. Choose 3 best alternatives and show them to friends and relatives who are most similar to your buyer persona.
- f. Develop your sketches into finalised artwork by going to a professional graphic designer or using logo apps.
- g. Try applying on layouts: letterhead, name card, hangtag/price tag, watermark on a catalogue photo, and most important is logo placement on the product itself. Is it easy to read (even when placement is small)? Is it interesting enough? Is it too complex or too simple?
- h. Choose your colour scheme : it has to be flexible enough to be applied in any type of product, packaging, advertisement, media, etc. (avoid gradations and too many colours).
- i. Choose your font
- j. Make sure the file you make or receive from the graphic designer is in a vector format or JPEG in a large enough resolution so it doesn’t blur when enlarged.
- k. After you have the brand name and logo, you can also try adding a slogan. Slogans are optional and don’t always work well.



Here is a fun way to choose your brand name. A **Mind Map** is an easy way to brainstorm ideas organically without worrying about order and structure. It allows you to visually find your ideas around a central concept or subject. Since finding a brand name is a creative process, there is no right or wrong way to do this.

Start at the center with the basic word of what your product is, and branch out into the 6 aspects of your product. After that, write whatever comes into your mind in relation to those aspects. And each new word can also branch out into more words, and so on.





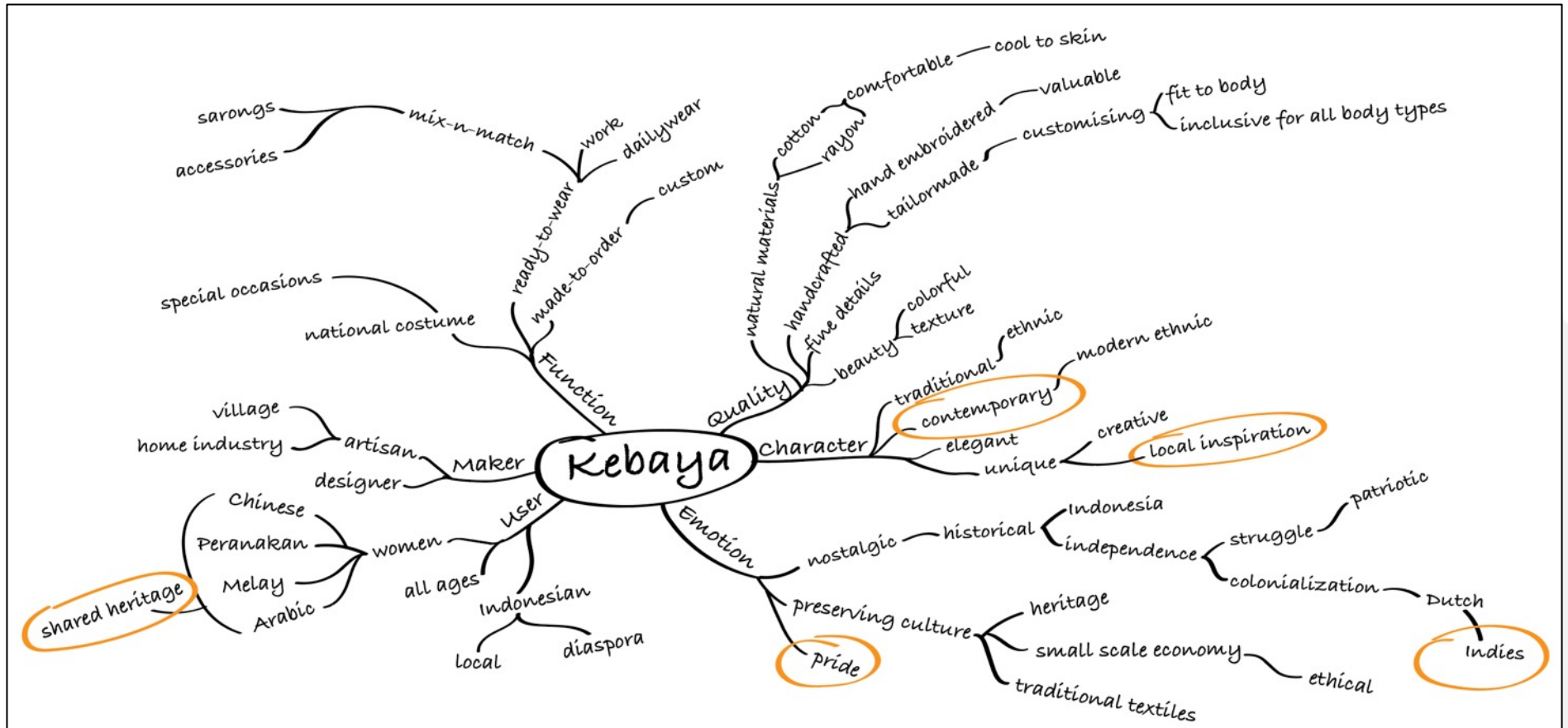
When you already have many words on your mind map then you can play with some of the chosen words by using the following tricks :

