

INDIVIDUAL AND UMBRELLA TRADEMARKS IN THE MARKET POSITIONING FUNCTION

Marina Jovičević Simin

College of professional studies in Management and Business Communication, Sremski Karlovci,
Serbia, msimin@mpk.edu.rs

Miladin Kalinić

College of professional studies in Management and Business Communication, Sremski Karlovci,
Serbia, kalinic@mpk.edu.rs

Abstract: The existence of products with a recognizable trademark is a prerequisite for an equal and successful international match and global positioning of products. Trademarks as an integral part of intellectual property serve as a means of transferring goods and services, which is manifested through the increase in the volume of trade in all types of goods and services, both on the domestic and international markets. Companies today do not create value with their products but with their trademarks, they do not sell the product but the idea of it. The analysis of the market position of the company is based on a realistic assessment of the position of the company in relation to the competition, namely verification of the market share of its products and trademarks. Company leaders in our country, who consider the needs and demands of consumers as their assets and who, when fulfilling them, tend to constantly exceed the expectations of consumers in the field of fruit drinks and alcoholic drinks are: "Si & Si Group" and "Fresh & Co". "Si & Si Group" has won the position of an absolute leader in the market of our country and the region of Southeast Europe in production and filling, natural spring waters, top wines, alcoholic and refreshing drinks and marmalades. Developing according to its own concept, and following international experience, these companies have opted for offensive performance and top quality in all spheres of their business. The optimum combination of elements of marketing mix and creating a number of new trademarks such as: "OR liqueurs ®", "Vodka®", "Dry Gin®", "Spacial date®" - kids' champagne, "Bitter leaf", "Our fruit®" marmalade, "Frutto Mio ®" and "Honey & Fruit ®" for a short time won the domestic and international spotlight and became recognizable in the mental map of consumers. In the total realization of sweet liqueurs in the domestic market, liquor "Si & Si Group" participate with 68.13%, while in the total realization of other alcoholic beverages (brandy, gin, rum, etc.) participate with 77.81%. In the market positioning, "Fresh & Co" applies the strategy of differentiating product assortments based on the development of new, high-quality and health-safe products compliant with international standards and the introduction and development of the "umbrella" trademark "Next ®" which is one of the development strategies of the world trademark. Some successful companies (Nestle, Mars, Maggi, Buitoni, Barila, etc.) use the "umbrella" trademark to pass success on their new products in conquering new markets. Companies that use a "umbrella" trademark such as "Next ®" have the advantage of achieving greater market share with minimal costs, and therefore achieving greater competitiveness of products intended not only for domestic markets and exports.

Keywords: individual trademark, umbrella trademark, market positioning, competitiveness

1. INTRODUCTION

Company leaders in our country, who consider the needs and demands of consumers as their assets and who, when fulfilling them, tend to constantly exceed the expectations of consumers in the field of fruit drinks and alcoholic drinks are "Si & Si Group" and "Fresh & Co".

The existence of products with a recognizable trademark is a prerequisite for an equal and successful international match and global positioning of products. Trademarks as an integral part of intellectual property serve as a means of transferring goods and services, which is manifested through the increase in the volume of trade in all types of goods and services, both on the domestic and international markets. [1] Companies today do not create value with their products but with their trademarks, they do not sell the product but the idea of it.

2. INDIVIDUAL TRADEMARKS Si & Si Group

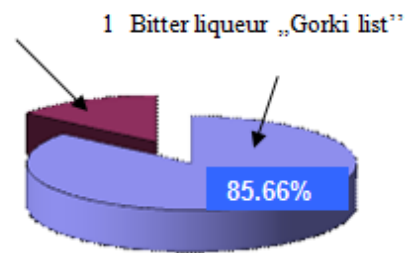
"Si & Si Group" has won the position of an absolute leader in the market of our country and the region of Southeast Europe in production and filling, natural spring waters, top wines, alcoholic and refreshing drinks and marmalades. Developing according to its own concept, and following international experience, these companies have opted for offensive performance and top quality in all spheres of their business.

