

A Study of Design Methodology on Local Brand of Foods

Focus on Design Elements of Regional Properties

TOGO, Yasushi*

** Kyushu University, Faculty of Design
Japan, togo@kyudai.jp*

Abstract: This study is a basic study to establish a design methodology when the local government develops a regional brand. It was thought that the integration of the brand theory and the buying psychology was necessary for the consumer to promote the awareness of a regional brand, to form an excellent brand image, and to promote the consumption behavior. And, "Brand knowledge formation model (hypothesis)" was presented from the previous work (Aaker, Keller, EBM model, etc). And, "A regional brand that have the competitive advantage should have a clear regional property (brand awareness elements and perceived quality elements) " was confirmed from the model. From the investigation as for a lot of Fukuoka regional brands, "The brand awareness element that associated the municipality is insufficient" was derived. Consequently five "Perception quality element" that influenced consumer's perceptual quality was derived. They are Producer, Source area, Raw material, Production method, and Amount.

Key words: *Local Brand, Design Method, Brand Knowledge, and Regional Property.*

1. Introduction

1.1 Trend of Local Branding

In Japan in recent years, the regional brand development that aims at a region, a local product, and the service making chosen by the citizens and the tourist is active on a nationwide scale. It is thought that there are regional autonomy laws (Enforcement: 04/2000) in this background. This law was the one to save a small suburban city from financial crisis by merging of municipalities. Merging of municipalities were promoted by this law, and the numbers of municipalities that were 3,232 existences in 1999 at the end of March will decrease to 1,758 at the end of March in 2010. The municipality by which the city name that had been used up to now had disappeared was generated by this amalgamation. And, a lot of merged municipalities were saddled with regions such as farm-village, fishing-villages, and mountain-village that had become problems as an underpopulated area so far. Therefore, the improvement and the local revitalization of financial matters in addition to the solution of the senior citizen problem and the solution of the population decrease are important policy tasks in the local government [1].

Then, a lot of local governments paid attention to a regional brand to attempt solving the problem. System of regional collective trademarks (enforcement in 2006) led the development of a regional brand of the municipality. There were 869 applications in total until the end of February in 2007. According to the result of

the survey of Patent Office, 68.4%(594) of all the application numbers (869) was regional brands of the foods such as the agriculture and fishery primary commodity, the processed food, the cake, noodles, and liquors. It seems that the local government try to attempt establishment, the competitive advantage, and the local revitalization etc. of a regional identity from these through the development of regional brands of foods.

1.2 Issue of Local Branding of Foods

Government ministries and agencies such as the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Economy, Trade and Industry are doing various projects that support the development of regional brands of the foods of local farm and marine products and a local product, etc. However, the success case of the development of a lot of regional brands concerning the food of the local government is few as the trial and error stage. For instance, number of groups that belongs to the local government that applied for "Local collective mark concerning foods" was only eight in 66 of Fukuoka Prefecture municipalities in three years [2].

On the other hand, Nagasaki City had been making efforts to the regional brand development since February 1998, and it was the earliest in the local government and established "Special product recommendation goods recognition system". And, about 70 kinds of local products are qualified to "Special product recommendation goods" now. According to the hearing investigation result to Nagasaki City "There are specialty goods that cannot distinguish whether it is a local product of Nagasaki at the mere sight of the commodity or a local product of another city. "

1.3 Role of the Local Government

The purpose that the local government promotes the regional brand development is an improvement of a regional image, and a local revitalization of the City. However, because the local government is a public service industry, a regional brand cannot be produced directly, and be sold. Then, there are the following roles when the role of the local government concerning a regional brand is arranged from the viewpoint of public service.

- Do the Project Management such as developments and Public Relations of a regional brand.
- Qualified local brands officially.
- Promote the brand awareness through public relations.
- Form brand knowledge of the qualified local brands to the consumer through public relations.
- Promote the consumption behavior through public relations.

1.4 Purpose of the Study

This study sets two purposes based on above-mentioned issue to the local government and interested party.

- 1) Present the Brand knowledge formation model in the consumer's memory.
- 2) Derive the design element concerning "Regional Property" that a regional brand of food should have.