*\*Tips*

After you are satisfied with the results, then look at every alternative and ask yourself :

1. Is this name easy to read and pronounce?
2. Is this name easy to remember?
3. Is this name unique enough so your can register the trademark?
4. Does this name have any hidden negative meanings or might it offend some people?
5. Is it easy to explain when people ask “what does this name mean?”

Here is an example of a mind map process for a fashion brand which promotes hand-embroidered Kebaya (the Indonesian national costume for women) but reinterpreted for daily wear.



Results :

- Indische Pride
- Indie Inspiration
- Indische Mood
- Indische ✓
- Indie Heritage
- indiecontempo
- Nostalgie
- Our Kebaya

The Dutch East Indies, was a Dutch colony consisting of what is now Indonesia. The Indische Partij or Indies Party was a short-lived but influential political organisation founded in 1912 to fight against colonialism at the time. So the word Indische came to mind. It is a symbol of patriotism and fight for independence.












Make a Mind map to find ideas for your brand's name :





These are 7 most common logo types. After you have chosen the brand name, then try making into alternatives based on these formats.

If possible, better use a professional graphic designer

<p><b>Wordmark / logotype</b></p>  	<p><b>Letter mark / monogram</b></p>  	<p><b>Pictorial mark / icon / symbol</b></p>  	<p><b>Combination logo</b></p>  
<p><b>Mascot logo / Character logo</b></p>  	<p><b>Abstract mark</b></p>  	<p><b>Emblem Logo</b></p>  	

Make a sketch of your logo using the chosen brand name. Remember the 7 types of logos you can make. Try all of them. Then choose 3 of your favourite ideas.

A large, empty rectangular box with a thin black border, occupying most of the page below the instructions. It is intended for the student to sketch their logo ideas.

## The Importance Of Color & Fonts

After you sketch your concept and ideas, the logo has to be finalized by a professional graphic designer, but the problem we often face as a small company is the lack of budget for professional services.

Luckily now there are free apps on the internet for creating “professional looking” logos. Search on Canva or Google “free logo apps” and you will get many offers, try them first before hiring a professional. But basic knowledge about graphic design becomes a must. Understand why colour, font type, shapes, proportions determines a brand’s personality through the logo.

Colour gives out psychological effects and brands use those colours to build the mood of the consumer. Of course, every culture has different perceptions on colour so depending on where your target market is, choose the colour that best suits your brand based on research, not just your taste or copying other existing logos. Black and white are neutral colours and usually fit best for fashion or craft brands because it gives flexibility of application on the products (embroidered, stamped, embossed, or whatever, and make sure your logo is simple enough for production).

## COLOR EMOTION GUIDE



“Color Emotion Guide.” *The Logo Company*,  
<https://thelogo.com/psychology-of-color-in-logo-design/>. Accessed 29 July 2022.

Fonts also play a very important role in creating your brand personality. Fonts don't only determine readability, but also how professional you look. It is almost as important as your logo design but is often overlooked by brands when creating all of their graphic marketing tools.

Explore the internet by searching "free fonts" and you will find many websites which categorize font types such as : *Basic, Fancy, Techno, Gothic, Handwritten/Script*, etc. Look at these and see which ones fit your brand's character.

