

IMPLEMENTATION OF THE OTTER IN MARKET COMMUNICATION

**Lutra Institute, Faculty of economics Ljubljana
and Radenska d.d.**

Case study group:

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Introduction



- Project goals
- Building trade mark
- Analyse of consumer behaviour
- Study case - Radenska d.d.
- Market communication and the otter

Project goals



- Increase awareness about otter as the queen of clean water
- To get attention from strategic partners for Aqualutra foundation (common business projects, promotion etc.)
- Together with strategic partners enable activity of eco-center AQUALUTRA

Special requirements



- Basic legal restrictions (Laws about the protection of the environment, Marketing code, intellectual property)
- Special directions – preservation of the nature - NATURA 2000
- Entrepreneur's legislation in non-profit sector

Building a trade mark



- MEANING: lovely animal



Ambassadress of clean water



Image of the trade mark:

- CHARACTERISTICS: adorable, wild, lovely
- VALUES – clean environment
- PERSONALITY: healthy, happy, playful
- ASSESSES: friendship, happiness, free time

Usage of animals in marketing



Usage of animals in marketing



Futher developments of otter's trade mark



- Usage of trade mark on other poducts and fields
- Internationalization of the trade mark in EU
- Awards like “golden”, “silver” or “bronz” otter



Analyse of consumer behaviour



Research methods:

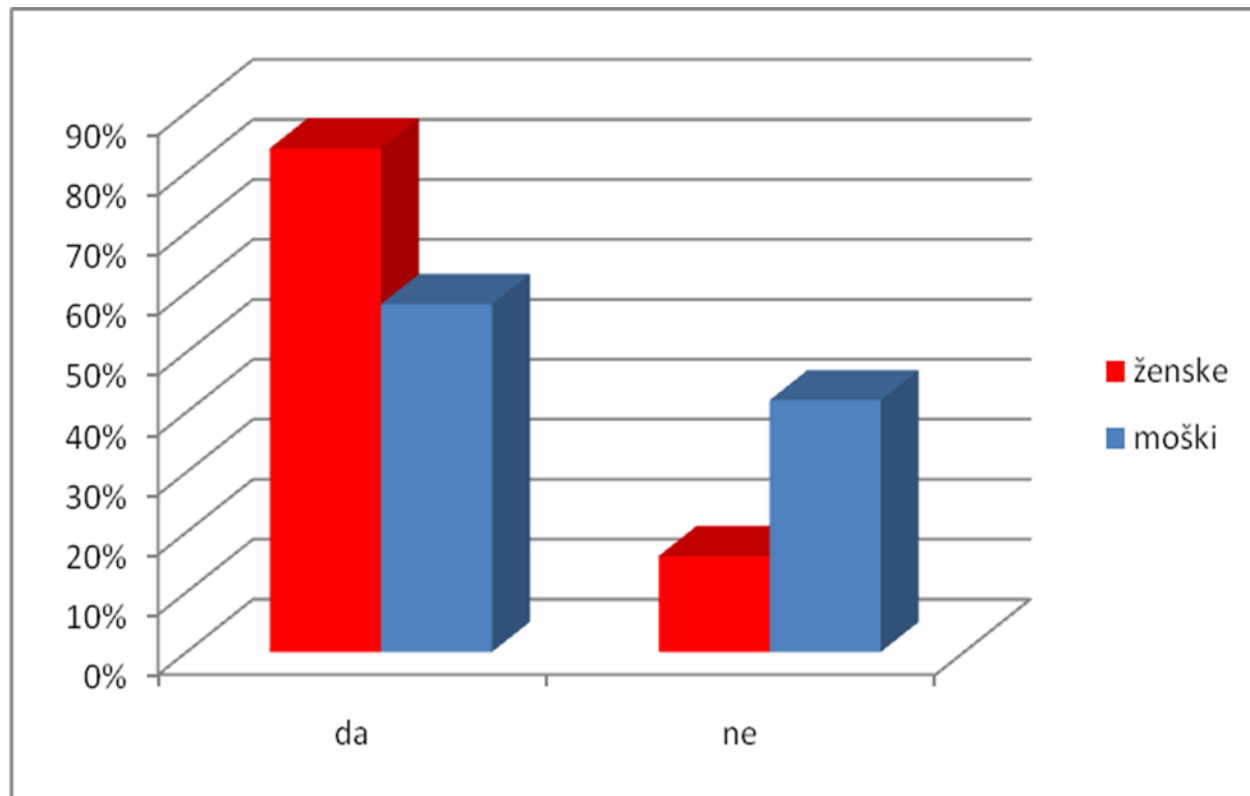
- 60 questionnaires
- Age (18-24, 24-50, 50-80)



