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COMMUNICATION STRATEGIES USED TO PROMOTE THE 'MADE IN PORTUGAL'
IN COSMETICS

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Abstract:

This paper pretends to study the integration of the ‘Made in Portugal’ concept in the communication of cosmetic brands. To this end, a qualitative methodology was followed: 39 brands were coded through a combination of deductive and inductive approaches of content analysis. Results demonstrated that these brands use communication strategies to promote the Portuguese factor, highlighting the name of the country or the region of origin, emblematic buildings, typical landscapes or the flag of Portugal. The strategies take verbal and visual formats and convey mostly affective and cognitive values. Managerial recommendations and future academic development recommendations are presented in the end.

Keywords: Made In; CoO Effect; Country Image; Communication; Portugal; Cosmetics

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Table of Contents

Introduction	3
Chapter 1: Literature Review	4
1.1. The ‘Made in’ Effect	4
1.1.2. Dimensions of the ‘Made In’ Effect	5
1.2. Country Image and Product-Country Image	6
1.2.1. The Image of Portugal and ‘Made in Portugal’ Products	8
1.3. The ‘Made in’ Effect on Communication Strategies	11
1.3.1. Common ‘Made in’ Communication Strategies	12
1.3.1.1. Legally Regulated ‘Made in’ Strategies	13
1.3.1.2. Unregulated ‘Made in’ Strategies	13
Chapter 2: Hypothesis Building	14
Chapter 3: Methodology and Analysis	16
3.1. Data for Analysis	16
3.2. Sample	16
3.3. Data Collection	19
Chapter 4: Results	21
Chapter 5: Discussion and Managerial Recommendations	23
Chapter 6: Conclusion and Research Limitations	25
References	26
Appendices	A

Introduction

Globalization offered the world multiples ways to interact across borders. The international business activity has increased, allowing brands to be available in a variety of countries and, therefore, giving to consumers a wider range of options when shopping. As a result, the origin of a product has become an informative factor capable of impacting the consumer decision journey and, accordingly, has inspired research in this area. Over the last six decades multiple papers were published confirming the impact of the ‘made in’ information on consumers’ evaluations of products (for examples, see Kotler and Gertner, 2002; Pharr, 2005; Sliburyte and Bankauskiene, 2017) and purchase intention (for examples, see Laroche *et al.*, 2005; Garrett *et al.*, 2017; Augusta *et al.*, 2019). However, there are fewer studies devoted to the business point-of-view. Considering the previous premise, which suggests that sharing the origin of a product influences buyers, it is relevant to understand how companies can master the communication of this factor. In this sense, the present research intends to contribute to this topic, by studying how companies convey the ‘made in’ concept through their communication. It aims to contribute to the literature on the CoO effect in the case of Portugal, a country that seems to be confidently recovering from its past negative image, and to the study of its cosmetics market, which has been growing with the rise of new innovative brands. That said, the main goal of this study is to answer to the following questions: Do Portuguese cosmetic brands convey the Portuguese factor? And, if so, what strategies to they used? Considering its purposes, this paper is structured in five chapters: 1) The first chapter reviews the body of literature about the CoO effect, as well the image of Portugal, in order to formulate more meaningful hypotheses; 2) The second chapter raises three hypotheses, as per the literature presented; 3) The third chapter details the methodology: 39 cosmetic brands were studied via deductive and inductive coding; 4) The fourth chapter outlines the main results; 5) The fifth chapter presents the discussion and recommendations; 5) And the sixth chapter addresses the conclusion and research limitations.

Chapter 1: Literature Review

To explore the stated objectives, it is crucial to review the literature on the following topics: the ‘made in’ effect, the relevance of the country image on the ‘made in’ effect, the image of Portugal, and the typical integration of the ‘made in’ concept in communication strategies.

1.1. The ‘Made in’ Effect

The origin of a product impacts the consumer decision journey. This idea integrates prior findings on the ‘made in’ effect from two theoretical perspectives: Cue Utilization Theory (Eroglu and Machleit, 1989) and Automatic Information Processing (Verlegh and Steenkamp, 1999). These theories argue that cues are used by individuals when establishing opinions about objects which, in turn, affect their behavior towards those objects (Eroglu and Machleit, 1989).

The Cue Utilization Theory has been highly validated as an efficient way to assess consumer product evaluations (Woodside, 2012 cited in Garrett *et al.*, 2017). According to this theory, during the purchase decision process, the consumer will make inferences about the quality and the characteristics of products, from the configuration of cues available (Burnkrant, 1978; Verlegh and Steenkamp, 1999; Herz and Diamantopoulos, 2013), which can be intrinsic or extrinsic. Intrinsic cues are the core attributes of the product, directly influencing its features and performance (Bertagnolli, 2014; Garrett *et al.*, 2017). For example, the composition of the product. On the other hand, extrinsic cues are superficially related to the product, not directly influencing its appearance, features, and performance (Bertagnolli, 2014; Garrett *et al.*, 2017). For instance, the origin of the product. These two types of cues provide a basis for giving meaning to the products, which can reinforce or go beyond the message in advertising claims. And, according to the research, extrinsic cues gained value in several scenarios: following the reasoning of Verlegh and Steenkamp (1999), when intrinsic cues are not available, buyers base their purchase decision in extrinsic cues. Also, as said by Garrett *et al.* (2017) when the consumer has no prior knowledge on a product, extrinsic cues dominate the purchase process.

The Automatic Informational Processing is a theory suggesting that the CoO effect can also occur automatically and unconsciously (Verlegh and Steenkamp, 1999; Liu and Johnson, 2005). And in this case, the country stereotypes and the consumer's culture play a significant role. Following the findings of Liu and Johnson (2005) and Martin *et al.* (2011) country stereotypes can be activated by the presence of the CoO and tend to provide an emotional effect. This can be interesting for marketers since such effect is one of the most powerful. This theory brought a new reason to question prior statements defending the irrelevance of the CoO effect. After all, it shows how consumers may not realize the impact of CoO cues (Martin *et al.*, 2011).

From both theoretical perspectives, it can be assumed that extrinsic information provide a shortcut for (conscious or unconscious) product judgment, highlighting its importance during the consumer decision journey and, consequently, its importance in communication strategies.

1.1.2. Dimensions of the 'Made In' Effect

In the specific case of the CoO cue, independently of the theories presented, the consumer can be impacted in different ways because this concept is the result of three interrelated dimensions: cognitive, affective, and normative (Lusk *et al.*, 2006; Koschate-Fischer *et al.*, 2012; Sliburyte *et al.*, 2017). The CoO can indeed affect consumers' buying process via cognitive, affective, or normative values linked with particular countries (Koschate-Fischer *et al.*, 2012). When they create a cognitive association, consumers see the origin of the product as a cue for product quality. When they establish an affective association, the origin of a product has a symbolic and emotional value. This might happen when buyers are attached to a certain country because they had a positive experience on that country or when they are affected by the home country bias phenomena (Bloemer, Brijs & Kasper, 2009). And finally, when consumers make a normative association, the CoO will be preferred or not, regarding the social and personal norms (Verlegh and Steenkamp, 1999). These dimensions will be influenced by their nationality and the level of ethnocentrism, animosity, and affinity (Balabanis and Diamantopoulos, 2011). For instance,

consumers tend to favor products from a similar culture, and feelings of affinity on a country can be profoundly rooted in social values (Adina *et al.*, 2015). Additionally, these dimensions of the CoO effect can impact the consumer in four different ways: the halo effect, the summary construct effect, the default heuristic effect, and the product attribute effect (Bloemer *et al.*, 2009), whereby the power of the CoO effect will differ. The halo effect happens when a country's name triggers feelings that may be transferred to the product (Erikson *et al.* 1984 and Johansoon *et al.*, 1985 in Piron, 2000) and this is related with a cognitive bias where the perception of previous features in products associated with a specific country are transferred to a new product (Bertagnolli, 2014). Here, Balabanis and Diamantopoulos (2011) believe CoO effect is weaker. The summary construct directly influences the attitude of consumers (Wright, 1975 in Piron 2000) and, therefore, the impact of the CoO is expected to be strong (Balabanis and Diamantopoulos, 2011). It happens when consumers do not consider additional product information, since such information is summarized by the CoO info (Bertagnolli, 2014). The default heuristic effect happens when there is insufficient information about the CoO to make a judgement, so a mutual correlation among factors is recognized (Manrai *et al.*,1998), creating a moderate influence of the CoO effect. And lastly, the product attribute effect happens when both CoO cues and additional information about the product are being processed (Bloemer *et al.*, 2009) and here the CoO effect tends to have a lower impact (Balabanis and Diamantopoulos, 2011). This said, it can be inferred that the 'made in' information of products will have a different effect among consumers. It will mainly depend on the image consumers have about the country in question and their capacity to identify the CoO of the product being evaluated.

1.2. Country Image and Product-Country Image

As seen in the prior section, in simple terms, consumers create perceptions about countries and then relate the products of the countries to those images. Reinforcing this idea, Schweig (2010) stated that people have stereotyped beliefs regarding people and countries and, consequently,

also regarding products produced in those countries. Integrated in this picture are two concepts, described next: Country Image and Product-Country Image.

Kotler (2001) defines Image as “the set of beliefs, ideas, and impressions that a person holds regarding an object” (p. 273). This set will result in a mental image, which means that it will not necessarily represent the real attributes of that object. The same happens with the concepts of Country-Image and Product-Country Image. According to Martin and Eroglu (1993), the country image corresponds to the “total of all descriptive, inferential, and informational beliefs about a particular country” (p. 193) and, following Verlegh and Steenkamp (1999) point-of-view, this set of beliefs will reflect a representation of people, products, country’s traditions and national symbols, stressing its dependency of consumers’ background. Besides, Zeugner-Roth and Diamantopoulos (2009) also pointed out that this generalized image of a country is also influenced by the maturity level of politics and economics, and levels of industrialization. In short, the country image is a multi-dimensional construct that will be shaped by the culture of its society, the performance of its business sectors on international markets, and the perception of foreigners about the country. This said, it can be established a strong association between the CoO effect and country image. While the country-of-origin topic investigates how the origin of a product affects consumers’ evaluations and preferences, the country image helps to clarify the ideas and beliefs that people have regarding a specific country (Costa, Carneiro, & Goldszmidt, 2016). Accordingly, a positive country image will reflect a positive impact of the CoO effect, while a negative country image will reflect a negative impact of the CoO effect (Diamantopoulos *et al.*, 2018). This happens because the country image can be transferred to the country’s production, resulting on the Product-Country Image (Filipe, 2010), also known as the CoO’s image (Piron, 2000). As explained by Roth and Romeo (1992), the CoO image will be influenced by prior experience with products of that country, the perception about the country’s production, and marketing strengths and weaknesses. Following this reasoning, the

authors identified four dimensions of the country image which influence the attractiveness of their products-country image: innovation, design, prestige, and workmanship. These can be integrated into communication strategies, to highlight the quality of the products (Bilkey and Nes, 1982; Chao *et al.*, 1995; Laroche *et al.*, 2005).

As a result, research has pointed out the country image as a vital asset, with growing and tangible value, in the modern and global era (Ahmed and d'Astous, 1996; Kim and Chun, 1997; Teas and Agarwal, 2000; Keller, 2008; Diamantopoulos *et al.*, 2018). After all, the country image concerns different types of decisions-makers like politicians, investors, buyers, and consumers (Roth and Romeo, 1992; Lusk *et al.*, 2006; Rezvani *et al.*, 2012; Augusta, 2019). In short, the better the national image, the stronger the consumer desire and higher the company's opportunities. These conclusions reinforce the country image as an asset able to make helpful contributions to marketing and sales (Zeugner-Roth *et al.*, 2008), which explains why one literature (Matos, 2014) says the country image is worth money. For this reason, Kim and Chung (1997) believe that studying the country image offers a basic but essential guide for firms. With this in mind, the next point briefly reviews the image of Portugal and its production.

1.2.1. The Image of Portugal and 'Made in Portugal' Products

The image of a country is subject to change over time, which means that stereotypes behind a country may also change (Nagashima, 1970). It is a dynamic concept. And the Portuguese case seems to reflect exactly that. According to research found on the image of Portugal (Silva *et al.*, 2001; Azevedo and Farhangmehr, 2003; Sousa, 2007; Filipe, 2010; Correia, 2012; Silva, 2014; Saraiva, 2016; Da Silva, 2018), the perception about this country is moving across the spectrum from one extreme to the other. If 20 or 10 years ago most articles were portraying the negative image of Portugal (Silva, 2001; Filipe, 2010; Correia, 2012), now recent articles are admitting its dynamic to be positively changing (Saraiva, 2016; Da Silva, 2018), trusting that the Portuguese factor should be integrated into the brands strategy (Silva, 2014; Saraiva, 2016).

Historically, from a foreigner viewpoint, the image of Portugal has been mainly negative (Filipe, 2010; Saraiva, 2016). For this reason, producers have been, sometimes, penalized by producing ‘made in Portugal’, even when the products were objectively better than the competition (Filipe, 2010; Felício *et al.*, 2016). Some studies emphasized this negative outlook on Portugal (Filipe, 2010; Correia, 2012) and, in general terms, presented the country with an image poor in differentiation, prevailing negative features like its low technological development and lack of innovation, deficiency of marketing actions, and inadequate adaptation to markets, resulting on its weak overall performance (Filipe, 2010). Moreover, in terms of business, Portugal was considered very conservative, passive, unaware of its potential, and with no management skills (Filipe, 2010; Saraiva, 2016). Nonetheless, positive aspects were pointed out on these studies. The image of Portugal was enriched by a friendly and hospitable atmosphere, offering a lovely holiday destination rich in culture and traditions (Filipe, 2010), good cuisine and good wines. But Tourism was not the only growing market, showing how the ‘made in Portugal’ communication was nonexistence or deficient (Filipe, 2010).

Despite this, the image of Portugal has improved, mainly due to the political and economic framework (Saraiva, 2016). Portuguese overcame the crisis of 2008, gaining purchase power and incentives to invest, which has positively affected business (Nielsen, 2019; Nielsen, 2019b). On one hand, new businesses have emerged, and on the other, old businesses have innovated. In both situations, the international market was more explored, and truth be told, it was in this scenario that the new image of Portugal was being painted. The key to success of the Portuguese businesses going beyond the borders seem to be linked to the unique natural resources found on Portugal, which have been highlighted through technological innovations and efficient strategies (Saraiva, 2016). Good examples are the skincare brand *Ignae*, based on natural ingredients found on Azores (Lourenço, 2017), and *Corticeira Amorim*, that preserved its position as world leader in production of cork by investing in technology (Amorim, 2018).

Actually, a few articles have been emphasizing the quality of Portuguese products (Arriscado *et al.*, 2013; Saraiva, 2016), inclusive in cosmetics (Teixeira, 2018; De Barros, 2019; Vidal, 2019; Real, 2020). In the study “The Made in Portugal consumption and Country-of-Origin perception in the context of crisis and austerity”, Portuguese products are described having high quality, an excellent quality-price ratio and added value, becoming the preference choice of Portuguese consumers (Arriscado *et al.*, 2013). Overall, this study highlighted three strong ideas about products ‘Made in Portugal’: attractive, difficult to identify and not marketed in many countries. These last two points reinforce the need of communicating the ‘Made in Portugal’, which actually has been happening in certain product categories. For instance, an international campaign was designed to show Portuguese footwear as the sexiest footwear in Europe (Eytan, 2015) and a study held by Católica Porto University concluded that the label ‘Made in Portugal’ growth in value around 28% in this specific market (Cunha, 2019). But the Portuguese market is not only made of footwear. There is an endless variety of Portuguese products available, including in the international outlook. Cases are many, such as *Claus Porto* opening new stores in New York and Tokyo (Keh, 2018; Premium Beauty News, 2020) or the number-one olive oil brand *Gallo* that is also the fourth in the world ranking (Gallo, n.d.).

In addition to the business scenario, two events have improved the perception of the quality of Portuguese management, and the desire for innovation. First, management education has been improving exponentially. The management masters of Nova School of Business and Economics and Católica Business School were ranked in the top 50 by the Financial Times in 2020 and these universities have been teaching students that slowly are entering in the market, while enabling managers to be trained through executive programs. Secondly, since 2016 the capital of Portugal has been the stage of the Web Summit, an annual conference considered the largest tech event worldwide, helping to place Portugal in the spotlight of entrepreneurship (Pereira, 2016). Also, Portugal was indicated as the European Capital of Entrepreneurship (Made of

Lisboa, 2017). Knowing that Portugal has a small internal market, depending on exports and foreign markets, the CoO effect is very relevant. For this reason, official initiatives were created to promote its image and the notoriety of its products. For example, the official stamps “Visit Portugal” or “Portugal Sou Eu”, and place branding projects such as “Portugal 2020” (Portugal 2020, n.d.). However, while the improvement of the ‘made in Portugal’ image is clear (Mellery-Pratt, 2015; Saraiva, 2016), Portugal still has a long way to go. As said by Mellery-Pratt (2015) “the Made in Portugal will need to cultivate a stronger brand in the eyes of consumers” (14th par.), what will hardly happen, if it continues to be poorly communicated (Fonseca, 2011).

1.3. The ‘Made in’ Effect on Communication Strategies

In a competitive business world, an essential source of competitive advantage relies on having an efficient business strategy (Saraiva, 2016). A vital element of any business strategy will be the communication strategy, for which is essential to understand what factors influence the consumer behavior (Azuizkulov, 2013). After all, consumers purchases happen much before their actual purchases and it is the role of Marketing and Advertising to influence consumers on buying certain products (Anjana, 2018). As priorly seen, one of the factors influencing the consumer decision journey is the CoO, which in various cases could be beneficial to promote. Knowing that the CoO effect is rooted in consumers’ images of specific products related to their CoO (Verlegh *et al.*, 2005), which in turn, are highly influenced by the country image, is relevant for marketeers to assess the country image to which their products are associated with (Dinnie, 2003). Especially, when consumers prefer brands with a provenance story or when, in certain categories, the CoO can be a better driver of choice than price or availability (Adams, 2015). Exploring the CoO effect allows companies to define which strategy to apply: promote the CoO or move away from it (Montanari *et al.*, 2018; Diah *et al.*, 2019).

In the case of a favorable country image, the CoO of a brand can be a key to build equity and positive associations, helping the brand to differentiate from the competition (Adams, 2015).

That is why Italian brands have an advantage in categories like high end fashion where the ‘made in Italy’ is commonly a marketing statement, or why buying a French luxury handbag means to purchase a piece of sophistication and savoir-faire (Guilbault, 2015). Both countries have a beneficial country image, especially in the refereed categories. However, being linked with a favorable country image and conveying it does not necessarily result on a valuable ‘made in’ effect. As stated by Adams (2015), if the CoO is not authentically part of the brand story, the CoO effect will not be that helpful. This is especially relevant for experience products, about which people are more skeptical regarding publicity claims (Feick and Gierl, 1996 cited in Verlegh et al., 2015). In the case of an unfavorable country image, it is important to highlight that a manager hardly has the power to transform the country’s equity (Verlegh *et al.*, 2005; Lusk *et al.*, 2006; Bertagnolli, 2014). After all, as already asserted, the perception about a country is shaped by cultural, social, political, and economic variables, depending on consumers’ backgrounds. For this reason, research shows that marketers should, in the case of a less beneficial country image, conceal the CoO by emphasizing other attributes of the product, or de-emphasize its origin (Roth and Romeo, 1992; Sliburyte and Bankauskiene, 2017).

1.3.1. Common ‘Made in’ Communication Strategies

A positive CoO effect can provide a competitive advantage and drive consumers preferences (Zgadzail, 2019), while playing a major role in the acceptance of the brand in different world markets (Han, 1989; Samli, 1995), but firms can only benefit from this effect, if consumers are aware of it (Aichner, 2014). And truth to be told, consumers are not perfect and, they make wrong judgements. Recent research has shown that consumers will not be always influenced by the real CoO but rather buy the CoO they have in their memory (Bertagnolli, 2014). This happens because buyers are not well informed, or as stated by Balabanis and Diamantopoulos (2011) because firms are vague about this kind of information. In short, conveying the CoO will have impact on the brand image, and can also contribute for the development of beneficial

stereotypes, the overall image of the product category and the micro country image which, in turn, affect the macro image (Roxo, 2014). Therefore, businesses pursue to promote the CoO via several strategies, which will now be reviewed based on the list created by Aichner (2014).

1.3.1.1. Legally Regulated ‘Made in’ Strategies

These strategies are based on elements that are regulated by official entities, such as the national and regional law, or specific organizations (Aichner, 2014). The first strategy consists in using the phrase ‘made in ...’ (or equivalent). Although in some countries the origin label is actually mandatory, brands can use this strategy by using the phrase ‘made in...’ in several formats. It is easy to communicate because consumers do not need to establish associations between a sign and a country (Aichner, 2014). This strategy can be applied from a national or regional perspective. Generally, when the CoO has a favorable image, the national version will be applied. However, if that is not the case, using the regional version can be a method to overcome the negative CoO effect. Besides, creating a positive image of a regional product is easier, especially if that area has already a good reputation in a certain business sector (*ibidem*). This happens in Portugal, for instance, with Moscatel, a wine promoted as ‘Made in Setúbal’. Another strategy is the use of quality and origin labels. In Europe, the use of these labels has a long tradition, especially in the food industry. Actually, in absolute numbers, Portugal is one of the countries with more registered labels (Moschini *et al*, 2018 cited in Aichner, 2014). Mostly, they guarantee credibility. For experience goods it is especially relevant because it is not easy for consumers to validate the products quality prior to its acquisition, and the labels can reduce the perceived risk (Resano *et al*, 2012 cited in Aichner, 2014).

1.3.1.2. Unregulated ‘Made in’ Strategies

These strategies are not regulated, so firms can communicate any CoO. Underpinned by this idea is the first strategy known as Foreign Branding Strategy (Aichner, 2014). It is usually followed by companies that pretend to link their products to a better country image (Josiasen

and Harzing, 2008 cited in Aichner, 2014). For example, the brand *Parfois* does not communicate upon its Portuguese origin, instead, it sounds French (De Almeida, 2018). The second strategy consists in adding the origin directly on the company name. Examples are many, such as *TAP Air Portugal*, *Jo Malone London*, and *Balzac Paris*. The third strategy is to embed typical CoO words in the firms name, such as characteristic names and surnames, stereotypes, or other elements like animals (Aichner, 2014). The luxury brand *Josefinas*, which name is a Portuguese women's name, can be an example. The fourth strategy consists of the use of CoO language, being able to influence the brand name, slogan, or any promotion text (*ibidem*). For example, *Ikea* products' names are written in Danish. The fifth strategy uses stereotypical people from the CoO, transmitting the CoO by the person's attributes, from its behavior to its appearance. The sixth strategy take advantage of well-known landscapes or famous buildings. It is a visual method that allows consumers to associate a product to its CoO. For instance, the *Milka* chocolate uses in its packaging a Swiss landscape of mountains in the Alps. And lastly, the CoO can also be communicated through national flags and symbols. This strategy is common for typical national products (Aichner, 2014). For example, the Portuguese flag on canned sardines.

Briefly, these strategies are based in visual elements like flags, national symbols, or landscapes, and in verbal elements like text and languages, all with the aim of communicating countries-of-origin. A company which brand equity is strongly based on the CoO will better convey that feature by combining several of these strategies, which means, combining text and image, the most powerful way to pass an effective message to the consumer (Eynullaeva, 2012).

Chapter 2: Hypothesis Building

In a small market, supported mainly by niche brands, which takes place in a country whose image has been positively evolving, communicating the CoO may bring benefits to the product itself and the product category and, so, to the country's production (Sohail and Sahin, 2010;

Pileliene and Migle, 2014; Vilela, 2018). Plus, recent social and economic events, like the concerns about sustainability and the Covid-19 pandemic, accelerated the trend of shopping locally and nationally, stressing the importance of local brands. Thus, the following hypothesis:

H1: Portuguese cosmetic brands use the ‘Made in Portugal’ concept as part of their communication strategy.

According to the prior sections, “companies use written and spoken language, symbols, landscapes, buildings, flags and famous or stereotypical people from the CoO to communicate their origin to consumers” (Aichner, 2014, p. 12) when they believe the country image can offer benefits to the products. Being the aim of any communication strategy to attract consumers, if the CoO is considered favorable for the target, companies will stress CoO elements through verbal and visual communication (Eynullaeva, 2012). Hence, the following hypothesis:

H2: Portuguese cosmetic brands convey the 'Made in Portugal' concept in their communication through verbal and visual cues, such as the reference to Portugal or a Portuguese region, and the use of typical Portuguese landscapes, emblematic buildings, and the Portuguese flag.

Lastly, when companies aim to promote the ‘Made in’ factor, the CoO can be emphasized through cognitive, affective, and normative values. From the analysis of Portugal’s country-image, the use of affective values on the promotion of the Portuguese factor is perhaps higher than the use of cognitive and normative values. After all, affective values are used when a “country-of-origin has symbolic and emotional value to consumers” (Chattalas, 2008 cited in Shahzad, 2014) and, historically, Portugal has been seen as a country offering a friendly and hospitable atmosphere and a rich culture. These attributes have emotive and symbolic potential when linked to products, offering affective values to consumers. Thus, the next hypothesis:

H3: Communication strategies to promote ‘Made in Portugal’ cosmetics emphasize primarily affective values.

Chapter 3: Methodology and Analysis

3.1. Data for Analysis

The aim of the study is to analyze Portuguese cosmetic brands to understand if and how does each of them convey the ‘Made in Portugal’ concept. Thus, different communication materials were meticulously examined, organized and coded, identifying which strategies are being used to promote the Portuguese factor. This approach aims to generate meanings from the data collected to identify patterns that will allow the validation of the hypothesis priorly formulated. This said, the study is deductively oriented, but supported by deductive and inductive approaches of content analysis. It is exploratory and, so, a qualitative methodology is followed.

3.2. Sample

To maximize the representativeness of the data, a theoretical sampling method was applied using a large parcel of Portuguese cosmetic brands categorized as commonly seen in the industry. Traditionally, in research and business reports, the cosmetic market is divided into five segments: skincare, decorative cosmetics, fragrances, haircare, and toiletries (for examples see Rossi *et al.*, 2007; Srivastava, 2019; L’Oréal, 2019; Rajput, 2019; Ridder, 2020). For this reason, the categorization process of the brands selected for this study was based on this segmentation format. However, it was adapted to the nature of the Portuguese cosmetic market. Underrepresented categories were eliminated. Only the categories in which at least three brands were found were selected. So, the categories of hair care and decorative cosmetics were removed. In addition, two extra categories were included – lifestyle and dermocosmetics. The lifestyle category was added because there are Portuguese lifestyle brands offering cosmetics. Actually, some brands started as purely cosmetics brands and evolved to lifestyle brands. The dermocosmetics category was added because some Portuguese brands identify their products as dermocosmetics and, in fact, this concept was developed mainly for marketing purposes (Malinowska and Zielińska-Chmielewska, 2014) which may explain differences between the

communication tactics applied in dermocosmetics and conventional cosmetics. This said, the categories considered in this study were attributed to each brand, following the concepts bellow.

Skincare: Skincare is the “use of cosmetics to care for the skin” (Oxford, 2021). Typically, includes all types of moisturizers for the face, body, hands, and feet, as well as sunscreen and baby care (Cosmetic Info, n.d., par.). These products will replace the skin oils and optimize the skin barrier function, helping to repair environmental damage (Surber, 2016). Skincare products can also contain actives capable of preventing skin conditions like acne, rosacea, or wrinkles, presenting characteristics of Dermocosmetics (Dreno *et al.*, 2014).

Fragrances: Fragrances are found on the market through several shapes – colognes, perfumes, and fragrance mists – with the goal of enhancing the body’s scent. These products are created by scientists and perfumers, and “represent an art form that combines a complex combination of fragrance ingredients with an individual’s biological makeup” (Cosmetic Info B, n.d.).

Toiletries: Toiletries are intended to be used for washing and cleaning one’s body. Some examples are soap, shower gel, bath oils, toothpaste, deodorant, and mouthwash (Oxford B, 2021; Cosmetic Info C, n.d.). These products are used to improve the hygiene and beautification of the body. Toiletries can be included in Dermocosmetics (Dreno *et al.*, 2014).

Lifestyle: Lifestyle brands are symbol intensive brands (Manning, 2010). According to Saviolo and Marazza (2013) these are described by three attributes: “a product with benefits related to self-expression, an integrated communication strategy, and a brand based on several product lines” (p. 60). These brands can cover products from diverse contexts, such as “health, nutrition, fashion, cosmetics, furniture” (Saviolo and Marazza, 2013, p. 59), and help buyers to express their identities, culture, or aspirations (Saviolo and Marazza, 2013, Kim and Sullivan, 2019).

