



GI-BRANDING

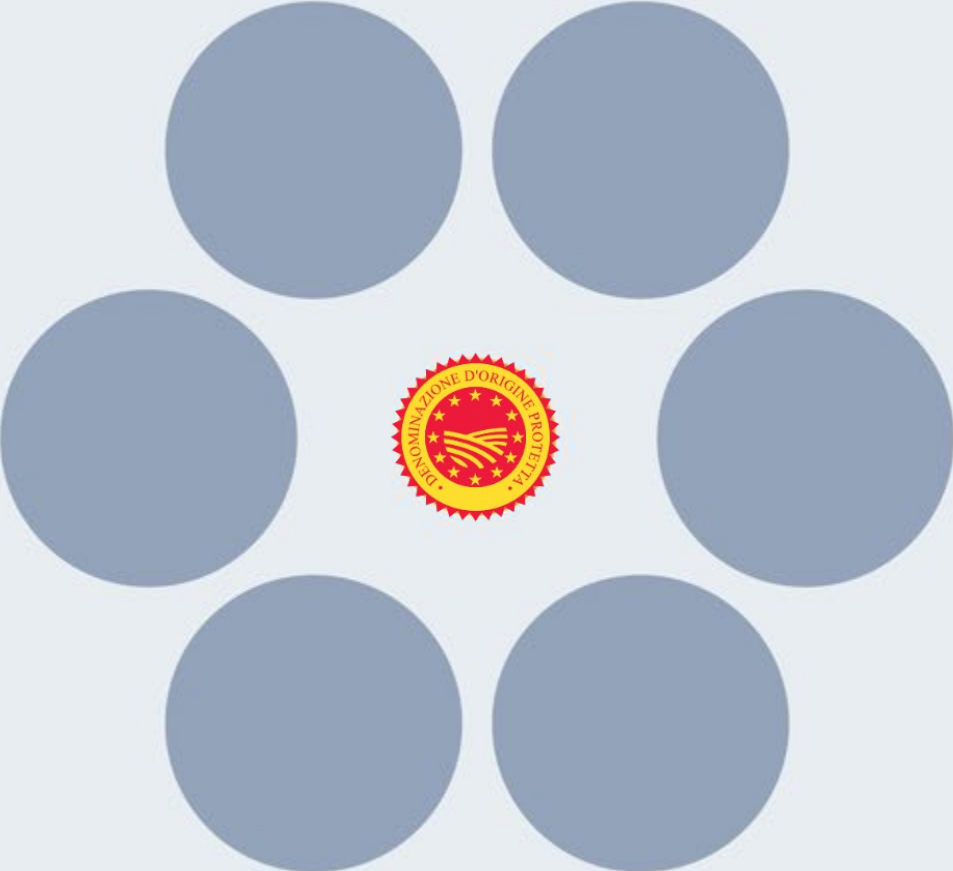
*COMBINING TRADITION AND INNOVATION FOR A VALUE BASED APPROACH.
HOW TO DIFFERENTIATE GIs THROUGH NEUROBRANDING.*

Flavio Innocenzi

WIPO / Sakpatenti

Worldwide Symposium on Geographical Indications

Tbilisi, 14-16 June 2023





PERCEPTION
PRECEDES REALITY.

Andy Warhol



PREMISES.



- ✓ **95% of BRAIN ACTIVITY is UNCONSCIOUS.**
- ✓ **BEHAVIOURS are INFLUENCED by PERCEPTIONS.**
- ✓ **PERCEPTIONS are INFLUENCED by EMOTIONS/VALUES.**
- ✓ **GIs HAVE A NATURAL YET UNEXPLOITED POTENTIAL.**

HOW TO DIFFERENTIATE GIs THROUGH NEUROBRANDING.



4 ELEMENTS:



EMOTIONS



COGNITIVE BIAS



ARCHETYPES (not STEREOTYPES!)

- Tone of voice
- Identity
- Values for establishing a connection



COMMUNICATION CONTEXT

BUILDING STRONGER GIs THROUGH ARCHETYPES.

- FLAVIO INNOCENZI
GI Branding

JUNG'S 12 ARCHETYPES





FLAVIO INNOCENZI – GI Branding

EMOTIONS.

Value based communication.



https://www.youtube.com/watch?v=pIKsd6i65_w&ab_channel=AsiagoCheese



Archetypes vs. Stereotypes.



Psychometric research applied to GIs. An example of NEUROPACKAGING.



- ✓ Chromatic assonance
- ✓ Eye-tracking analysis.