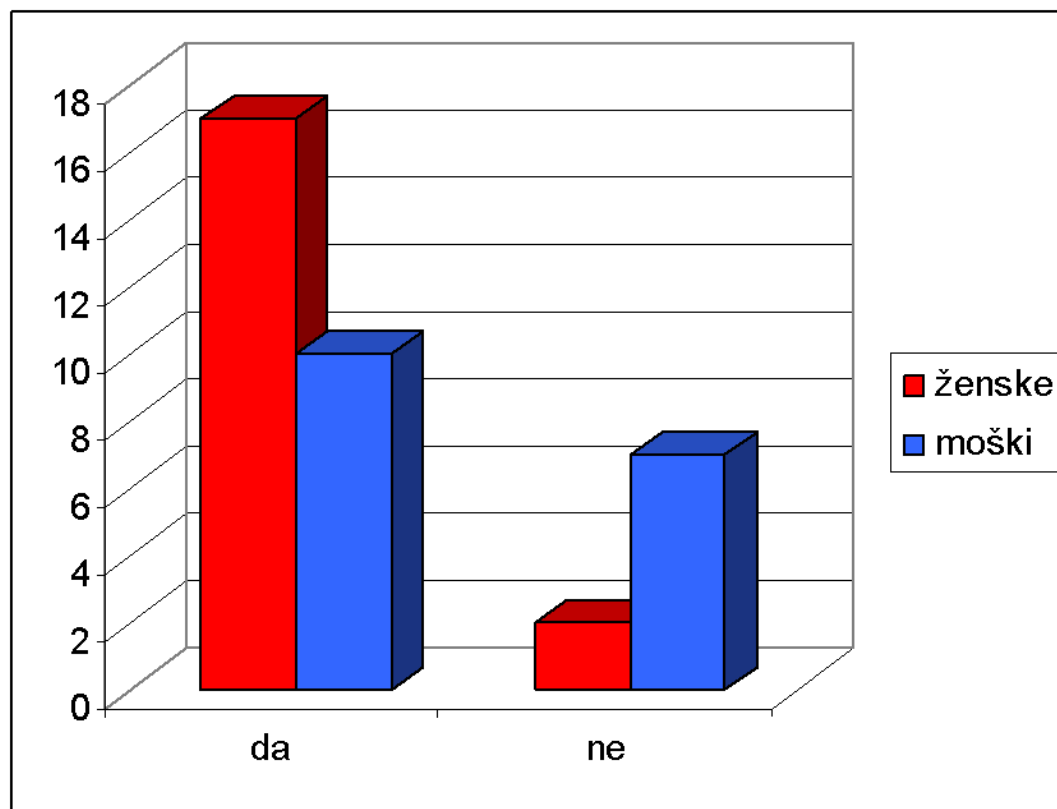
Target group (Radenska): women from 18 to 40 years of age