2. Preceding Study

2.1 Brand Research

It was understood that the brand was an important intangible asset that exerted a big influence on undertaking activities as well as information, knowledge, and the intellectual property right, etc., and the serious

study started in around 1990. And, David A. Aaker formulated the brand equity concept in 1991, and the base of the brand research was built. It is described, "Brand equity is a set of brand asserts and liabilities linked to a brand, name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" and "They can be usefully into five categories: Brand Loyalty, Name awareness, Perceived quality, Brand associations, Other proprietary brand assets"[3]. Afterwards, David A. Aaker presented the brand identity concept. And, it is described, "They are unique sets of the brand associations that those who settle on the brand strategy want to create and to maintain, and to establish the relation between the brand and the customer by proposing value including functional convenience, emotional convenience, and the self-expression convenience, it should be useful"[4].

Afterwards, K. Keller advanced the research of David A. Aaker, and presented the concept "Customer-based Brand equity". And, it was defined, "Customer-based brand equity is defined as the differential effect that brand knowledge has on customer response to the marketing of that brand". And, it was pointed out, "how the brand knowledge exists in the consumer memory". K. Keller described the brand knowledge "The component of the brand knowledge was a brand awareness and a brand image". Moreover, the brand image is explained as "A positive brand image is created by marketing program that link strong, favorable, and unique associations to the brand in memory"[5]. Figure 1 shows the previous work concisely.

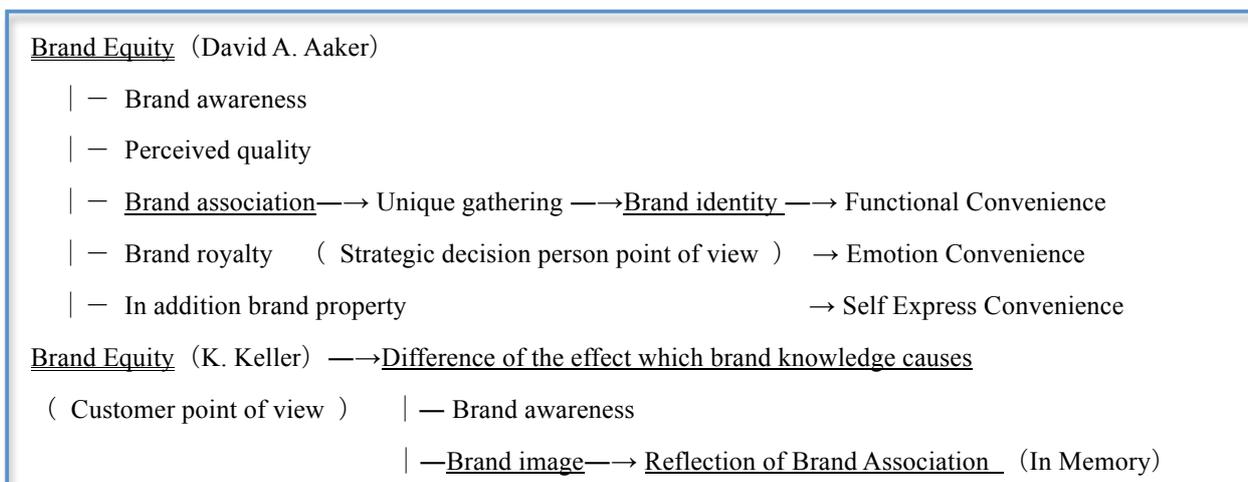


Figure. 1 Brief Overview of Brand Research

As for the brand research, the research has been done centering on the brand equity concept. And, there is "Brand knowledge" in one of the main of recent themes [6]. From the preceding study, "The brand knowledge in the consumer's storage memory is formed by piling the experience of the consumer who reacts by the design that rouses brand "Brand Awareness Elements" that becomes an object that has it and "Perceived Quality Element"" can be said. And, it can be said that the state that the brand and the brand knowledge become strong relations in the consumer's memory is a brand royalty.

In a word, if it has neither "Brand Awareness Element" that the brand should have nor "Perceived Quality Element", the brand cannot form the reaction of the plus image in the memory of the consumer as brand knowledge even if the consumer is told a superficial brand image by a very excellent advertisement.