Rule of thumb in using fonts :

1. Try to find a "font family" which is complete enough so the variations can be used for all of your future needs : logo, name card, website, brochures, packaging, etc.
2. If you need to use more than 1 "font family" try to use maximum of 2 types. Too many different fonts in 1 layout will give a messy and unprofessional look.
3. Look at other competitor brands and see what font type they use. You either want to look like them, or you may want to do the opposite to make a big differentiation.
4. For your logo, find a simple enough font which is easily applied to your products and still readable.

Threads of Life

*Threads of Life*

*Threads of Life*

Threads of Life

THREADS  
OF LIFE

Final design of the logo for Indische and some examples of its placements :

The chosen logo type is wordmark. The font is between classic and modern. It is readable as a photo watermark even if it is placed small over a crowded background. It is easily applicable for alternative graphic techniques such as emboss or other tone-on-tone techniques (same colour as the background). It is also easily readable as a product label.



Make sketches of your logo with more specific colours, shapes and fonts. Then choose 3 of your favourite ideas. You can also try to add a slogan as well if you want.



A large, empty rectangular box with a thin black border, intended for sketching logo ideas.

INTRODUCTION TO  
*Merchandising*

## MERCHANDISING, DEFINITION & WHY IS IT IMPORTANT?

Merchandising is the range of activities that focuses on how to present products so customers are willing to buy. What is the difference between merchandising and marketing? Marketing is the broad effort that includes all kinds of promotion, including longer-term brand awareness. Whereas merchandising is a part of marketing and product development which focuses on making people easily see and choose the products they need.

*\* Remember*

A product is what you sell.

A brand is the perceived image of the product you sell.

Branding is the strategy to create that image.

Merchandising is the strategy to convert from the awareness of that image into purchase.

**\* But how?  
By making the right products, and displaying them well (offline and online).**

**Good branding + good merchandising = customer loyalty**

In a well-crafted marketing plan, marketing and merchandising interface gracefully, with marketing laying the groundwork for the merchandising that leads customers to their final purchasing decisions. Merchandising can also be understood as the detailed physical and visual implementation of a marketing plan, starting from the product development stage all the way to store display and e-commerce.

Marketing moves shoppers into the **marketing funnel** with advertising and through the funnel with celebrity endorsements, social media, fashion shows, branding. Merchandising helps customers research their options and make decisions. So you need both marketing and merchandising to close the sale.



## 1. MERCHANDISING IN THE PRODUCT DEVELOPMENT PROCESS

One aspect of merchandising which can boost sales starts at the very beginning, which is the design stage.

### **Building a collection based on mix-n-match, color variations, sizes, etc.**

Often times, a craft brand only focuses on few specific items and makes hundreds of variations only on the motif because crafters tend to explore so much on motifs only. For example: tote bags, people won't buy 3 tote bags of the same shape in different motifs, but they will more likely buy a set of tote bag + cosmetic pouch + wallet, right? Another example of merchandising strategy is to make outers in "1 size fits all" which reduces stock amount and easier to sell. Designing a fashion collection with **easy mix-n-match in mind** is also an important merchandising strategy.

### **Building the product range based on different price ranges for different buying powers**

Handmade products are often considered expensive, which might not be affordable to a certain market. So for example, a fashion brand could launch a series of cheaper products such as accessories (like scarves or hats) using the same material and quality but at a more affordable price range.

### **Building different product range for different channels**

Brands might create a different range of products for an offline and online shops due to the different shopping behaviours and pricing of each channel. In our case, traditional textiles sell easier in offline shops compared to online because people need to feel the texture and details. Also there is the factor of 1-of-a-kind motifs of traditional textiles which makes it impossible to photograph the products one by one for a website. So craft brands often sell the more mass produced items on their website, and limited items in the offline store.

## 2. IN-STORE MERCHANDISING

POP (Point of Purchase) design or visual merchandising are the terms often used for merchandising done in the physical store. Planograms are important to make layouts of which products go where.

