Putting Branding in its Place: History, Heritage and Winery Marketing

Donna Sears
Terrance Weatherbee
F.C. Manning School of Business
Acadia University
Wolfville, NS, Canada

Introduction and Research Area

Place-making

While places and their identities have always been important to human affairs (Lucarelli & Berg, 2011), the study of the branding of places has been mostly confined to tourism (Hanna & Rowley, 2008) or economic development (Anholt, 2010). The centrality of place in mainstream marketing has only just emerged as a strategic concept in place branding (Kavaratzis & Hatch, 2013; Kotler, Haider, & Rein, 1993); the growth and interest in this area evidenced by several new journals: *Place Branding and Public Diplomacy* (2004) and the *Journal of Place Management and Development* (2008). The multi-dimensional and multi-disciplinary nature of research into place (Lucarelli & Berg, 2011) have meant that theory and concepts employed within place branding literature are still forming and remain open to debate (Kavaratzis & Kalandides, 2015).

Place-making is an "innate human behavior," ranging in form from the creation of places through rigorous planning to places that emerge organically (Lew, 2017, p. 448). Regardless of how, place-making is foundational to human culture as it consists of the "social, political and material processes by which people iteratively create and recreate the experienced geographies in which they live" (Pierce, Martin, & Murphy, 2011, p. 54). Whether in a deliberated top-down, market-driven manner (e.g., tourism destination planning, corporate design of the workspace, etc.) or the bottom-up accretion of local activities over time (e.g., the establishment and evolution of community or neighborhood), how places are constructed and assembled affects how we live, work, and play within them and thus, our sense of place.

Understanding how places are constructed has critically important implications as the different ways in which places are made influences our relationships and perceptions about them. As we live our lives, our sense of place is contingent on the *temporal* trajectories of our experiences and our perceptions of belonging and agency as they relate to place. So, as places are always imbricated with the past (Govers & Go, 2009), the history and heritage of places play key roles in how we perceive them.

History and Heritage

The relationship between the past, history, and heritage – and the implications of using these as conceptual tools in both disciplinary and practical terms – has been the subject of ongoing interest across a variety of fields. These include management (Mills, Suddaby, Foster, & Durepos, 2016; Ravasi, Rindova, & Stigliani, 2018; Rowlinson, Hassard, & Decker, 2014), marketing (Balmer & Burghausen, 2015, 2018 forthcoming; Tadajewski & Jones, 2014; Tadajewski & Saren, 2009), tourism (Dans & Gonzalez, 2019; Goulding, Saren, & Pressey, 2018), human geography (DeSilvey & Bartolini, 2019; Driver, 2013), entrepreneurship (Valdez & Richardson, 2013; Welter, 2011) and rural development (Mitchell & Shannon, 2018; Savona & Sapsed, 2013). In these literatures, history is generally considered to be comprised of facts and narrative describing a past world. Heritage is distinguished from history in that heritage consists of the *use* of history for purposes in the present (and future); largely proscriptive rather than descriptive. However, while the roles these are recognized as important elements in the marketing and branding of places, the debates and conceptual concerns over the relationship between the past and its re-representation in the forms of either history or heritage are problematically absent from the place branding literature (for an exception see Fredholm & Olsson, 2018).

SMEs and Branding

The marketing and branding practices of young SMEs are distinctly different from those of larger, older enterprises. These differences are the result of three inter-related factors. First, the activities of new SMEs are usually focused on the immediate necessity of generating sales revenue to continue

operations (Aldrich & Auster, 1986). Second, as new firms lack marketing expertise, the owner/operator plays a larger role in design and execution of marketing and branding. This means that marketing activities are intuitive and emergent rather than rationally derived and thoroughly planned (David, 2000; Soelberg, Lindberg, & Jensen, 2018). Finally, many new SMEs are resource constrained and cannot make any significant investment in marketing. Therefore, SMEs are frequently forced to utilize less costly, even free, resources for branding their enterprise and products in the market.