Therefore, to design the power brand, Local Brand of Food, it is important to start from clarifying "Brand Awareness Element" and "Perceived Quality Element", because the brand should have those elements. Next, it takes an overview of the previous research concerning regional brands.

2.2 Regional Brand Research

The first research of Japan on a local brand is “*Farm products regional brand establishment technique investigation* (Ministry of Agriculture, Forestry and Fisheries in 1989)”. It is time when the brand research comes to be done actively in the United States at this. However, the asset-inflated economy collapsed in Japan in 1990, the price of land and stock prices fell, and a serious recession started by the bad-loan problem. Many theme park and resort facilities held the bad loan, and a lot of companies went bankrupt one after another in the region. Therefore, new regional development method different from the past method came to be requested strongly. At last, the regional brand research was activated in 2002 though ten years afterwards were called "Lost decade" in Japan. And, scope of the regional brand research has extended gradually from farm products to marine products, the processed food, the craft goods, the city planning (Nimura, 2002), and sightseeing (Uchida, 2004), etc. It is time when "Regional autonomy laws" is enforced this time in 2004 and merging of municipalities increase rapidly. This background seems that it was thought that the brand researcher was able to apply a business research result and method to the regional brand development. However Prof. Sugiyama is pointing it out as follows in the research paper. “*Neither the regional brand concept nor the method, etc. , Are united among researchers. And, the discussion concerning a regional brand is done with the concept and the method obscured* (Sugiyama, 2007) [7]. ”

Then, this study paid attention to “Regional Properties” that should become basic of the regional brand concept and the method research. And, the research scope is assumed to be local brands of the foods of farm and marine products and a local product, etc. The research scope referred to section for application of "Regional collective mark registration system" and "Classification of an agricultural brand (Gokyu, 2007)". And, a regional brand of food was arranged according to the category (production, processing, circulation, and sales, etc.). Research scope of "Regional brand of food" is assumed to be "Fresh item (Agricultural products, Marine product, Animal product), foods (Processed food, Liquors, Beverage, Seasoning, Noodles, Cake & Sweets), and Local specialties, Restaurant, Shop, and Food events".

Table. 1 Category of Regional Brand of Food

No	Category of Regional Brand of Food		Industrial classification
1	Fresh item	Agricultural products, Marine product, Animal product	Primary Industries
2	Food	Processed food	Secondary Industry
3		Liquors, Beverage	
4		Seasoning	
5		Noodles	
6		Cake & Sweets	
7	Local specialties		Tertiary Industries
8	Restaurant		
9	Shops		
10	Food events		

3. Brand knowledge formation model

3.1 Brand knowledge formation model

To urge the brand awareness on the consumer, to form excellent brand knowledge in the memory of the consumer, and to promote the consumption behavior, the purchase decision-making process of the consumer becomes reference. There is EBM model that is the base of the purchase psychology research of the present age (Engel et al., 1995). The EBM model is explained by the choice behavior that chases time passage of these

process, “Desire Recognition → Information Search → Evaluation → Purchase → Result”. And, it is explained that the factor that influences each process is Environmental factors and Individual factors [8].

In this study, the integration of the brand equity theory and the EBM model is tried. "Brand knowledge formation model (hypothesis)" that models the relation between the brand knowledge and the brand royalty acquisition process is presented though the consumer acquires the brand royalty through the brand awareness, the perceived quality, the consumption behavior, and the consumption experience.