Examples :

- Window display with attractive styling and mix-n-match
- Shelf display with visible variations, stock and complete information at good eye-level. Planograms are made to determine which products go where.
- Interactive display using technology such as TV, touchscreen tablets, etc.
- Routine rotation of product display positions to give fair visibility to all products
- Using music, lighting and scents for a more memorable shopping experience
- Store signage, product infographics, Call-to-Actions
- Free samples for new variants or for new customers, gifts with purchase
- Price tags, brochures, flyers, posters, and packaging which ease the customers to choose and make a purchase
- Product bundling such as dress + facemask, bag + scarf + sandals, etc.
- Placing cheaper products near the cashier for impulsive buyers before they finish shopping.



"Apparel Planograms." *Scorpion Planogram*, <https://www.scorpionplanogram.com/gallery/>. Accessed 29 July 2022.



Photo by author



Photos by author



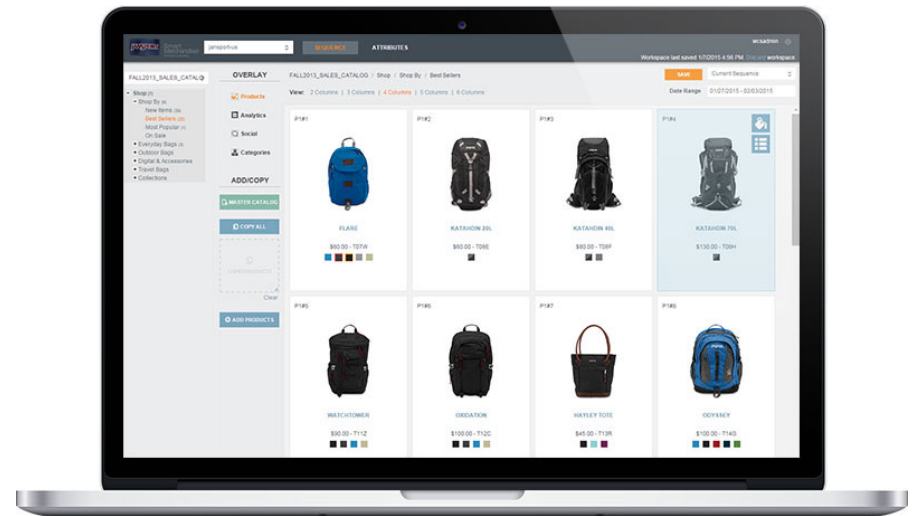
Displaying in malls on consignment is one of the trickiest parts of merchandising, because we don't have the liberty to put up signage, and space is always very limited. On one hand we get good exposure, but on the other hand we compete with so many other brands alike. So this is where your branding is mostly challenged: how your display, packaging, and the products itself must be eye-catching enough to get people to stop and buy.

### 3. E-COMMERCE MERCHANDISING

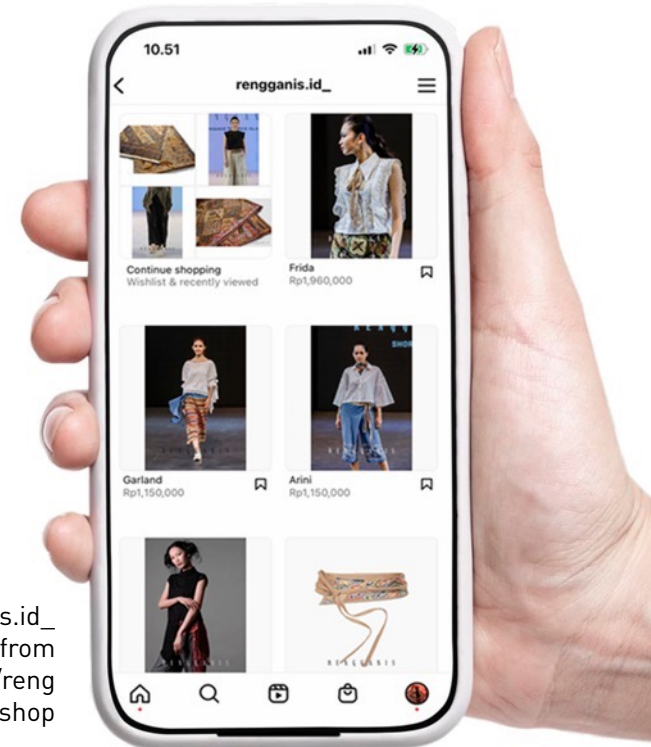
Whether you are selling on social media, your own website or on a marketplace, online e-commerce merchandising strategy is the ultimate factor for people to buy or not.