Dermocosmetics: There is no definition of Dermocosmetics under the law, which means that any brand selling cosmetics can state to be a Dermocosmetics brand and that their products can

be available in different channels, from the mass market to selective beauty stores or pharmacies (Malinowska and Zielińska-Chmielewska, 2014; Nanjwade, 2017). This said, these type of products are seen as a segment of Dermatology because their formulations are inspired by Dermatology knowledge (Draelos, 2009; Dreno *et al.*, 2014). Dermocosmetics are cosmetics created to deeply penetrate the skin, offering medical or drug-like benefits (Dreno *et al.*, 2014). They “involve the topical application of biologically active ingredients that affect the skin barrier” (Draelos, 2009, p.431) and are focused on the skin health and the treatment of skin disorders, such as general sensitivity, wrinkles, acne, or redness (Dreno *et al.*, 2014; AK, 2019). Following this idea, the main difference between dermocosmetics and standard cosmetics is in the ability to affect the skin, providing in-depth or more superficial action (Dreno *et al.*, 2014).

In the end, data were collected from 39 Portuguese brands offering cosmetics, representing more than 90% of the 43 brands initially identified (see Appendix 1 for the list). On the next table each brand is associated with at least one category, based on the type of products it offers.

Table 1: Characteristics of the Sample

Category	Brands	Main Products
Skincare	Benamôr	Facial creams; Hand creams; Micellar water; Body creams; Body oils; Foot creams; Lip creams; Lip balms
	Catarina Barbosa	Facial oils; Treatment masks; Facial balms; Serums; Skincare-related accessories
	Ignae	Serum; Eye cream; Facial creams
	Laura Var Cosmetics	Cleansing foam; Toners; Facial oil
	Herbes Folles	Oil cleanser; Multipurpose balm; Face lotions; Skincare-related accessories
	Phillippe by Almada	Facial cream; Hand cream; Soap
	Made in Youthland	Facial scrubs; Facial cleansers; Facial toners; Facial moisturizers; Facial oils; Eye creams; Body scrubs; Oil cleansers; Body oils; Body creams; Body toner gels
	Adelino Skincare	Multi-Purpose cream
	Beauty Bible	Body butter; Body oil
	Soft & Co.	Body creams; Body gel; Body oils; Face oils
	Feno de Portugal	Body cream
	Vegbeauty	Facial creams; Facial oils; Facial soaps; Treatment masks
	ATL	Body cream; Diaper change cream
Toiletries	8950	Liquid soaps; Body creams; Shampoo; Toothpaste; Toothbrush; Lip balm; Hair conditioner; Cotton swabs; Cotton buds
	Unii Cosmetics	Soaps; Solid shampoo; Toothpaste;
	Ach. Brito	Cologne; Soaps; Shaving soaps
	Nally 1933	Shower gels; Soaps; Liquid soaps
	Benamôr	Soaps; Liquid Soaps; Shower gels; Hand sanitizer
	Soft & Co.	Soaps; Liquid soaps
	Feno de Portugal	Soaps; Liquid soaps; Body soaps
Dermocosmetics	DC Dermoteca Cosmetics	Cleansing and makeup remover; Facial creams; Neck and bustline treatments
	D'Aveia	Facial creams; Facial cleansers; Facial gels; Body creams; Body SPF; Body cleansers; Shampoo; Hand cream; Lipstick; Foot cream; Intimate Care; Baby care (creams, oils, and SPF)
	Oleoban	Body creams; Shower oil; Soap; Baby care (soap, washer, cream)
	Suta Cosmetics	Facial creams; Makeup remover; Cleanser milk; Facial scrubs; Treatment masks; Serums; Facial toners/essences; Lip/eye cream

Fragrances	Miyoko	Shower gels; Body scrubs; Liquid soaps; Body lotions; Body butters; Hand creams; Massage candles
	Smart Nature	Facial creams; Serums; Facial oils; Hand cream; Treatment masks; Shampoo; Shower oils; Lip balms
	DVINE	Micellar water; Facial creams; Serums; Eye creams; Eye serums; Facial toner; Facial scrub; Gel cleanser; Milk cleanser
	Cristais do Mar	Facial peelings; Facial creams; Facial cleansers; Eye creams; Lips balms; Treatment masks; Body scrubs; Body creams; Foot scrubs; Foot creams
	Barral	Body creams; Body lotions; Facial creams; Hand creams; Foot creams; Lip balms; Baby care (creams, oils, soaps, washers, shampoo and cleaning water)
	Aqua dos Azores	Perfums; Diffusers
	Comporta Perfumes	Perfums
	Ourige	Perfums
	ALMA Comporta	Perfum
Lifestyle	Claus Porto	Soaps; Fragrances; Body creams; Hand creams; Body/hand washer; Shaving balms and soaps; Candles; Diffusers; Notebooks
	Castelbel	Body/hands soaps; Shampoo/Conditioner soaps; Shaving balms and accessories; Fragrances; Body lotions; Hand creams; Body scrubs; Candles; Diffusers; Scented air freshener spray
	Portus Cale	Soaps; Fragrances; Body lotions; Hand creams; Shaving creams and soaps; Body/hand washers; Candles; Diffusers
	Real Saboaria	Soaps; Solid shampoos; Hand creams; Candles; Diffusers; Décor-related accessories
	Ydentik	Fragrances; Candles; Diffusers
	Yntenzo	Fragrances; Body milks; Showers gels; Scented candles; Diffusers; Scented air freshener sprays
	Lousani Cosmética	Soaps; Liquid soaps; Body creams; Hand creams; Shampoos; Candles; Hand sanitizer
	MPL Beauty	Facial creams and oils; Serums; Treatment masks; Body creams; Body scrubs; Oral care (toothpaste, toothbrush, mouthwash); Shampoos; Hair serum; Skincare-related tools; Supplements; Vegetable proteins; Pantry products (E.g.: matcha, acai, seeds)
	Amor Luso	Soaps; Essential oils; Candles
	Couto	Toothpastes; Mouthwashes; Shaving creams; After shave; Beard oil; Beard Shampoo; Deodorant; Liquid soaps; Soaps; Shower gels; Body milks; Hand creams; Facial moisturizer; Colognes; Candles; Scarfs; Social masks; Tote bags

3.3. Data Collection

In order to obtain easily available content, the data collected is mostly from online sites. Nonetheless, physical spaces were also visited (see Appendix 2 for the stores list). Thus, websites, multi-brands e-commerce pages, social networks, online press, and physical stores were consulted. As a result, the researcher analyzed communication materials available to any consumer, in very distinct formats – text, image, photography, animation, video, and audio. Since the primary purpose of content analysis is to provide a simplified picture of the raw data (Bardin, 1977), the data was coded, through deductive and inductive methods.

The deductive method was used to code the data based on the CoO communication strategies identified on the secondary research. That is, a predefined set of categories was identified on previous research, and the primary data was examined so that its elements could be assigned, if applicable, to the mentioned categories. The use of this approach helps guarantee that the most

common CoO communication strategies are taken into account during the content analysis, while reducing the total time spent on the coding process (Bardin, 1977; Saunders *et al.*, 2009). Simultaneously, the inductive method of content analysis was used in the coding process when new CoO communication strategies were discovered. In this case, similar codes (words, phrases, descriptions) were grouped into new categories (see Appendix 2 for the codebook). The use of this approach encourages divergent thinking (Bardin, 1977), which is especially relevant here since, although the CoO effect is a widely studied topic, research on cosmetics is scarce, and few cases assessing the Portuguese factor were found.

The combination of approaches can offer a better reading of the data and a broader view of the reality under study. To achieve this, a procedure of systematically categorization of excerpts in the data available for each object of study was executed until its saturation point was reached. Plus, the data were re-examined multiple times, following a back-and-for method. And so, valid information was generated to create the next grid. This table should exhibit certain qualities: mutual exclusion, homogeneity, relevance, productivity, objectivity and fidelity (Bardin, 1977).

Table 2: Coding Process

Nature	Value	Communication Strategies	Code
Verbal	Cognitive	Use of the phrase ‘made in...’ (or equivalent): identification of the CoO	VECOG1
		Use of the phrase ‘made in...’ (or equivalent): identification of the RoO	VECOG2
		Addition of the CoO to the brand trademark	VECOG3
		Addition of the RoO to the brand trademark	VECOG4
		Focus on the know-how from the CoO	VECOG5
		Connection between the CoO and the value proposition of the brand	VECOG6
	Affective	Region-related information	VEAFF1
		Link with the history and culture of the CoO	VEAFF2
		Use of the language of the CoO	VEAFF3
		Use of words linked to the CoO in the brand name	VEAFF4
		Use of words linked to the CoO in the name of the products or collections	VEAFF5
		Association between brand’s founder and the CoO	VEAFF6
		Collaboration with national artists	VEAFF7
	Normative	Production-related information (E.g., reference to the laboratory)	VENOR1
		Emphasis on the importance of consuming national production	VENOR2
Visuals	Cognitive	Use of quality or origin symbols	VICOG1
		Use of national flags or symbols	VICOG2
	Affective	Use of celebrities or influencers from the CoO	VIAFF1
		Use of stereotyped persons linked with the CoO	VIAFF2
		Use of buildings, landscapes, or other elements in the CoO	VIAFF3
	Normative	Production-related information (E.g., laboratory logo)	VINOR1

Lastly, the coding process culminates in a grid, where the number of times each communication strategy is identified in all the communication material analyzed is quantified. The aim of this method is not to provide statistical data, but to demonstrate the diversity of strategies being currently used to promote the 'Made in Portugal' in cosmetics communication. For this reason, the total number of times each category is identified in all the data will not be considered. Instead, when a category is found in the data of object A, this category is counted once. If the same category is identified more than once, it is not counted, unless that category is recognized in the data of object B. That said, since 39 different study objects were explored, the minimum count value for each category will be 0 and the maximum will be 39. In the first case the category was not found in the materials analyzed, and in the second case it is perceived that the category is very popular and could even be considered an imperative communicational strategy.

Chapter 4: Results

As seen in Table 2, the coding process not only helps to recognize the variety of strategies used to convey the CoO concept, as it also emphasizes the nature of the strategies (verbal or visual) and their symbolic value (cognitive, affective or normative). After coding the data of the 39 objects in the sample, from Table 2, Table 3 was created and shows the key results to the validation process of the hypothesis previously formulated.

Table 3: Coding Results

Code	Communication Strategies	Score/39	Score %	Average %	Distribution
VECOG1	Use of the phrase 'made in...' (or equivalent): identification of the CoO	30	77	36	35
VECOG2	Use of the phrase 'made in...' (or equivalent): identification of the RoO	21	54		
VECOG3	Addition of the CoO to the brand trademark	4	10		
VECOG4	Addition of the RoO to the brand trademark	7	18		
VECOG5	Focus on the know-how from the CoO	5	13	30	34
VECOG6	Connection between the CoO/RoO and the value proposition of the brand	18	46		
VEAFF1	Region-related information	10	26		
VEAFF2	Link with the history and culture of the CoO	10	26		
VEAFF3	Use of the language of the CoO	34	88		

VEAFF4	Use of words linked to the CoO in the brand name	6	15		
VEAFF5	Use of words linked to the CoO in the name of the products or collections	5	13		
VEAFF6	Association between the brand's founder and the CoO	12	31		
VEAFF7	Collaboration with national artists	5	13		
VENOR1	Production-related information (E.g., reference to the laboratory)	6	15	14	5
VENOR2	Emphasis on the importance of consuming national production	5	13		
VICOG1	Use of quality or origin symbols	16	41	36	11
VICOG2	Use of national flags or symbols	12	31		
VIAFF1	Use of celebrities or influencers from the CoO	10	26		
VIAFF2	Use of stereotyped persons associated with the CoO	0	-	41	13
VIAFF3	Use of buildings, landscapes, or other elements in the CoO	22	56		
VINOR1	Production-related information (E.g., lab logo)	5	13	13	2

The data from all the studied entities contributed to complete the previous table. This means that all the brands in the current study sample (Table 1) convey the Portuguese factor through their communication. **Hypothesis 1 is, therefore, accepted.** Naturally, the allusion to the Portuguese factor varies from brand to brand. As can be expected after reading Table 3, the studied brands use a wide variety of ways to communicate the Portuguese factor. To illustrate, the communication materials analyzed for the *Laura Vars Cosmetics* brand indicates that the brand only uses one strategy to convey the 'Made in Portugal' concept. In the same line, the *Beauty Bible* brand seems to use only three strategies for the same purpose. In contrast, the analysis of the *Catarina Barbosa Skincare* brand shows the use of 12 different strategies to promote its *portugality* and the *Benamôr* brand 14 strategies (see Appendix 4 for examples).

80% of the brands use verbal strategies (sum of 'VE') and 90% use visual-based (sum of 'VI'). The reference to the country-of-origin or the region-of-origin is significant: 77% of the brands use the phrase "Made in Portugal", 54% highlight the region-of-origin, and 28% of the brands include the country or region of origin in their trademark (brand name, slogan, or logo). Additionally, most brands use country scenes in their communication, highlighting emblematic

buildings or typical landscapes from the country: 56% of the brands do so. Plus, 31% use the national flag. Brands apply these strategies through photos in social networks, images in video ads or illustrations on the packaging itself (see appendix 4 for more examples). This confirms prior findings and, therefore, **hypothesis 2 is supported**.

Lastly, the diversity of communication strategies that contribute to the promotion of the Portuguese factor can also be analyzed through the values that are requested by these strategies. In consistency with the Literature, brands can communicate the concept 'Made in Portugal' through cognitive, affective or normative values. In this sense, observing table 3, it is possible to see that 46% of the different identified strategies require cognitive values (35% of VECOG plus 11% of VICOOG), 47% highlight emotional values (34% of VEAFf plus 13% of VIAfF), and, finally, only 7% use normative values (5% of VENOR plus 2% of VINOR). **Hypothesis 3 is, therefore, validated**. The identified communication strategies rely, primarily, on affective values when promoting the Portuguese factor. However, it is clear that, in this sample, cognitive values also have a significant weight. In fact, the difference between the two figures is only about 1%. This may be linked with the improvement of the country image. As the image of Portugal improves and new successful businesses emerge and cross the borders, it will make sense for companies to feel more confident in highlighting their *portugality* as synonymous with quality, enhancing cognitive values.

Chapter 5: Discussion and Managerial Recommendations

All the raised hypotheses were validated. This reinforces earlier arguments about the improvement of the image of Portugal, indicating that Portuguese cosmetic brands see Portugal as an asset capable to positively contribute to marketing and sales. However, additional findings also show that although all brands promote the 'Made in Portugal' concept, some take advantage of the foreign communication strategy as a complement to their reason-to-believe, connecting their brand, products or specific collections to foreign countries or foreign know-

how. For instance, *Miyoko*, whose name is written in Japanese, often shares curiosities about the Orient, and claims to be born out of inspiration from the Japanese beauty caret. In total, 10 brands applied the foreign communication strategy (see Appendix 4 for examples). This may be due to the nature of the market under study: the market of cosmetics is not typically associated with the Portuguese know-how and the Portuguese market of cosmetics is small. Brands may feel the need to complement their argument with the help of foreign voices, increasing credibility. Other findings reinforce the positive image of Portugal as an image in construction. While 77% of the brands promote the country-of-origin, 54% promote the region-of-origin, and, actually, more brands add the RoO (18%) to the trademark, than the CoO (10%). Also, 26% share regional information. And as earlier seen, the choice of promoting the RoO tends to happen when brands believe the country image is not surprisingly favorable.

Some findings inspired managerial recommendations. Firstly, only 46% of the brands seem to establish a direct connection between their origin and their value proposition, as happens when, for instance, *Ignae* uses Azores nature to justify the exclusivity of the composition of its products, with regenerative properties for the skin (see Appendix 4 for examples). In line with insights described in the Literature, the ‘made in’ effect is only valuable when the communication of the origin is authentically linked to the brand (Adams, 2015) which reinforces the relevance of these strategies, used only by less than half of the analyzed brands. Secondly, 46% of the brands use quality or origin symbols, but only half of them use official symbols. In fact, looking merely for origin symbols, only three brands – *Soft & Co*, *Amor Luso*, and *Couto* – use the official symbol “Portugal Sou Eu”. A greater adherence to this symbol by companies could help the message reach the consumer more clearly, especially because it is a symbol used by other product categories. This is a strategy that could even be applied by the brands which so far do not use this type of symbolism but want to communicate their origin clearly, specifically to the Portuguese consumer. Research has shown that consumers not only

realize the occurrence of symbols, but that are also influenced in terms of perception about the products and purchase decision (Dado and Goliasova, 2008). And lastly, the use of celebrities or influencers in the brand's communication seem surprising unpopular, particularly when influencer marketing has been shown to contribute to efficient transmission of product information, increased brand awareness and sales growth (Wielki, 2020). Only 26% of the sample seems to incorporate this strategy and, with so many options in this industry (nano, micro, macro, and mega influencers) it looks an adaptable strategy for distinct business realities.

Chapter 6: Conclusion and Research Limitations

Results have demonstrated that Portuguese cosmetic brands use communication strategies to promote the 'Made in Portugal' concept, through verbal and visuals cues and by using affective and cognitive values. In particular, brands seem to use strategies that highlight the name of the CoO and the RoO, their emblematic buildings, typical landscapes or the national flag. Moreover, this study shows that the image of the country is favorably seen by the analyzed Portuguese brands. Nonetheless, the Portuguese cosmetics market is a small market with no tradition or history and, probably for this reason, some brands choose to complement the Portuguese argument with the foreign branding strategy.

Finally, every research has its limitations. In this paper three were identified: 1) Lack of data about the CoO Effect in the Portuguese scenario; 2) Use of a theory-based sample; 3) Specificity of the study, not allowing the generalization beyond countries and categories. The study was about a specific country and a specific market, both in terms of category and dimension. Based on these, it might be interesting to research the impact of the 'Made in Portugal' concept in Portuguese cosmetics, from the consumer point-of-view. Understanding the perception that consumers have of communication materials that convey the Portuguese factor, may help brands to understand if the strategies revealed have the intended effect. Additionally, applying this same study to other markets could contribute to the study of the 'Made in Portugal' Effect.

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Appendices

List of Appendices

Appendix 1 – List of Identified Portuguese Cosmetic Brands.....	D
Appendix 2 – List of Physical Stores Visited for Evaluation Purposes	E
Appendix 3 – Qualitative Codebook.....	G
Appendix 4 – Brands Communication Analysis Grids	I
Brand Communication Analysis Grid #1: Catarina Barbosa	I
Brand Communication Analysis Grid #2: Ignae	N
Brand Communication Analysis Grid #3: Beauty Bible.....	R
Brand Communication Analysis Grid #4: Made In Youthland.....	S
Brand Communication Analysis Grid #5: Adelino Skincare	T
Brand Communication Analysis Grid #6: Laura Var Cosmetics	W
Brand Communication Analysis Grid #7: Herbes Folles	X
Brand Communication Analysis Grid #8: Phillippe by Almada.....	Z
Brand Communication Analysis Grid #9: Benamôr	BB
Brand Communication Analysis Grid #10: ATL	FF
Brand Communication Analysis Grid #11: Soft & Co	JJ
Brand Communication Analysis Grid #12: Feno de Portugal.....	LL
Brand Communication Analysis Grid #13: Vegbeauty.....	NN
Brand Communication Analysis Grid #14: 8950	PP
Brand Communication Analysis Grid #15: Unii Cosmetics	RR
Brand Communication Analysis Grid #16: Ach. Brito	TT
Brand Communication Analysis Grid #17: Nally 1933	XX
Brand Communication Analysis Grid #18: DC Dermoteca Cosmetics	YY
Brand Communication Analysis Grid #19: D’Aveia	AAA
Brand Communication Analysis Grid #20: Oleoban	EEE
Brand Communication Analysis Grid #21: Barral	GGG
Brand Communication Analysis Grid #22: Suta Cosmetics	JJJ
Brand Communication Analysis Grid #23: Miyoko	KKK
Brand Communication Analysis Grid #24: DVINE	MMM
Brand Communication Analysis Grid #25: Cristais do Mar	PPP
Brand Communication Analysis Grid #26: Aqua dos Açores	RRR
Brand Communication Analysis Grid #27: Comporta Perfumes.....	UUU
Brand Communication Analysis Grid #28: Ourige.....	WWW

Brand Communication Analysis Grid #29: Alma da Comporta YYY

Brand Communication Analysis Grid #30: Claus PortoAAAA

Brand Communication Analysis Grid #31: CastelbelGGGG

Brand Communication Analysis Grid #32: Portus CaleKKKK

Brand Communication Analysis Grid #33: Real Saboaria.....MMMM

Brand Communication Analysis Grid #34: Ydentik PPPP

Brand Communication Analysis Grid #35: Yntenzo RRRR

Brand Communication Analysis Grid #36: Lousani CosméticaUUUU

Brand Communication Analysis Grid #37: MPL BeautyYYYY

Brand Communication Analysis Grid #38: Amor Luso..... ZZZZ

Brand Communication Analysis Grid #39: CoutoBBBBB

Appendix 1 – List of Identified Portuguese Cosmetic Brands

Category	Brand	Selection for Evaluation
Skincare	Benamôr	✓
	Catarina Barbosa	
	Ignae	
	Laura Var Cosmetics	
	Herbes Folles	
	Phillippe by Almada	
	Made in Youthland	
	Adelino Skincare	
	Beauty Bible	
	Soft & Co	
	Feno de Portugal	
	Vegbeauty	
	ATL	
Decorative Cosmetics*	ASM Cosmetic Lab	X
	Laura Var Cosmetics	
Fragrances	Aqua dos Azores	✓
	Comporta Perfumes	
	Ourige	
	ALMA Comporta	
Haircare*	Bioseivas	X
	Real Natura	
Toiletries	8950	✓
	Unii Cosmetics	
	Ach. Brito	
	Nally 1933	
	Benamôr	
	Soft & Co.	
	Feno de Portugal	
Dermocosmetics	DC Dermoteca Cosmetics	✓
	D'Aveia	
	Oleoban	
	Suta Cosmetics	
	Miyoko	
	Smart Nature	
	DVINE	
	Cristais do Mar	
	Barral	
Lifestyle	Claus Porto	✓
	Castelbel	
	Portus Cale	
	Real Saboaria	
	Ydentik	
	Yntenzo	
	Lousani Cosmética	
	MPL Beauty	
	Amor Luso	
	Couto	

*These brands were not considered for analysis because their category was considered underdeveloped (less than 3 different brands). The current study pretends to transmit a faithful configuration of the market and it would not be correct to affirm Portugal has a Decorative Market or a Hair Care Market.

Appendix 2 – List of Physical Stores Visited for Evaluation Purposes

Brand	Visited Store	Date of Analysis I	Date of Analysis II
Herbes Folles	Bunny Free - Conscious Beauty Bairro do Rego, Lisboa	9 April 2021	
Phillippe by Almada	Well's Centro Comercial Continente Portimão	18 March 2021	
Benamôr	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
	Perfumes & Companhia Atrium Saldanha Lisboa	23 April 2021	
	Benamôr 1925 Príncipe Real, Lisboa	21 April 2021	
ATL	Auchan – Saúde e Bem Estar Centro Comercial Aqua Portimão	24 Feb. 2021	
Nally 1933	Continente Bom Dia Av. Barbosa Du Bocage Lisboa	18 Nov. 2020	12 April 2021
	Continente Centro Comercial Continente Portimão	18 March 2021	
Soft & Co	Continente Centro Comercial Continente Portimão	18 March 2021	
	Continente Bom Dia Av. Barbosa Du Bocage Lisboa	12 April 2021	
	Mini-Preço Bairro do Rego, Lisboa	12 April 2021	
Feno de Portugal	Auchan Centro Comercial Aqua Portimão	24 Feb. 2021	
	Continente Centro Comercial Continente Portimão	18 March 2021	
Unii Cosmetics	Go Natural 5 de Outubro, Lisboa	12 April 2021	
Ach Brito	Auchan Centro Comercial Aqua Portimão	24 Feb. 2021	
	A Vida Portuguesa Chiado, Lisboa	21 April 2021	
D'Aveia	Farmácia Arade Portimão	23 March 2021	
	Farmácia Luísa Todi Setúbal	7 Dec. 2020	
Oleoban	Farmácia Arade Portimão	23 March 2021	
Barral	Farmácia Arade Portimão	23 March 2021	

	Farmácia Luísa Todi Setúbal	7 Dec. 2020	
Miyoko	Farmácia Luísa Todi Setúbal	7 Dec. 2020	
Aqua dos Açores	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
Comporta Perfumes	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
Alma da Comporta	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
Castelbel	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
	Livraria Europa-América Av. Marquês de Tomar Lisboa	17 Oct. 2020	
Portus Cale	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	11 April 2021
	Livraria Europa-América Av. Marquês de Tomar Lisboa	17 Oct. 2020	
Claus Porto	Claus Porto Rua da Misericórdia Chiado, Lisboa	21 April 2021	
Couto	Auchan Rua da Beneficência Lisboa	12 April 2021	
	El Corte Inglés São Sebastião, Lisboa	3 Dec. 2020	9 April 2021

Appendix 3 – Qualitative Codebook

Orientation Question: What needs to be identified on the data?		
The Portuguese factor		
Codes	Significant	Category
Portugal identified as country-of-origin	The country-of-origin is clearly identified. The origin of the brand or product is associated to the country. The phrase ‘Made in...’ that is written in small letters on the back of product packaging is not considered a strategy and should not be included in this category. Examples: <i>Portuguese brand, 100% Portuguese, produced in Portugal</i> (on promotional text)	Use of the ‘made in’ phrase (or equivalent): identification of the country-of-origin
Region identified as region-of-origin	The region-of-origin is clearly identified. The origin of the brand or product is associated to a specific region, not the country. Examples: <i>Produced in Azores, made in Porto, handcrafted in Braga</i>	Use of the ‘made in’ phrase (or equivalent): identification of the region-of-origin
Reference to Portugal (trademark)	Recognizable insignia, phrase, word, or symbol that denotes a specific brand includes the CoO. Examples: <i>Portugal Jewels</i>	Addition of the country-of-origin to the brand trademark
Reference to a region-of-origin located in Portugal (trademark)	Recognizable insignia, phrase, word, or symbol that denotes a specific brand includes the RoO. Examples: <i>Cantê Lisboa, Viuva Lamego</i>	Addition of the region-of-origin to the brand trademark
Words linked to Portugal (as name of the brand)	Words that are easily connected to the country are used in the name of a brand. Names, surnames, stereotypes, places or famous elements. Examples: <i>Inês Teles, Catarina Barbosa</i>	Use of words linked to the country-of-origin in the name of the brand
Words linked to Portugal (as name of products or collections)	Words that are easily linked to the country are used as names for collections or products. Names, surnames, stereotypes, places or famous elements. Examples: <i>a face serum named Florbela, or a fragranced body care line named Saudade</i>	Use of words linked to the country-of-origin in the name of a product or in the name of a collection
Reference to a country other than Portugal, in a positive connotation*	A country, other than the CoO, is associated with the product/brand. This association is made in order to make the consumer look at the product/brand in a positive way. It can make the buyer doubt its origin. Example: <i>Parfois is a Portuguese brand of accessories but sounds like a French brand</i>	Foreign branding/communication strategy
Information about a Portuguese region	Information about a specific region is communicated. It can be a brief presentation of the site, sharing trivia about the area, geographical information, or the description of unique features. It is not historical or cultural information. Example: <i>description of the furnas in the Azores</i>	Region-related information
Historical or cultural information about the Portuguese or Portugal	Historical or cultural information, strongly linked to Portugal, is communicated Example: <i>sharing the life of an iconic figure in the Portuguese history, such as the poet Florbela Espanca or celebrate the 25th of April</i>	Link with the history and the culture of the country-of-origin
Portuguese Language	Use of the Portuguese language as a means of communication. Example: <i>highlighted information on packaging is written in Portuguese, brand slogan is written in Portuguese or the copies of the brand's only Instagram profile are written in Portuguese</i>	Use of the language of the country-of-origin

Identification of a Portuguese laboratory, or factory	Connection between the brand or its products to a Portuguese laboratory or factory. Clear identification of the production entity. Example: <i>identification of Dermoteca, a Portuguese dermatological cosmetics laboratory with more than 25 years (in text or as a logo)</i>	Production-related information
Portuguese know-how	The quality of the Portuguese production is highlighted. The production process is described and associated with Portugal. Example: <i>a product is presented as the result of the innovative work of a Portuguese engineer, or the packaging design is highlighted by the meticulous work of a Portuguese craftsman</i>	Focus on the country-of-origin's know-how
Portuguese people highlighted in the brand history	The founder of the brand is introduced and is Portuguese. The connection between the founder, the brand and the CoO/RoO is described. Example: <i>curiosities about the brand founder are shared on a social network's post and it is stated that he born and lives in Azores</i>	Association between the history of the brand/founder and the country-of-origin
The value proposition of the brand is inspired by Portugal	When the brand describes the value offered by its products, Portugal is mentioned. Example: <i>Ignae skincare is presented as premium due to the fact that the ingredients used come from the Azores, and Claus Porto highlights its unique fragrances inspired by scents founded in the countryside of Portugal</i>	Connection between the country-of-origin and the value proposition of the products
Portuguese production	Reference to the importance of consumption of Portuguese production. Description of the quality of Portuguese products. Encourage the purchase of Portuguese products. Example: <i>encourage national purchased due to the pandemic that affected the Portuguese economy</i>	Emphasis on the importance of consuming national production
Portuguese artists	Reference to Portuguese artists and promotion of their work. Description of their talent. Example: <i>Presentation of a product or a collection signed by a Portuguese artist.</i>	Collaboration with national artists
Portuguese quality symbols	Use of icons intended to certify the product quality. Example: <i>Escolha do Consumidor</i>	Use of quality and origin symbols
Flag of Portugal (or equivalent)	Use of the Portuguese flag, through photographs, images, animations or videos. The use of the colors of the flag or the use of symbols referring to the country are also considered. Example: <i>the use of the flag colors on packagings</i>	Use of national flags or symbols
Portuguese celebrities or influencers	Use of celebrities/influencers in the brand's communication materials (photography or video) Example: <i>a brand having as ambassador a Portuguese singer or sharing a photo on social networks of an influencer promoting a product</i>	Use of celebrities/influencers of the country-of-origin
Portuguese stereotyped personas	Representation of a character with a stereotyped image, associated with Portugal. Example: <i>Zé Povinho, a cartoon character of a Portuguese everyman created in 1875</i>	Use of stereotyped persons associated with the country-of-origin
Buildings, landscapes or famous elements from Portugal	Photographs, images, animations or video show Portugal, through its architecture, landscapes of elements which are typically linked to the country. Example: <i>a photography of the Douro valley or the use of typical pastries like pastéis de nata</i>	Use of buildings, landscapes or elements from the country-of-origin

* Not being a strategy that will promote the Portuguese factor and, therefore, not being a significant strategy for the problem studied in the thesis, is a strategy related to the CoO effect which may bring relevant additional insights, reason why it was considered during the analysis.