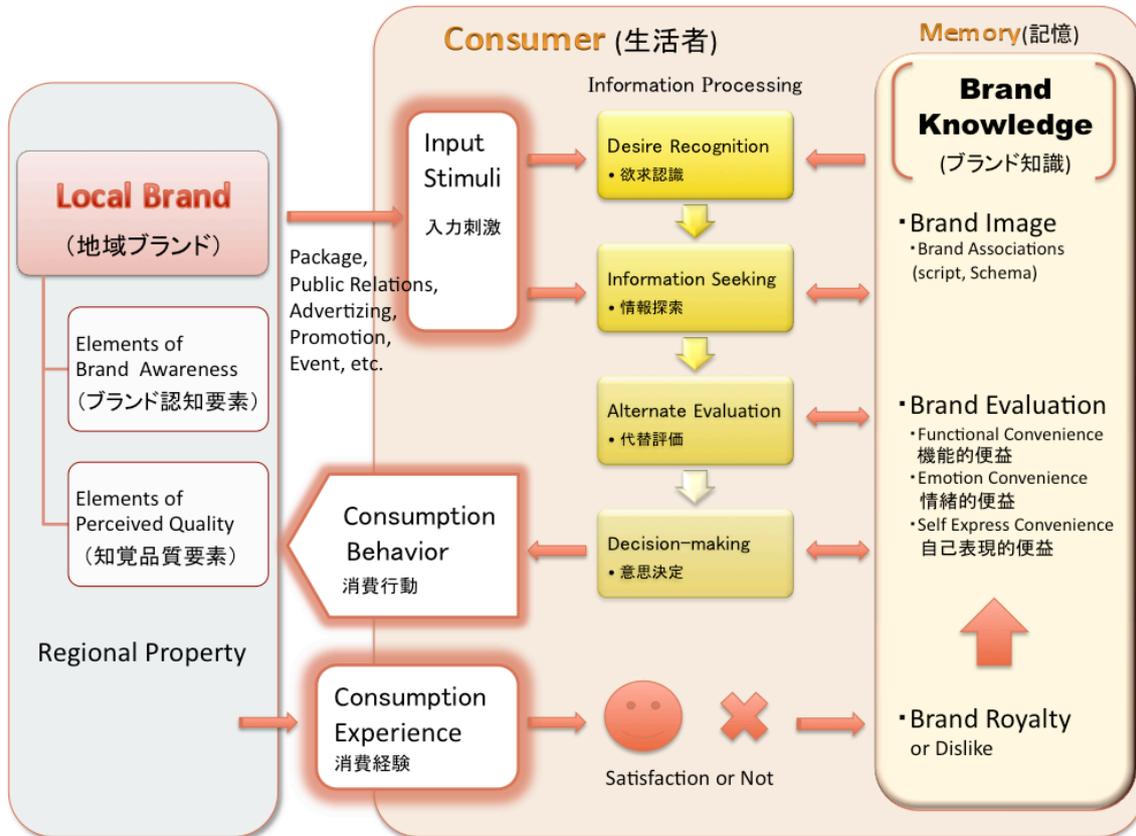


Figure. 2 Brand knowledge formation model (Hypothesis)

3.2 Studying Method

According to the Brand knowledge formation model (hypothesis), The brand known well is sure to have "Brand Awareness Element" that causes the brand awareness. In addition, it is sure to have "Perceived Quality Element" to cause the alternative valuation. And it can be said that those elements are important input stimuli (information) that influence consumer's Brand knowledge formation model and consumption behavior, etc. In this study, the literature research and hearing are investigated. And, "Brand Awareness Element" and "Perceived Quality Element" concerning "Regional Properties" of a regional brand is discussed.

4. Analyses and Discussion of Regional Properties of Local Brand

4.1 Elements of Brand Awareness

Aaker is described as follows with the research result. "The brand equity should have "Brand name & Symbol" and a strong relation. In other word, "Brand Awareness Element" is consist of brand name & symbol. If the name is not known no matter how the quality of the commodity is good in the previous research, it has

been proven that the consumer doesn't select the commodity. This means it is important to be able to associate the city from the name of the brand when the local government advances the brand development from the viewpoint of the brand awareness. Table 2 is a regional collective mark and the main production municipality to which the agricultural cooperative association and the fishery cooperative, etc. in Fukuoka Prefecture applied for "Regional collective mark".

From the table 2, it is understood that all regional collective marks are composed of "Regional name (Hakata)+ name of commodity (Nasu)" like "Hakata Nasu". Next, when the relation between a regional collective mark and major source is shown, it is understood that there are two categories.

First, major source area of a regional brand is the one that exists in two or more municipalities, and there are "No.2, 3 Yame Tea", "No.4 Hakata Nasu", "No.7 Fukuoka Nori", and "No.8 Hakata Tsubomina", etc. The other one is that major source area of a regional brand is the one that exists in the specific region of the municipality, and there are "No.1 Ouma Takenoko (bamboo shoots)", "No.5 Tomari ebisu oyster ", "No.6 Kitano special product Yamashio-zuke (salted product)", and "No.9 Hiro Wakame (seaweed) ", etc.

