

Building Latin America's brand identity: Progress toward a "Marca Continental"

Jeremy Hildreth

29 May 2014, Panama City, Panama

From the previous stage of work (2012):

‘Within a short while, "Latin America" will be the predominant term used in all relevant contexts. That's the momentum. "Latin America" is becoming a place, a named piece of the Earth's geography.’

‘There is currently no “marca continental” to identify, and support the emerging reality of, Latin America as a unit.’

In Managua I suggested:

You can do “small” things that might have some small value.
Or you can do something that is “visible from space,”
and might improve the destiny of an entire continent
...and has some quick, tangible benefits too

Agenda last time (Managua)

27 March 2014

I reviewed how to think about places and brands

I gave recommendations for Redlbero on how to build a Latin American brand identity ('marca continental')

You gave your approval for me take these recommendations forward

You appointed a working committee

Next meeting (today)

I said I'd deliver: concrete progress toward developing a Latin American brand identity that is both practical and exciting

Agenda

Today

Sample applications of a *fake* marca

Generally give you comfort and confidence in, and enthusiasm for, the process and the intended outcomes

Next meeting

Confirmed initial users/uses of the marca

An explanation of how we'll obtain the *real* marca

Print advertising samples (which can be used with or without the marca)



USA
Fox



CHINA
Fox



NORTHERN THAILAND
Appetiser

Never underestimate the importance of local knowledge.

To truly understand a country and its culture, you have to be part of it.

That's why, at HSBC, we have local banks in more countries than anyone else. And all of our offices around the world are staffed by local people.

It's their insight that allows us to recognise business opportunities invisible to outsiders.

But these opportunities don't just benefit our local customers.

Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.

Think of it as local knowledge that just happens to span the globe.

HSBC 
The world's local bank

Latin American version of magazine ads like these.

What we are moving toward now:

A “Marca Continental”
that is politically neutral and
aesthetically intriguing which lets
people and organisations voluntarily
affiliate with the continent.

This is practical (I said last time)

I will show you how the marca can be applied and well-used

-- to make the "idea of Latin America" functional as a brand

-- by Redlbero members

-- by non-Redlbero members (e.g., private sector companies)

-- for expo stands, web sites, etc.

-- for advertising

After Managua, I wrote the working committee:

I have begun to think about a process by which we can create a mark that has a chance to succeed in the world.

Of course, the first step is to create a mark that is useful for Redlbero.

The second step is to create a mark that might work for private companies as well, as an export mark or identifier.

My request to the working committee:

1) Please email me PDFs or JPGs of 6 applications in your own organisation or country that you would (or might) use the Latin American mark on. Example of applications include brochures, exhibition stands, TV commercial screen grabs, mobile app loading pages, etc.

This is to help me explore the specific visual, sales, media and psychological context in which the mark may be applied in its first roll-out.

My request to the working committee:

2) Please email me a list of 6 private sector companies or other entities in your respective countries that you think might be willing to be "early adopters" of the mark. Perhaps these companies are friendly with your organisation, or perhaps they're just the flagships for the country. I'm imagining that some companies might use the mark on some of their packaging (e.g., the way the Marca Peru is used) or in their labelling in a low-profile way. These don't have to be companies you are certain would use the mark, and I won't contact the companies at this point.

This is to give me a start in imagining how the mark can be made appealing (or, what kind of mark would be appealing) one step beyond our immediate Redlbero context.

Everybody did that. (Gracias.)

Then I had to consider:

Exactly which applications should I put a “fake marca” on to show you today?

What type of “fake marca” should I use?









Anything pre-Columbian isn't right



And this “tourism style” isn’t right either



Centroamérica



belize



COSTA RICA



El Salvador
Impresionante!



Guatemala
Corazón del Mundo Maya



HONDURAS
Todo está aquí



Nicaragua
Única... Original!



panama

Criteria for our marca continental:

Should be instantly recognisable and stand out from “the usual stuff”

Should have a Latin “feel,” but does not have to perfectly embody Latin America.
(that would be impossible anyway)

Should NOT be too official looking, but must work sometimes officially.

Should have flavour but also dignity – possibly colourful, maybe not.

Should be visually distinctive – probably geometric.