Appendix 4 – Brands Communication Analysis Grids

Brand Communication Analysis Grid #1

Brand Profile

Brand Identification		
Name: Catarina Barbosa Skincare	Categorization: Skincare	Year of origin: 2019
Brand Description		
Catarina Barbosa Skincare is original from a Portuguese town in Vila Nova de Milfontes and creates handmade premium products, resulted from a combination of the finest quality natural ingredients with advanced science. With the mission to create an authentic and transparent natural skincare line, the brand's communication highlights its Portuguese origin and the formulas behind each product.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, and Pinterest Multi-brands E-commerce pages: e.g., <i>Green Beauty Corner</i> , <i>Liviny</i> , <i>La Marieta</i> , <i>North Glow</i> , <i>Organic Piggy</i> Press Offline Multi-brands stores: <i>La Marieta</i> (Spain) <i>Organic Piggy</i> (China)		Online Website/E-commerce Social Networks: Facebook, Instagram, and Pinterest Multi-brands E-commerce pages: <i>Green Beauty Corner</i> , <i>Liviny</i> , <i>La Marieta</i> , <i>North Glow</i> Online Press: <i>Maxima</i> , <i>Observador</i> , <i>Eco</i> , <i>Time Out</i> , <i>NIT</i>

External Branding

Visual Identity	
Logo 	Country-of-origin cues: ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname ✓ Addition of the country-of-origin to the brand trademark
Packaging – Example #1 	Country-of-origin cues: ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname ✓ Addition of the country-of-origin to the brand trademark ✓ Use of the language from the country-of-origin: the information related with the formula is written both in Portuguese and in English ✓ Use of words linked to the CoO in the product's name: name of a woman

Packaging – Example #2



Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
- ✓ Addition of the country-of-origin to the brand trademark
- ✓ Use of words linked to the CoO in the product's name: name of a woman
- ✓ Use of the language from the CoO: the information about the product is written both in Portuguese and in English
- ✓ Use of quality or origin symbols

Communication Materials – Websites

Catarina Barbosa Skincare's Website Item #1 – “About Us” section

Transcription #1:

“Catarina Barbosa Skincare originates from a beautiful coastal town called Vila Nova De Milfontes in the Vicentine Coastline in Odemira-Portugal. Named for its unique tradition, Vila Nova de Milfontes is in existence well over a century. Vila Nova de Milfontes is popular not only for its coastal beauty but, also for its moderate weather with abundant sun all around the year. Europe's cleanest river with an estuary is pure bliss to witness and to top it all, an impeccable gastronomic culture with fresh seafood in abundance. (...) In our state-of-the-art laboratory at Vila Nova de Milfontes in Portugal, we combine purely natural ingredients with advanced science to harness the true power of nature.”



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Transcription #2:

“What sets us apart? (...) Products inspired by great Portuguese women (...) No outsourcing. We do it all ourselves in our lab in Vila Nova de Milfontes”.

Transcription #3:

“Discover our luxury skincare line inspired by Great Portuguese Women: Maria, Amália, Carolina, Florbela, Simone”.

Transcription #4:

“Meet the founder: Catarina Barbosa, CEO and Certified Skincare Formulator (...) Catarina Barbosa Skincare premium line of cosmetics are truly a tribute to the Greatest Portuguese Women and the women we all are”.

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
 - ✓ Addition of the country-of-origin to the brand trademark
 - ✓ Use of words linked to the CoO in the products' names: names of women
 - ✓ Use of quality or origin symbols
 - ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO
 - ✓ Region-related information
 - ✓ Link with the history and culture of the country-of-origin: use of iconic personalities in the culture of the country-of-origin as the products' names
-

Catarina Barbosa Skincare's Website Item #3 – “Shop” section: Details about the products



Transcription:

“*Florbela – Enzyme Mask*

Florbela Espanca is one of Portugal’s most known and loved poets. Florbela began writing poetry – mostly sonnets – and still impress us today – because of the unusual intensity of feeling they express. She was little understood by contemporary critics, who characterized her style as ‘feminine’ and ‘narcissistic’, usually conflating the two terms. However, she was well ahead of her time as a voice calling for freedom of gender and mind. Developed & made in Vila Nova de Milfontes - Portugal.”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
- ✓ Addition of the country-of-origin to the brand trademark
- ✓ Link with the history and culture of the country-of-origin: use of an iconic personality in the culture of the country-of-origin as the product’s name, Florbela Espanca, plus the communication of her history
- ✓ Use of the country-of-origin’s language: in the glass bottle the information related with the formula is written both in Portuguese and in English
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO

Catarina Barbosa Skincare's Website Item #4 – “Shop” section: Details about products



Transcription:

“*Handmade Ritual Bowl*

Elevate your SPA Ritual at home with our white & gold bowl. (...) Each bowl is a true piece of art, is individually handmade by Portuguese artisans (...)”.

Country-of-origin cues:

- ✓ Focus on the country-of-origin’s know-how

Green Beauty Corner's Website Item #5 – “Catarina Barbosa Skincare” presentation

Transcription:

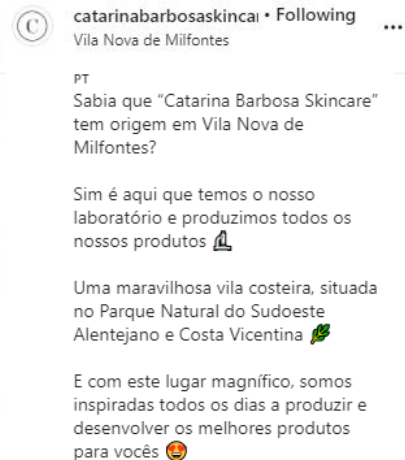
“Catarina Barbosa is a Portuguese chemical engineer with a passion for cosmetics. (...) Catarina Barbosa Skincare is an ode to renowned Portuguese women. That’s why each product is named after one of them.”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: name and surname
- ✓ Link with the history and culture of the country-of-origin
- ✓ Association between the brand’s founder and the CoO

Communication Materials – Social Networks

Catarina Barbosa Skincare's Social Network #1 – Instagram Post, March 17, 2021



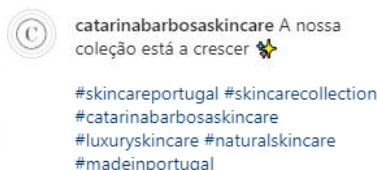
English transcription:

“Did you know “Catarina Barbosa Skincare” originates from Vila Nova de Milfontes? Yes, this is where we have our laboratory and produce all our products. A wonderful coastal town located in The South West Alentejo and Vicentine Coast Natural Park. And with this magnificent place, we are inspired every day to produce and develop the best products.”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
- ✓ Use of the language of the country-of-origin: caption is written both in Portuguese and English
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO
- ✓ Region-related information
- ✓ Use of a region-of-origin’s landscape

Catarina Barbosa Skincare's Social Network #2 – Instagram Post, February 16, 2021



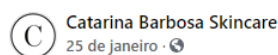
Free translation:

“@catarinabarbosaskincare – Vila Nova de Milfontes (Odemira, Portugal) Our collection is growing. #skincareportugal (...) #madeinportugal”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
- ✓ Link with the history and culture of the country-of-origin: use of an iconic personality in the culture of the country-of-origin as the product’s name
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO
- ✓ Use of the language of the country-of-origin: the caption is written in Portuguese

Catarina Barbosa Skincare's Social Network #3 – Facebook Post, January 25, 2021



Catarina Barbosa Skincare

25 de janeiro · 🌐

◆ 6 de FEVEREIRO ◆

[please scroll for english]



O nosso próximo produto, um bálsamo antioxidante, é inspirado numa Grande Mulher Portuguesa - Simone de Oliveira 🇵🇹

Simone de Oliveira canta e encanta há 63 anos. Adorada pelos portugueses, personalidade nunca lhe faltou. Um temperamento marcado, inequivocamente, pelo excesso: excesso de talento, de vontade, de querer. Excesso de expressão e de paixão. Dela poderá dizer-se o que de muito poucos se disse: É uma daquelas pessoas maiores do que a vida.

E é com personalidade que vai ser o nosso bálsamo. Um bálsamo de cor azul, com vitamina C, vitamina E, Pro-vitamina D, Alantoína e Revinage WPO para combater a desidratação da pele, neutralizar os radicais livres e promover a regeneração celular.

Dia 6 de Fevereiro vai estar à venda no nosso website 🛒

📧 Subscriver a nossa newsletter para estar a par das novidades.

#comingsoon #facialbalm #catarinabarbosaskincare #vitaminac #bluetansy #vitaminae #antioxidants #naturalingredients #novoproduto #madeinportugal



English Transcription:

“Our next product, an antioxidant balm, will be inspired by a Great Portuguese Woman - Simone de Oliveira. She has been singing and enchanting for 63 years. Adored by the Portuguese, personality never lacked. A temperament marked, unmistakably, by excess: excess talent, desire, excess of expression and passion. Of her it can be said what very few have said: she IS one of those people larger than life. And with personality that will be our balm. A blue balm full of precious raw materials (...)”

Country-of-origin cues:

- ✓ Use of words linked to the CoO as the product's names: Portuguese name
- ✓ Use of national flags or symbols
- ✓ Use of the language of the CoO: the copy is written in Portuguese and English
- ✓ Link with the history and culture of the country-of-origin: use of an iconic personality in the culture of the CoO as the product's name, Simone de Oliveira, plus her history
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Communication Materials – Press

Press Item #1 – ECO, June 4, 2020, by Fátima Castro



ECO.SAPO.PT

De Amália a Florbela. Mulheres portuguesas inspiram produtos de beleza sustentáveis

Free translation:

“From Amália to Florbela, Portuguese women inspire sustainable beauty products Catarina Barbosa Skincare will soon launch two new products. (...) It is in the Alentejo coast, in Vila Nova de Mil Fontes, that these natural products are conceived. From the formulas to packaging, everything is thought out and streamlined by the entrepreneur (...)”

The names of the brand products were based on the names of women who marked the history of our country: Amália, Maria or Carolina. "We want to pay homage to the great women who existed in our country," explains the brand's founder to ECO. Amália Rodrigues, the fado singer with Portuguese soul, Maria de Lourdes Pintasilgo, the only woman who held the position of Prime Minister in Portugal, and Carolina Beatriz Ângelo, a doctor and the first woman to return to our country.”

Country-of-origin cues:

- ✓ Link with the history and culture of the country-of-origin: use of iconic personalities in the culture of the CoO as the products' names
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO



Free translation:

A cosmetics brand inspired by Portuguese women

(...) Catarina launched Catarina Barbosa Skincare, a beauty brand that pays tribute to Portuguese women who have marked their history (...) The young woman from Vila Nova de Milfontes has Tata Harper as inspiration (...) The products are developed and produced in

in Portugal, in the brand's laboratory on the Alentejo coast (...) When creating the brand, Catarina always aimed to honor women "for their achievements and conquests". This is how the idea of each product representing a Portuguese woman came about. (...) It's "a way of inspiring other women and making a little of Portugal's history known to the whole world," she says."

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name and surname
- ✓ Use of the 'made in...' phrase (or equivalent): identification of the CoO and the RoO
- ✓ Link with the history and culture of the country-of-origin: use of iconic personalities in the culture of the CoO as the products' names

Brand Communication Analysis Grid #2

Brand Profile

Brand Identification		
Name: Ignae	Categorization: Skincare	Year of origin: 2016
Brand Description		

Ignae is a luxury skincare brand, inspired by the Azores nature. This brand offers anti-aging and regenerative skincare, combining natural ingredients from the region, with the latest cosmetic technology. Its communication is especially focused on the connection between the unique characteristics of the Azores nature, and the excellent quality of Ignae products. This is also how the Portuguese factor is promoted: by promoting the islands of the Azores and its nature.

Available Touchpoints	Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands websites: <i>Sweet Care</i> Online Press	Online Website/E-commerce Social Networks: Facebook, Instagram, and Youtube Multi-brands websites: <i>Sweet Care</i> Online Press: <i>Vogue</i>, <i>Expresso</i>, <i>Miranda</i>, <i>Observador</i>, <i>Maxima</i>, <i>Dela</i>, <i>Time Out</i>

External Branding

Visual Identity

Logo

ignae

Significant:

The brand's name "Ignae" is inspired by a story about the Furnas Valley. "Ignae" was an expression used to say the valley was erupting, *on fire*. In some interviews, the founder explains that this name made sense with the spirit of the brand (Moreira, 2018; Macedo, 2018).

Although the brand name is related to a story about the brand's region-of-origin, the brand does not communicate this connection. In fact, the explanation comes up only in more detailed interviews about Ignae. The meaning of "Ignae" is not widely known and the typical consumer, even the Portuguese, will not associate "Ignae" with this old story about Azores. In this sense, the choice of brand name was not considered a communication strategy that intends to highlight the region of origin.

Packaging – Example #1



Transcription:

"Skin Regeneration – Azores – Ignae, Haloxyl & Stem Cells, Intense Eye Complex"

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): reference to the RoO

Communication Materials – Websites

Ignae's Website/E-commerce Item #1 – Homepage Video



Significant:

The Ignae homepage welcomes the visitor with a compilation of short videos. It shows unique landscapes of Azores, an autonomous region of Portugal. It highlights the Furnas Valley.

Country-of-origin cues:

- ✓ Use of emblematic landscapes linked to the region-of-origin

Ignae's Website/E-commerce Item #2 – "About us" section

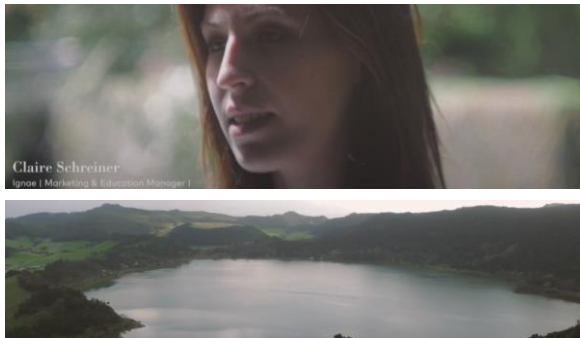
Transcription: "Ignae is the result of years of researching the best anti-aging ingredients available on the market, hidden deep in the lush nature of the Azores. Few places can provide the deep sense of wellness and relaxation that Furnas Valley offers, known for having one of the world's highest concentration of hydrothermal vents. São Miguel is teeming with rich natural resources and a magical sense of purity - the unique benefits of remaining largely undiscovered and preserved for centuries. These untapped resources, rich in growth factors, peptides, botanical oils and minerals from the island's countless hot springs, together make up the powerful formula used to create our Regenerating Complex. It is from these ingredients that Ignae was born."

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): identification of the RoO
- ✓ Region-related information
- ✓ Connection between the CoO and the value proposition of *Ignae* products

Ignae's Website/E-commerce Item #3 – Video on the “our story” section

Significant: The video is mainly focused on the connection between the brand and its RoO. The story behind Ignae and Azores is narrated in French by the Marketing Manager, Claire Schreiner.



Country-of-origin cues:

- ✓ Use of the ‘made in....’ phrase (or equivalent): identification of the RoO
- ✓ Use of typical landscapes linked to the RoO
- ✓ Connection between the RoO and the value proposition of *Ignae* products
- ✓ Foreign communication strategy: subtle connection between the brand and the French know-how

Communication Materials – Social Networks

Ignae's Social Media Item #1 – Facebook Post, April 23, 2021

Free translation:

“Millions of years ago, the emersion of the first island of the Azores marked the genesis of what will be one of the most wonderful places in the whole world. Perfected millions of years ago, some of our ingredients, such as our thermal water, are gathered from the heart of a dormant volcano and enriched with minerals whose origin is confused with that of the Islands themselves (...)”



Country-of-origin cues:

- ✓ Use of the ‘made in....’ phrase (or equivalent): identification of the RoO
- ✓ Use of typical landscapes linked to the RoO
- ✓ Region-related information
- ✓ Connection between the RoO and the value proposition of *Ignae* products
- ✓ Use of the language of the CoO: the copy is written exclusively in Portuguese

Ignae's Social Media Item #2 – Facebook Post, April 10, 2021



Free translation:

“A reduction in the total number of wrinkles and an improvement in skin elasticity are the results of the evaluation tests carried out on our Day Complex. Rich in botanical ingredients, peptides and a complex of regenerating actives from the Azores, Ignae offers you the rejuvenating power that is hidden in these wonderful islands.”

Country-of-origin cues:

- ✓ Use of the ‘made in....’ phrase (or equivalent): identification of the RoO
- ✓ Connection between the RoO and the value proposition of *Ignae* products
- ✓ Use of the language of the CoO: the copy is written exclusively in Portuguese

Ignae's Social Media Item #3 – Instagram Post, March 11, 2021



ignae ignae_skincare • Following
Furnas, Azores, Portugal

ignae ignae_skincare The enchanted valley from where we draw many of our ingredients, but most importantly, our inspiration.

Transcription:

“Furnas, Azores, Portugal. The enchanted valley from where we draw many of our ingredients, but mostly importantly, our inspiration”

Country-of-origin cues:

- ✓ Connection between the RoO and the value proposition of the brand
- ✓ Use of emblematic landscapes of the RoO

Communication Materials – Press

Press Item #1 – *Delas*, January 1, 2018, by Carla Macedo



DELAS.PT

Ignae: Cosmética made in Açores

Água termal, mel, óleo de camélias e o primeiro leite de vacas dos Açores são...

Free translation:

“Thermal water, honey, camellia oil and the first milk from cows in the Azores are some of the components of a new Azorean cosmetic brand. It was in Brussels that Miguel Pombo realized the potential of the archipelago's natural resources, while checking cosmetic product labels (...).

Miguel is 33, from São Miguel, and graduated in International Relations in Lisbon, but was living in Brussels. He realized that the valuable ingredients were just a trip home, and returned to the islands. With the help of friends and researchers he launched the first products to mitigate skin ageing in early 2017, under the brand Ignae which is an allusion to the islands' volcanic source rocks. (...) The thermal water of the Furnas Valley is one of them. In the case of Ignae, we use water from the Terra Nostra Park that has a unique combination of trace elements. We also use (...) bovine colostrum, which is the first milk extracted from cows after birth. We only take the amount that the calf does not use, which makes the process complex. This substance is possibly the most important of our products. It is considered a superfood and colostrum from cows in the Azores has a higher amount of substances important for the skin because the animals are on pasture all year round and exposed to the North Atlantic winds, which manifests itself in their immune system. Apart from colostrum, we also use an extract of honey from the Azores which is one of the few places in the world where no antibiotics are used on bees. (...) One of the first references to Furnas Valley and São Miguel belongs to a foreign traveler whose passage through the Azores coincided with a volcanic eruption. He mentions the term Igne, which literally means "on fire". The thermal water we use for our products today comes from an aquifer that rests on igneous rock, due to its proximity to the magma below the Furnas Volcano.

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO
- ✓ Use of typical landscapes linked to the RoO
- ✓ Region-related information
- ✓ Connection between the RoO and the value proposition of *Ignae* products
- ✓ Association between the brand's founder and the RoO/CoO

Brand Communication Analysis Grid #3

Brand Profile

Brand Identification		
Name: Beauty Bible	Categorization: Skincare	Year of origin: 2019
Brand Description		
Beauty Bible is a brand that claims to be proudly Portuguese. It offers cosmetics for the body skin. The brand's communication is focused on the aesthetics of the products and the effect they have on the skin. The Portuguese factor is rarely promoted.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook and Instagram Press		Online Website/E-commerce Social Networks: Facebook and Instagram Press: <i>Time Out</i> , <i>NIT</i>

External Branding

Communication Materials - Websites
Beauty Bible's Website Item #1 – “About Us” section Transcription: “<u>Beauty Bible is a Portuguese cosmetics brand</u> created in 2019. (...) <u>Our products are developed and produced in Portugal</u> and are vegan and cruelty free. We are proud of that!” Country-of-origin cues: ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
Communication Materials – Social Networks
Beauty Bible's Social Networks Item #1 – Instagram's Post, March 11, 2021  beautybible.pt shimmer body butter o nosso creme iluminador com cor bronzeada e partículas douradas, que vai deixar a sua pele hidratada e brilhante ✨ Free translation: “Shimmer body butter. Our illuminating cream with bronzed color and golden particles, which will leave your skin hydrated and glowing” Country-of-origin cues: ✓ Use of the language of the country-of-origin: the copy is written in Portuguese
Communication Materials – Press
Press Item #1 – <i>NIT</i>, October 15, 2020, by Maria Salgueiro  <i>The new <u>Portuguese brand</u> of vegan cosmetics that leave the skin glowing</i> During the time she lived in London, <u>Rita Paiva dos Santos</u>, 28 years old, was very surprised with the way girls in that city put on make-up, so different from the Portuguese ones. In 2015 (...) <u>she returned to Portugal</u> and took a professional make-up course (...)” Country-of-origin cues: ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO ✓ Association between the brand's founder and the CoO

Brand Communication Analysis Grid #4

Brand Profile

Brand Identification		
Name: Made in Youthland	Categorization: Skincare	Year of origin: 2016
Brand Description		
Made in Youthland is a premium brand, created in Lisbon. It stands out for its contemporary design, PETA's cruelty-free certification, vegan seal and for claiming to be androgenic. The brand's communication focuses mainly on the aesthetics of the products and showrooms. The Portuguese factor is rarely highlighted.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce (<i>temporarily off</i>) Social Networks: Facebook, Instagram, and Pinterest Multi-brands store: <i>My Conian Concept Stores, Scar-Id Store</i> Press		Online Social Networks: Facebook, Instagram, and Pinterest Multi-brands store: <i>Scar-Id Store</i> Press: <i>Observador, Elle, Women's Health, Time Out</i>
Offline Multi-brands store: <i>Scar-Id Store</i>		

Communication Materials – Social Networks

Made in Youthland's Social Media Item #1 – Facebook Overview, 2021

Transcription: "About: A new conceptual, timeless & androgynous skincare brand. Born in Portugal, meant for the World"

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): Identification of the CoO

Scar-Id Store's Social Media Item #1 – Pinterest Post, n.d.



scar-id store is an independent worldwide oriented design store based in Porto, Portugal, that sells a selection of products made by Portuguese designers.

Transcription: "Scar-Id Store is an independent worldwide oriented design store based in Porto, Portugal, that sells a selection of products made by Portuguese designers"

Country-of-origin cues:

- ✓ Focus on the country-of-origin's know-how

Communication Materials – Press

Press Item #1 – *Observador*, Janeiro 4, 2018, by Mauro Gonçalves



OBSERVADOR.PT
Made in Youthland, a cosmética portuguesa que disse não à crueldade animal

Free translation:

"*Made in Youthland, the Portuguese cosmetics that said no to animal cruelty*

It is Portuguese and the formulas all came from a laboratory in Lisbon. This was our first big surprise when we met Made in Youthland, a cosmetics start-up that hit the market in February 2016 and which, all of a sudden, looks like one of those cool Nordic brands.

And it is not by chance. Diana V. Carriço, the

and creative behind the brand, has always been on the other side. (...) For one side or the other (or both), one thing is certain: 2018 will be the year of setting up a team and based in Lisbon. But Diana leaves nationality to the background and made a point of stating this in the brand name. More important than being made in Portugal is being Made in Youthland.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Foreign branding strategy: the name of the brand does not reflect the CoO, it is written in English
- ✓ Association between the brand’s founder and the CoO

Brand Communication Analysis Grid #5

Brand Profile

Brand Identification		
Name: Adelino	Categorization: Skincare	Year of origin: 2020
Brand Description		
Adelino is a skincare brand that was born with the revelation of an ancestral skin product. This product aims to hydrate and restore the skin, and its formula has a natural origin. The brand focuses a lot on the results that its key product delivers. In this sense, the Portuguese factor is not usually highlighted.		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Press		<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and Youtube Press: <i>Revista Spot</i>
<i>Offline</i> Multi-brands store: <i>Uni Store</i>		<i>Offline</i> Multi-brands store: <i>Uni Store</i>

External Branding

Visual Identity	
Logo 	Transcription: “ADELINO – Skincare Secret” Country-of-origin cues: ✓ Use of words linked to the CoO in the brand name: Portuguese name
Packaging 	Free translation: As a specialist in tropical medicine, Dr. Adelino became the faithful guardian of an ancestral formula, ensured to have magical repairs elements. This secret formula has been developed over many years, to rejuvenate sensitive skin (...) Country-of-origin cues: ✓ Use of words linked to the CoO in the brand name: Portuguese name ✓ Use of the country-of-origin’s language: the information related with the formula and the brand is written in Portuguese and in English

Communication Materials – Websites

Adelino's Website/E-commerce Item #1 – Section "The Secret"

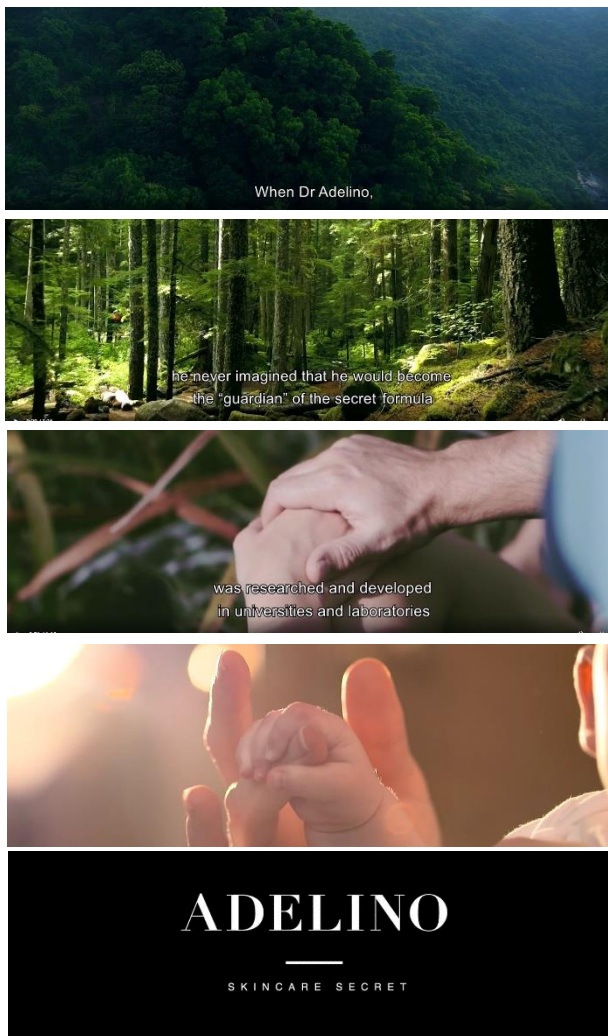
Transcription:

"(...) In the middle of the 20th century, the keeper of the formula, without direct descent, decided to hand the Secret over to a doctor, who he considered had the soul, the affection and the experience to be the faithful custodian for the following generations. He was Dr. Adelino, a Portuguese specialist in tropical medicine, known for his humanism, honorability, and work with the population. Thus, already in Portugal and with excellent results in the recovery of skin burns (of various levels), Dr Adelino continued to apply this powerful formula as a homemade cream for over 40 years (never commercially). (...)"