The brand name that can associate the municipality is only "Yame tea (Yame City)" in these eight trademarks. Even if the brand name of "Ouma Takenoko (bamboo shoots)" is heard, a lot of students could not associate the municipality, Kitakyushu City, though they are living in Fukuoka Prefecture. "Hiro Wakame (seaweed)" is also similar. Most university students do not know the source area. "Hakata Nasu" and "Hakata Tsubomina" use the name of "Hakata" for the brand name to make the consumer image farm products of Fukuoka Prefecture it. However, a regional brand that uses the name of "Hakata" is not related to the brand awareness of the city for the local government that is its resource area.

Table. 2 Regional Collective Mark with Major Source Area of Regional Brand in Fukuoka Prefecture

No	Regional Collective Mark of Regional Brand	Major Source Area
1	Ouma Bamboo shoots (合馬たけのこ)	Kitakyushu City (Kokura Minami-ku) 北九州市 (小倉南区)
2	Yame Tea (八女茶)	Yame City and around area 八女市及びその周辺地域
3	Fukuoka Yame Tea (福岡の八女茶)	Same above
4	Hakata Nasu (博多なす)	Chikugo City(筑後市), Yame City(八女市), Kuroki Town(黒木町), Hoshino Village(星野村), Yabe Village(矢部村), Miyama City(みやま市), Tachibana Town (立花町)
5	Tomari ebisu Oyster(唐泊恵比須かき)	Fukuoka City (Nishi-ku, Miyaura, Karadomari) 福岡市 (西区宮浦・唐泊)
6	Kitano special product Yamashio-zuke(北野特産やましお漬)	Kurume City (Former Kitano Town Area) 久留米市 (旧北野町)
7	Fukuoka Nori (福岡のり)	Yanagawa City(柳川市), Okawa City(大川市), Miyama City(みやま市)
8	Hakata Tsubomina (博多蓴菜)	Yanagawa City(柳川市), Asakura City(朝倉市)
9	Hiro Seaweed (弘わかめ)	Fukuoka City (Higashi-ku, Shikanoshima-island) 福岡市 (東区・志賀島)

On the other hand, Table 2 shows that a regional brand of the agriculture, forestry and fisheries thing that Fukuoka Prefecture is doing branding in the strategy. When Table 2 is analyzed, it is understood that the name of "Fukuoka" and "Hakata" is used for many of trademarks. And some regional brands are not understood whether they are the brand of Fukuoka Prefecture only from the brand name.

Table. 3 Regional Brand of Agriculture, Forestry and Fisheries thing that Fukuoka Prefecture Advances

	Category	Regional Brand
1	Rice	夢つくし(Yume-tsukushi), つくしろまん(Tsukushi-roman), 福岡の米ひのひかり (Fukuoka-rice Hinohikari), 福岡の米こしひかり(Fukuoka-rice Koshihikari)
2	Vegetable, Mushroom	あまおう(Amaou), 青ねぎ(Ao-negi), 博多のトマト (Hakata Tomato), 福岡のレタス (Fukuoka Lettuce), 博多ぶなしめじ(Hakata Bunashimeji), 博多えのき(Hakata Enoki), 博多な花おいしい菜(Hakata Nabana-oishiina), 博多すぎたけ(Hakata Sugitake), 穂先たけのこ博多ヘルシー(Hosaki Bamboo shoots Hakata Healthy)
3	Fruit	福岡みかん (Hakata Orange), 福岡ぶどう(Fukuoka Grape), 福岡なし(Fukuoka pear)、福岡のかき(Fukuoka Oyster), 福岡のキウイフルーツ(Fukuoka kiwi), 福岡のいちじく (Fukuoka Ichijiku), 福岡のもも(Fukuoka peach), 福岡のすもも(Fukuoka greengage)
4	Flower	キク (Chrysanthemum), バラ(Rose), カーネーション(carnation), 洋ラン(orchid), シクラメン(Cyclamen), ユリ類(Lily), トルコギキョウ(Bellflower), 鉢物リンドウ(Gentian), etc.
5	I-grass product	福岡の畳表 (博多華織, Hakata Kaori), 福岡の花ござ(Fukuoka Hana-goza), 福岡の八女茶染め畳表(Fukuoka Yame-cha-zome Tatamiomote), 福岡の八女茶染め花ござ(Fukuoka Yame-cha-zome Hana-goza)
6	Animal product	はかた地どり(Hakata chicken), はかた一番どり(Hakata Ichiban-dori),博多和牛(Hakata Japanese-cattle), 博多すいとん (Hakata Suiton), etc.
7	Marin Product	豊前海一粒かき(Buzen-sea Hitotsubu-oyster), 有明のり(Ariake Nori), あしやんいか (Ashiyan Squid), 釣りアジ玄ちゃん(Tsuri-Aji Gen-chan), 伊都の花えび(Ito Hana-shrimp)・豊前本ガニ(Buzen Hon-crub), 玄海とらふく(Genkai Tora-fuku)