Examples :

- Easy to find search button and easy to navigate through collections
- Clear and interesting product information with high quality photos
- “Live chat” button to assist customers who have questions, or provide a WhatsApp number.
- Promoting recommended products for mix-n-match & special occasions
- Care instructions (like if a product needs dry cleaning, etc.)
- Connectivity between social media & online store. Make sure all information is consistent.
- Make sure prices between online and offline are the same to keep your brand’s credibility. Even though your offline store is consignment-based (the costs are higher), the only way to be able to keep the prices different is have different SKUs (products). **Remember, pricing strategy is a huge part of branding.** Especially when you are online, because people easily compare prices there.



“Visual Ecommerce Merchandise Management Solution.” *Smart Merchandiser by Zobrist*, <https://www.smartmerchandiser.com/ecommerce-merchandising-software/>. Accessed 29 July 2022.



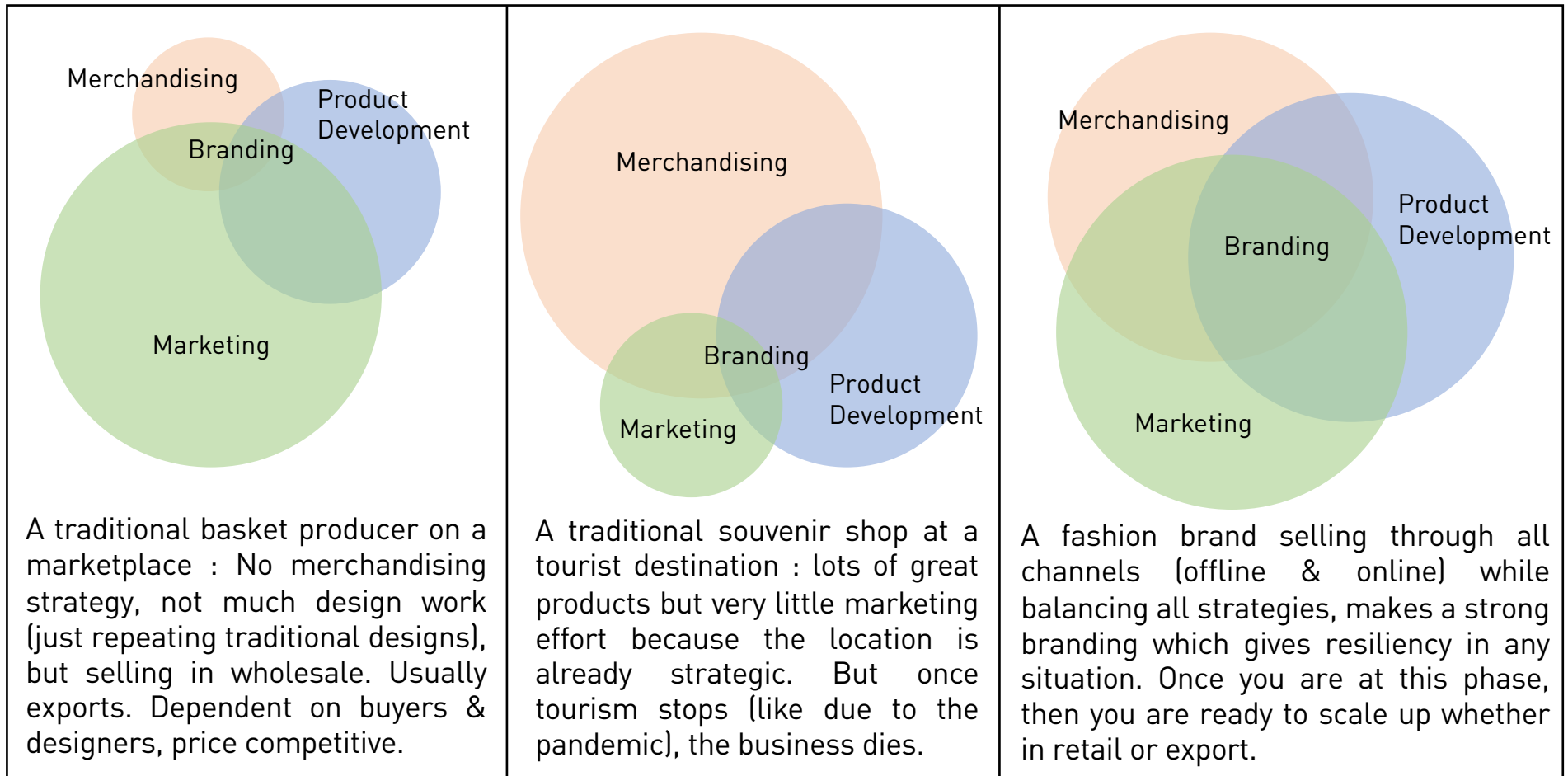
Instagram Shop Rengganis.id\_ [@rengganis.id\_]. Retrieved from [https://www.instagram.com/rengganis.id\\_/shop](https://www.instagram.com/rengganis.id_/shop)