Country-of-origin cues:

- ✓ Association between the brand's founder and the CoO

Adelino's Website/E-commerce Item #2 – Homepage Video



Significant:

The Adelino homepage welcomes the visitor with a compilation of short videos. It presents different landscapes of nature and, among them, images representing human connection – it can be seen the hands of a couple and the hands of a parent and a baby. Although not stated, the landscapes transmitted seem to be taken in Azores, an autonomous region of Portugal.

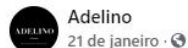
The music that accompanies the video is calm and soothing, and strongly contrast with the women voiceover, allowing full attention to the images that are presented and the words that are narrated. The female voice speaks in Portuguese and it is possible to follow the narration through subtitles written in English. In terms of content, the message focuses on the ancestral past of the first and, for now, only Adelino product, and on its qualities.

Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: through the spoken narrative
- ✓ Use of words linked to the CoO in the brand name: Portuguese name
- ✓ Use of a known landscape linked to the country-of-origin: Azores

Communication Materials – Social Networks

Adelino's Social Media Item #1 – Facebook Post, January 21, 2021



Adelino
21 de janeiro · 🌐

ADELINO helps!

#love #adelino



Free translation:

“ADELINO helps! #love #adelino

An ancestral know-how. We are for the skin”

Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: on the product's display
- ✓ Use of words linked to the CoO in the brand name: Portuguese name

Adelino's Social Media Item #2 – Instagram Post, November 24, 2020



adelino_skincare Adelino is based on natural ingredients with a calming and restorative action, improving the appearance of dry skin, chilblains and burns by cold or sun and to applied to the diaper area.

.....
Adelino é à base de ingredientes naturais com ação calmante e reparadora, melhorando a aparência da pele seca, frieiras e queimaduras de frio ou sol e para aplicar na região da fralda.

Free translation:

“Adelino is based on natural ingredients with a calming and restorative action, improving the appearance of dry skin, chilblains and burns by cold or sun (...).”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name
- ✓ Use of the CoO's language: copy is written in Portuguese and English

Adelino's Social Media Item #3 – Instagram Post, November 8, 2020



**we are
for
autumn.**

LOVE NATURE



adelino_skincare OUTONO

"Tarde pintada
Por não sei que pintor.
Nunca vi tanta cor
Tão colorida!"
(....)
Miguel Torga

...

AUTUMN
"Painted afternoon
I don't know what painter.
Never seen so much color
So colorful!"
(....)
Miguel Torga

Free translation:

AUTUM – “Painted afternoon, I don’t know what painter. Never seen so much color, So colorful! (...) Miguel Torga”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name
- ✓ Use of the language of the country-of-origin: copy is written in Portuguese and English
- ✓ Link with the history and culture of the country-of-origin: reference to known writer from the CoO, “Miguel Torga”, and communication of one of his poems

Adelino Social Media Item #7 – Instagram Story, saved on “your experience” highlight



Free translation: “Surrendered to this repairing balm by Adelino Skincare, a Portuguese brand”

Country-of-origin cues:

- ✓ Use of words linked to the CoO in the brand name: Portuguese name
- ✓ Use of the CoO’s language: text is written in Portuguese
- ✓ Use of CoO’s celebrities/influencers

Brand Communication Analysis Grid #6

Brand Overview

Brand Identification		
Name: Laura Var Cosmetics	Categorization: Skincare	Year of origin: 2019
Brand Description		
Laura Var Cosmetics started out as a color cosmetics brand, but currently most of its products are designed for facial skin care. Its communication is mainly focused on the generation Z and on the aesthetics of its products. The Portuguese factor is not promoted. The origin is refereed three times.		
Available Touchpoints	Selected Touchpoints for Evaluation	
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Tiktok, and YouTube Press	<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Tiktok, and YouTube Press: <i>Magg</i>	

External Branding

Communication Materials – Websites
Laura Var Cosmetics’s Website Item #1 – “About Us” section Transcription: “ <u>Laura Var was born in Portugal</u> , a country where the sea is part of the culture. It is our duty to protect what we are given. We try our best to creat products that use sustainable ingredients and come in recycable/recycled packaging and limit the use of single-use plastic” Country-of-origin: ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
Communication Materials – Social Networks
Laura Var Cosmetics’s Social Networks Item #1 – Instagram’s Post February 5, 2021  Did you know 100% of plastic used for our Purifying Foam bottle is collected from OCEAN WASTE 🌊? #skincare #skincareroutine #oceanwaste #ecopackaging #recycledpackaging #natural #organic #veganskincare #facialwash #cleanbeauty #cleanbeautyrevolution #greenbeauty #marcasportuguesas

Transcription:

“A garden in a bottle. Did you know 100% of plastic used for our Purifying Foam bottle is collected from OCEAN WASTE? (...) [#marcasportuguesas](#)”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Brand Communication Analysis Grid #7

Brand Overview

Brand Identification	
Name: Herbes Folles	Categorization: Skincare
Year of origin: 2020	
Brand Description	
Herbes Folles is a weeds-based skincare brand. It is a new cosmetics brand with a Portuguese signature that seeks to demystify and pay homage to weeds. The brand’s communication is mainly focused on its sustainable factor. The Portuguese factor is rarely promoted.	
Available Touchpoints	Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, and Instagram Multi-brands store: <i>Do Zero, Faair Bazar, Bunny Free Beauty</i> Press	<i>Online</i> Website/E-commerce Social Networks: Facebook, and Instagram Multi-brands store: <i>Bunny Free Beauty, Do Zero</i> Press: <i>Lux Women, NIT, Miranda, Saber Viver, Elle, Público, Magg, Time Out</i>
<i>Offline</i> <i>Bunny Free Beauty</i>	<i>Offline</i> <i>Bunny Free Beauty</i>

External Branding

Visual Identity	
Logo  HERBES FOLLES Transcription: “Herbes Folles” Country-of-origin cues: ✓ Foreign branding strategy: use of the French language in the name of the brand	Packaging  Transcription (English): “Herbes Folles. Névoa. Nurturing & Illuminating Bi-Phase lotion” Country-of-origin cues: ✓ Use of the language of the country-of-origin: the description of the product is written in Portuguese and English; the name of the product is written in Portuguese

Communication Materials – Social Networks

Herbes Folles' Social Networks Item #1 – Instagram's Post, December 11, 2020



herbesfolles.skincare “Como a chuva não cessasse de cair em caudais, Tiras de tinta começaram a aparecer na fotografia
O tecto da chuva rompera o abrigo da sua alma
E o verde circulava a deriva rompendo as plantas.
Elvira deixara cair seus olhos de objectiva nas
Folhas verdes. Verificava que era sobre elas e como
Elas que sempre olhara a natureza. Ver o real
Em folhas era amá-lo ininterruptamente. Essa
Contiguidade acabara por compor uma rede

Free translation:

“As the rain did not cease to fall in torrents, Strips of paint began to appear on the photograph. (...) Maria Gabriela Llansol (...) #poesiaportuguesa (...)”

Country-of-origin cues:

- ✓ Use of the language of the CoO: copy is written in Portuguese
- ✓ Link with the history and culture of the country-of-origin: communication of a poem from Maria Gabriela Llansol

Herbes Folles' Social Networks Item #2 – Instagram's Post, May 25 and June 16, 2020



ptAs nossas lindas 😊 etiquetas são impressas em França, feitas de resíduos da cana de açúcar (mais precisamente, o bagaço - resíduos fibrosos resultantes da extracção do sumo da cana). A cana de açúcar é um recurso sustentável e renovável, uma vez que se reproduz em ciclos de menos de um ano - em comparação, as árvores para a produção de papel levam geralmente 7 a 10 anos para alcançar a maturidade! Ao usar a cana de açúcar em vez da polpa das árvores, podemos preservar os ecossistemas florestais.

Free translation #1:

“Our beautiful ones. The labels are printed in France (...)”

Free translation #2:

“The cardboard tubes that contain Mimo, our multipurpose balm, are produced in Germany by a small company (...)”

Country-of-origin cues:

- ✓ Use of the language of the CoO: copy is written in Portuguese and English; products' names are written in Portuguese
- ✓ Foreign branding strategy: production made in France and Germany are mentioned



herbesfolles.skincare • Following
Lisbon, Portugal

herbesfolles.skincare The cardboard tubes that contain Mimo, our multipurpose balm, are produced in Germany by a small company with over 130 years!
It was founded in 1879 by a couple for the production of cases for harmonicas. Since then, as people are searching more and more for plastic alternatives the company has grown and adapted. Their tubes are

Communication Materials – Press

Press Item #1 – *Miranda* by Sapo, february 10, 2021, by Liliana Pedro



Free translation:

“*Herbes Folles: the Portuguese beauty brand that introduces weeds into skincare*

Destined to undo preconceptions, the herbalist Mariana Santos gave birth to Herbes Folles, the Portuguese brand that puts weeds on the Beauty map. (...) Living in the countryside while

studying herbal medicine opened me up to a complex, diverse and extremely rich universe. The "weed" herb that most aroused my curiosity was beldroega: very common in Portugal, used in our cuisine, I discovered that it is a kind of "super plant". (...) The plant extracts are manufactured in Switzerland by a company specialized in cosmetic extracts. (...) The formulas are manufactured in a small Belgian laboratory, which specializes in natural and sustainable cosmetics. This choice is mainly due to the fact that my life, for family reasons, is divided between Portugal and Belgium. (...)"

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): identification of the brand's CoO
- ✓ Foreign branding strategy: production made in Switzerland and Belgium are mentioned
- ✓ Association between the brand's founder and the CoO

Brand Communication Analysis Grid #8

Brand Overview

Brand Identification		
Name: Phillippe by Almada	Categorization: Skincare	Year of origin: 2014
Brand Description		
Phillippe by Almada is a skincare brand inspired by the beauty rituals of Cleopatra. All the products are rich in donkey milk. The brand's communication is focused on these characteristics. The Portuguese factor is sometimes present.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website Social Networks – Facebook, Instagram, Tiktok, and YouTube Multi-brands store: <i>Dott, Alma Lusa</i> Press		Online Website Social Networks – Facebook, Instagram, Tiktok, and YouTube Multi-brands store: <i>Dott, Alma Lusa</i> Press: <i>Observador, Expresso, Destak, Delas, Elle, Miranda, Time Out, Vogue, Magg</i>
Offline Wells		Offline Wells

External Branding

Visual Identity	
Logo 	Transcription: "Phillippe by Almada" Country-of-origin cues: ✓ Use of words linked to the CoO in the brand's name
Packaging 	Transcription: "Donkey Milk, a blessing for your skin. <i>Phillippe by Almada</i> . <u>Creme de Rosto</u> . Face cream. Crème de visage." Country-of-origin cues: ✓ Use of the language of the CoO: the information is available in Portuguese, English and French; the Portuguese version is highlighted

Communication Materials – Websites

Phillippe by Almada's Social Networks Item #1 – “About Us” section

Transcription: “(...) In 2005 one of our partners, Filipe Carvalho, read an article about Cleopatra and her rituals; the queen of beauty would bathe in the milk of 300 donkeys. Curious about the benefits of this milk and how it rejuvenises and refreshes the skin, he decided to research the topic further; and that is how it all began. (...) A balance that is respected to this day, milking is about sharing here at Herdade das Faias, it's engrained in our roots. (...) The next step was to aromatise our products. And so, we enlisted the help of Lourenço Lucena an accredited perfumer and the only Portuguese perfumer to be accredited by the French Society of Perfumers. (...) And thus, Phillippe by Almada was born. From Monte das Faias to the world”

Country-of-origin cues:

- ✓ Foreign branding/communication strategy: link between the brand and the French know-how
- ✓ Association between the brand's founder and the CoO
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO

Communication Materials – Social Networks

Phillippe by Almada's Social Networks Item #1 – Instagram's Post, November 8, 2018



phillippebyalmada #Dica 3 – Proteção solar!
O sol é o maior inimigo para quem procura uma pele jovem e bonita. No dia-a-dia escolha um protetor solar adequado ao seu tipo de pele e local de trabalho. Para quem trabalha em locais fechados com luz artificial, uma base ou com FPS15 é ideal. Quem está exposto ao sol, e dependendo da tonalidade da pele, o mínimo

Country-of-origin cues:

- ✓ Use of the language of the country-of-origin

Phillippe by Almada's Social Networks Item #3 – Instagram's Post and Story, December 3, 2018



phillippebyalmada 🎁 PASSATEMPO
Em parceria com A Trapalhona dos Saltos, vamos sortear um dos nossos packs de natal no blog da @lilianapaivablog
Participe e habilite-se a experimentar os nossos fantásticos produtos! 🥰



Transcription #1:

“In partnership with *A Trapalhona dos Saltos*, we will give away one of the Christmas packs from Liliana Paiva's blog (...)”

Transcription #2:

“Do you know the brand Phillippe by Almada? It is a 100% Portuguese brand of cosmetic products (...).”

Country-of-origin cues:

- ✓ Use of celebrities/influencers from the country-of-origin
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Brand Communication Analysis Grid #9

Brand Overview

Brand Identification		
Name: Benamôr	Categorization: Skincare	Year of origin: 1925
Brand Description		
Benamôr is a skincare brand. It stands out for the aesthetics of its packaging, inspired by antique designs. The Portuguese factor is extremely communicated by the brand.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands store: <i>Perfumes & Companhia, A Vida Portuguesa, Skin.pt, SweetCare, Portuguese Pharmacies, El Corte Inglés</i> Press		Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands store: <i>Perfumes & Companhia, A Vida Portuguesa</i> Press: <i>Observador, Vogue, NIT, Público, Time Out, Visão, Delas, Magg, Maxima, Elle</i>
Offline Own brand stores (Lisbon) Multi-brands store: <i>Perfumes & Companhia, A Vida Portuguesa, Portuguese Pharmacies, El Corte Inglés</i>		Offline Own brand store (Lisbon): Multi-brands store: <i>Perfumes & Companhia, El Corte Inglés</i>

External Branding

Visual Identity	
Logo	Transcription: “Benamôr. Lisboa 1925” Country-of-origin cues: ✓ Addition of the region-of-origin to the brand trademark

Packaging – Example #1



Transcription:
 “Benamôr, Lisboa 1925. Face Cream. Miracle Face Cream. (...) Benamôr has been making original beauty recipes in Lisbon since 1925. *Crème de Rosto* is the unique blend of anti-blemish actives and pearls combined the purifying power of rose to give skin an instant rosy glow. Adorable! (...) Prepared since 1925 in our factory. Made in Portugal”

Country-of-origin cues:
 ✓ Addition of the region-of-origin to the brand trademark
 ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO

Packaging – Example #2



Transcription:

“Benamôr, Lisboa 1925. Comforting Dry Oil. With Cinnamon. (...) Benamôr has been making original beauty recipes in Lisbon since 1925. Nata is inspired by the magnificent Portuguese pastry. Its recipes are enriched with egg extract, a powerful emollient, and deeply nourish and protect your skin, leaving it soft and sweetly perfumed. So yummy! Normal to dry skin (...) Made in Portugal”

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO
- ✓ Connection between the CoO and the value proposition of the product

Communication Materials – Websites

Benamôr’s Website Item #1 – “Lisbon Stories > History” Section

Transcription:

“Benamôr was founded in 1925 in Lisbon by a mysterious apothecary who created miraculous ointments in his laboratory at Campo Grande nº189. His handmade Beauty Recipes were based on unique perfumes and natural ingredients grown under the sun of Portugal: lemon, rose, aloe Vera or almond oil. Packed in adorable Art Deco tubes, it was an instant hit, and all Lisbon Belles were addicts, including Queen Amélie herself. Benamôr gave birth to some of Portugal’s cult beauty recipes, such as Crème de Rosto, the miracle face cream –which rose extract gives woman an instant glow- and remains unchanged until now. Alantoíne hand cream and Bronzaline were also amongst its most sought-after creations. Today, Benamôr is still one of Portugal’s most beloved beauty brands spreading its delicious beauty recipes around the world.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and CoO
- ✓ Association between the brand’s founder and the CoO
- ✓ Link with the history and culture of the CoO

Benamôr’s Website Item #2 – Information available at the bottom of the page

Cofinanciado por:



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Country-of-origin cues:

- ✓ Use of quality or origin symbols

Benamôr’s Website Item #3 – “Beauty Recipes” section

Transcription:

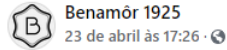
“A century later, Benamôr’s skincare recipes are still handmade with love and care in our factory, using natural ingredients, supplied from Portugal as a priority. All have been chosen for their high quality and unique benefits of hydration, nutrition, protection, universally recognized, as for example the sweetly almond oil, the zesty organic lemon extract, the moisturizing aloe vera or the polishing salt from Algarve.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO and the RoO
- ✓ Connection between the CoO and the value proposition of the *Benamôr* products

Communication Materials – Social Networks

Benamôr’s Social Networks Item #1 – Facebook’s Post, April 23, 2021



Quando estiver a chover, mantenham sempre um espaço na vossa cabeça para sonhar com a próxima escapadela! Aqui está uma ideia para uma - e sim, em Portugal! Obrigado @wow_portugal_ 🌧️



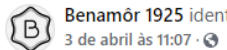
Free translation:

“When it's raining, always keep a space in your head to dream up your next getaway! Here's an idea for one - and yes, in Portugal! Thanks @wow_portugal_”

Country-of-origin cues:

- ✓ Use of landscapes from the CoO
- ✓ Use of the language of the CoO

Benamôr’s Social Networks Item #2 – Facebook’s Post, April 23, 2021



A Páscoa está ao virar da esquina!!! Que tal um docinho sem calorias para a vossa pele? Os nossos cremes Nata (leite corporal, creme de mãos e bálsamos para os lábios) não vêm apenas com um aroma de absolutamente delicioso, também são enriquecidos com extrato de ovo para nutrir a sua pele como ninguém. Alguém procura aquele brilho de pele de verão? Mimem-se!!!! 🥰



Free translation: “Easter is around the corner! What about a sweet treat for your skin? Our Nata body milk, hand cream and lip balms do not just come with a scent to die for, they are also enriched with egg extract (...)”

Country-of-origin cues:

- ✓ Use of a CoO’s element: *nata* is a famous Portuguese pastry used as inspiration for this product
- ✓ Use of words linked to the CoO as the product’s name

Benamôr’s Social Networks Item #3 – Instagram Overview



Significant:

Benamôr's instagram profile, as well as other online social pages, is full of communications highlighting the Portuguese factor, through image and text. It is common to find posts emphasizing Portuguese regions (eg.: Portuguese typical architecture in A, Algarve in C, Lisbon in D e F, Sintra in G), most of times referring regional facts. This type of communication are interspersed with posts showing the products (eg.:B, E and H), and, frequently, typical Portuguese elements (such as the sardine in B and tiles in H).

Country-of-origin cues:

- ✓ Use of emblematic CoO’s landscapes
- ✓ Use of recognized CoO’s elements
- ✓ Region-related information

Benamôr's Social Networks Item #3 – Instagram's Posts, March 7, 2021 and June 6, 2020



benamôr1925 🏠❤️ We have always given a face to women!! Discover our special treat for international women day on our website!! Mini sizes offered for the purchase of 2 products of your choice!! Sounds like a Sunday Spree, does not it? Beautiful pic by the gorgeous @claudyamoreira ❤️❤️
#benamôr1925 #beautyrecipes #rosto #facecream #chantilly #cremechantilly #whippedcream #artdecopackaging #skinsmoothie #facecare #rose #rosa #roseoil #veganskincare #naturalbelleza #since1925 #lisboa

Transcription #1:

“(…) Beautiful pic by the gorgeous Claudya Moreira. (….) #lisboa”



benamôr1925 🌊 Make a splash like @sarasampaio and get prepared for a luscious Portuguese beach body! We will probably never be able to work with Sara as we are too small but we welcome all the Portuguese beauties out there 🍷❤️ Believe in your dreams, stand out! True beauty shines from within 🏠 Benamôr1925 #beautyrecipes #sarasampaio #portuguesebeauty #cleanbeauty #naturalbeauty #cleanbeauty #makesplash #beachbody #bodyluscious #bodyoils #bodysplash #madeinlisbon #portugal

Transcription #2:

“Make a splash like Sara Sampaio and get prepared for a luscious Portuguese beach body! (….) #sarasampaio #portuguesebeauty #portuguesebeauty #madeinlisbon #portugal”

Country-of-origin cues:

- ✓ Use of CoO's influencers and celebrities
- ✓ Use of the ‘made in...’ phrase (or equivalent): reference of the RoO/ CoO

Benamôr's Social Networks Item #4 – Instagram's Post, November 10, 2018

Transcription (English): “Portuguese icons. Today we introduce you to Maria Teresa Horta, writer, feminist poet, journalist and activist. Her life and work reflect a continuous fight for freedom and ... gender equality and it is one of the leading voices of feminism in Portugal”



benamôr1925 • Following
Belém, Lisboa, Portugal

benamôr1925 pt Benamôr ❤️ ícones portuguesas e hoje destacamos Maria Teresa Horta, escritora, poetisa feminista, jornalista e activista portuguesa. A sua vida e obra reflectem uma constante luta pela liberdade e igualdade de género e é considerada uma das principais vozes do feminismo em Portugal.
- ga Benamôr ❤️ Portuguese icons and today we introduce you to Maria Teresa Horta, writer, feminist poet, journalist and activist. Her life and work reflect a continuous fight for freedom and gender equality and it is one of the leading voices of feminism in Portugal. 🏠 Benamôr1925 #beautyrecipes #womenempowerment

Country-of-origin cues:

- ✓ Use of the language of the CoO: copy is written in Portuguese and in English
- ✓ Link with the history and culture of the CoO: use of iconic personalities in the culture of the country-of-origin

Benamôr's Social Networks Item #5 – Instagram's Post, August 1, 2020



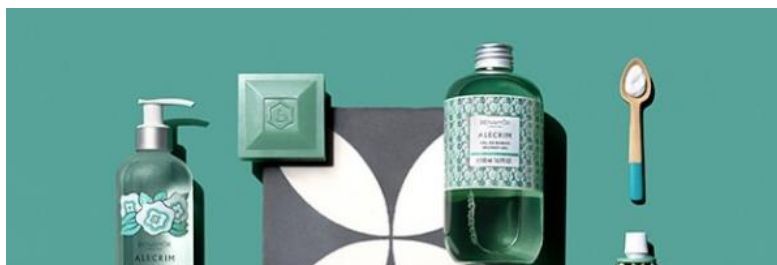
benamôr1925 🧂 Salt production in the Algarve has been practiced since Roman times. The salt ponds are flooded by the sea. The ponds are then closed off and left to the hot Algarvean sun and dry winds. If you want to experience the beauty of it all, we have Algarvean Bath Salts...available exclusively in our stores! Chill out it is summer...enjoy it the Portuguese way no matter where you are!! 🏠 Benamôr1925 #beautyrecipes #algarve #bathsalts #bathsaltsoak #bathsaltspa #naturalbeauty #naturalbody #bathtime #tavoraportugal #tavoraportugalpt

Transcription: “Salt production in the Algarve has been practiced since Roman times. The salt ponds are flooded by the sea. (….) If you want to experience the beauty of it all, we have Algarve Bath Salts (….)”

Country-of-origin cues:

- ✓ Region-related information
- ✓ Connection between the CoO and the value proposition of Benamôr products

Benamôr's Social Networks Item #6 – Instagram's Post, November 4, 2020



benamôr1925 🌿 NEW! Alecrim is in 🌿 We are delighted to unveil our new range! Inspired by one of Portugal's most ancient botanical reknown for its purifying properties, it is your go to range in these Covid times! We even introduced 2 new references: The Purifying Hand Sanitizer: non sticky of course! & The Foot Cream so you can pamper yourself head to toe! ENJOY & Let us know what you think!!! 🍷

Transcription: “NEW! Alecrim. We are delighted to unveil our new range! Inspired by one of Portugal's most ancient botanical reknown for its purifying properties (….)”

Country-of-origin cues:

- ✓ Connection between the CoO and the value proposition of *Benamôr* products

Benamôr's Social Networks Item #7 – Instagram's Post, November 2, 2019



benamor1925 🇵🇹 Porque Lisboa é uma cidade cheia de história e cultura, aqui um olhar do interior do Teatro São Luiz, que, após sucessivas remodelações, celebrou 125 anos. Curiosamente, em 1894, foi inaugurado e apelidado de Theatro D. Amélia, rainha da época, à qual dedicamos a nossa família Rose Amélie, sendo que foi uma das nossas primeiras fãs.
- go 🇺🇸 Because Lisbon is a city full of history and culture, here a look of the interior of Teatro São Luiz, 'São Luiz Theater', which, after successive renovations, celebrated 125 years old. Interestingly, in 1894, was inaugurated

Transcription (English): "Because Lisbon is a city full of history and culture, here a look of the interior of Teatro São Luiz. (...) In 1894 was inaugurated and named Theatro D. Amélia, name of the queen (...)"

Country-of-origin cues:

- ✓ Use of the language of the CoO
- ✓ Link with the history/culture of the CoO

Benamôr's Social Networks Item #8 – Instagram's Posts, Sep. 10, 2019 and Nov. 14, 2019

Transcription #1: "(...) Nata Range!!! It was inspired by our beloved hometown since 1925: Lisbon"



benamor1925 🇵🇹 🌟 Yellow Fever!!! We cannot thank you enough for the way you have welcomed our Nata Range!!! It was inspired by our beloved hometown since 1925: Lisbon 🇵🇹 We cannot wait to share with you more news about it... 🇺🇸 #benamor1925 #beautyrecipes #beautykitchen #nata

Transcription:

"Azulejos is at the heart of everything we do and has been an ongoing inspiration for our packages! (...) #madeinportugal"



benamor1925 🇵🇹 🌟 Azulejos is at the heart of everything we do and has been an ongoing inspiration for our packagings! If you find interesting ones, please share with us! 🇺🇸 #benamor1925 #beautyrecipes #alantoin #allantoin #greenazulejos #verde #cremedelacreme #artdeco #madeinportugaltr #lisboa #lisbonne

Country-of-origin cues:

- ✓ Connection between the CoO and the value proposition of the brand
- ✓ Use of the 'made in...' phrase (or equivalent): reference to the CoO

Brand Communication Analysis Grid #10

Brand Overview

Brand Identification		
Name: ATL	Categorization: Skincare & Toiletries	Year of origin: 2006
Brand Description		

ATL is original from Linda-A-Velha, a village close to Lisbon, capital city of Portugal. Presents itself as a skin care brand for the whole family and it offers moisturizing creams and cleansing products. The brand's communication focuses mainly on the quality of the products, sharing information about the formulas and their performance. However, the Portuguese factor is present in several details.

Available Touchpoints	Selected Touchpoints for Evaluation
Online Website Social Networks: Facebook, Instagram, and YouTube Multi-brands E-commerce: e.g., <i>Skin</i>, <i>Wells</i>, <i>Sweet Care</i>, <i>Dott</i>, <i>Glammy</i>, <i>Farmácias Portuguesas</i> Press	Online Website Social Networks: Facebook, Instagram, and YouTube Multi-brands E-commerce: e.g., <i>Skin</i>, <i>Wells</i>, <i>Sweet Care</i>, <i>Farmácias Portuguesas</i> Press: <i>Consumer Trends</i>, <i>Women's Health</i>, <i>Visão</i>, <i>Time Out</i>

Offline
Multi-brands store: Wells, Farmácias
Portuguesas

Offline
Multi-brands store: Wells, Farmácias
Portuguesas

External Branding

Visual Identity

Packaging – Example #1



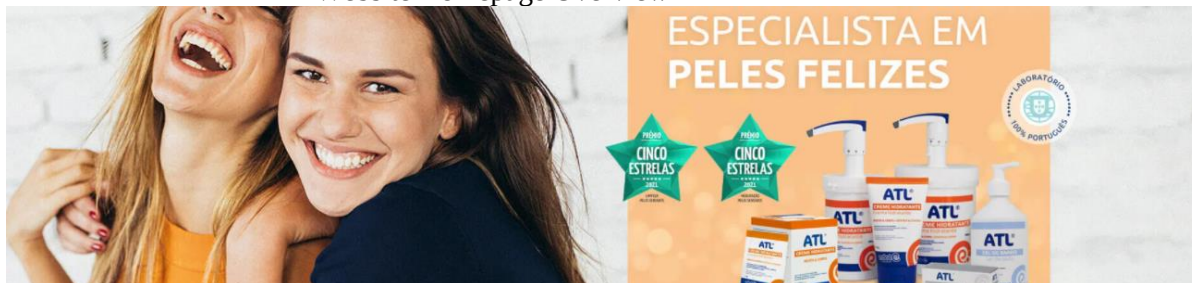
Free translation: “Moisturizing cream. Face and body. Significantly increases skin hydration levels. Suitable for very sensitive and reactive skin. Dermatologically tested. EDOL laboratory, *health you can see*”

Country-of-origin cues:

- ✓ Use of the language of the CoO: the text is written in Portuguese and in Spanish
- ✓ Production-related information: reference to a Portuguese lab (*text and visuals*)

Communication Materials – Websites

ATL’s Website Item #1 – Website Homepage Overview



Significance:

When the consumer visits the brand page, the visitor is greeted by a slide show of images promoting ATL products. Each slide highlights a large set of different products, with the phrase “Expert in Happy Skin”, the respective quality symbols, and always with the seal “100% Portuguese laboratory”. The images also vary, representing different targets.