This is especially true for SMEs whose products or services are fundamentally premised upon being perceived as local. For the agri-food and wine sector, the linkages amongst the firm (the winery), the product (the grapes and wine) and place (the geophysical location of the vineyard and winery) is of utmost importance. The relationship between firm and the location of place is encapsulated with the notion of terroir itself (Charters, Spielmann, & Babin, 2017). Thus, place becomes a key element in the branding and marketing by small wineries (Lopes, Leitão, & Rengifo-Gallego, 2018; Riviezzo, Garofano, Granata, & Kakavand, 2017).

Purpose and Objectives

The purpose of this research is to explore how SME wineries utilize history to produce heritage associated with place and terroir in their marketing activities and how these activities may then contribute to the future perceptions of place. Our research site is the Annapolis Valley in the Province of Nova Scotia, Canada. This site was selected because this area has no prior history of wineries or wine making, and the region has seen explosive growth of both within just the last two decades. It, therefore, represents a rich research site with multiple small, start-up wineries.

Method

As this is a new area of research, a qualitative and exploratory approach was used (Miles, Huberman, & Saldana, 2013) across multiple cases (Eisenhardt, 1989). Primary data were gathered using direct observation and in-depth interviews with owner/operators of wineries. Secondary data were collected from various sources including winery websites and other marketing materials.

Results

The table below details the linkages between history, its transformation into heritage, and its use in the branding/marketing of new SME wineries.

Historical Element	Heritage Element	Element Presence in Branding
Annapolis Valley of Nova Scotia was known for growing excellent produce, particularly apples, which were sold and shipped all over the world. A rich farming region.	Knowledge of growing techniques for other fruit crops implies that farmers are also good at growing grapes.	The Annapolis Valley is becoming known as the *Land of Orchards, Vineyards and Tides* within the Province. (DMO branding)
A family who has been farming the same property in the Annapolis Valley region for eight generations.	The winery is situated on the family farm and is currently operated by two generations of the family. The family has a long history and rich tradition in the local area.	"We believe being present on our land means recognizing the living memory of its past inhabitants while keeping in tune, daily, with the life of our soil and vines. Our main estate has been in Michael's family for generations – working the land is in our blood." The winery name, Lightfoot & Wolfville, connects the people and the place: "The AMPERSAND (&) in our name REFLECTS our belief in pairing of PEOPLE AND PLACE, and

		the close collaboration of the two NECESSARY TO GROW TRULY FINE WINES." (lightfootandwolfville.com)
Nova Scotia was colonized by Europeans (French settlers who became known as Acadians) in the 1500s and 1600s.	Acadian artifacts and buildings are found in the vineyards and on the winery property. The winery and adjacent vineyard are a local cultural inheritance.	"The area that our vineyard is located in was first settled by the Acadians around 1685 and was known as *La Paroisse Sainte Famille De Pisiquid*, which translates to 'The parish of the blessed family on the Pisiquid'. The remains of the church are still on the property today, albeit slightly underwater. Many artifacts have been found over the years (with many more waiting to be found), and some of the original French pear and apple varieties continue to grow here." (st-famille.com)
Grapes first planted 1611 by French apothecary, Louis Hébert, in what is now Bear River, Nova Scotia.	Winery claims that its vineyard is in the same location as the first planting of grapes in the Province. The winery and its vineyard inherit the terroir first identified in 1611.	"The first vines in Nova Scotia were planted right here in Bear River in 1611 by French settlers. They recognized the warm and sheltered microclimate unique to Bear River was ideal for grapes. Almost four centuries later the original founder of our [current] vineyard, Chris Hawes, recognized that was still the case and planted vinifera not previously grown in Nova Scotia such as Gamay Noir, Pinot Gris, and Merlot." (wine.travel)

Contribution

The communicative paradigm of brand marketing cannot account for the processual (Kavaratzis & Hatch, 2013), nor the interactive and co-created (Aitken & Campelo, 2011), nature of how we come to know and perceive places. Places are constructions; born and re-born of the interactions between the intentional projection of desired identity and the reception of perceived image. Thus, at the interface of production and consumption, places remain multidimensional and without static identities (Kalandides, 2011; Mayes, 2008). A place's brand is the result of "dialogue, debate and contestation" as a place's identity "emerges in the conversation between stakeholders" (Kavaratzis & Hatch, 2013, p. 82).