IMPLEMENTING BRANDING & MERCHANDISING  
OF TRADITIONAL CRAFT PRODUCTS  
INTO TODAY'S OFFLINE & DIGITAL

*Channels*

There are no exact formulas in merchandising, because every business is unique and have different approaches. The merchandising strategy depends on each brand's target and marketing channels. Studies on merchandising are also growing every day due to the ever changing platforms and consumer shifts. So keep learning and explore new options. The mix of marketing + merchandising + product development will shape your brand in whichever direction you want it to go.

Here are 3 examples of different ways to prioritize between the 3 strategies :



## BRANDING & MERCHANDISING CHECKLIST



When implementing branding and merchandising of traditional craft products into today's offline & digital channels, there are so many things to prepare and the best way to plan your work is to make a checklist. Building a brand can take years, especially when you are a small company with limited resources. That's OK. Take your time but prioritize which are most important so you can do those first.

### Channel 1 : Offline Store

#### Your own store

- Sales service
  - Professional staff with good product knowledge
  - Staff uniform
- Shop design & display (use planograms)
  - Interiors : Furniture, storage, lighting, fitting room, etc.
  - Signage system (outdoor and indoor) including call to actions
  - Product displays (hangers, etc)
- Promotion programs : discounts, gifts with purchase, membership/customer loyalty programs
- Packaging
- Price tags
- Hangtags including care instructions
- Name cards & flyer/brochure/postcard
- Catalogue

Own store vs.  
Consignment?

#### Consignment (malls / specialty stores)

- Price tags : according to store standards
- Hangtags : for brand story and product descriptions (this has to be well designed because we cannot depend on the store's sales staff to be able to explain every product details to customers)

#### Exhibitions / Pop-Ups

- Professional staff with good product knowledge
- Booth design & signage system
- Product displays
- Catalogue, line sheet, order form
- Name cards
- flyer/brochure/postcard with sticker of booth number
- Price tags for retail / wholesale
- Hangtags including care instructions
- Packaging

Have the right  
sales tools for  
trade shows

## Channel 2 : Social Media

All social media platforms serve different purposes and you must know the differences therefore the contents also should be different. Social media is key to educate people because selling handmade products cannot compete with mass produced products.