Country-of-origin cues:

- ✓ Use of the language of the CoO: promotion text is written in Portuguese
- ✓ Use of quality and origin symbols: “100% Portuguese laboratory” label and “Cinco Estrelas” Portuguese quality symbol

Communication Materials – Social Networks

ATL’s Social Network Item #1 – Facebook Video, January 25, 2020



Free translation: “Moisturizer nº1 in Portugal, 100% Portuguese”

Country-of-origin cues:

- ✓ Use of the language of the CoO: promotion text and copy are written in Portuguese
 - ✓ Use of quality and origin symbols: “100% Portuguese laboratory”
 - ✓ Production-related information: EDOL laboratory logo
 - ✓ Use of a ‘made in...’ phrase (or equivalent): identification of the CoO
-

ATL’s Social Network Item #2 – Instagram Post, March 2020



gamaatl Numa época em que é fundamental consumir marcas portuguesas, cabe-nos dizer que ATL® é uma #marcaportuguesa com produtos dedicados ao cuidado e higiene da pele de toda a família – do bebé ao avô. Especialista em peles felizes mesmo nos momentos mais desafiantes.

#gamaatl #marcaportuguesa #atl #peleatl #pele #hidratacao #cuidadodapele #especialistaempelesfelizes

52w

Free translation:

“At a time when it is essential to consume #portuguesebrands, it is up to us to say that ATL is a #portuguese brand with products dedicated to skin care and hygiene (...) #portuguesebrand”

Country-of-origin cues:

- ✓ Use of the language of the CoO: text is written in Portuguese
 - ✓ Use of national flags or symbols
 - ✓ Use of a ‘made in...’ phrase (or equivalent): identification of the CoO
 - ✓ Emphasis on the importance of consuming national production
-

ATL’s Social Network Item #3 – Facebook Video, February 14, 2021



Free translation:

“Love your skin with ATL. Made in Portugal”

Country-of-origin cues:

- ✓ Use of the language of the CoO: promotion text and copy are written in Portuguese
 - ✓ Use of quality and origin symbols: “Cinco Estrelas”, Portuguese quality symbol
 - ✓ Use of a ‘made in...’ phrase (or equivalent): identification of the CoO
-

ATL's Social Network Item #4 – Instagram Posts, from May 8 to November 13, 2018



gamaatl O ATL é made in Portugal. Por isso, a sua capital é Lisboa e a sua alma tem muito de alfacinha, ou não estivéssemos nós em tantas casas espalhadas por essas 7 colinas. Faz a vontade à tua pele, dá-lhe cremes ATL.
<http://www.gama-atl.pt>

#vontades #oqueamepetece #gamaatl
#lisboa #alfacinha #atlemtodoolado
#peleatl #hidratacao #creme

Free translation:

“ATL is made in Portugal. So, its capital is Lisbon, and its soul has a lot of *alfacinha*, or we would not be in so many houses scattered across these 7 hills. (...)”

Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: promotion text and copy are written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of landscapes and buildings typical in the CoO: e.g., Lisbon, Leiria, Coimbra, Aveiro
- ✓ Region-related information: curiosities about each region is shared in the copy

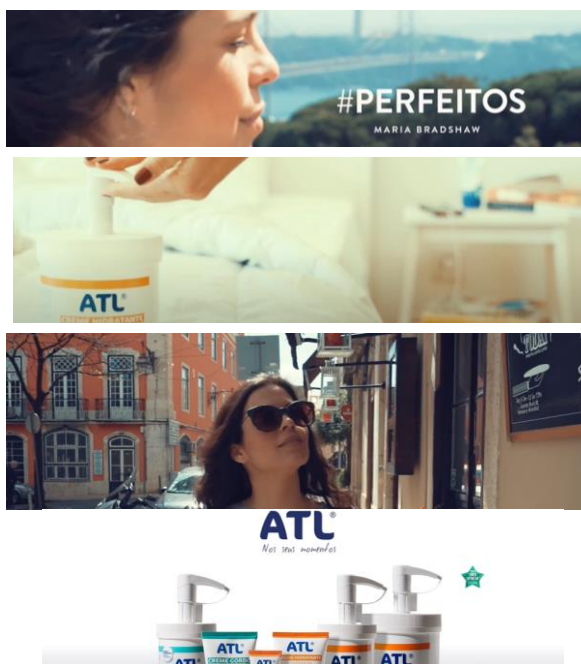
ATL's Social Networks Item #5 – Facebook, December 18, 2020



Country-of-origin cues:

- ✓ Use of the CoO language: the information available is written in Portuguese
- ✓ Use of quality or origin symbols: *Escolha Consumidor 2020*, Portuguese quality label

ATL's Social Network Item #6 – YouTube, *Gama TAL x Maria Bradshaw #Perfeitos*



Significant:

Country-of-origin cues:

- ✓ Use of the language of the CoO: the spoken narrative is in Portuguese
- ✓ Use of celebrities from the CoO: *Maria Bradshaw*
- ✓ Use of landscapes from the CoO
- ✓ Use of quality or origin symbols: *5 Estrelas 2017*, Portuguese quality label

Communication Materials – Press

Press Item #1 – Women’s Health, June 7, 2018



Beauty made in Portugal. The brands you really have to know

(...) ATL, for example, is produced by the Portuguese laboratory EDOL and has jumped from clinical dermatological care to the beauty routine of many Portuguese. (...)

Country-of-origin cues:

- ✓ Production-related information: reference to the Portuguese laboratory EDOL
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Brand Communication Analysis Grid #11

Brand Overview

Brand Identification	
Name: Soft & Co.	Categorization: Skincare
Year of origin: 2017	
Brand Description	
Soft & Co. is a skincare brand created to be used by the whole family. The Portuguese factor is frequently highlighted in their branding and communication.	
Available Touchpoints	Selected Touchpoints for Evaluation
Online Own Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands store: Supermarkets (e.g.: <i>Continente, Auchan, El Corte Inglés</i>) Press Offline Multi-brands stores: Supermarkets (e.g.: <i>Continente, Auchan, Mini-Preço</i>)	Online Own Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands store: Supermarkets (<i>Continente, Auchan, El Corte Inglés</i>) Press: <i>Maxima, Saber Viver, NIT, Lux</i> Offline Multi-brands stores: Supermarkets (<i>Continente, Auchan, Mini Preço, El Corte Inglés</i>)

External Branding

Visual Identity

Packaging – Example #1



Free translation:

“Soft & Co. Glycerin Soap. Vegan. Manufactured in Portugal.”

Country-of-origin cues:

- ✓ Use of the language of the CoO: text is written exclusively in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Foreign branding strategy: the brand’s name is written in English

Packeting – Example #2



Free translation:

“Soft & Co. Protection for the whole family. Portugal I am”

Country-of-origin cues:

- ✓ Use of the language of the CoO: text is written in Portuguese
- ✓ Use of quality and origin symbols

Communication Materials – Websites

Soft & Co’s Website Item # 1 – “Made in Portugal” section, *Apoiar Portugal Começa em Nós*



Free translation (picture):

“Soft & Co. Supporting Portugal begins with us. #togetherwearestronger”

Free translation (text):

“(…) Formulated and produced in Portugal, by Portuguese people, Soft & Co reaches the Portuguese market with several references that keep the skin hydrated. Made through a

complete manufacturing process in Portugal where rigor and quality are a priority. All Soft & Co products are made in Portugal based on powerful natural ingredients (...)”

Country-of-origin cues:

- ✓ Use of the language of the CoO: text is written in Portuguese
- ✓ Use of quality and origin symbols: *Portugal Sou Eu*
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Communication Materials – Social Networks

Soft & Co’s Social Networks Item #1 – Instagram’s Post, March 27, 2019



softandco Proteja a pele da sua família com o creme hidratante corporal, eleito produto do ano 2019! 🏆
#MadeinPortugal #ProteçãoparaTodos #ProdutodoAno

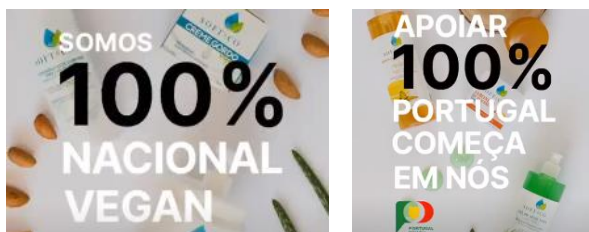
Free translation (text):

“Protect your family’s skin with moisturizing body cream, voted product of the year 2019! #MadeinPortugal (...)”

Country-of-origin cues:

- ✓ Use of the language of the CoO: the copy is written exclusively in Portuguese
- ✓ Use of quality or origin symbols: *Eleito Produto do Ano* is a Portuguese quality symbol
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Soft & Co’s Social Networks Item #2 – “Support PT” in Instagram, *Apoiar Portugal Começa em Nós*



Country-of-origin cues:

- ✓ Use of the language of the CoO
- ✓ Use of quality or origin symbols: *Portugal Sou Eu*
- ✓ Use of the phrase ‘made in...’ (or equivalents): identification of the CoO

Soft & Co's Social Networks Item #3– Facebook's Post, March 30, 2021



Free translation:

“Product of the Year 2021. The quality of our entire range for hydration for all families has been recognized with the Product of the Year Portugal award! Thank you!” #SoftandCo #ProdutodoAno2021 #MadeinPortugal

Country-of-origin cues:

- ✓ Use of the language of the CoO: the copy is written exclusively in Portuguese
- ✓ Use of the phrase ‘made in...’ (or equivalents): reference to the CoO
- ✓ Use of quality or origin symbols: *Eleito Produto do Ano*
- ✓ Use of the national flags or symbols

Soft & Co's Social Networks Item #4 – YouTube's Video, campaign *Apoiar Portugal Começa em Nós*

Significant: Soft & Co generated the *Apoiar Portugal Começa em Nós* campaign with the aim to encourage the purchase of Portuguese products and highlight Soft & Co's role in the national production.



Transcription: “Supporting Portugal starts with us (...) We want to contribute to a national campaign that supports all Portuguese brands by promoting the purchase of products and services made by all of us. Join in and promote a business you know too. How? Buy Portuguese products.

Country-of-origin cues:

- ✓ Use of the language of the CoO: text is written exclusively in Portuguese
- ✓ Use of the phrase ‘made in...’ (or equivalents): reference to the CoO
- ✓ Use of quality or origin symbols: *Portugal Sou Eu* is a Portuguese quality symbol
- ✓ Emphasis on the importance of consuming national production

Brand Communication Analysis Grid #12

Brand Overview

Brand Identification		
Name: Feno de Portugal	Categorization: Skincare & Toiletries	Year of origin: 1930
Brand Description		
Since the 1930s in the market, the Feno de Portugal brand is dedicated to personal care products. The brand's communication is based on the main qualities of their products. The communication factor is frequently present in their communication.		

Available Touchpoints	Selected Touchpoints for Evaluation
Online Website Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: Supermarkets (e.g.: Continente, Auchan), <i>Dott</i> Press	Online Website Social Networks: Facebook, Instagram, and YouTube Press: <i>Grande Consumo, Expresso, Miranda, Observador, Magg,</i>
Offline Large supermarkets (e.g.: Continente, Pingo-Doce, Auchan, Mini Preço)	Offline Large supermarkets (Continente, Auchan)

External Branding

Visual Identity	
Logo	Transcription: “Feno de Portugal” Country-of-origin cues: ✓ Use of the language of the CoO on the brand’s name ✓ Addition of the CoO to the brand trademark



Packaging – Example #1



Free translation (text):

“*Feno de Portugal*. Dermo Natura. Body Moisturizer. Nutritive. Betaína. Ácido Hialorónico. Care and protects. 95% natural ingredients. 48 hours of hydration. (...)”

Country-of-origin cues:

- ✓ Use of the language of the CoO on the brand’s name and on the packaging’s information
- ✓ Addition of the CoO to the brand trademark

Communication Materials – Websites

Feno de Portugal’s Website Item #1 – “History” section

Transcription: “The Feno de Portugal brand was born in the 30's, in the old Santa Clara soap factory and it was assumed as the best Portuguese soap, due to the demand of those who preferred the best”

Country-of-origin:

- ✓ Use of the language of the CoO on the brand’s name
- ✓ Addition of the CoO to the brand trademark
- ✓ Use of the phrase ‘made in...’ (or equivalent): identification of the CoO and the RoO

Communication Materials – Social Networks

Feno de Portugal’s Social Networks Item #1 – Instagram’s Post, January 16, 2021



Free translation: “*Feno de Portugal*: Create a moment every day to take care of yourself (...)”

Country-of-origin cues:

- ✓ Addition of the CoO to the brand trademark
- ✓ Use of the CoO’s language: information in Portuguese, exclusively
- ✓ Use of quality or origin symbols

Feno de Portugal's Social Networks Item #1 – YouTube's video/TV add



Significant: The video shows footage of a woman using Feno de Portugal shower gel. The experience transports her to the countryside. Calm music follows the process, while a female voice, in Portuguese, highlights the connection between the product and nature.

Free translation (text): “*Feno de Portugal – Dermonatura – Campaign*. New Feno de Portugal Dermonatura shower gel, with 95% ingredients of natural origin. Fruit of nature.

Country-of-origin cues:

- ✓ Use of the CoO's language: the narrative is spoken in Portuguese, and the promotional text is also written in Portuguese
- ✓ Addition of the CoO to the brand trademark
- ✓ Use of typical CoO's landscapes: although it is not a landscape exclusive to Portugal, it is a very typical image of the countryside in Portugal

Brand Communication Analysis Grid #13

Brand Overview

Brand Identification		
Name: Vegbeauty	Categorization: Skincare	Year of origin: 2019
Brand Description		
Vegbeauty is a Portuguese personal care product. The brand's communication is focused above all on its natural ingredients and on its sustainability. The Portuguese factor remains present due to the constant and almost exclusive use of the Portuguese language. Besides that, is rarely communicated.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook and Instagram Multi-brands stores: e.g., <i>Eco Friendly Shop</i> , <i>Dott</i> , <i>Made in Nature</i> , <i>Mind in Trash</i>		Online Website/E-commerce Social Networks: Facebook and Instagram Multi-brands stores: e.g., <i>Eco Friendly Shop</i> , <i>Dott</i> , <i>Made in Nature</i> , <i>Mind in Trash</i>

External Branding

Visual Identity	
Packaging	Free translation: “<i>Vegbeauty</i>. Pure Macadamia Oil. 100% natural and vegetable. Rejuvenated skin, natural exfoliant, makeup remover, hair strengthened and smooth. Deep action, no added chemicals, eco-friendly. Face, body, hair.” Country-of-origin cues: ✓ Use of the language of the CoO: information on the label is in Portuguese ✓ Foreign branding strategy: the brand's name is written in English



Communication Materials – Websites

Vegbeauty's Social Website Item #1 – “About” section

Transcription:

“VEGBEAUTY is a Portuguese brand and online shop that offers a range of natural, vegetable, pure, not tested on animals and ecological products, which act deeply in the beauty treatment with visible results for longer. LEANDRO LIMA, Chemical and Biological Engineer, CEO – VEGBEAUTY”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Association between the brand’s founder and the CoO

Communication Materials – Social Networks

Vegbeauty's Social Networks Item #1 – Instagram Overview

← **vegbeauty.store**



196
Posts

3,573
Followers

226
Following

VEGBEAUTY

Beauty, Cosmetic & Personal Care

#DaNaturezaParaABeleza

🌿 100% Natural, Vegan & Pure Personal Care Products

🚫 Chemical Free

★ High Purity 🏆 Extreme Action

🐾 Cruelty Free

From 🇵🇹 with Love ❤️

www.veg-beauty.com/

⋮ Free translation (text):

“*Vegbeauty*. Natural, Vegan & Pure Personal Care Products. Chemical Free. High Purity. Extreme Action. Cruelty Free. From Portugal with love.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of national flags or symbols

Vegbeauty's Social Website Item #3 – Instagram's Post, June 10, 2020



vegbeauty.store 🚩 GIVEAWAY
PRODUTOS PORTUGUESES 🚩

Porque apoiamos a produção Nacional, queremos celebrar convosco o dia de Portugal com um SUPER SORTEIO!!!! 🤗 PT

Em parceria com a NATURAL, estamos a sortear um Kit de Amêndoa (foto ao lado) com os seguintes produtos:

- ★ Uma Manteiga de Amêndoa do Algarve COM PEDAÇOS (300g)
- ★ Um Óleo de Amêndoa Doce Puro (100ml)
- ★ Uma embalagem de Amêndoa do Algarve Torrada (150g)

Transcription:

“Giveaway Portuguese products. Because we want to support the National production, we want to celebrate with you the Day of Portugal, with a super giveaway. In partnership with NATURAL we are givingaway an almond kit (...)”

Country-of-origin cues:

- ✓ Emphasis on the importance of consuming national production
- ✓ Use of the CoO language: the copy is written in Portuguese

Brand Communication Analysis Grid #14

Brand Overview

Brand Identification		
Name: 8950	Categorization: Toiletries	Year of origin: 2019
Brand Description		
8950 is a Portuguese cosmetics brands that pretends to offer sustainable amenities, which are also healthy for the skin. The brand's communication is mainly focused on the sustainability factor of the products. The Portuguese factor is rarely referred.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: <i>A Vida Portuguesa, Sisu Press</i>	Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: <i>A Vida Portuguesa, Sisu Press; Magg, Marketeer, Time Out, DN</i>	
Offline Multi-brands stores: <i>A Vida Portuguesa, Sisu</i>	Offline Multi-brands stores: <i>A Vida Portuguesa</i>	

External Branding

Visual Identity	
Logo	Significant: 8950 refers to the post code of the region-of- origin (Castro Marim, Algarve, Portugal). In this sense the name chosen for the brand is related to its region of origin. However, as the number does not clearly convey its link with the region-of-origin (not all consumers are aware of the postcodes), this will not be considered as a communication strategy to promote the region-of-origin.
Packaging 	Free translation: “8950. 8950. Body Cream” Country-of-origin cues: ✓ Use of the language of the country-of-origin: the text in the bottle is written in Portuguese

Communication Materials – Websites

8950's Website Item #1 – “History” section

Free translation: “From the fragrant Serra do Caldeirão [North-eastern Algarve], 8950 presents a fragrance of acidic freshness - melissa [lemon balm] and rosemary, warm and sweet tones of carob and myrtle, and the indelible aroma of rock-rose, which, emulsified in aloe vera, vegetable glycerine, grapeseed oil and other substances of natural origin, give rise to a liquid soap, a shampoo and a body cream presented in ceramic bottles from Alcobaca.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of regions-of-origin
- ✓ Use of the CoO language: the text is written in Portuguese

8950's Website Item #2 – “Products” section

Free translation:

“The aroma, produced with essential oils and extracts from plants native to the Algarve region - Serra do Caldeirão, Barrocal and dune system -, fine-tuned by Lourenço Lucena for 8950, combines food plants with medicinal and cosmetic uses: carob [Ceratonia siliqua] rockrose [Cistus ladanifer] myrtle [Myrtus communis] sea fennel [Crithmum maritimum], rosemary [Rosmarinus officinalis] and macela [Helychrysum stoechas]. Apart from carob, the other species are well known in Portugal. By invoking them to create a fragrance of amenities we are offering the person we welcome what is most subtle and indelible in a place: the air of the land.”

Country-of-origin:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of regions-of-origin
- ✓ Connection between the CoO and the value proposition of the products
- ✓ Use of the language of the CoO: the text is written in Portuguese

Communication Materials – Social Networks

8950's Social Networks Item #1 – Instagram's Post, March 24, 2021, January 31, 2020



8950.pt OLAIA .
#olaia #primavera2021
#algarveportugal #turismorural
#sotavento

8950.pt January in the Algarve: when it gets colder the almond trees bloom. Let's go to the fields. 🌸 Francisco Janes @lets_call_it_a_day

Transcription #1:

“OLAIA. #olaia #spring2021 #algarveportugal #turismorural #sotavento”

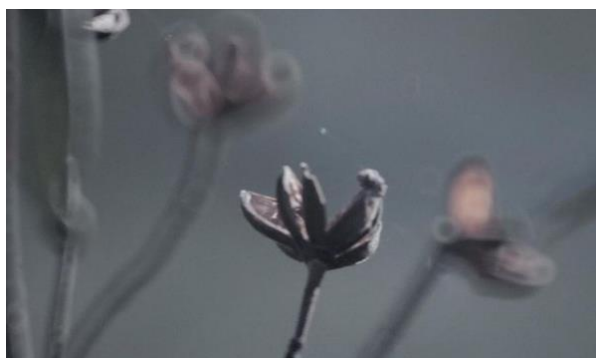
Transcription #2:

“January in the Algarve: when it gets colder the almond trees bloom. Let's go to the fields.”

Country-of-origin cues:

- ✓ Region-related information

8950's Social Networks Item #2 – Instagram's Post, November 21, 2019



8950.pt The aroma of 8950 is produced with essential oils and extracts of plants from ecosystems of Serra do Caldeirão, Barrocal and dunes from Algarve, combining edible and medicinal plants. Carob, rockrose, myrtle, sea fennel, rosemary and macela. By summoning them to create a scent of amenities, 8950 offers the subtlest and the most indelible in one place : scent of the earth 🌿 F. Janes

Transcription:

“The aroma of 8950 is produced with essential oils and extracts of plants from ecosystems of Serra do Caldeirão, Barrocal and dunes from Algarve, combining edible and medicinal plants.”

Country-of-origin cues:

- ✓ Connection between the CoO and the value proposition of the products

8950's Social Networks Item #3 – Instagram's Post, November 21, 2019



8950.pt Eglantina Monteiro [Porto 1955] :: anthropologist, lives and works in Castro Marim; 1984-2000 Professor of Art Anthropology at the Faculty of Fine Arts, University of Porto; 2000-2007 at the Faculty of Human and Social Sciences at the University of Algarve. Since 1992 she has been developing curatorial work in the frontier zone of art and anthropology. She did field work in Bijagós (Guinea-Bissau), Alto Rio Negro (Brazilian Amazon) and Serra do Caldeirão (Algarve). In 2008, together with Francisco Palma-Dias, they created @companhiadasculturas. In 2019 creates 8950. 📷 @littlesidedowncake

Transcription:

“Eglantina Monteiro [Porto 1955] :: anthropologist, lives and works in Castro Marim; 1984-2000 Professor of Art Anthropology at the Faculty of Fine Arts, University of Porto; 2000-2007 at the Faculty of Human and Social Sciences at the University of Algarve. Since 1992 she has been developing curatorial work in the frontier zone of art and anthropology. She did field work in Bijagós (Guinea-Bissau), Alto Rio Negro (Brazilian Amazon) and Serra do

Caldeirão (Algarve). In 2008, together with Francisco Palma-Dias, they created @companhiadasculturas. In 2019 creates 8950”

Country-of-origin cues:

- ✓ Association between the brand's founder and the country-of-origin

Brand Communication Analysis Grid #15

Brand Overview

Brand Identification		
Name: Unii Cosmetics	Categorization: Toiletries	Year of origin: 2019
Brand Description		
Unii Cosmetics focuses on the creation of organic personal care products. The brand's communication is mainly focused on the sustainability factor of the products. The Portuguese factor is rarely referred.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook and Instagram Press Offline Organic Supermarkets: e.g., <i>Go Natural</i> , <i>Maria Granel</i> Multi-brands store: <i>Organii</i>		Online Website/E-commerce Social Networks: Facebook and Instagram Press: <i>Observador</i> , <i>Time Out</i> , <i>Público</i> , <i>Miranda</i> , <i>Delas</i> , <i>Visão</i> , <i>Elle</i> , <i>Saber Viver</i> Offline Organic Supermarkets: e.g., <i>Go Natural</i>

External Branding

Visual Identity	
Packaging 	Free translation: “Oil Comfort Winter. Ginger and Cinnamon. Organic Skin Food” Country-of-origin cues: ✓ Use of the CoO's language: the text in the bottle is written in Portuguese and English ✓ Foreign branding strategy: the brand's name is in English

Communication Materials – Websites

Unii Cosmetics's Website Item #1 – Homepage, “Welcome to Unii”

Transcription:

“Unii is a brand that plunges deep into nature to offer authentic and true products. It assumes itself as an organic brand and from Portugal to the world, with options for the whole family, of high quality and with an affordable price, that adapt to all the people and the most diverse types of situations”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

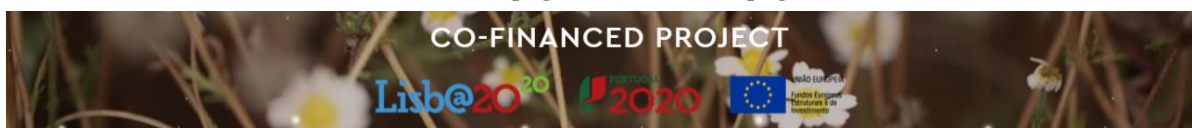
Unii Cosmetics's Website Item #2 – Homepage, contents banner



Country-of-origin cues:

- ✓ Use of national flags or symbols

Unii Cosmetics's Website Item #3 – Homepage, bottom of the page



Country-of-origin cues:

- ✓ Use of quality or origin symbols: *Lisboa 2020, Portugal 2020*

Communication Materials – Social Networks

Unii Cosmetics's Social Networks Item #1 – Instagram's Post, August 9, 2020



unii_organic pt Sabia que?...
Usamos frascos da Marinha Grande, de vidro âmbar que mais tarde podem ser reutilizados em compras a granel.
.
gb Did you know?... We use amber glass bottles from Marinha Grande which can be later used for bulk purchases.
.
.
#plantpower #plantbased #crueltyfree
#fairtrade #bio #ecofriendly #organic
#zerowaste #greenbeauty
#nochemicals #essentialoils #flowers
#natural #noplasic #minimalism
#recycle #slowliving #plasticfree

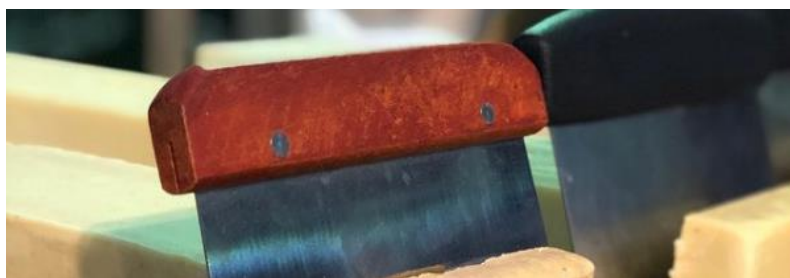
Free translation:

“Did you know?... We use amber glass bottles from Marinha Grande (...)”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is written both in Portuguese and English
- ✓ Use of the ‘made in..’ phrase (or equivalent): identification of one RoO

Unii Cosmetics's Social Networks Item #2 – Instagram's Post, July 7, 2020



unii_organic #plasticfreejuly
pt O fabrico de sabão artesanal é uma técnica ancestral em Portugal, tradicionalmente realizado a frio, o que permite produzir sabão, desde a raiz, partindo do mais puro azeite biológico. Oferece uma hidratação profunda, preservando a suavidade da sua pele.
E a melhor parte? Encontra opções a granel dos nossos sabonetes ❤

Transcription (English):

“The handmade soap is an ancestral technique in Portugal, traditionally carried out cold, which allows to produce soap, from the root, starting from the purest biological olive oil. Offers deep hydration, preserving the smoothness of your skin (...)”