The optimum combination of elements of marketing mix and creating a number of new trademarks such as: "OR liqueurs ®", "Vodka®", "Dry Gin®", "Spacial date®" - kids' champagne, "Gorki list®", "Our fruit®"

marmalade, "Frutto Mio ® and Honey & Fruit ®" for a short time won the domestic and international spotlight and became recognizable in the mental map of consumers. [6]

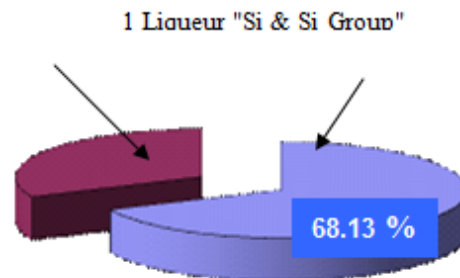
"Si & Si Group" was founded in 1997 by becoming the majority owner of the renowned manufacturer, Subotičanka AD via auction purchase and inherited a long-standing experience in the production of alcoholic beverages, jams and marmelade. In its 50-year history, Suboticanka AD has been one of the most important producers of industrial marmalade in Yugoslavia and has supplied all known condiments and producers of biscuits. The popular Jaffa cookie from Crvenka used ironing filling produced in this factory, and "Pelinkovac" was the leader of the former Yugoslavia in the category of bitter liqueurs. [4] The significance of the protection of intellectual property rights, in this case of trademarks, is illustrated by the fact that the company "Badel" from Zagreb first sought and implemented legal protection by registering the name "Pelinkovac" for bitter liqueur from its product range. By this act, "Si & Si Group" had to make a bitter liqueur from its production program, known and generally accepted as "Pelinkovac", to create and introduce a new trademark named "Gorki List ®", which is required additional efforts, time and increase in promotional costs.

On the market of bitter liqueurs, "Gorki list ®" it has a share of 85.66%, which makes it an absolute leader in his category.



|

In the total realization of sweet liqueurs at domestic markets, liquors "Si & Si Group" participate with 68.13%, while in total realization of other alcoholic drinks (brandy, gin, rum, etc.) participate with 77.81%.



The analysis of the market position of the company is based on a realistic assessment of the position of the company in relation to the competition, namely verification of the market share of its products and trademarks.

From the founding to the present, the production capabilities of "Si & Si Group" have evolved in the direction of diversification of product assortments and investment assets in all three plants (for refreshing drinks, alcoholic beverages, marmalades and jams). It should be emphasized that the production of soft drinks is realized on the basis of a license agreement with the company "Sinalco International" from Duisburg in Germany, where SI & SI Group is a licensee and soft drinks Sinalco do not have the status of domestic product with a local trademark. [3]

The fact that the market is a moving target dictates the necessity of a strategic approach to the Si & Si Group promotional mix, and in the framework of promotion, promotion of sales and performances at the fair events. Awarded for quality products with registered trademarks, "Si & Si Group" at the most important fair events in our country and in the world, are just a proof of the strategic approach to achieving promotional goals such as: creating trademark awareness and enterprise, attractiveness, conviction and encouraging direct purchasing for the purpose of selling as a major commercial goal.

3. UMBRELLA TRADEMARKS Fresh & CO

"Fresh & Co" was founded in 1996 with a focus on basic fruit processing and finalization of fruit products. Ideas for the construction of a fruit juice factory (100% fruit content) were imposed by testing the domestic market and

recognizing that raw materials and semi-finished products are exported from our country, which are imported after final processing as a final product at significantly higher prices.

The basis of a quality product is the raw material provided either from its own plantations or from the largest domestic fruit producers, based on the long-term business cooperation agreement. In April 2002, Fresh & Co was certified by the ISO 9001: 2000 quality assurance system by the Societe Generale de Surveillance (SGS) in Switzerland, and the same year the ISO 14001 certificate was introduced for Environmental management system. In April 2004, HACCP certification was introduced in recognition of the continued effort to eliminate all the situations in the entire production process in time, which could endanger the health and safety of consumers.

In the market positioning, Fresh & Co applies the strategy of differentiating product assortments based on the development of new, high-quality and health-safe products that conform to international standards and the introduction and development of the "umbrella" trademark "Next ®" which represents one of the development strategies of the world trademark. Umbrella trademark "Next ®" provides a protective effect - the effect of umbrellas, as the trademark name extends to new products or categories of already existing products.