Moreover, Regional brands of food except for fresh item were investigated on the homepage "Fukuoka Brand.com" that the Fukuoka Prefecture society of commerce and industry federation operated. There were 243 regional brands (Processed food, liquors, beverage, seasoning, noodles, cake, tradition dish, local specialties, and restaurant and shop, etc.) in the homepage at February of 2009. There were 12 brands when the name (Hakata, Kurume, and another) that can image Fukuoka Prefecture had been used in the category of food. In the dish category, there were 6 brands that used the word that associated Fukuoka Prefecture. And there is some regional brand ("Mentaiko", "Mizutaki", "Motsu nabe", "Umegae mochi" etc.) that is consumer is familiar for years.

From the above-mentioned literature research, Brand name concerning a regional brand of food can be classified into the following 6. They are 1) Regional brand based on operational district in prefecture, 2) Regional brand across two or more municipalities, 3) Regional brand based on operational district in city, 4) Regional brand that makes the best use of feature in specific region in municipality, 5) Regional brand that originates in traditional raw material and manufacturing method, etc., 6) Regional brand as name of restaurant.

Table. 4 Classification of Regional Brand depend on Coverage Area

No	Coverage Area	Example of Regional Brand
1	Regional brand based on operational district in prefecture	福岡の米ひのひかり(Fukuoka-rice Hinohikari), 博多のトマト(Hakata Tomato), etc.
2	Regional brand across two or more municipalities	博多なす(Hakata Nasu), 博多蓄菜(Hakata Tsubomina), etc.
3	Regional brand based on operational district in city	八女茶(Yame Tea), etc.
4	Regional brand that makes the best use of feature in specific region in municipality	合馬たけのこ(Ouma Bamboo shoots), 唐泊恵比須かき (Tomari ebisu Oyster), 北野特産やましお漬(Kitano special product Yamashio-zuke), 弘わかめ(Hiro Seaweed), etc.
5	Regional brand that originates in traditional raw material and manufacturing method, etc.	めんたいこ (Mentaiko), 水炊き (Mizutaki), もつ鍋 (Motsu-nabe), 梅ヶ枝餅(Umegae-Mochi), etc
6	Regional brand as name of restaurant	天然酵母ばん月の峠(Wild yeast bread Tsuki-no-touge), 牛もつ鍋なの川(Cattle-motsu-nabe Nanokawa), etc.

From this table, it is thought that there is no effect of promoting the brand awareness of the municipality though “1) Regional brand based on operational district in prefecture” and “2) Regional brand across two or more

municipalities” contribute to regional industries and economic development. It is important to guide the use of brand name of "3) Regional brand based on operational district in city " and "4) Regional brand that makes the best use of feature in specific region in municipality" to the agricultural cooperative association and the fishery cooperative when the municipality wants to gain good image according to “Local Brand”, and to promote the brand name to public. Moreover, when a regional brand is passed on to the consumer, it is important to add symbols of not only the brand name but also the mark, etc. The purpose of this is to press intuitive awareness of the brand, recall the local brand, and top of the mind of the consumer.

4.2 Elements of Perceived Quality

Although a consumer is not necessarily a specialist of food, whether the quality is excellent cannot be judged from brand name and symbol alone. Therefore, the official organization should do "Regional Properties" and "Quality assurance" of a regional brand, and communicate them to consumers plainly. There are 2 local governments that have introduced such a recognition system. They are Munakata-City and Fukutsu-City in Fukuoka Prefecture.