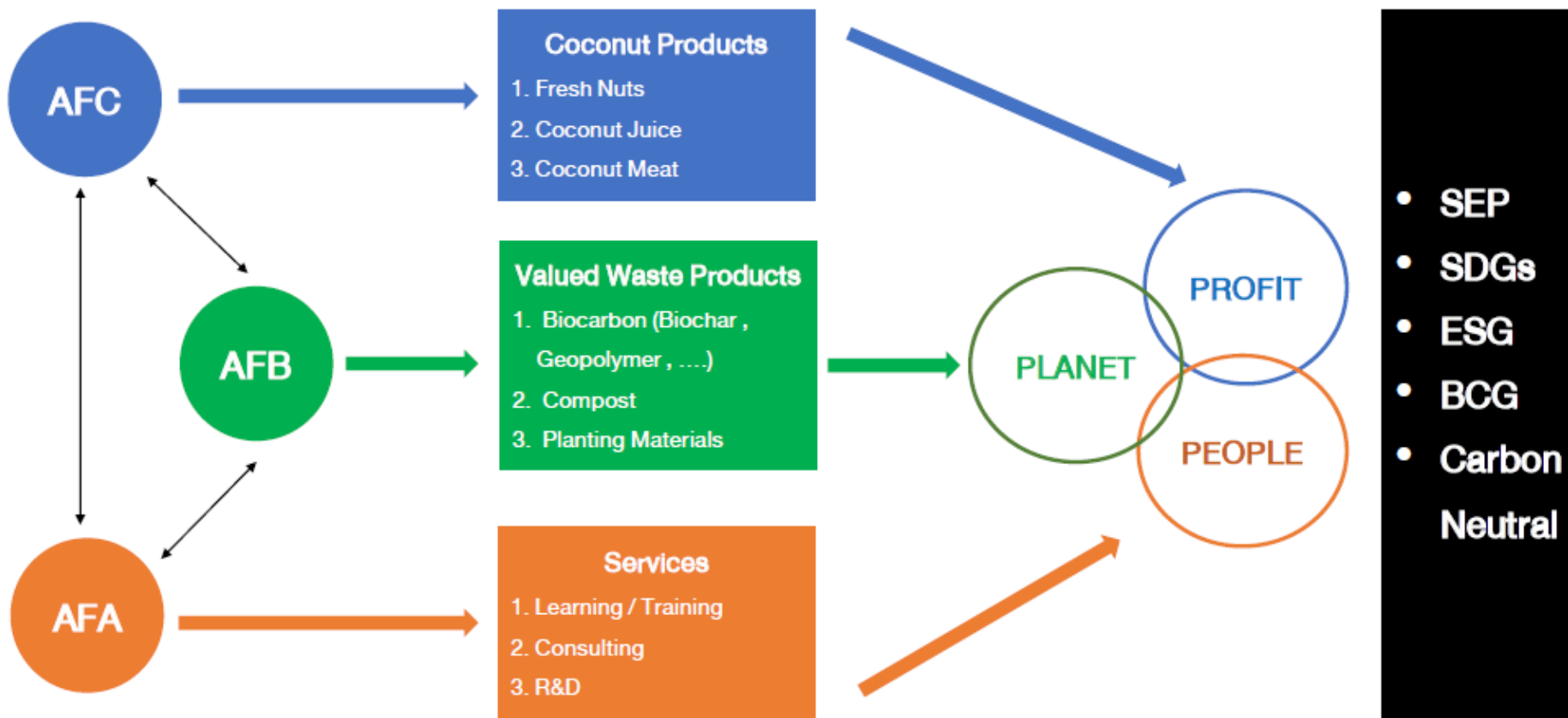
ARCHETYPES

GIs as AMBASSADORS OF SOCIAL VALUES.

Best practices from Thailand. Ratchaburi Aromatic Farm.



The Harmony of Aromatic Farm Business



Courtesy of: WIPO Asia Pacific Division.

ARCHETYPES

GIs as AMBASSADORS OF SOCIAL VALUES.

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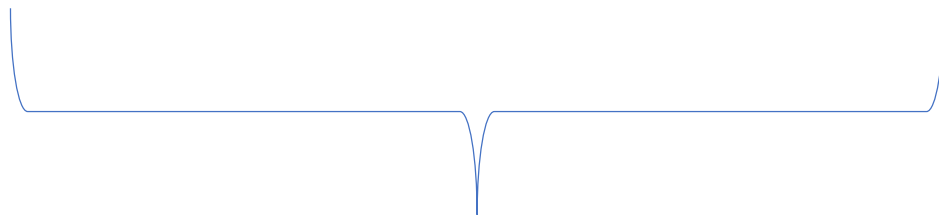
Courtesy of: WIPO Asia Pacific Division.