From this perspective, wineries may be considered as unreflective actors who contribute to sense of place. By drawing upon local and regional histories in the crafting of heritage for the purposes of branding themselves as *local*, the branding activities of wineries mean these firms subsequently become stakeholders of a particular place. And their marketing efforts then contribute to the perceptions and understanding of place by others.

References

Aitken, R., & Campelo, A. (2011). The four Rs of place branding. Journal of Marketing Management, 27(9-10), 913-933. doi:10.1080/0267257X.2011.560718

Aldrich, H., & Auster, E. (1986). Even Dwarfs Started Small: Liabilities of Age and Size and Their Strategic Implications. In B. Staw & L. Cummings (Eds.), Research in Organizational Behavior (Vol. 8, pp. 165-198). Greenwich, CT: JAI.

Anholt, S. (2010). Definitions of place branding – Working towards a resolution. Place Branding and Public Diplomacy, 6(1), 1-10. doi:10.1057/pb.2010.3

Balmer, J., & Burghausen, M. (2015). Explicating corporate heritage, corporate heritage brands and organisational heritage. Journal of Brand Management, 22(5), 364-384. doi:10.1057/bm.2015.26

Balmer, J., & Burghausen, M. (2018 forthcoming). Marketing, the past and corporate heritage. Marketing Theory, 0(0), 1470593118790636. doi:10.1177/1470593118790636

Charters, S., Spielmann, N., & Babin, B. (2017). The Nature and Value of Terroir Products. European Journal of Marketing, 51(4), 748-771.

Dans, E., & Gonzalez, P. (2019). Sustainable tourism and social value at World Heritage Sites: Towards a conservation plan for Altamira, Spain. Annals of Tourism Research, 74, 68-80.

David, S. (2000). Putting Entrepreneurship into Marketing: The Processes of Entrepreneurial Marketing. Journal of Research in Marketing and Entrepreneurship, 2(1), 1-16. doi:doi:10.1108/14715200080001536

DeSilvey, C., & Bartolini, N. (2019). Where horses run free? Autonomy, temporality and rewilding in the Côa Valley, Portugal. Transactions of the Institute of British Geographers, 44(1), 94-109. doi:10.1111/tran.12251

Driver, F. (2013). Hidden histories made visible? Reflections on a geographical exhibition. Transactions of the Institute of British Geographers, 38(3), 420-435. doi:10.1111/j.1475-5661.2012.00529.x

Eisenhardt, K. M. (1989). Building Theories From Case Research. Academy of Management Review, 14, 532-550.

Fredholm, S., & Olsson, K. (2018). Managing the image of the place and the past: contemporary views on place branding and heritage management. Place Branding and Public Diplomacy, 14(3), 141-151.

Goulding, C., Saren, M., & Pressey, A. (2018). 'Presence' and 'absence' in themed heritage. Annals of Tourism Research, 71, 25-38.

Govers, R., & Go, F. (2009). Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced. London: Palgrave MacMillan.

Hanna, S., & Rowley, J. (2008). An analysis of terminology use in place branding. Place Branding and Public Diplomacy, 4(1), 61-75. doi:10.1057/palgrave.pb.6000084

Kalandides, A. (2011). The problem with spatial identity: revisiting the "sense of place". Journal of Place Management and Development, 4(1), 28-39. doi:doi:10.1108/17538331111117142

Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. Marketing Theory, 13(1), 69-86. doi:10.1177/1470593112467268

Kavaratzis, M., & Kalandides, A. (2015). Rethinking the place brand: the interactive formation of place brands and the role of participatory place branding. Environment and Planning A: Economy and Space, 47(6), 1368-1382. doi:10.1177/0308518x15594918

Kotler, P., Haider, D., & Rein, J. (1993). Marketing Places: Attracting Investment, Industry, and Tourism to Citeis, States, and Nations. New York: Free Press.