Country-of-origin cues:

- ✓ Use of the 'made in..' phrase (or equivalent): identification of the CoO
- ✓ Connection between the CoO and the value proposition of the product
- ✓ Use of the language of the country-of-origin: the text is written both in Portuguese and English

Brand Communication Analysis Grid #16

Brand Overview

Brand Identification		
Name: Ach. Brito	Categorization: Toiletries	Year of origin: 1918
Brand Description		
Ach. Brito is a company that manufactures soaps, bath salts and aromatic candles, among other cosmetic products. The Portuguese factor is frequently present in the brand's communication.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website Social Networks – Facebook, Instagram, and YouTube Multi-brands stores: supermarkets (e.g., <i>Continente, El Corte Inglés, Auchan</i>), <i>A Vida Portuguesa, A Loja dos Sabonetes</i> Press Offline Own brand store Multi-brands stores: supermarkets (e.g., <i>Continente, El Corte Inglés, Auchan</i>), <i>A Vida Portuguesa</i>		Online Website Social Networks – Facebook, Instagram, and YouTube Multi-brands stores: <i>Continente, A Vida Portuguesa, A Loja dos Sabonetes</i> Press: <i>Time Out, Magg, Visão, Forbes, Publico</i> Offline Own brand store Multi-brands stores: supermarkets (<i>El Corte Inglés</i>), <i>A Vida Portuguesa</i>

External Branding

Visual Identity	
Logo	Significant: The founder of the brand was called Achilles de Brito.
	Country-of-origin cues: ✓ Use of a word linked to the CoO in the brand's name: a Portuguese surname

Packaging – Example #1



Free translation:

“Soap, Jarro Branco, Ach. Brito. Soap, Coral Rose, Ach. Brito. Soap, Lotus flower, Ach. Brito. Soap, Blue Hydrangea, Ach. Brito.”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is exclusively written in Portuguese
- ✓ Use of words linked to the CoO in the brand's name: a Portuguese surname

Packaging – Example #2 – Special Edition



Free translation:

“Lusitanian symbols. Aromatic soaps. *Ach. Brito*”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is exclusively written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of elements linked to the CoO: e.g., caravel of the discoveries, Barcelos rooster, Portuguese typical tiles
- ✓ Use of words linked to the CoO in the brand’s name: a Portuguese surname

Packaging – Example #3



Free translation:

“FADO. Soap with lavender and jasmine oils”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is exclusively written in Portuguese
- ✓ Link to the history or culture of the CoO: fado
- ✓ Use of elements linked to the CoO: Portuguese guitar
- ✓ Use of words linked to the CoO in the brand’s name: a Portuguese surname

Communication Materials – Websites

Ach. Brito’s Website Item #1 – “About us” section

1.1.1 Free translation:

1.1.2 “Ach Brito is one of the oldest and most cherished companies in Portugal. Founded in the city of Porto in 1918 by the brothers Achilles de Brito and Affonso de Brito, the century-old soap and perfume company has stood the test of time, combining the tradition and elegance of the products of the past with the best that modern times and technology have to offer.”

1.1.3

Country-of-origin cues:

- ✓ Use of the CoO language: the text is written in Portuguese
- ✓ Use of words linked to the CoO in the brand’s name: a Portuguese surname
- ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the CoO and the RoO
- ✓ Association between the brand’s founder and the CoO

Ach. Brito’s Website Item #2 – “About Us” section, visuals



Transcription: “Sabonetes Grande Luxo-Banho. Ach. Brito. Porto”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is written in Portuguese
- ✓ Use of the ‘made in..’ phrase (or equivalent): identification of RoO

Communication Materials – Social Networks

Ach Brito's Social Networks Item #2 – Instagram's Post, October 20, 2020 and April 27, 2021



ach.brito O azulejo é um dos símbolos mais distintivos daquilo que é a cultura portuguesa. A Ach. Brito presta tributo a esta arte secular com o lançamento de duas novas caixas de sabonetes, numa edição limitada imperdível.



 **ach.brito** Portugal inspira-nos! ❤️

•

Bagas Vermelhas, Chá de Gengibre e Pinho Silvestre. Três sabonetes irresistíveis que homenageiam a arte da azulejaria portuguesa.

Aproveite a campanha do Dia da Mãe e tenha a sua caixa Azulejos II por um preço especial. Campanha exclusiva da loja online (www.achbrito.com) e da Loja de Fábrica.

Free translation:

“Portugal inspires us! Red Berries, Ginger Tea and Wild Pine. Three irresistible soaps that pay tribute to the art of Portuguese tiles. (...) #achbrito #sabonetes #sabonetesazulejos #azulejos #azulejosportugueses #madeinportugal #buywhatisours #nationalproduction”

Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: the text is written in Portuguese
- ✓ Use of the 'made in..' phrase (or equivalent): identification of CoO
- ✓ Use of typical landscapes from the CoO
- ✓ Use of recognized elements from the CoO: Portuguese *azulejos*
- ✓ Emphasis on the importance of consuming national production
- ✓ Connection between the CoO and the value proposition of the brn

Ach Brito's Social Networks Item #3 – Instagram's Post, April 25, 2021



ach.brito LIBERDADE

-
-
-
-

#achbrito #25deabril #liberdade
#sempre #diadaliberdade
#liberdade sempre
#revoluçãodoscravos
#25deabrilsempre

Transcription: “Freedom. (...) #25april
#freedomday #freedomalways
#carnationrevolution #25ofaprilalways

Country-of-origin cues:

- ✓ Use of the CoO language
- ✓ Link to the history and culture of the CoO

Ach Brito's Social Networks Item #4 – Instagram's Post, March 9, 2021



 ach.brito Marcas de uma longa [e grande!] história.

•

•

•

•

#achbrito #desde1918 #herança
#identidade #acervo #placa #tradição
#manufatura #compreoqueénoosso

Transcription: “Marks of a long and great history (...) #buywhatisours”

Country-of-origin cues:

- ✓ Use of the CoO language
- ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the RoO
- ✓ Emphasis on the importance of consuming national production

Ach Brito's Social Networks Item #5 – Facebook's Post, August 1, 2017 and January, 13, 2016

Ach. Brito
1 de agosto de 2017 · 🌐

Bem vindo Agosto! 🌞
Desejamos aos milhares de emigrantes que regressam a casa umas boas férias!



P O R T U G A L



Transcription #1:

“Welcome to August! (...)”

Transcription #2:

“Right in the heart of the Invicta city... impossible not to recognize this place. Guess where our Patti is!”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is exclusively written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the country-of-origin
- ✓ Use of emblematic CoO’s landscapes: Ericeira and Porto

Ach Brito's Social Networks Item #6 – Facebook's Post, August 1, 2017 and January, 13, 2016

Ach. Brito
10 de junho de 2020 · 🌐

Feliz 10 de Junho! 🇵🇹 🇧🇷



Transcription:

“Happy 10 of June!”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is written in Portuguese
- ✓ Use of national flags or symbols

Communication Materials – Physical Store



Significant: The store, located in Vila do Conde, is decorated with several old promotional posers, where the brand and the CoO are very much mentioned.

Country-of-origin cues:

- ✓ Use of the CoO language: the text in the posters is written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the country-of-origin

Brand Communication Analysis Grid #17

Brand Overview

Brand Identification		
Name: Nally 1933	Categorization: Toiletries	Year of origin: 1933
Brand Description		
Nally 1933 is a Portuguese cosmetics brand, originating in 1933, that has been "reborn" in 2019. Known for its soaps, it currently sells personal care products. The Portuguese factor is present with some frequency.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website Social Networks – Facebook and Instagram Multi-brands store: supermarkets (e.g., <i>Continente, El Corte Inglés</i>), <i>A Vida Portuguesa</i>		Online Website Social Networks – Facebook and Instagram Multi-brands store: supermarkets (e.g., <i>Continente, El Corte Inglés</i>), <i>A Vida Portuguesa</i>
Offline Multi-brands store: supermarkets (e.g., <i>Continente, El Corte Inglés</i>), <i>A Vida Portuguesa</i>		Offline Multi-brands store: supermarkets (e.g., <i>Continente, El Corte Inglés</i>), <i>A Vida Portuguesa</i>

External Branding

Visual Identity	
Logo 	Transcription: “Nally. Portugal 1933” Country-of-origin cues: ✓ Addition of the country-of-origin to the brand trademark
Packaging 	Transcription: “Nally. Portugal 1933” Country-of-origin cues: ✓ Addition of the country-of-origin to the brand trademark ✓ Use of the CoO’s language: text is mainly written in Portuguese
Communication Materials – Websites	
Nally’s Website Item #1 – Homepage, bottom of the page 	Country-of-origin cues: ✓ Use of quality or origin symbols: <i>Compete 2020, Portugal 2020</i>
A Vida Portuguesa’s Website Item #1 – “About Nally 1933” Transcription: "Nally's soaps and creams have been <u>manufactured in Portugal</u> since 1933. <u>Our factory's soap-makers were famous for their savoir-faire</u> : blending natural ingredients such as organic honey and orange blossom, <u>known for their caring quality and enticing scents</u> ."	

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Focus on the CoO’s know-how
- ✓ Use of the CoO’s language: text is mainly written in Portuguese

Communication Materials – Social Networks

Nally 1933’s Social Networks Item #1 – Instagram’s Post, Brand’s presentation



Free translation: “Nally beauty products are lovingly produced in our factory in Portugal since 1933. Vegan soaps handmade in Lisbon since 1933!”

Country-of-origin cues:

- ✓ Use of the CoO language: the text is written in Portuguese and English
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO and the R

Brand Communication Analysis Grid #18

Brand Overview

Brand Identification		
Name: DC Dermoteca Cosmetics	Categorization: Dermocosmetics	Year of origin: 2009
Brand Description		
DC Dermoteca Cosmetics is a dermocosmetics brand focused on anti-aging skincare. The brand’s communication is mainly about the properties of the products. The Portuguese factor is promoted.		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies, <i>Skin.pt, Cosmetics.pt</i>		<i>Online</i> Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies <i>Skin.pt, Cosmetics.pt</i>
<i>Offline</i> Multi-brands stores: Portuguese pharmacies		<i>Offline</i> Multi-brands stores: Portuguese pharmacies

External Branding

Visual Identity	
Logo 	Transcription: “DC <u>Dermoteca</u> Cosmetics” Country-of-origin cues: ✓ Production-related information: reference to a Portuguese lab: Dermoteca Lab

Packaging – Example #1



Transcription: “DC Dermoteka Cosmetics. Anti-aging lifting. Normal/Dry Skin”

Country-of-origin cues:

- ✓ Production-related information: reference to a Portuguese lab (*text*)
- ✓ Use of the CoO’s language: information is written in PT/EN

Communication Materials – Websites

DC Dermoteka Cosmetics’ Websites Item #1 – Homepage’s visuals



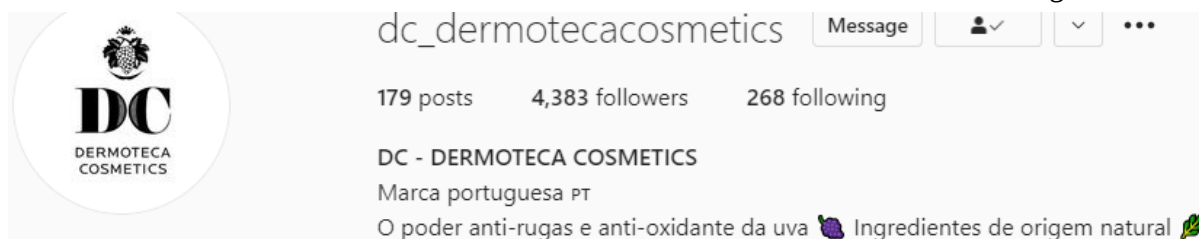
Free translation: “The anti-aging and anti-antioxidants power of grapes”

Country-of-origin cues:

- ✓ Production-related information: reference to a Portuguese lab, Dermoteka Lab. (*text*)
- ✓ Use of the CoO’s language: package’s information is written both in Portuguese and English

Communication Materials – Social Networks

DC Dermoteka Cosmetics’ Social Networks Item #1 – Presentation of the brand on Instagram



Free translation: “Portuguese brand. The anti-wrinkle and anti-oxidant power of grapes. Ingredients of natural origin. On sale in Pharmacies and Drugstores”

Country-of-origin cues:

- ✓ Production-related information: reference to a Portuguese lab: Dermoteka Lab.
- ✓ Use of the CoO’s language: the text is exclusively written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

DC Dermoteka Cosmetics’ Social Networks Item #2 – Instagram’s Post, March 20, 2020



Transcription: “Let us continue united so that each and every Portuguese continues to make a difference (...)#marcaportuguesa”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of the CoO’s language
- ✓ Use of quality or origin symbol

DC Dermoteca Cosmetics' Social Networks Item #3 – Facebook Overview, brand's presentation

Free translation:

“DC is one more Portuguese brand of the company Dermoteca, which also owns another national brand such as D'AVEIA, with about 18 years on the market, with recognized success. The DC-Dermoteca Cosmetics, is a brand of Selective Cosmetic Dermatology, formulated from the juice of UVA and wine from the NATIONAL TOURIGA grape variety, using substances extracted from the leaf, seed and must, essential in maintaining youthful skin and fighting aging, including powerful anti-oxidants, AHA, BHA and PHA.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of the CoO’s language: the text is exclusively written in Portuguese
- ✓ Connection between the CoO and the value proposition of the products

DC Dermoteca Cosmetics' Social Networks Item #4 – Facebook, June 10, 2018



Free translation (*visuals*):

“Proud to be Portuguese”

Free translation (*copy*):

“DC wishes you a happy Portugal day!”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of the language of the country-of-origin: the text is exclusively written in Portuguese
- ✓ Use of a typical CoO’s landscape: Douro

Brand Communication Analysis Grid #19

Brand Overview

Brand Identification		
Name: D’Aveia	Categorization: Dermocosmetics	Year of origin: 2000
Brand Description		
D’Aveia is a dermocosmetics brand focused on skincare. The brand’s communication is mainly about the properties of the products. However, the Portuguese factor is promoted frequently.		
Available Touchpoints	Selected Touchpoints for Evaluation	
<i>Online</i> Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies, <i>Skin.pt</i> , <i>Cosmetics.pt</i> , <i>Wells</i> Press:	<i>Online</i> Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies, <i>Skin.pt</i> , <i>Cosmetics.pt</i> , <i>Wells</i> Press: <i>Público</i> , <i>Lux</i> , <i>NIT</i>	

Offline Multi-brands stores: Portuguese pharmacies, Wells	Offline Multi-brands stores: Portuguese pharmacies, Wells
---	---

External Branding

Visual Identity	
Logo	Transcription: “D’<u>AVEIA</u>” Country-of-origin cues: ✓ Use of the CoO’s language in the brand’s name: Aveia



Packaging	
A white pump bottle of D'AVEIA Body Moisturizer next to its yellow box. The box and bottle both feature the D'AVEIA logo and the text 'Hidratante Corporal'.	Transcription: “D’<u>AVEIA</u>. Body Moisturizer” Country-of-origin cues: ✓ Use of the CoO’s language in the brand’s name: Aveia ✓ Use of the CoO’s language: product’s information

Communication Materials – Websites

D’Aveia’s Website Item #1 – Homepage’s visuals

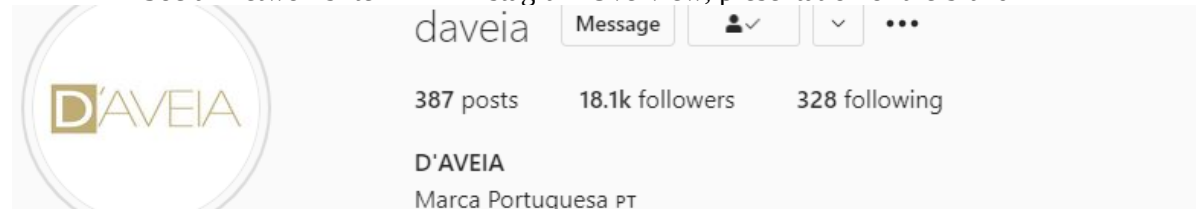


Transcription:
“D’AVEIA. #thenatureinyourskin”

Country-of-origin cues:
✓ Use of quality or origin symbols
✓ Use of the CoO’s language: product’s information

Communication Materials – Social Networks

D’Aveia’s Social Networks Item #1 – Instagram Overview, presentation of the brand



Free translation: “Portuguese Brand. Products to take care of sensitive skin for the whole family (...)”

Country-of-origin cues:

- ✓ Use of the CoO’s language: the text is written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

D'Aveia's Social Networks Item #2 – Instagram's Posts, March 25, 2020 and June 10, 2020



Transcription #1:

“As a Portuguese brand we want to take care of all the Portuguese families (...)”

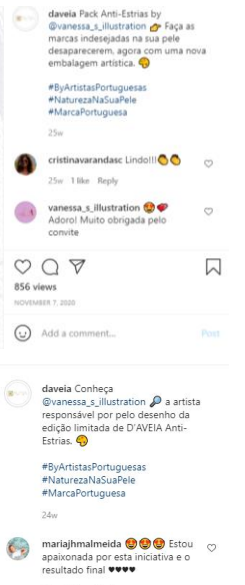
Transcription #2:

“On the day we celebrate Portugal, we reaffirm our pride in being a national brand. Twenty years ago, we started our mission: to take care of what is ours, to take care of the skin of the Portuguese.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of quality or origin symbols
- ✓ Use of the CoO’s language: product’s information and caption (visuals/text)
- ✓ Use of national flags or symbols

D'Aveia's Social Networks Item #2 – Instagram's Posts, November 6, 2020 and November 7, 2020



Transcription #1:

“A unique campaign in Portugal, D'Aveia partnered with three Portuguese artists to bring you limited editions of our hygiene and intimate care products. Vanessa Santos, Mafalda Slam, and Ana Oliveira give faces to the new packaging of D'Aveia products (...)”

Transcription #2:

“Pack anti-stretch marks by Vanessa S Illustration (...) #ByPortugueseArtists #PortugueseBrand”

Transcription #3:

“Vanessa Santos, the artist responsible for the illustration of the limited edition (...)”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO’s language: product’s information and caption (visuals/text)
- ✓ Partnership with national artists and promotion of their art

Communication Materials – Physical Spaces«

Physical Store #1 – Pharmacy of O'Neill Pedrosa (Queluz, Portugal)



Free translation:

“Nature taking care of the skin of the Portuguese, always.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO’s language: product’s information is written in Portuguese

Physical Store #2 – Pharmacy of Silveira Birre (Cascais, Portugal)



Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO’s language: product’s information is written in Portuguese

Brand Communication Analysis Grid #20

Brand Overview

Brand Identification		
Name: Oleoban	Categorization: Skincare	Year of origin: 1983
Brand Description		
Oleoban is a dermocosmetics brand focused on skincare, targeting the whole family. The brand's communication is mainly about the properties of the products. However, the Portuguese factor is promoted frequently, as a synonym of quality.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies, <i>Skin.pt</i> , <i>Cosmetics.pt</i> , <i>Wells</i> Press: Offline Multi-brands stores: Portuguese pharmacies, <i>Wells</i>	Online Website Social Networks: Facebook and Instagram Multi-brands stores: Portuguese pharmacies, <i>Skin.pt</i> , <i>Cosmetics.pt</i> , <i>Wells</i> Press: <i>Elle</i> Offline Multi-brands stores: Portuguese pharmacies, <i>Wells</i>	

External Branding

Visual Identity	
Packaging #1 	Transcription: “ <i>Oleoban skinfirst. Creme Gordo</i> . Rich Cream. Crème Riche” Country-of-origin cues: ✓ Use of the CoO's language: product's information in PT, EN, and FR ✓ Use of quality or origin symbols: <i>dermatological control</i> ✓ Foreign branding strategy: brand's name and slogan is written in English

Communication Materials – Websites
Oleoban's Website Item #1 – “About Us” section Free translation: “Thus, Oleoban® is a brand specialized in the protection, hygiene and hydration of the skin of the whole family, since 1983. <u>It is a Portuguese brand, manufactured by a 100% Portuguese company, belonging to the Medinfar Group, leader in the consumer health and dermatology category.</u> One of the brand's most iconic products is its Daily Shower with an oil formulation (...) This was one of the first products to appear in the brand and this made the entry point into the homes of many Portuguese, and that is the origin of the name Oil for the Bath - OLEOBAN®” Country-of-origin cues: ✓ Use of the CoO's language: the information is written in Portuguese ✓ Production-related information: Medinfar Group ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Oleoban's Website Item #2 – Homepage, visuals



Transcription:

“New. Oleoban Skin First. Antipruritic Cream. Derma Calm. 2x action. Anti Itching. Antiverruritus. Calming effect. Body, face and hands. For all the family.”

Country-of-origin cues:

- ✓ Use of the CoO's language: the information is written in Portuguese
- ✓ Production-related information: Medinfar Group

Oleoban's Website Item #3 – Homepage, bottom of the page



Country-of-origin cues:

- ✓ Production-related information: Medinfar, Portuguese lab

Communication Materials – Social Networks

Oleoban's Social Networks Item #1 – Instagram's Post, April 8, 2021

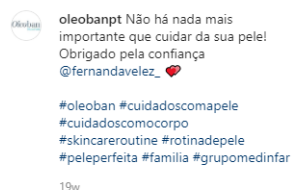


Transcription: “Count with Oleoban Rich Cream (...) #medinfargroup”

Country-of-origin cues:

- ✓ Use of the CoO's language: all information is in Portuguese
- ✓ Production-related information: Medinfar Group

Oleoban's Social Networks Item #2 – Instagram's Post, December 19, 2020



Transcription: “Thank you for the trust Fernanda Velez (...) #medinfargroup”

Country-of-origin cues:

- ✓ Use of the CoO's language: all information is in Portuguese
- ✓ Use of celebrities/influencers
- ✓ Production-related information: Medinfar Group

Oleoban's Social Networks Item #3 – Instagram's Post, May 13, 2020



Transcription: “We are family from north to south of the country. We have been taking care of the skin of all Portuguese for over 30 years (...)”

Country-of-origin cues:

- ✓ Use of the CoO's language: all information is in Portuguese
- ✓ Production-related information: *Medinfar Group*
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of national flags or symbols

Oleoban's Social Networks Item #4 – Instagram's Post, November 2, 2020



Transcription:

“Oleoban is a 100% Portuguese brand. We take care of the skin of Portuguese people, from north to south and we value our origins”

Country-of-origin cues:

- ✓ Use of the CoO's language: all information is in Portuguese (visuals/text)
- ✓ Production-related information: *Medinfar Group*

Brand Communication Analysis Grid #21

Brand Overview

Brand Identification		
Name: Barral	Categorization: Dermocosmetics	Year of origin: 1835
Brand Description		
Barral is a specialized brand in the health and well-being of the skin. The Portuguese factor is frequently promoted, especially as a justification for the quality of the products.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: e.g., Portuguese pharmacies, <i>Sweet Care</i> , <i>Dott</i> Press		Online Website Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: e.g., Portuguese pharmacies, <i>Sweet Care</i> , <i>Dott</i> Press: <i>Miranda</i> , <i>Magg</i> , <i>Elle</i>
Offline Multi-brands stores: Portuguese pharmacies		Offline Multi-brands stores: Portuguese pharmacies

External Branding

Visual Identity

Packaging



Transcription #1:

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO's language: product's information is available in Portuguese

Communication Materials – Websites

Barral's Website Item #1 – "About" section

Free translation:

"Barral is a Portuguese brand created in 1835 with a clear mission: to promote the health and well-being of the skin of the whole family, at all stages of life"

Visuals:



Investigação farmacêutica de ponta

A marca Barral tem uma equipa de pesquisa e desenvolvimento dedicada



Estudos Clínicos

Estudos com consumidores e testes clínicos sob controlo dermatológico



Ingredientes Patenteados

A Barral utiliza ingredientes patenteados nas suas formulações



Superioridade de Resultados

O nosso compromisso é a inovação suportada pela máxima segurança e máxima eficácia com resultados comprovados

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): identification of the CoO
- ✓ Production-related information: identification of the lab

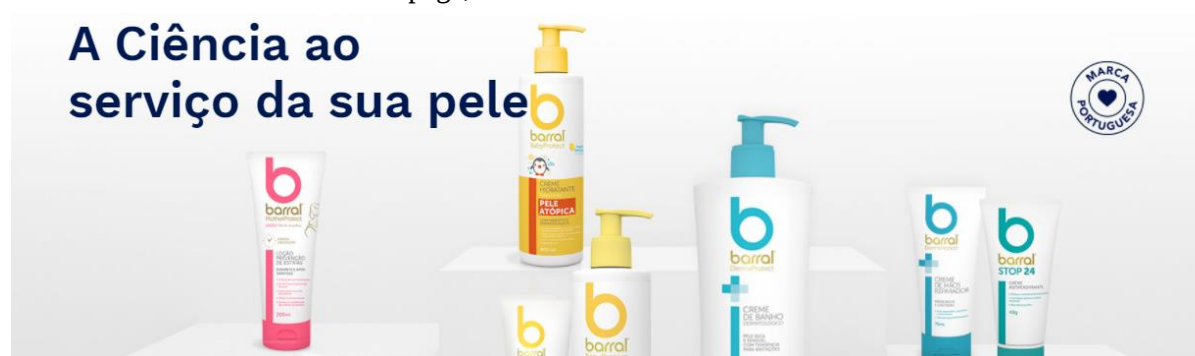
Barral's Website Item #2 – Homepage, Quality Labels



Country-of-origin cues:

- ✓ Use of quality or origin symbols

Barral's Website Item #3 – Homepage, Promotion Visual



Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalent): identification of the CoO
- ✓ Use of the CoO's language

Communication Materials – Social Networks

Barral's Social Networks Item #1 – Youtube Video/TV add, *Barral DermoProtect*



Significant:

The promotional video for Barral's DermoProtect line features Diana Chaves, a Portuguese actress, as a brand ambassador. The actress shares her connection with the brand, highlighting the role that the products play in her life, especially since she became a mother. The entire narrative is spoken in Portuguese. The messages that appear are also written in Portugal. In the last seconds extra information appears, including the production laboratory symbol with the intention of certifying the brand as a credible brand in the world of dermocosmetics.

Country-of-origin cues:

- ✓ Production-related information: identification of the Portuguese lab (*symbol*)
- ✓ Use of celebrities from the CoO: *Diana Chaves*, Portuguese actress

Barral's Social Networks Item #2 – Youtube Video/TV add, *Barral DermoProtect*



Significant:

In this ad the DermoProtect line is presented. All messages conveyed (written or spoken) are announced in Portuguese. Two details intensify the Portuguese factor: on the one hand, there is a symbol with the colors of the Portuguese flag, and, on the other hand, the ad highlights the connection of the products to the "Portuguese families".

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO's language
- ✓ Use of national flags or symbols

Couto's Social Networks Item #3 – Instagram's Visuals



Significant:

Maria Guedes, one of the best-known Portuguese influencers, is invited to design textile products (beach bag and necessaire) to sell with a set of *Barral* products. The special collection is signed by her and the brand. Maria Guedes gives the face to the campaign.

Country-of-origin cues:

- ✓ Use of celebrities/Instagram

Barral's Social Networks Item #4 – Facebook's Post, April 26, 2021

Barral
26 de abril às 10:00 · 🌐

Somos uma marca portuguesa, trabalhamos com artistas portugueses, como é o caso da [Violeta Cor de Rosa](#) e, por isso, O Dia da Produção Nacional é muito importante para nós e não podíamos deixar de o celebrar.

Conheça a nossa Coleção Barral x Violenta Cor de Rosa em <https://bit.ly/3r8Z6ly> e saiba mais sobre os nossos compromissos em www.barral.pt ✨

#diadaproduçãonacional



Free translation:

“We are a Portuguese brand, we work with Portuguese artists, as is the case of Violeta Cor de Rosa and, therefore, The Day of National Production is very important to us and we could not fail to celebrate it.

Get to know our Barral x Violenta Cor de Rosa Collection (...) #nationalproductionday

Country-of-origin cues:

- ✓ Partnership with Portuguese Artists and promotion of their art: identification of *Violeta Cor de Rosa*
- ✓ Emphasis on the importance of consuming national production
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO

Brand Communication Analysis Grid #22

Brand Overview

Brand Identification		
Name: Suta Cosmetics	Categorization: Skincare	Year of origin: 2019
Brand Description		
Suta Cosmetics started is a spirulina-based cosmetic brand. The brand's communication is focused on the benefits spirulina offers to the skin, and the expected results associated with each product. The Portuguese factor is not communicated, except for the almost exclusive use of the CoO language.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website/E-commerce Social Networks – Facebook, and Instagram	Online Website/E-commerce Social Networks – Facebook, and Instagram	

External Branding

Visual Identity

Packaging



Country-of-origin cues:

- ✓ Use of the CoO's language: the text is mainly written in Portuguese, both in the package and in the bottle; some information is translated in English
- ✓ Foreign branding strategy: the brand's name is not linked with the country-of-origin; it is written in English

Communication Materials – Websites

Suta Cosmetics's Website Item #1 –Visuals



Transcription: “Night Cream, why is so important and what should you chose”

Country-of-origin cues:

- ✓ Use of the CoO's language: all information is exclusively written in Portuguese

Suta Cosmetics's Website Item #2 – Homepage, testimonials



Experimentei a gama para pele sensível e fiquei fã! Usei o sérum, o contorno de olhos, creme de dia e de noite, o sabonete de limpeza (um dos meus favoritos!) e o tónico.