TAKEAWAYS. THE UNEXPLOITED POTENTIAL of GIs.

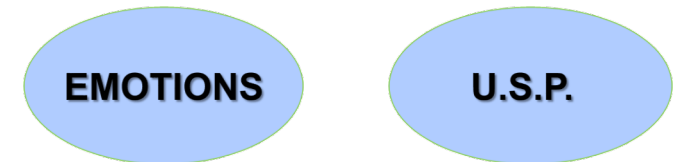


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BRAND



MENTAL TERRITORY



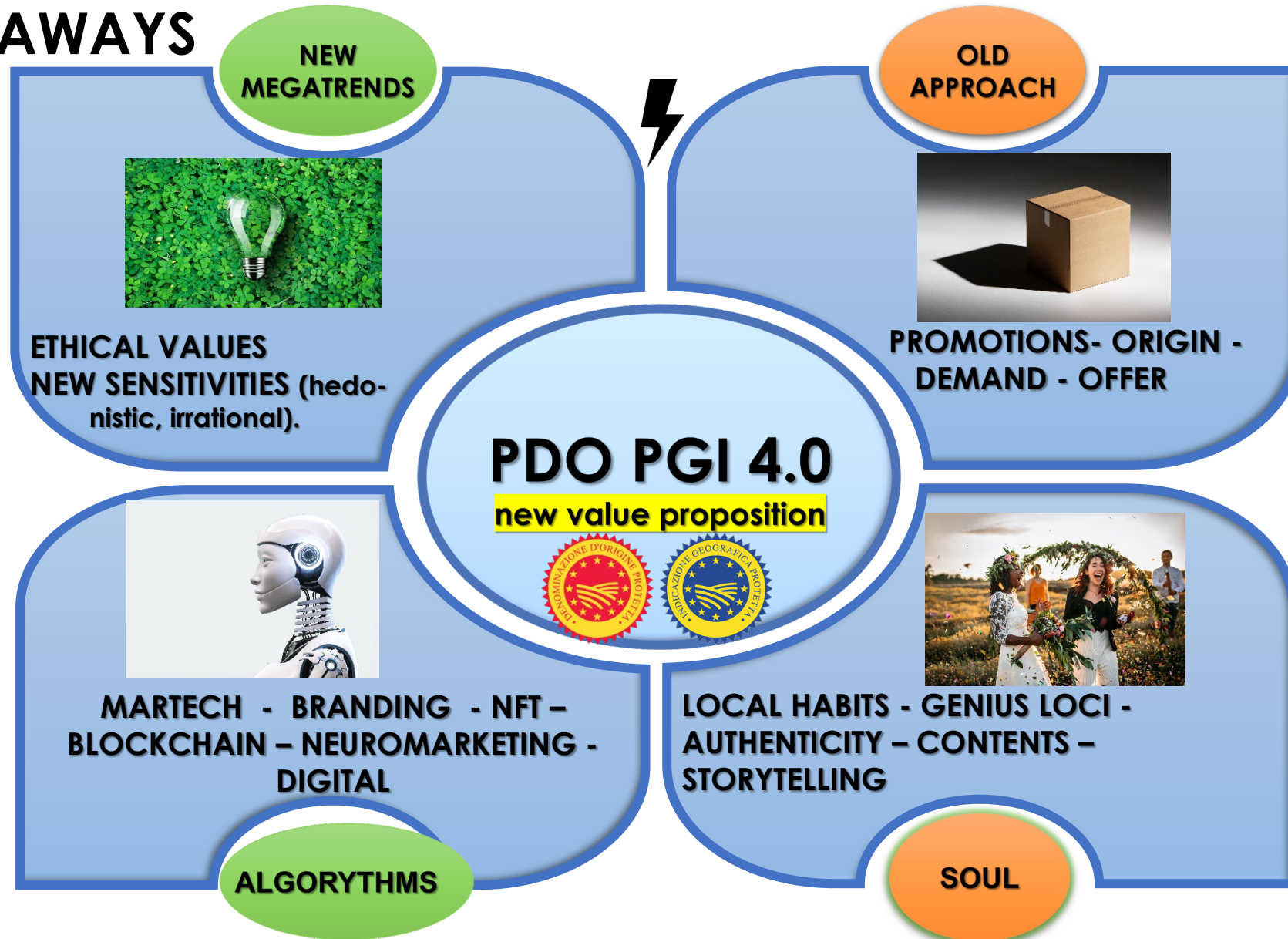
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TAKEAWAYS

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Thank you!