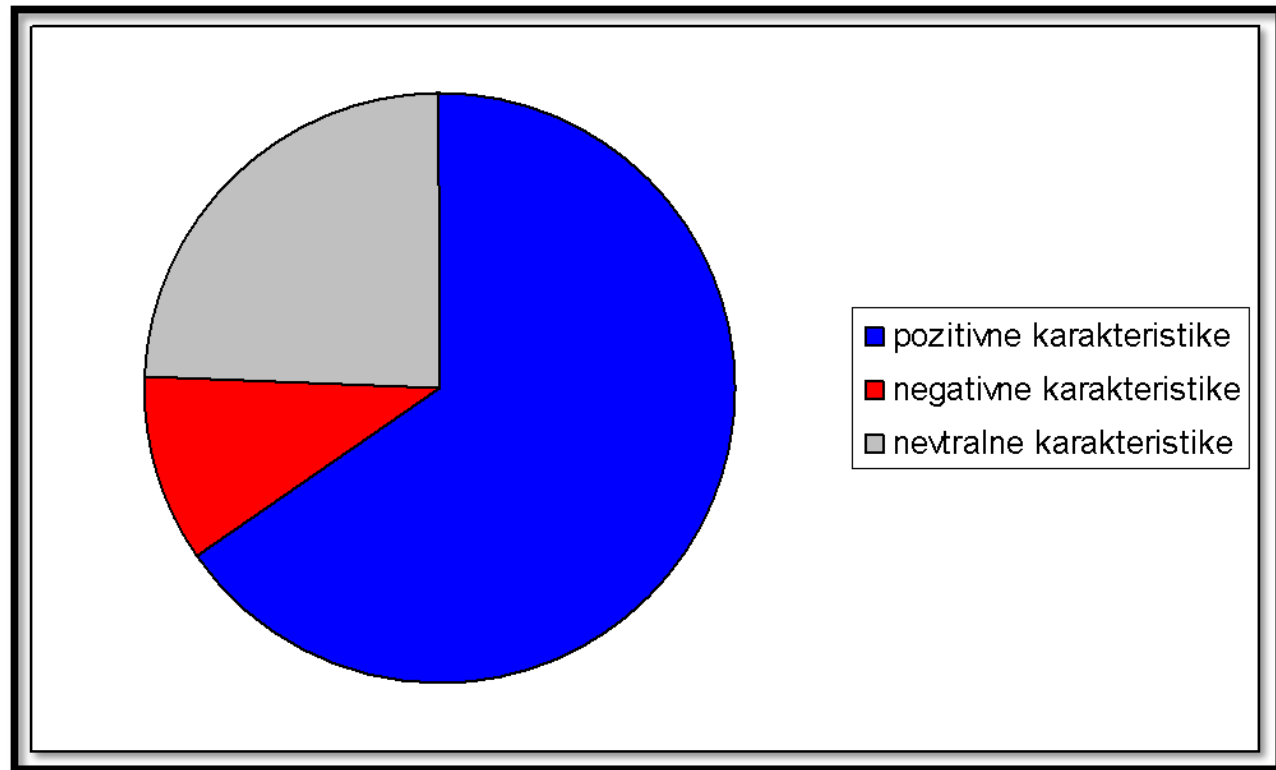
Analyse of consumer behaviour



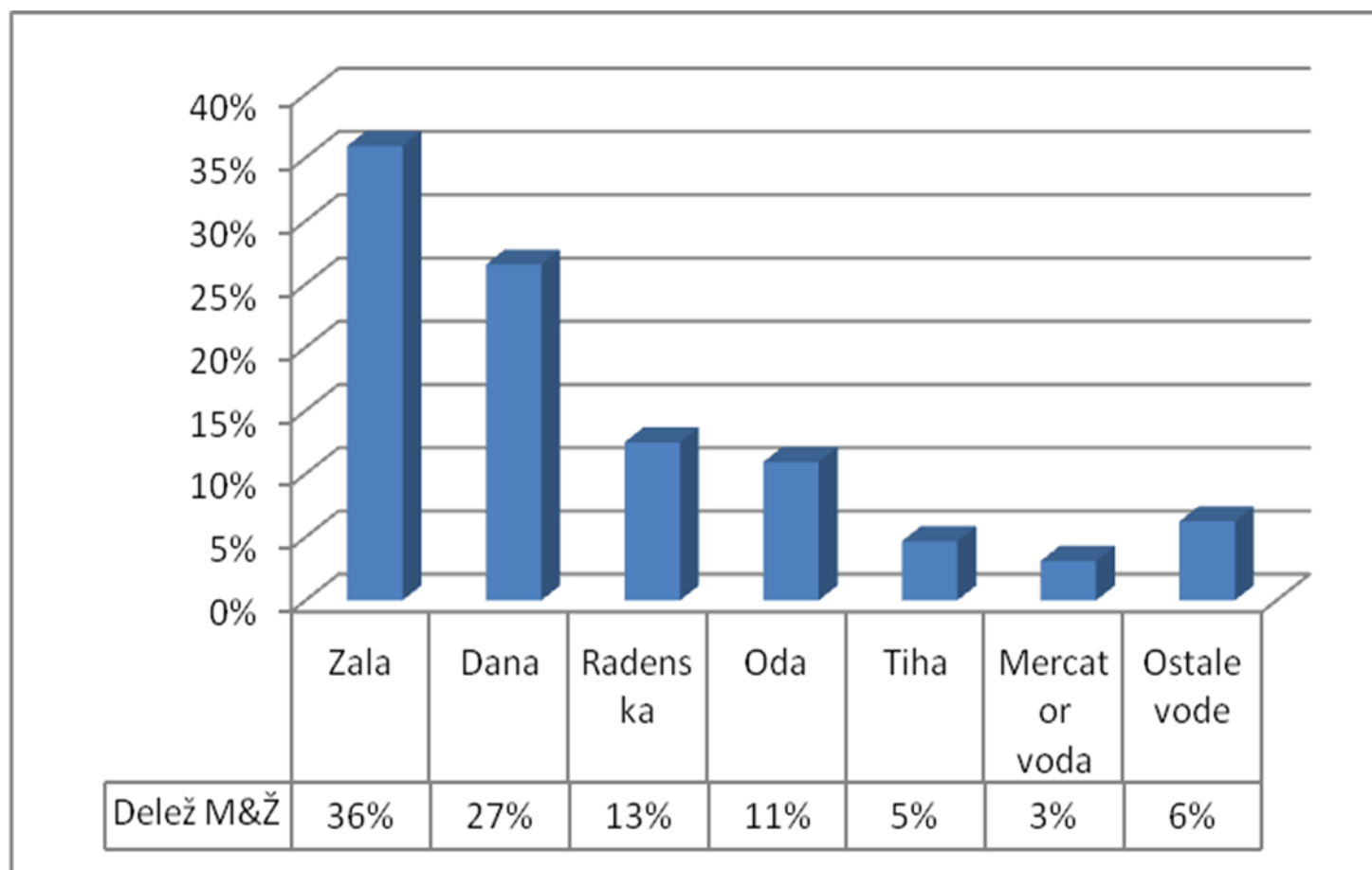
Analysé of consumer behaviour



Analyse of consumer behaviour



Case study – RADENSKA d.d.



Benefits for Radenska



- ▶ Reputation (making associations → clean water: Radenska)
- ▶ Become favourable animal for media and public
- ▶ Promotion through eco center and fundation Aqualutra