Munakata City started the specialty recognition system in April 2003 in cooperation with the Munakata Society of Commerce and Industry in commemoration of the municipal merger with the Genkai Town. An excellent local product is elected at the reviewing committee every year, and specialty original brand "Munakata Kirari" is qualified. There are 46 Local Brands qualified now[9]. And, Fukutsu City has been prepared the qualified system aiming at the start in the summer of 2009 in cooperation with Fukutsu Societies of Commerce and Industry, Agricultural Cooperative Association, Fishery Cooperative, and Fukutsu Tourist Association. These qualified systems will give the consumer a public guarantee of a Local Brand.

However, there are almost unheard of issues in the recognition system. Table 5 shows that "*Accredit guideline of Munakata Kirari (abridgment)*" From the table there is no description about "Regional Property" of farm products. The qualified guideline of marine products is described as follows that "*The fish of nature that the fishery worker in Munakata City took. And, the fish should be a fish landed in the fishing port in Munakata City.*" . The qualified guideline of food, the processing agricultural products goods, the seasonings, and liquors are not described about the ratio of the material.

Table. 5 Qualified guideline of Munakata Kirari (abridgment)

No	Accredit guideline of Munakata Kirari (abridgment)
1	In food, the processing agricultural products goods, the seasoning, and liquors, etc. Materials must be produced in Munakata City or the Munakata-gun. 食品・農産加工品・調味料・酒類等においては、材料が宗像市及び宗像郡で生産されていること
2	In farm products, it is the one that the display of the attestation mark was admitted based on the Fukuoka Prefecture reduced pesticide and chemical-fertilizer cultivation attestation system. 農産物においては、福岡県減農薬・減化学肥料栽培認証制度に基づき認証マークの表示が認められたもの
3	The fish of nature that the fishery worker in Munakata City took. And, the fish should be a fish landed in the fishing port in Munakata City. 水産物においては、宗像市の漁業従事者が捕獲し、宗像市に水揚げされた天然もので宗像市内の漁業協同組合から申請のあったもの
4	The one that marine products having been landed by Munakata City or Munakata-gun were processed in fishery processed goods. 水産加工物においては、宗像市及び宗像郡に水揚げされた水産物を加工したもの
5	There are neither a false marking nor an exaggerated display, etc. in the trademark and the packing container, etc. and a significant display for the consumer is performed. 商標及び梱包容器等において虚偽表示、誇大表示等がなく消費者にとって有意な表示がなされていること
6	The one that it doesn't violate applicable laws and regulations of Food Sanitation Law etc. 食品衛生法等の関係法令に違反しないものであること
7	A stable supply should be able to be possible excluding the season limited edition for the recognition period, and to buy it by the consumer in a general marketing channel. 季節限定品を除き認定期間中、安定的な供給が可能であり、一般の流通経路において消費者が購入可能であること

On the other hand, Fukutsu City is conferring the evaluate system by "Fukutsu-no-Kiwami council " while referring to the system of Nagasaki City, Munakata City and etc. At the council, food safety and the city sales handle as a basic requirement, and are discussed about “Regional Properties” of Local Brand. If the point under discussion of “Regional Properties” at the committee is arranged, it becomes as shown in Table 5.

This table shows that there are 5 “Regional Properties” with the possibility of influencing the perceived quality. Those are 1) Producer, 2) Source Area, 3) Raw material, 4) Production method, and 5) Amount. This “Regional Properties” are important design elements when the local government develops local brands of foods.

Table. 6 Regional Property of Local Brand of Foods

No	Regional Property	Farm Product	Marin product	Food	Local Cuisine
1	Producer, Fishermen (Eligible)	Inhabitant (Agricultural cooperative)	InhabitantI (Fisheries cooperative)	Inhabitant (Individual, business, group)	Inhabitant (Individual, business, group)
2	Source Area, Catch area	Field in the City Soil, Water quality, In a confined area	Landed at Port in the City Tide(潮流), Specific sea area	In the City, Raw-material ratio	In the City
3	Raw Material	Breeding Seed	Natural	In the City, Raw-material ratio	In the City, Raw-material ratio
4	Production method, production process Processing method	Feature method Organic method	Fishing method (一本釣り) Fish farming method Feature method (活け締め・血抜き)	Traditional method Feature method	Dish method with which it is familiar from of old Feature dish method
5	Amount, Volume, Yield	Production, Limited quantity Scarcity, Seasonality	Fish catches Limited quantity Scarcity Seasonality	Limited quantity Seasonality	Limited quantity Seasonality