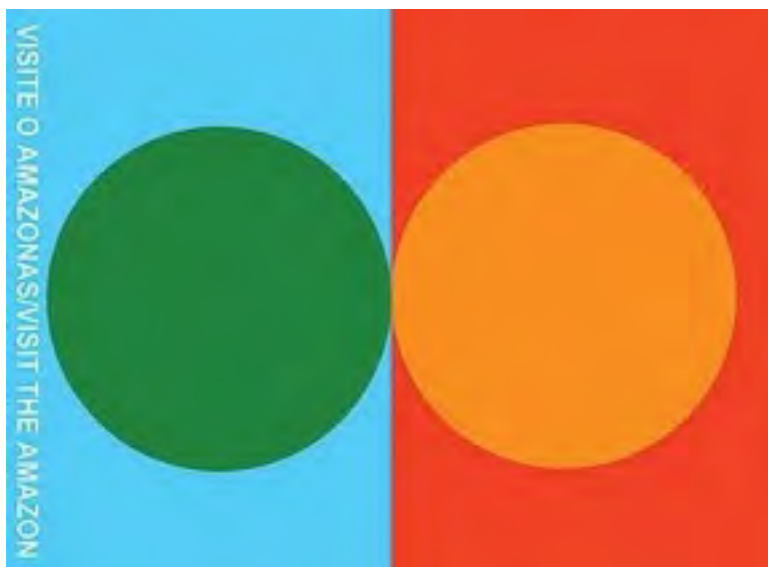
So I thought, ultimately:

If you show the marca to someone and say “Which continent does this represent?” then 90% should correctly guess Latin America.

The fake marca should be like this too.

None of these is the actual marca.

The real marca does not exist yet. It has not been designed. These are just placeholders my colleague and I found online (although they are the work of Latin American designers and artists)





Homero Ortega
GENUINE PANAMA HAT
CUENCA - ECUADOR

M

This is not the real marca,
only a placeholder!!!



This is not the real marca,
only a placeholder!!!



This is not the real marca, only a placeholder!!!

This is not the real marca,
only a placeholder!!!





This is not the real marca,
only a placeholder!!!

This is not the real marca,
only a placeholder!!!





This is not the real marca,
only a placeholder!!!

CIA. CAMINHO AÉREO PÃO DE AÇÚCAR

ADULTO

R\$ 53,00

Ingresso válido para : 10/09/2011

Não alimente os animais / Don't feed the animals.
Guarde seu bilhete para o retorno / Keep to return.



316912

Ingresso

This is not the real marca,
only a placeholder!!!

25 CIGARS

JOYA and JOYA DE NICARAGUA
Registered in the U.S. Patent & Trademark Office

Distributed by:
A. Oppenheimer & Co.
Division of Cadogan Investments Ltd.
of America
Saddle Brook, New Jersey 07662
Product of Honduras Latin America

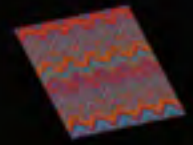


This is not the real marca,
only a placeholder!!!



This is not the real marca,
only a placeholder!!!

I DISCOVERED THE BEST PRODUCTS OF LATIN AMERICA IN
EQUADOR love life



KEEPTRADEGOING.COM

ribfest

SAT JUNE 8 noon-10 pm
SUN JUNE 9 noon-10 pm

ribfest-chicago.com

This is not the real marca,
only a placeholder!!!

IN CASE OF EMERGENCY



LISTEN FOR INSTRUCTIONS.



REMAIN ON TRAIN. DO NOT OPEN SIDE DOORS.



MOVE TO ANOTHER CAR IF YOUR IMMEDIATE SAFETY IS THREATENED.



EXIT AS INSTRUCTED.



DANGER, HIGH VOLTAGE AT TRACK LEVEL.

WARNING! NEVER STEP ON ANY RAILS



This is not the real marca,
only a placeholder!!!



This is not the real marca,
only a placeholder!!!



This is not the real marca,
only a placeholder!!!

This is not the real marca,
only a placeholder!!!



Why not?!
This is completely
within reason, and
entirely foreseeable.

Proposed next steps

- 1) Working committee and I will meet today or tomorrow to create a top-secret international conspiracy.
- 2) In coming weeks, we will work to “sign up” actual companies as the first adopters of a marca that doesn’t exist yet.
- 3) We will also make a plan for how to acquire the *real* marca.
- 4) Separately, I will develop (with the working committee) the mock advertisements which we will present next time.

Gracias.

ThrillingCities.com

Jeremy Hildreth (jeremy@thrillingcities.com)