- ▶ Competetive advantage (common social responsibility)
- ▶ Increase a value of the company (example: British Telecom)

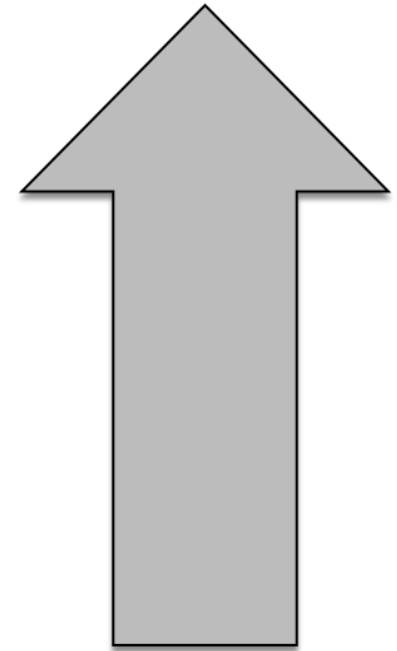
Market communication



Conclusion



- ❑ Increase awareness of public about otter
- ❑ Build positive and strong trade mark image
- ❑ Environment and economy hand in hand
- ❑ End goal – eco center AQUALUTRA
- ❑ Benefits for all sides involved



Thank you for your attention.