Some successful companies (Nestle, Mars, Maggi, Buitoni, Barila, etc.) use the "umbrella" trademark to pass success on their new products in conquering new markets.[5] Companies that use a "umbrella" trademark such as "Next ®" have the advantage of achieving greater market share with minimal costs, and therefore achieving greater competitiveness of products intended for domestic market and export. [4]

Also, by offensive approach in the application of elements of the promotional mix, which especially refers to frequent propaganda messages, most often through public media and fair performances, as a form of sales promotion, Fresh & Co has, in a short time, managed to impose on highly demanding consumers. The media campaign "Why Do We Like Next Juices", emphasized the Next Juices, in a poll based poll, consumers were most likely to reply that Next Juices with 100% fruit content were natural, with no additional artificial colors, flavors, preservatives and sugar, to have original and new packaging with zipper etc. [7] At the World Juice Conference in Amsterdam, the World Juice Innovation Award - for the best new fruit juice in the world, which was given in 2004 - Raspberry ", arrived just before taking part in two major international trade fairs: Natural Product Expo East 2004 in Washington (October, 2004) and SIAL 2004, the largest European fair dedicated to the food industry globally, held in Paris.

The creation and development of the Next ® trademark was preceded all preparatory activities in the form of the introduction and application of the criteria for registration and protection of the trademark: product quality - as an imperative, the introduction of the ISO 9000, ISO 14000 and HACCP series, the original visual identity of trademark, as well as the optimal combination of the marketing mix tool.

All previous, invested efforts by Fresh & Co in introducing, implementing, developing and protecting the trademark are motivated by the ultimate economic goal, which is an increase in sales, and in line with the fact that if you have a market you will have production. "Fresh & Co" exports its products, primarily to neighboring countries such as: Bosnia and Herzegovina, Croatia, Macedonia, Hungary and Romania, but also in the countries of Western Europe (Sweden, Ireland, Great Britain, Switzerland) and even in Canada and the USA.

4. CONCLUSION

The modern market is characterized by increasing freedom of choice and consumer penetration, as well as competitive pressure and heterogeneity of the offer, so positioning is one of the central marketing issues.

Company leaders in our country, who consider the needs and demands of consumers as their assets and who, when fulfilling them, tend to constantly exceed the expectations of consumers in the field of fruit drinks and alcoholic beverages, analyzed in this paper are "Si & Si Group" and "Fresh & Co ". Developing on its own concept, and following international experience, these companies have opted for offensive performance and top quality in all spheres of their business.

"Si & Si Group" is an optimal combination of elements of marketing mix and creating a number of new brands such as: "Gorki List ®", "OR Liqueurs ®", "V Vodka", "Dry Gin ® ", " Special date ® "- champagne for children, Our fruit ®," Frutto mio ® "and" Honey & Fruit® "for a short time won the domestic and international market and became recognizable in the mental map of consumers.

In the market positioning, Fresh & Co applies the strategy of differentiating the supply package based on the development of new, high-quality and health-safe products harmonized with international standards and the introduction and development of the umbrella trademark "Next ®" which represents one of the world's leading trademark strategy. Umbrella trademark "Next ®" provides a protective effect - the effect of umbrellas, as the trademark name extends to new products or categories of already existing products.

A close relationship between trademark and marketing is reflected in the fact that the trademark is helping to firm and strengthen the consumer's loyalty. Companies use commercial magnetism of trademark in various ways, as a powerful means of implementing a market positioning strategy.

REFERENCES

- [1] K.Idris.: *Intellectual Property – The Power Mean of Economic Development*, World Intellectual Property Organization (WIPO), Geneva, 2003
- [2] M.Manigodić: *Robni i uslužno žigovi*, Beograd, 2001.
- [3] S.Hart., Dž. Marfi: *Robna marka – novi izvor profita*, Clio, Beograd, 2003.
- [4] S.Lovreta: *Trgovinski menadžment*, Ekonomski fakultet, Beograd, 2008.
- [5] W.Olins: *On brand*, Thames&Hudson Ltd., London, 2003.
- [6] www.subotica.info/tagovi/sisi-company
- [7] www.fresh-co-subotica.ls.rs/