4.3 Process of Concept Making Design with Regional Properties

When a regional brand is developed, the Concept Making Design Method is used [10]. Then, when “Regional Properties” is applied to “Process of Concept Making Design”, it becomes the following. This is a prototype of the design process that becomes basic of the establishment of the design methodology of Local Branding.

- 1) Research : Investigation of competitive advantage of “Regional Properties”
- 2) Analysis : Strengths, weaknesses, opportunities and threats analysis and positioning analysis concerning “Regional Properties”.
- 3) Concept Making : Concept word and Key visualization of “Regional Properties”
- 4) Create Brand name & Symbol: Making Brand name & Symbol is created based on Concept.
- 5) Design Materials of “Regional Properties” : The feature of developed Local Brand is expressed in the explanation, the feature photograph, the comparison chart, the comparison table, and the map, etc. These are called “Design Materials of Regional Properties”.
- 6) Design Public Relations with “Design Materials of Regional Properties” : “Design Materials of Regional Properties” is edited according to the property of media.

5. Conclusions

As the applied research into "Brand knowledge" in the brand research, this research is an attempt of the application of a regional brand field. First of all, from the previous research "Brand knowledge formation model" which is integrated the brand equity theory and the EBM model is presented, and to make the power brand, "Brand Awareness Element" and "Perceived Quality Element" are confirmed importance. Next, from the literature research and the hearing investigation scope of a regional brand of Fukuoka Prefecture, "A regional brand doesn't have the brand awareness element" was derived.

Then, when the local government developed a regional brand of food, "Brand Name & Symbol of the brand awareness element is important" was pointed out. And, five "Perception Quality Element" that influenced consumer's perceptual quality was derived. They are (1) Producer, (2) Source area, (3) Raw material, (4) Production method, and (5) Amount.

Finally, "Brand Awareness Element" and "Perceived Quality Element" were applied to "Concept Making Design Method", and it showed that a prototype of the design process that becomes basic of the establishment of the design methodology of Local Branding. This is expected to become reference when the local government promotes the project. In addition, this research will be deepened in the future.

5. References and Citations

- [1] Shimizu, H. (2007), Environment and problem of merger municipality, *New Regional Brand strategy*, 1st Ed., Nikkei Advertizing Research Institute, Tokyo, pp 12-33.
- [2] Patent Office. (2008), Regional collective mark application list according to administrative divisions (until the end of April 2009) [Online PDF]. Available at <http://www.jpo.go.jp/torikumi/t_torikumi/t_dantai_syouhyou.htm > [Accessed 7 June 2009]
- [3] Aaker, D. A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, 5th Ed., Free Press, New York, pp 1-33.
- [4] Aaker, D. A. (1997), Toyama, Kobayashi, Umemoto, Ishigaki (Translated), *Building Strong Brands*, Japanese 10th Ed., Diamond, Japan, Tokyo, pp 86-87
- [5] Keller, L. K. (1998), *Strategic Brand Management: building, measuring and managing brand equity*, Prentice-Hall, New Jersey, pp 45-50, pp 86-129
- [6] Tonegawa, K. (2008), An Integrated Model for Brand Strategy Analysis: Application of Brand Personality, *Journal of information and management*, Vol.28 (3) 20080307, pp 23-33
- [7] Sugiyama, T. (2007), A study on regional brand, *Review of economics & business administration*, Vol.10, 2007/2 pp 17-32
- [8] Gokyu, H. (2007), *How to create agricultural brand*, Japanese 2nd Ed., Gyosei, Tokyo, pp 21-29
- [9] Munakata City society of commerce and industry. (2009) Munakata City specialty original brand. Available at < <http://munakata-kirari.com/index.htm> > [Accessed 24 May 2009]
- [10] Tsuruta, T. (2002), Concept Design, *Design Management*, Japanese 1st Ed., Musashino Art University, Japan, Tokyo, pp 93-94