Margarida
STYLEITUP



É difícil escolher apenas um, para meu favorito. Nenhum deles funciona a 100%, na ausência do outro. E todos eles, juntos, são o sucesso de uma pele bonita, saudável e hidratada.

Catarina Fernandes

Transcription #1:

“I tried the range for sensitive skin and was a fan! I used the serum, the eye contour, day and night cream, the cleansing soap (one of my favorites!) and the toner. – Margarida, Style It Up”

Transcription #2:

“It's hard to pick just one for my favorite. None of them works 100% in the absence of the other. And all of them, together, are the success of beautiful, healthy and moisturized skin. – Catarina Fernandes”

Country-of-origin cues:

- ✓ Use of celebrities/influencers from the country-of-origin
- ✓ Use of the CoO's language: the testimonials are written in Portuguese

Brand Communication Analysis Grid #23

Brand Overview

Brand Profile		
Name: Miyoko	Categorization: Dermocosmetic	Year of origin: 2017
Brand Description		
Miyoko presents itself as a 100% Portuguese dermocosmetics brand of oriental inspiration. It offers cosmetics dedicated to body skin care. The brand's communication is focused on the characteristics of the products. The Portuguese factor is sometimes present, just like the oriental inspiration.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website/E-commerce Social Media: Instagram, Facebook, and YouTube Multi-brands stores: pharmacies	Online Website/E-commerce Social Media: Instagram, Facebook, and YouTube Multi-brands stores: pharmacies	

Offline Multi-brands stores: Portuguese Pharmacies (e.g.: Maria Orlanda Pharmacy, Luísa Todi pharmacy in Setubal, Aliança Pharmacy in Porto)	Offline Multi-brands stores: Portuguese Pharmacies (Luísa Todi pharmacy in Setubal)
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External Branding

Visual Identity

Packaging – Example #1



Transcription:

“Scent Edition. Miyoko. Love your skin. Coral Affair. Body Lotion. Body Scrub”

Country-of-origin cues:

- ✓ Use of the CoO’s language: the main information on the package is written in Portuguese
- ✓ Foreign branding strategy: the brand’s name is Japanese

Communication Materials – Website

Mykono’s Website Item #1 - Sub-section “Origen” in the section “Mykono”

Free translation: “MIYOKO, which means "the generation of beauty" in Japanese, is a Portuguese brand born from the inspiration and secular connection of the east to beauty care. Miyoko brings to the Portuguese market an oriental identity, more exotic and with a different perspective (...)”

Country-of-origin cues:

- ✓ Use of the CoO’s language: the main information on the package is written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Foreign branding strategy: Japanese inspiration

Communication Materials – Social Media

Miyoko’s Social Media Item #1 – Miyoko’s Instagram Profile Overview, 2021

Free translation: “We are already in Golden Week. The most important week of the year for Japan and thus for Miyoko. Enjoy this week, we are 20% off all our products.”

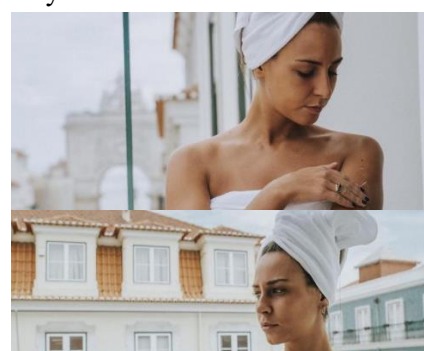


miyokoloveyourskin Já estamos na Golden Week. A semana mais importante do ano para o Japão e, por isso, para a Miyoko. Aproveite esta semana, estamos com 20% de desconto em todos os nossos produtos. 🌸

Country-of-origin cues:

- ✓ Use of the CoO’s language: the caption is exclusively written in Portuguese
- ✓ Foreign branding strategy: Japanese inspiration, communication of Japanese’s culture

Miyoko’s Social Media Item #2 – Miyoko’s Instagram Posts, Jan. 15, 2021, and Aug. 21, 2019



miyokoloveyourskin A nossa Loção Corporal Coral Affair é exatamente o que necessita para florescer 🌸 Este creme rico é fácil de aplicar e tem propriedades hidratantes para lhe dar uma pele suave e acetinada. Tudo isto com o melhor aroma possível. 🌿

[Our Coral Affair body lotion is just what you need to blossom 🌸 This rich cream is easy to apply and intensely nourishing for the softest

miyokoloveyourskin Start your day with the best skin routine. We have the right choice for every skin type. 🌸

#miyoko #miyokoloveyourskin #skincare

83w

Transcription:

Our Coral Affair Body Lotion is just what you need to blossom.

Country-of-origin cues:

- ✓ Use of the CoO’s language: the copy is written in PT and EN
- ✓ Use of landscapes and buildings from the CoO: typical Portuguese architecture, particularly in Lisbon, the Street Augusta Arch

Brand Communication Analysis Grid #24

Brand Overview

Brand Identification		
Name: DVINE	Categorization: Dermocosmetics	Year of origin: 2017
Brand Description		
DVINE is a dermocosmetics brand which offers skincare based on the benefits of grapes. The brand's communication is about the benefits of each product. The Portuguese factor is frequently promoted.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website/E-commerce Social Networks: Facebook, Instagram, and YT Multi-brands stores: <i>Sweet Care</i> , pharmacies Press	Online Website/E-commerce Social Networks: Facebook, Instagram, and YT Multi-brands stores: <i>Sweet Care</i> Press: <i>NIT, DN, Público, Lux Women, Expresso</i>	
Offline Multi-brands stores: Portuguese pharmacies	Offline Multi-brands stores: Portuguese pharmacies	

External Branding

Visual Identity	
Logo	 Transcription: “DVINE. <i>Douro</i> Beauty Essence.” Country-of-origin cues: ✓ Addition of the RoO to the brand trademark: <i>Douro</i>
Packaging – Example	 Country-of-origin cues: ✓ Use of the CoO's language: the information of the main package is all written in Portuguese; the information of the products' package is written in EN ✓ Addition of the RoO to the brand trademark: <i>Douro</i>

Communication Materials – Websites

DVINE's Website Item #1 – “History and Inspiration” section

Transcription:

“Medinfar lab belongs to the Medinfar Group, a Portuguese pharmaceutical group founded in 1970 specialized in research and development, with a highly experienced team of scientists and researchers with solid experience in pharmaceutical development of cosmetics and other pharmaceutical products. (...)

DVINE is born out of the supreme inspiration of the unique, pure, natural beauty of the vineyards cultivated on extensive terraced hillsides in the Douro Valley. In this region, climate, soil and a huge variety of native grape varieties, harmonize with the work of man to produce grapes and wines exceptionally rich in Polyphenols, Flavonoids and Tannins, full of antioxidants, nutrients that lead the skin and soul to the perfection of youthful beauty. A selective Portuguese cosmetic brand that innovatively combines the purity of biological actives with the performance of anti-aging ingredients. Truly rich and effective products, focused on the youthfulness of the skin.”



Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: the information is all written in Portuguese
 - ✓ Production-related information: *Medinfar lab* is identified as a highly qualified Portuguese lab
 - ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
 - ✓ Connection between the CoO and the value proposition of *DVINE*’s products
 - ✓ Use of quality or origin symbols: *Approved by Portuguese women*
-

DVINE’s Website Item #2 – Homepage, bottom of the page



Country-of-origin cues:

- ✓ Production-related information: Portuguese *Medinfar lab*

Communication Materials – Social Networks

DVINE’s Social Networks Item #1 – Instagram’s Post, February 9, 2021



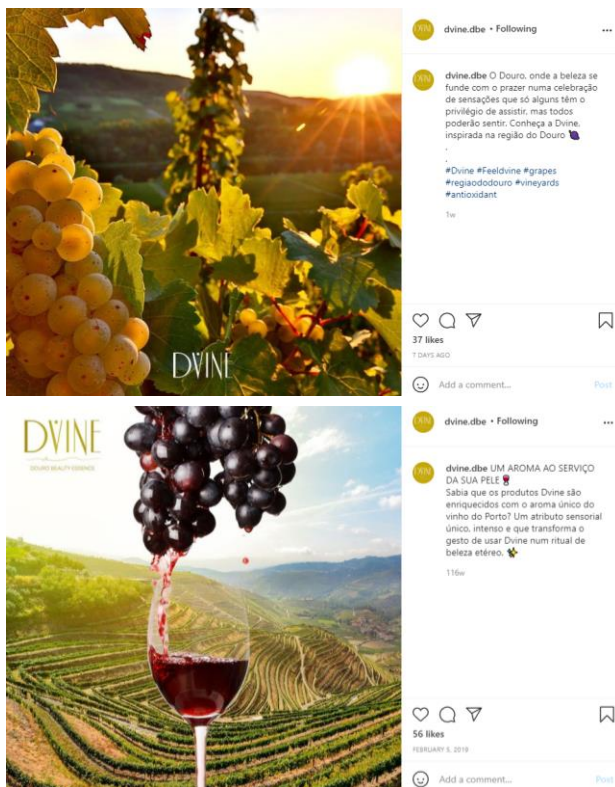
Transcription:

“Dvine eye cream was your choice. Thank you for being part of the Dvine family, we will continue to work to be part of your days. #premium5stars #marcadeconfiance

Country-of-origin cues:

- ✓ Use of quality or origin symbols: *Cinco Estrelas* is a Portuguese Quality Award
- ✓ Addition of the RoO to the brand trademark

DVINE’s Social Networks Item #2 – Instagram’s Posts Overview



Transcription #1:

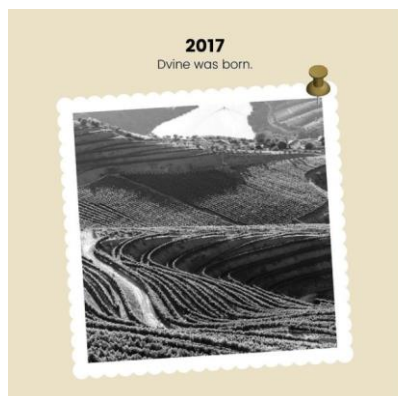
“The Douro, where beauty merges with pleasure in a celebration of sensations that only a few are privileged to witness, but all will be able to feel. Meet Dvine, inspired by the Port region #grapes #douroregion #vineyards”

Transcription #2:

“An aroma at the service of your skin. Did you know that Dvine products are enriched with the unique aroma of Port wine? A unique sensory attribute, intense and that transforms the gesture of using Dvine in an ethereal beauty ritual.”

Transcription #3:

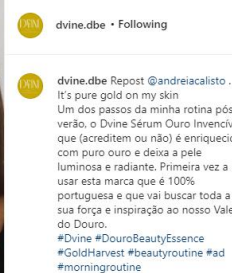
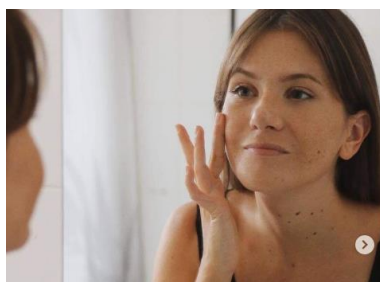
“Dvine was born in 2017 and has as its motto the Douro region, one of the most historic regions of Portugal. (...) Today, the Douro is World Heritage and our inspiration”.



Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO/CoO
- ✓ Connection between the RoO and the value proposition of the products
- ✓ Use of typical landscapes from the RoO: Douro landscapes

DVINE's Social Networks Item #3 – Instagram's Posts, Oct. 19, 2018 and Aug. 18, 2020



Transcription #1:

“Andreia Calisto: (...) First time using this brand that is 100% Portuguese and that gets all its strength and inspiration from our Douro.



Transcription #2:

“Raquel Borges: Today I'm going to tell you about a product that I have been using every day (...) This serum @dvine.dbe has a very fluid texture (...) #marcaportuguesa”

Country-of-origin cues:

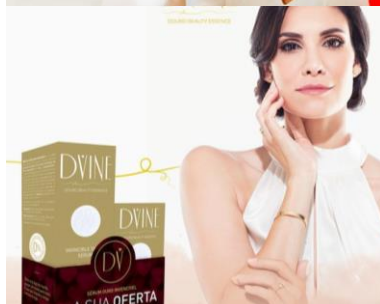
- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO/CoO
- ✓ Connection between the RoO and the value proposition of the product
- ✓ Use of influencers from the CoO: Andreia Calisto e Raquel Borges

DVINE's Social Networks Item #4 – Instagram's Posts, April 18, 2020 and March 8, 2018



Transcription #1:

“DVINE, the dermocosmetic brand developed by Portuguese pharmacists and tested by Portuguese women. We are proudly a 100% Portuguese brand. #portuguesebrand”



Transcription #2:

“Pamper yourself and take care of yourself. Give your skin firmness, vitality and luminosity with Gold Harvest from Dvine. Happy International Women's Day. #DVINE #GoldHarvest #Woman's Day”

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO/CoO
- ✓ Use of celebrities from the CoO: Liliana Campos, and Daniela Ruah

Communication Materials – Physical Stores

Physical Store #1 – Instagram’s Post, February 22, 2018



Country-of-origin cues:

- ✓ Addition of the RoO to the trademark
- ✓ Use of the ‘made in...’ phrase (or equivalents): reference to the RoO
- ✓ Use of celebrities from the CoO: Daniela Ruah
- ✓ Use of the CoO’s language: the message written in Portuguese

Brand Communication Analysis Grid #25

Brand Overview

Brand Identification

Name: Cristais do Mar	Categorization: Dermocosmetics	Year of origin: 2011
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Brand Description

Cristais do Mar is a brand that emerged with a strong connection to salt. The first cosmetic product launched was a salt-based scrub. The brand's communication is fundamentally based on the benefits of the products, but the Portuguese factor is communicated with some frequency.

Available Touchpoints

Online
 Website/E-commerce
 Social Networks: Facebook, and Instagram
 Multi-brands stores: Sol & Lua Shop

Selected Touchpoints for Evaluation

Online
 Website/E-commerce
 Social Networks: Facebook, and Instagram

External Branding

Visual Identity

Logo



Transcription: “Cristais do Mar. Naturally simples”

Country-of-origin cues:

- ✓ Use of the CoO’s language in the brand trademark

Packaging



Country-of-origin cues:

- ✓ Use of the language of the country-of-origin: the information on the package is written in Portuguese and English; the name of the brand is written in Portuguese

Communication Materials – Websites

Cristais do Mar’s Website Item #1 – “About us” section

Free translation: “Cristais do Mar was born in Figueira da Foz (Portugal) in 2011 as a result of a passion for the sea and salt farming in a family environment (...) We honor our grandmother (and great-grandmother) named "Helena" who passed on to us the secret of the recipe base (...).”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): reference to the RoO and the CoO
- ✓ Use of the CoO’s language in the brand’s name

Communication Materials – Social Networks

Cristais do Mar’s Social Networks Item #1 – Instagram’s Post, October 26, 2020



cristais.do.mar A Cristais do Mar nasceu na Figueira da Foz (Portugal) em 2011 como resultado de uma paixão pelo mar e pela salicultura de ambiente familiar. No início éramos simplesmente produtores de sal marinho artesanal, procurando valorizar um produto milenar produzido com técnicas artesanais.

A paixão pelo sal, a criatividade e a motivação da nossa equipa levaram-nos a criar o nosso primeiro esfoliante para pés. Este, foi vendido pela primeira vez numa feira de artesanato

Free translation: “Cristais do Mar was born in Figueira da Foz (Portugal) in 2011 as a result of a passion for the sea and salt (...) #cristaisdomar #democosmetics #figueiradafoz

Country-of-origin cues:

- ✓ Use of the CoO’s language: the information is exclusively written in Portuguese
- ✓ Use of the ‘made in...’ phrase (or equivalents): reference to the RoO/CoO

Cristais do Mar’s Social Networks Item #2 – Facebook’s Post, April 14, 2021



Free translation:

“Do you want to know our secret? The answer lies in the origins. All the fleur de sel used in our cosmetics comes from our salt pans. We only use the best cold pressed olive oil produced in Portugal”

Country-of-origin cues:

- ✓ Connection between the CoO and the value proposition of the brand

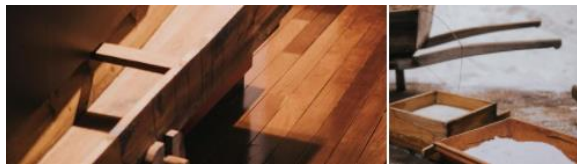
Cristais do Mar’s Social Networks Item #3 – Facebook’s Post, November 18, 2020



Cristais Do Mar está em Núcleo Museológico do Sal.
18 de novembro de 2020 · Figueira da Foz, Distrito de Coimbra · 🌐

#Funfact: Did you know the salt-mines were for a long time one of their main economic activities in Figueira da Foz? Now its legacy can be seen and its fully explained in this awesome museum!

#Figueiradafoz #Mondego #Mondgolovers #SeaSalt #Saltflower

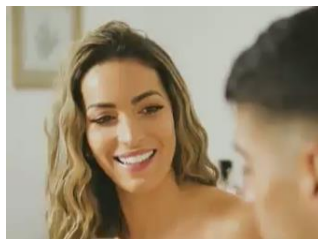


Free translation: “#Funfact: Did you know the salt-mines were for a long time one of their main economic activities in Figueira da Foz? Now its legacy can be seen and its fully explained in this awesome museum! #Figueiradafoz #Mondego”

Country-of-origin cues:

- ✓ Region-related information
- ✓ Use of the ‘made in...’ phrase (or equivalents): reference to the RoO

Cristais do Mar’s Social Networks Item #4 – Instagram Post, February 7, 2021



cristais.do.mar Love never gets out of style 💕

Have you tried our clay face mask? It will help to regenerate the skin: good for scars, dark spots and will help you cleansing your skin ✨

12w

cristais.do.mar #Figueiradafoz #Mondego #Mondgolovers #SeaSalt #Saltflower #flordesal #salina #beauty #beautycare

Country-of-origin cues:

- ✓ Use of an influencer from the CoO: Beatriz Diniz

Brand Communication Analysis Grid #26

Brand Overview

Brand Identification		
Name: Aqua dos Açores	Categorization: Fragrances	Year of origin: 2008
Brand Description		
Aqua dos Açores is a niche fragrance brand. The brand's communication focuses on the aromatic notes of the fragrances, whose connection with the Azores is often highlighted. Thus, the Portuguese factor is often promoted.		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, and Instagram Multi-brands stores: e.g., <i>El Corte Inglés</i>, <i>A Vida Portuguesa</i>, <i>Mar d'Estórias</i>, <i>WOW – World of wine</i>, <i>Mercearia dos Açores</i> (Portugal Continente); <i>Peterzee Store</i>, <i>Casa das Casimiras</i>, <i>Infante Real</i> (Açores); <i>Mazzoni Casa</i>, 50ml (Italy), <i>Relevé Fashion</i> (UK); <i>The WUM</i> (Spain) <i>Offline</i> Multi-brands stores: e.g., <i>El Corte Inglés</i>, <i>A Vida Portuguesa</i>; <i>Mar d'Estórias</i>, <i>WOW – World of wine</i>, <i>Mercearia dos Açores</i> (Portugal); <i>Peterzee Store</i>, <i>Casa das Casimiras</i>, <i>Infante Real</i> (Açores); <i>Atelier Parfumeide</i> (Italy); <i>Roullier White</i> (UK)		<i>Online</i> Website/E-commerce Social Networks: <i>Facebook</i>, and <i>Instagram</i> Multi-brands stores: e.g., <i>WOW – World of wine</i>, (Portugal Continente); <i>Infante Real</i> (Açores); <i>50ml</i> (Italy), <i>Relevé Fashion</i> (UK); <i>The WUM</i> (Spain) <i>Offline</i> Multi-brands stores: e.g., <i>El Corte Inglés</i>, <i>A Vida Portuguesa</i>

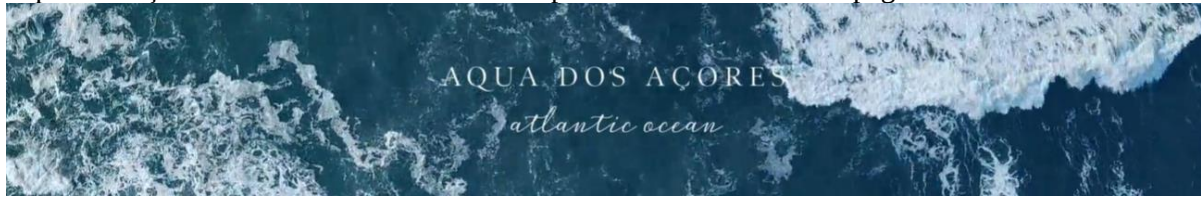
External Branding

Visual Identity	
Logo	Transcription: “Aqua dos <u>Açores</u>. Atlantic Ocean” Country-of-origin cues: ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the RoO, Açores
Packaging	Transcription: “Aqua dos <u>Açores</u>. Atlantic Ocean. <u>Flores</u>. Eau de Parfum” Country-of-origin cues: ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the RoO ✓ Use of the CoO’s language for the products’ names



Communication Materials – Websites

Aqua dos Açores's Website Item #1 – Brands presentation on the Homepage



Transcription:

“Nature. Ocean. Sustainability. *Aqua dos Açores*, is a research perfumery brand founded in and inspired by the Azorean Islands, in the heart of the Atlantic Ocean. The mix of nature and sustainability sets this young brand apart and makes it unique.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO

Aqua dos Açores's Website Item #2 – “The brand” section

Transcription #1:

“The alchemy of people and plants. “Islands of the sea”, possibly an ancient landing place for castaways since the time of the Carthaginians, the Azores were only officially discovered in the second half of the 1400s by Portuguese navigators who colonized them, transforming them into a valuable outpost. Lost in the middle of the Atlantic Ocean, volcanic islands halfway between the Old Continent and the New World, the Azores today are the fruit of an alchemy that over the centuries has welcomed and united people and plants from distant and diverse countries and climates.”

Transcription #2:

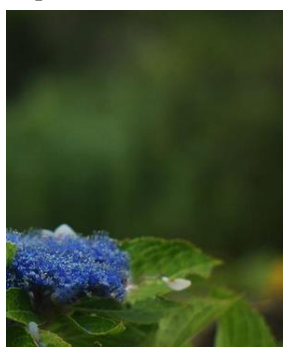
“An encounter of cultures. *Aqua dos Açores* also strives to pay tribute to the Azores as a land of encounter and exchange among different traditions and cultures. The fragrances are characterized by the high concentration of natural raw materials and essential oils sourced from plants growing in the archipelago. They combine the ancient tradition of Italian artisan perfumery with the technical innovation in the research and development of essences and natural raw materials.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO
- ✓ Region-related information
- ✓ Connection between the CoO and the value proposition of the products
- ✓ Foreign communication strategy: *Italian artisan perfumery*

Communication Materials – Social Networks

Aqua dos Açores's Social Networks Item #1 – Instagram's Post, November 27, 2020



Transcription (English) #1:

“An Eau de Parfum inspired by the scent of wet grass, buds of pittosporum and orange blossom, in a delicate ocean breeze”

Transcription (English) #2:

“Branco, floral fruity with nuances of citrus and Verdelho. Inspired by our wines”



aquadosazores BRANCO, floral fruity with nuances of citrus and Verdelho. Inspired by our wines. -

BRANCO, uma fragrância floral frutal com nuances de citrinos e Verdelho. Inspirada pelos nossos vinhos. -

#aquadosazores #azores #portugal
#acores #azoresisland #fragrance
#luxuryparfum #masterperfumer
#nicheparfum #profumo
#perfumelovers #scentoftheday
#finefragrance #scent #aroma
#artisanparfum #fragrance #perfume

Country-of-origin cues:

- ✓ Use of the CoO's language: the information is written in Portuguese and English
- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO
- ✓ Connection between the CoO and the value proposition of the brand: *nature and wine*

Aqua dos Açores's Social Networks Item #2 – Instagram's Posts, June, July and November of 2020



aquadosazores Black volcanic beaches in the heart of the Atlantic Ocean. Tastes of sea, summer and adventure. AZUL will take you to the beautiful landscapes of the Azores. It is the scent of ocean winds over old wooden sailing ships drenched in salt and storms. A marine ozonic woody fragrance with a green undertone.



aquadosazores Flores, the island of waterfalls, an immense magnificent natural park. -

Flores, a ilha das quedas de água, um imenso parque natural maravilhoso. -



aquadosazores The Azores and the Blue. -

Os Açores e o Azul. -

#aquadosazores #azul #azores #portugal
#acores #azoresisland #eaudefparfum #
uniquefragrance #profumeriadinicchia #
oceanparfum #fragrance #luxuryparfum

Transcription #1: "Black volcanic beaches in the heart of the Atlantic Ocean. AZUL will take you to the beautiful landscapes of the Azores. It is the scent of ocean winds over old wooden sailing ships drenched in salt and storms. A marine ozonic woody fragrance with a green undertone"

Transcription #2: "Flores, the island of waterfalls, an immense magnificent natural park"

Transcription #3: "The Azores and the Blue (...) #azores #portugal #azoresisland (...) "

Country-of-origin cues:

- ✓ Use of the CoO's language: the information is written in Portuguese and English
- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO (and the CoO)
- ✓ Region-related information
- ✓ Use of RoO's emblematic landscapes
- ✓ Connection between the RoO and the value proposition of the products

Aqua dos Açores's Social Networks Item #3 – Facebook's Posts, November 15 and July 6, 2019



Aqua dos Açores

15 de novembro de 2019 · 🌐

Imagine a lush nature surrounded by a fascinating veil of fog. Imagine a walk between the ocean and the volcanic rocks. And then imagine that you can feel all this through unique fragrances, which capture the true essence of the Azores.



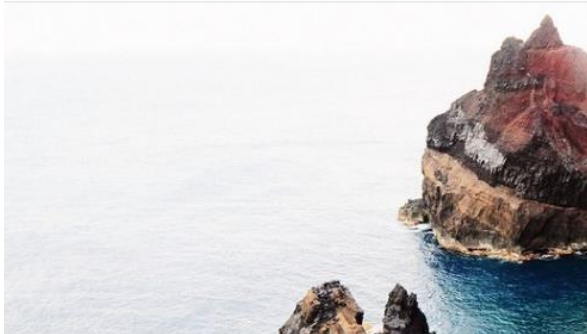
Transcription #1:

"Imagine a lush nature surrounded by a fascinating veil of fog. Imagine a walk between the ocean and the volcanic rocks. And then imagine that you can feel all this through unique fragrances, with capture the true essence of Azores".



Aqua dos Azores
6 de julho de 2019 · 🌐

"Islands of the sea", possibly an ancient landing place for castaways since the time of the Carthaginians, the Azores were only officially discovered in the second half of the 1400s by Portuguese navigators who colonized them, transforming them into a valuable outpost.



Transcription #2:

"*Islands of the sea*, possibly an ancient landing place for castaways since the time of the Carthaginians, the Azores were only officially discovered in the second half of the 1400s by Portuguese navigators who colonized them, transforming them into a valuable outpost"

Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): reference to the RoO
- ✓ Region-related information
- ✓ Use of RoO's emblematic landscapes
- ✓ Connection between the RoO and the quality of the products

Brand Communication Analysis Grid #27

Brand Overview

Brand Identification	
Name: Comporta Perfumes	Categorization: Fragrances
Year of origin: 2017	
Brand Description	
Comporta Perfumes is a niche fragrance brand. The brand's communication focuses on the inspiration behind the fragrances, whose connection with the Comporta is often highlighted. Thus, the Portuguese factor is often promoted.	
Available Touchpoints	Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Skin Life, Pura Cal (Portugal), Le Secret du Marais (Spain); Fragrantica (Brazil) <i>Offline</i> Multi-brands stores: e.g., El Corte Inglés, República das Flores, Loja das Meias, Skin Life, Pura Cal (Portugal)	<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Skin Life, Pura Cal (Portugal), Le Secret du Marais (Spain); Fragrantica (Brazil) <i>Offline</i> Multi-brands stores: e.g., El Corte Inglés, República das Flores, Loja das Meias, Skin Life, Pura Cal (Portugal)

External Branding

Visual Identity	
Logo	Country-of-origin cues:
	✓ Addition of the RoO to the brand trademark

Packaging



Transcription:

“Comporta. Areia Salgada. Daniel Josier. 2017. Eau de Parfum”

Country-of-origin cues:

- ✓ Addition of the RoO to the brand trademark
- ✓ Use of the CoO’s language in the product’s name

Communication Materials – Websites

Comporta Perfumes’ Website Item #1 – “The Brand” section

Transcription:

“We’ve created, designed and launched the first Portuguese niche perfume Brand. Pedro Simões Dias, Comporta Perfumes founder, is a lawyer who specialises in Internet law and copyrights. Pedro always had a passion about perfumes and loved to appreciate them and many years ago started to collect perfumes and study perfumery. Launched a blog, with a lot of success where he reviewed niche perfumes and also developed a concept around giving masterclasses to share with others his passion for scents and perfumes. After many years growing this passion to almost mastering it Pedro has been challenged to move out of the comfort zone and “to think” on the Portuguese perfumery. Portugal had on the XIX century and until late 1930’s many small perfume brands but all faded away. Since then, there wasn’t a single line of niche perfumery in Portugal, so Pedro decided to start by creating a set of perfumes, which aim to recreate experiences, olfactory moments and stories around Comporta, this “boho chic” village on the northern Alentejo coast, in Portugal. And so, in 2017, COMPORTA Perfumes was born.