- ❑ **Facebook Page** : good for storytelling, building trust, interacting with loyal customers, etc.
- ❑ **Instagram** : good for displaying your products because of the aesthetics and “see & shop” feature. Make sure you put a customizable landing page, that houses all the important links you want to share with your audience, such as Linktree.
- ❑ **Tiktok** : good for educating the market because it is easier to send out quick messages and go viral.
- ❑ **Youtube** : good for educating and documentation of important videos like fashion shows, talk shows, tutorials, etc.
- ❑ **Other local platforms**



Brand awareness  
& educating  
the market

What you need:

- ❑ A good camera for quality photos & videos (can be just a mobile phone, but a good one)
- ❑ Tripod
- ❑ Lighting
  - ❑ Photography lighting
  - ❑ Video lighting
- ❑ Backdrop for product shots
- ❑ Room or corner for content creating (create a nice atmosphere so you can make videos for storytelling, tutorials, live IG etc.)
- ❑ If you have a website, connect your social media accounts to the website (for see & shop feature)
- ❑ Make monthly plans for your content (content calendar), it is best to post every day
- ❑ Endorsement with influencers/brand ambassador
- ❑ Paid ads
- ❑ Copywriting for captions must be educational, interesting, exciting and keeps viewer’s curiosity going so they will follow and learn about the craft
- ❑ Hashtags : to boost reach and engagement

Of course all of this work can be outsourced to professional content creators but you must understand how social media generally works for branding.



## Channel 3 : Website

Selling mass products vs. One-of-a-kind

- ❑ Profile only : a structured way to tell your story, better credibility, as a portfolio
- ❑ E-commerce : direct sales with a payment gateway
  - ❑ Designed from scratch (dependent on professional web builder) or use web building platforms such as Shopify, Wix, Wordpress, etc. (which you can do yourself if you have the patience to learn it)
  - ❑ The website must connect to social media because a website doesn't promote itself. Social media is the branding funnel and the website is where customers make their choice to purchase
  - ❑ Ready stock or Pre-order strategy
- ❑ You can use a professional consultant who can help boost website outreach through SEO (Search Engine Optimization), added apps and advanced online marketing (they are called "Digital Specialists" or "Digital Marketing Consultant").

Make sure your website has at least the following contents :

- ❑ Logo
- ❑ Brand Mission Statement
- ❑ Brand Story
- ❑ About the designer / founder
- ❑ Styled photographs (your product placed in a situation where it is more likely used), often named also "campaign photography" or "beauty shots". Don't forget watermarks
- ❑ Detailed product photos with clean backgrounds (usually white) with proper product descriptions. Even for profile websites (not e-commerce) you still need to post these as examples. Don't forget watermarks.
- ❑ Care instructions (like if it needs dry cleaning, etc.)
- ❑ Size charts (for clothing)
- ❑ Some photos or video of the production process
- ❑ Contact details
- ❑ Links to social media
- ❑ Other optional contents :
  - ❑ Workshop photos with production team
  - ❑ Customer testimonials
  - ❑ Press coverage (magazines, local news etc.)
  - ❑ Events
  - ❑ Monthly production capacity (important info for potential wholesale buyers)



## Channel 4 : Marketplace

- Local : such as Zalora
- International : such as Alibaba, Amazon, Etsy
  - Packaging for overseas shipping
  - Prepare complete sales kits for buyers who are interested in wholesale such as:
    - Company profile
    - Catalogue
    - Pricelists
    - International shipping costs

Note :

Understand the pros & cons of joining a marketplace. Through a marketplace you get a wider reach which is good for your branding, but there is also the risk of having your customer database open to the system and the people behind it.

Choose the right retailers for your craft products

## Channel 5 : Mobile Apps & others

- WhatsApp for Business
  - Personal communication or automated (chatbot, API / application program interface)
- E-mail : newsletters/campaigns using blasting providers such as Mailchimp, Sendinblue, Omnisend, etc.
- Customised mobile apps

Each business has their own ways of communicating

*Closing*

## *Before you do anything*

Reevaluate your branding : who your market is, what messages you want to get across, this determines your visual style, tone of voice/language style, etc. Because when you start online marketing, it could be a different market from your existing consumers from your offline business, or it could be the same market but they might have shifted: changed behaviors, changed lifestyles since the pandemic. So reevaluating your target market is important because this could actually change your branding strategy all together. And no matter how much you invest in your digital transformation, it will be useless if your branding isn't strong and updated for the digital market.

## *Last but not least*

Above all that, what's most important is not the technology, but the content. Be confident with your products. Be consistent with your message through your brand story, brand mission, logo, language style, graphic style **IN ALL OF YOUR CHANNELS.**

*Thank You.*