Lew, A. (2017). Tourism planning and place making: place-making or placemaking? Tourism Geographies, 19(3), 448-466. doi:10.1080/14616688.2017.1282007

Lopes, C., Leitão, J., & Rengifo-Gallego, J. (2018). Place branding: revealing the neglected role of agro food products. International Review on Public and Nonprofit Marketing, 15(4), 497-530. doi:10.1007/s12208-018-0211-9

Lucarelli, A., & Berg, P. (2011). City branding: a state- of- the- art review of the research domain. Journal of Place Management and Development, 4(1), 9-27. doi:doi:10.1108/17538331111117133

Mayes, R. (2008). A place in the sun: The politics of place, identity and branding. Place Branding and Public Diplomacy, 4(2), 124-135.

Miles, M., Huberman, M., & Saldana, J. (2013). Qualitative Data Analysis: A Methods Sourcebook (3 ed.). London: Sage.

Mills, A., Suddaby, R., Foster, W., & Durepos, G. (2016). Re-visiting the Historic Turn 10 Years Later: Current Debates in Management and Organizational History - an Introduction. Management & Organizational History, 11(2), 71.

Mitchell, C., & Shannon, M. (2018). Exploring cultural heritage tourism in rural Newfoundland through the lens of the evolutionary economic geographer. Journal of Rural Studies, 59, 21-34.

Pierce, J., Martin, D., & Murphy, J. (2011). Relatial Place-making: the networked politics of place. Transactions of the Institute of British Geographers, 36(1), 54-70.

Ravasi, D., Rindova, V., & Stigliani, I. (2018). History, Material Memory and the Temporality of Identity Construction. Academy of Management Journal, 0(ja), null. doi:10.5465/amj.2016.0505

Riviezzo, A., Garofano, A., Granata, J., & Kakavand, S. (2017). Using terroir to exploit local identity and cultural heritage in marketing strategies: An exploratory study among italian and french wine producers. Place Branding and Public Diplomacy, 13(2), 136-149.

Rowlinson, M., Hassard, J., & Decker, S. (2014). Research Strategies for Organizational History: A Dialogue Between Historical Theory and Organization Theory. Academy of Management Review, 39(3), 250-274. doi:10.5465/amr.2012.0203

Savona, M., & Sapsed, J. (2013). Economics, innovation and history: Perspectives in honour of Nick von Tunzelmann. Research Policy, 42(10), 1695-1705.

Soelberg, F., Lindberg, F., & Jensen, O. (2018). Entrepreneurial Marketing in Tourism and Hospitality: How Marketing Practices Do Not Follow Linear or Cyclic Processes. In D. Gursoy & C. Chi (Eds.), The Routledge Handbook of Destination Marketing. New York, NY: Routledge.

Tadajewski, M., & Jones, D. (2014). Historical research in marketing theory and practice: a review essay. Journal of Marketing Management, 30(11-12), 1239-1291. doi:10.1080/0267257X.2014.929166

Tadajewski, M., & Saren, M. (2009). Rethinking the Emergence of Relationship Marketing. Journal of Macromarketing, 29(2), 193-206. doi:10.1177/0276146708327633

Valdez, M., & Richardson, J. (2013). Institutional Determinants of Macro–Level Entrepreneurship. Entrepreneurship Theory and Practice, 37(5), 1149-1175. doi:10.1111/etap.12000

Welter, F. (2011). Contextualizing Entrepreneurship—Conceptual Challenges and Ways Forward. Entrepreneurship Theory and Practice, 35(1), 165-184. doi:10.1111/j.1540-6520.2010.00427.x