This unique place inspired Pedro and four perfumers to bring to life the dream of a Comporta inspired perfume line. Comporta Perfumes includes eight different intimate fragrances, inspired by and representing experiences and memories from Comporta – one of Europe’s most exclusive destinations and well-kept secrets”.

Country-of-origin cues:

- ✓ Addition of the RoO to the brand trademark
- ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the RoO and the CoO
- ✓ Link to the history and culture of the CoO
- ✓ Association between the brand’s founder and the CoO

Communication Materials – Social Networks

Comporta Perfumes’s Social Networks Item #1 – Instagram’s Post, April 7, 2021



 **comporta_perfumes** Palafítico is one of the three perfumes from our Millésime line. “Palafítico” evokes that bold, grassy, salty woody unique environment of fishermen’s houses at Cais Palafítico da Carrasqueira. Link in bio for more info.
#Millésimeline #extraitdeparfum
#comporta #caispalafítico
#carrasqueira #vistaalegre
3w

Transcription:

“Palafítico evokes that bold, grassy, salty woody unique environment of fishermen’s houses at Cais Palafítico da Carrasqueira”

Country-of-origin cues:

- ✓ Use of the CoO’s language in the product’s name
- ✓ Connection between the RoO and the value proposition of the product

Comporta Perfumes's Social Networks Item #2 – February 18, March 26, and March 28, 2020



comporta_perfumes The smooth water at cais palafítico...
A smell that is hard to forget.

#nicheperfumes #comportaperfumes
#comporta #storytellingonyourskin
#memories #vistaalegre #comporta



comporta_perfumes Who misses those afternoon walks to watch the sunset at Cais Palafítico? Our perfume inspired on Cais Palafítico scents will give you that feeling... Have a great weekend!

#nicheperfumes #comportaperfumes
#comporta #storytellingonyourskin
#memories #vistaalegre



comporta_perfumes Enjoying the wildly romantic horse riding on the beach... SELA @cavalosnaareia . #comportaperfumes #perfumes #comporta #newtrend #hauteparfumerie #luxuryperfume #nicheperfume #skin #cosmetics #perfumer #inspiration #perfumesdeautor #danieljosier #areiasalgada #mosquito #mosquitoman #muda #donabia #sela #palafitico #ocaso #influencer



comporta_perfumes The unique aromas around Comporta... we just tell the stories COMPORTAPERFUMES.com @resende.joaofilipe . #comportaperfumes #perfumes #comporta #newtrend #hauteparfumerie #luxuryperfume #nicheperfume #skin #cosmetics

Transcription #1: The SMOOTH water at cais palafítico...A smell that is hard to forget.

Transcription #2: “Who misses those afternoon walks to watch the sunset at Cais Palafítico? Our perfume inspired on Cais Palafítico scents will give you that feeling (...)”

Transcription #3: “Enjoying the wildly romantic horse riding on the beach...SELA”

Transcription #4: “The unique aromas around Comporta... we just tell the stories (...)”

Country-of-origin cues:

- ✓ Use of the CoO's language in the products' names
- ✓ Use of typical CoO's landscapes
- ✓ Connection between the RoO and the value proposition of the products

Comporta Perfumes's Social Networks Item #3 – Instagram's Visual Overview



Significant:

The communication of Comporta Perfumes, at the level of social networks, is based on the spirit of Comporta. Pictures of the region are shared, interspersed with product photos.

Country-of-origin cues:

- ✓ Use of RoO's emblematic landscapes, buildings and elements

Brand Communication Analysis Grid #28

Brand Overview

Brand Identification

Name: Ourige

Categorization: Fragrance

Year of origin: 2019

Brand Description

Ourige is a niche fragrance brand. The brand's communication focuses primarily on the ideas behind each perfume. The Portuguese factor is communicated with some frequency, mainly through visuals.

Available Touchpoints	Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks – Facebook, and Instagram Multi-brands stores: e.g., <i>Sscent Perfumery</i> , <i>A Vida Portuguesa</i> (Portugal), <i>Fragrantica</i> (France), <i>Parfumaria</i> (The Netherlands)	Online Website/E-commerce Social Networks – Facebook, and Instagram Multi-brands stores: e.g., <i>Sscent Perfumery</i> , <i>A Vida Portuguesa</i> (Portugal), <i>Fragrantica</i> (France), <i>Parfumaria</i> (The Netherlands)
Offline Multi-brands stores: e.g., <i>Sscent Perfumery</i> , <i>A Vida Portuguesa</i>	Offline Multi-brands stores: e.g., <i>Sscent Perfumery</i> , <i>A Vida Portuguesa</i>

External Branding

Visual Identity	
Logo 	
	Country-of-origin cues: ✓ Addition of the RoO to the brand trademark: <i>Douro</i>
Packaging 	
	Transcription: “OURIGE. Since <u>Douro</u> . Romance. Eau de Parfum”
	Country-of-origin cues: ✓ Addition of the RoO to the brand trademark: <i>Douro</i>

Communication Materials – Websites

A Vida Portuguesa’s Website Item #1 – “Eau de parfum Froles | OURIGE”

Transcription: “Froles is our interpretation of a bouquet hard to find it! A distinctive alchemy which transports us through an olfactory promenade composed by unique scents like the precious tuberose, the blooming jasmine and the deep smell of seductive camellia mixed with a hint of pink pepper to give a rosy note and finishing with the patchouli elixir and intense Douro wood (...)”

Country-of-origin cues:

- ✓ Connection between the RoO and the value proposition of the product

Communication Materials – Social Networks

Ourige’s Social Networks Item #1 – Instagram’s Posts, March 5, 2019, May 20 and June 20, 2020



ourigesinceddouro FREZNO
carousel journey

a remarkable Douro Valley experience!

A Port wine accord and the exquisite scent of the aromatic labdanum gum that opens with a bergamot breeze brought by the Douro river and the fresh blackcurrant and is supported by the precious vetiver and intense and warmer cedar wood.

#ourigesinceddouro
#nichescent
#douro #luxuryperfume #nichelifestyle

Liked by ignae, skincare and 26 others
MAY 23, 2020

Transcription #1: “Frezno, a remarkable Douro Valley experience! A Port wine accord and the exquisite scent of the aromatic labdanum gum that opens with a bergamot breeze brought by the Douro river and the fresh blackcurrant and is supported by the precious vetiver and intense and warmer cedar wood #ourigesinceddouro”



ourigesincedouro historical libraries keep the treasure of the human evolution!

CIDRAL painting watercolorsofpoems

#ourigesincedouro #librarylove #perfumeshop #nicheperfumes #nisparfum #perfumed #luxuryperfume #fragranceoftheday

47 likes

MARCH 5, 2019

Transcription #2: “Historical libraries keep the treasure of the human evolution. CIDRAL (...) #ourigesincedouro”



ourigesincedouro FREZNO carousel journey

Majestic windows over endless Douro

FREZNO tells about the circle of life that repeats itself, past lives, missing the old times, and wishing the time being, new generations are coming whenever we embrace our origins!

#ourigesincedouro #nichescent #douro #luxuryperfume #nichelifestyle #fragcomm #nicheperfumes

47 likes

MARCH 5, 2019

Transcription #3: “FREZNO tells about the circle of life that repeats itself, past lives, missing the old times, and wishing the time being, new generations are coming whenever we embrace our origins! (...)”

Country-of-origin cues:

- ✓ Use of typical RoO's landscapes and buildings: e.g., *Douro valley*, *Porto's architecture* and *Lello Library*
- ✓ Connection between the RoO and the value proposition of the products

Brand Communication Analysis Grid #29

Brand Overview

Brand Identification

Name: Alma da Comporta

Categorization: Skincare

Year of origin: 2019

Brand Description

ALMA da Comporta is a niche fragrance brand. The brand's communication is very much about the presentation of the unique perfume, but also about its inspiration from the region-of-origin. Thus, the Portuguese factor is communicated with some frequency.

Available Touchpoints

Online

Website/E-commerce

Social Networks: Facebook, Instagram, and YouTube

Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Jasmin Noir, Lavanda da Comporta, Quinta da Comporta

Offline

Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Jasmin Noir, Lavanda da Comporta, Quinta da Comporta

Selected Touchpoints for Evaluation

Online

Website/E-commerce

Social Networks: Facebook, Instagram, and YouTube

Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Jasmin Noir, Lavanda da Comporta, Quinta da Comporta

Offline

Multi-brands stores: e.g., El Corte Inglés, Loja das Meias, Jasmin Noir, Lavanda da Comporta, Quinta da Comporta

External Branding

Visual Identity

Logo

Alma da Comporta

Country-of-origin cues:

- ✓ Addition of the RoO to the brand trademark: *Comporta*

Packaging



Transcription: “Alma da Comporta. Eau de Parfum.”

Country-of-origin cues:

- ✓ Addition of the RoO to the brand trademark: *Comporta*

Communication Materials – Websites

Alma Comporta’s Website Item #1 – “The Story” section

Transcription:

“Comporta, an hour from Lisbon, is a small paradise where the striking beauty of nature surrounds us and awakens all our senses. The endless horizon, the white sand and the dunes aligned with the ocean. The storks on the rooftops, the dolphins coming by surprise, the horses galloping on the sand, the stunning rice fields stretching as far as the eye can see. The simple flavors of local cuisine, grilled fish, rice and sun-ripened fruit. Nature develops with the gentle rhythm of the tides. The fresh scent of the pine trees combines with the purifying scent of lavender and the citrus notes of orange to create a unique wind-blown olfactory atmosphere that makes the rice fields dance.”

«Alma is born of a gesture of respect and recognition for Portugal, Alentejo, Comporta, and above all for its people.»

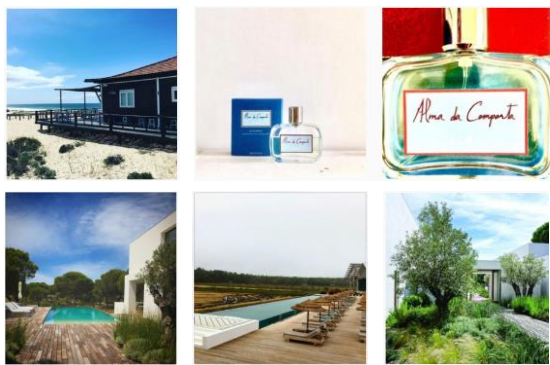


Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the RoO and the CoO
- ✓ Region-related information
- ✓ Use of typical landscapes and buildings from the RoO and the CoO

Communication Materials – Social Networks

Alma da Comporta’s Social Networks Item #1 – Instagram’s Visuals Overview



Significant: The communication of Alma da Comporta, at the level of social networks, is based on the nature behind Comporta, that influences the fragrance of this unique perfume. Pictures of the region are shared, interspersed with product photos.

Country-of-origin cues:

- ✓ Use of typical RoO’s landscapes, buildings and elements

Alma da Comporta’s Social Networks Item #2 – Instagram’s Posts, August 16 - September 17, 2019



Transcription #1:

“The land that inspired ALMA – the fragrance of Comporta (...) #portugal”



alma_da_comporta The land that inspired ALMA - The fragrance of Comporta

Get yours in @elcorteingleslisboa @jnjasminnoir Lisbon, Porto, Tróia, Quinta do Lago, @barrosbernard @lavandacomporta @barracudacomporta @quintadacomporta

#almadacomporta #alma #luxury #france #perfume #nongender

alma_da_comporta « ALMA's top notes are fresh, the freshness of the Ocean that involves you as you arrive in Comporta »

—

ALMA - The Fragrance of Comporta

Get yours in @lojadasmeias Amoreiras, Cascais, @elcorteingleslisboa @jnjasminnoir Lisbon, Porto, Tróia, Quinta do Lago, @barrosbernard

Transcription #2:
 “ALMA’s top notes are fresh, the freshness of the Ocean that involves you as you arrive in Comporta”

- Country-of-origin cues:
- ✓ Use of the CoO’s language in the products’ names
 - ✓ Use of typical RoO’s landscapes
 - ✓ Connection between the RoO and the value proposition of the products

Alma da Comporta’s Social Networks Item #3 – Instagram’s Posts, October 2, 2019



alma_da_comporta A L M A is made with the finest ingredients from Comporta

Discover it in @lojadasmeias Amoreiras, Cascais, @elcorteingleslisboa @jnjasminnoir Lisbon, Porto, Tróia, Quinta do Lago, @barrosbernard @lavandacomporta @barracudacomporta @quintadacomporta

#AlmaDaComporta #Alma #Luxury #Fragrance #Perfume #NoGender #Comporta #Fresh #Sea #Rice #RiceFields #MadeInPortugal #PortugueseWay #ArtPerfumery #Passion #Lisbon #Scent #Scentoftheday #PerfumeLovers #TheScentoftheDay #Lisbon #Comporta

66 likes

Transcription:
 “Alma is made with the finest ingredients from Comporta (...) #Comporta #MadeInPortugal #PortugueseWay #Lisbon (...)”

- Country-of-origin cues:
- ✓ Connection between the CoO and the value proposition of the products
 - ✓ Use of the ‘made in...’ phrase (or equivalents): reference to the RoO and CoO

Brand Communication Analysis Grid #30

Brand Overview

Brand Profile		
Name: Claus Porto	Categorization: Lifestyle	Year of Origin: 1887
Brand Description		
The brand presents itself as "a house of beauty, fragrance and lifestyle born in 1887 in the city of Porto" (Facebook A, 2020). Claus Porto has been dedicated for over 100 years to the production of soaps, perfumes, candles, diffusers, and shaving care. The brand’s communication is focused on the inspiration behind the products. Thus, the Portuguese factor is frequently promoted.		
Available Touchpoints		Touchpoints Selected for Evaluation
Online Website/E-commerce Social Media: Instagram, Facebook, YouTube, Twitter, and Pinterest Multi-brands stores: e.g., <i>El Corte Inglés</i> , <i>A Vida Portuguesa</i> , <i>Niche Beauty</i> , <i>Senteurs d'Ailleurs</i> , <i>Neiman Marcus</i> , <i>Amazon</i> , <i>Liberty London</i> , <i>Libertine Parfumerie</i> , <i>Net-A-Porter</i>		Online Website/E-commerce Social Media: Instagram, Facebook, YouTube, Twitter, and Pinterest Multi-brands stores: e.g., <i>El Corte Inglés</i> , <i>A Vida Portuguesa</i> , <i>Niche Beauty</i> , <i>Senteurs d'Ailleurs</i> , <i>Neiman Marcus</i> , <i>Amazon</i> , <i>Liberty London</i> , <i>Libertine Parfumerie</i> , <i>Net-A-Porter</i>

Offline

Mono-Brand Stores in Lisbon and Porto (Portugal), and in New York and Tokyo (International)

Multi-brands stores: e.g., *El Corte Inglés*, *A Vida Portuguesa*, *Senteurs d'Ailleurs*, *Libertine Parfumerie*

Offline

Mono-Brand Stores in Lisbon and Porto (Portugal), and in New York and Tokyo (International)

Multi-brands stores: e.g., *El Corte Inglés*, *A Vida Portuguesa*, *Senteurs d'Ailleurs*, *Libertine Parfumerie*

External Branding

Visual Identity

Logo Variation #1:

CLAUS PORTO

Logo Variation #2:

**CLAUS
PORTO**
S I N C E 1 8 8 7

Logo Variation #3:



Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark

Packaging – Example #1



Transcription:

“Aromatic soap. *Favorito*. Red Poppy Bath Soap. Claus Porto. Since 1887. Claus Porto”

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brandmark trademark, written in the paper packaging and branded on the soap itself
- ✓ Use of the language of the country-of-origin

Packaging – Example #2

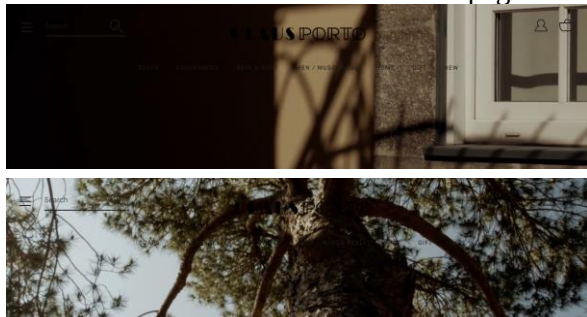


Country-of-origin cues:

- ✓ Addition of the region-of-origin to the trademark name, present in both the cardboard packaging and in the glass bottle
- ✓ Use of the language of the country-of-origin
- ✓ Use of an elements known in the country-of-origin: the label is heavily inspired by the typical Portuguese tiles (*azulejos*)

Communication Materials – Websites

Claus Porto's Website Item #1 – Homepage Video



Significant:

The Claus Porto home page welcomes the visitor with a compilation of short videos. It presents different landscapes of nature and, among them, a label of a soap inspired by floral motifs. Although not exclusive, the landscapes transmitted are typical Portuguese. It can be seen a house, which architecture is common in Portugal; a cork oak that allows the production of



cork, a natural product recognized in Portugal; and another tree, that offers oranges, a fruit whose Portuguese quality stands out.

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Use of landscapes and other elements known in the country of origin: Portuguese architecture, and the countryside highlighting the cork oak and the orange trees

Claus Porto's Website Item #2 – Brand's presentation

Description:

In the "Contact & Info" section it can be found the link to the page dedicated to the presentation of the brand, entitled "Since 1886". First, there is a timeline highlighting the key moments of the brand since its creation. Next, four key points for the existence and development of Claus Porto are elaborated – (1) Books of Treasure (2) The Art of Making (3) Objects of Desire (4) The Story Continues – and each point offers connections between the brand and its CoO, transcribed next.

Visuals #1 – Books of Treasure



Transcription #2 – The Art of Making

“Until today, Claus Porto's factory continues to produce soaps according to the brand's traditions in its hometown, Porto”

Visuals #3 – Objects of Desire



Transcription #4 – The Story Continues

“Over four generations, Claus Porto has always remained authentic, with fragrances that have been inspired by the scents and landscapes of its country (...) Hosting inspiring projects, Claus Porto promises to continue to evolve, exploring new markets and enriching its legacy as an ambassador for Portuguese architecture and traditions (...) The raw materials from the Portuguese landscapes, that are a part of the Agua de Colonia Collection”

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
 - ✓ Use of elements known in the CoO and in the RoO: *Porto Wine*
 - ✓ Use of the country of origin's language
 - ✓ Use of the 'made in...' phrase (or equivalent): identification of the Ro
 - ✓ Association between the brand's founder and the CoO
-

Claus Porto at Net-A-Porter's Website Item #1

Transcription:

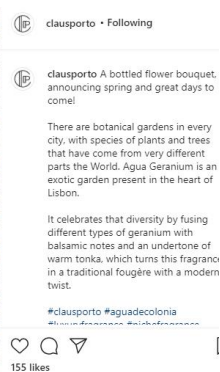
“Celebrating its 130th anniversary in 2017, Claus Porto is a fine fragrance and soap company that draws on ingredients from Portugal's lush countryside and handcrafts everything using old-world methods. The beautiful packaging is designed to transport you back to the decadence of the Belle Époque, with patterns and prints taken from the brand's extensive archives”.

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Connection between the CoO and the brand's value proposition

Communication Materials – Social Media

Social Media Item #1 – Claus Porto's Instagram Post on March 25, 2021

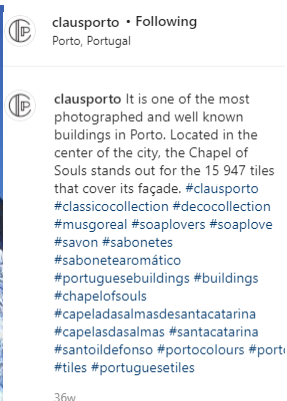


Transcription: “A bottled flower bouquet, announcing spring and great days to come! There are botanical gardens in every city, with species of plants and trees that have come from very different parts the World. Agua Geranium is an exotic garden present in the heart of Lisbon. It celebrates that diversity by fusing different types of geranium with balsamic notes and an undertone of warm tonka, which turns this fragrance in a traditional fougère with a modern twist. #portugaltravel #portuguesebrand”

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Connection between the CoO and the brand's value proposition
- ✓ Use of national flags or symbols: Portuguese coat of arms identified in the picture
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Social Media Item #2 – Claus Porto's Instagram Post, July 16, 2020



Transcription:

“It is one of the most photographed and well-known buildings in Porto. Located in the center of the city, the Chapel of Souls stands out for the 15 947 tiles that cover its façade. #clausporto decollection #musgoreal #sabonetes #sabonetearomático #portuguesebuildings #buildings #chapelofsouls #capeladasalmasdesantacatarina #capeladasalmas #santacatarina #santoildefonso #portocolours #porto #tiles #portuguesetiles”

Country of origin elements:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO
- ✓ Region-related information
- ✓ Use of buildings known in the CoO: Capela das Almas de Santa Catarina located in Porto
- ✓ Use of elements known in the CoO: Portuguese tiles (*azulejos*)
- ✓ Use of the country-of-origin's language

Social Media Item #3 – Claus Porto’s Facebook Post, October 1, 2020



Transcription:
“Made in Portugal!”

Country-of-origin:

- ✓ Addition of the region of origin to the brand trademark
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of elements known in the CoO: Portuguese tiles (*azulejos*)

Social Media Item #4 – Claus Porto’s Facebook Post, February 4, 2019



Transcription:

“A rare classically trained British nose, the perfume expert has been finding beauty in Portugal” Read all about it on L’Officiel USA.

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the trademark name
- ✓ Foreign branding strategy: *British know-how*

Social Media Item #5 – Claus Porto’s Pintarest Overview (2019-2021)



Significant:

The Pinterest account of Claus Porto shares visuals that are also communicated through other social networks - Instagram and Facebook. The focus is on sharing Claus Porto's products and several typically Portuguese elements: landscapes and emblematic buildings, the famous Portuguese tile or the famous Portuguese sidewalk, and even old products or communications of these products, where the Portuguese language is constant.

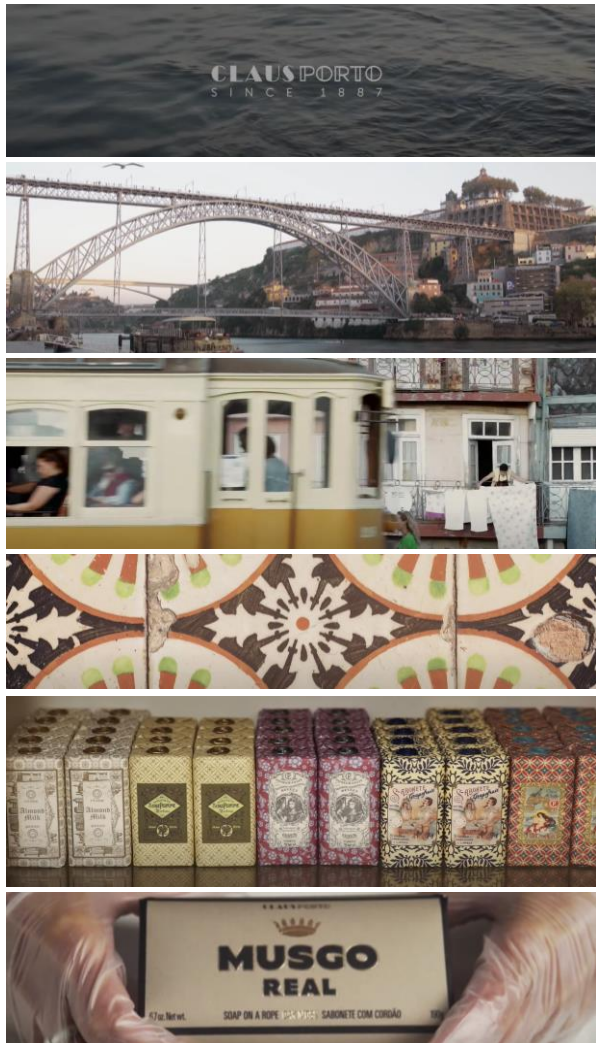
Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Use of elements known in the CoO: Portuguese tiles (*azulejos*) (A and B)
- ✓ Use of landscapes and buildings known in the CoO: Serralves (C), a typical Lisbon building (D) and a common fruit tree in Portugal (F)
- ✓ Use of the country-of-origin's language: “Banho” and “Favorito” (A and B), “Musgo Real” and “Sabonete de real qualidade” (F)

Social Media Item #8 – Claus Porto’s YouTube Video “About us”, September 15, 2017

Transcription:

“For over a century, the Claus Porto beauty and fragrance house has been captivating consumers through the original pillars; one-of-a-kind scents, ornate design and old-world craftsmanship. The brand traces its beginnings back to 1887, when two entrepreneurs, Ferdinand Claus and Georges Schweder, founded Portugal’s first fragrance and soap factory in the historic coastal town of Porto. Today, the house’s fragrances continue to evoke the country’s diverse flora.”



Significant:

Claus Porto's YouTube page welcomes its visitors with a 3-minute video, created to introduce the brand. Different images are presented. Among them there are three types: images typically associated with Portugal, especially with Porto; images of Claus Porto products from their origin to the present day, highlighting the small details and manufacturing methods; and, finally, the stores where the products are displayed in a careful and thoughtful way to every detail. The music that accompanies the video is calm and soothing, allowing full attention to the images that are presented.

Country-of-origin cues:

- ✓ Addition of the region of origin to the brand trademark
- ✓ Connection between the CoO/RoO to the products’ value proposition
- ✓ Use of elements known in the CoO: yellow antique electric, clothesline, and Portuguese tiles (*azulejos*)
- ✓ Use of landscapes and buildings known and typically connected to the CoO and the RoO: ocean, Pergola of Foz, the Luís I Bridge, the Crystal Palace Garden and old buildings
- ✓ Use of the country-of-origin’s language

Social Media Item #14 – A Vida Portuguesa’s Instagram Post, November 7, 2020



Free translation:

“(…) “Agua de Colonia” is a collection of five unisex fragrances, inspired by a journey through the essence and perfumes of Portugal. These scents are a reflection of the inspiration provided by the diversity and beauty of the country and its aromatic landscapes. (...) #avidaportuguesa #desdesempre #fabricacional #omelhordeportugal”

Country-of-origin cues:

- ✓ Addition of the region of origin to the brand trademark
- ✓ Connection between the CoO/RoO and brand’s proposition value
- ✓ Use of the country of origin’s language

Communication Materials – Press

Press Item #1 – Vogue Portugal Online Magazine by Mónica Silva, October 31, 2017



Free translation:

“Claus Porto launches perfume inspired by Portugal

To celebrate 130 years of Claus Porto, the perfume house launches an exclusive fragrance inspired by our country.

It all started with a journey through Portugal and with final destination in Claus Porto Le Parfum, the new commemorative fragrance for the 130 years of the beauty products house. Lyn Harris, British perfumer, and Anne-Margreet Honing

creative director, went on a road trip to discover the beauty and magic that are characteristic of the Portuguese landscape and that served as inspiration to conceive this unique perfume. From the botanical gardens of Lisbon to the banks of the Douro River, and through the scenery of Comporta, Harris and Honing crossed the vibrant energy of the cities with the richness of the countryside. It was under a fig tree that they felt the breeze that brought the scent of leaves and figs, which, mixed with citrus and watermelon, and the elements of tree bark, would lead to the scent of Le Parfum. (...) Known for sophisticated beauty products with unique design, Harris arrived at Le Parfum with the essence of Portuguese heritage and with a bottle inspired by a 1930s original”

Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Connection between the CoO and the product’s value proposition
- ✓ Use of landscapes known and typically connected to the CoO: ocean and countryside (visuals), “botanical gardens of Lisbon”, and “Douro River”
- ✓ Foreign branding strategy: *British know-how*

Brand Communication Analysis Grid #31

Brand Overview

Brand Identification		
Name: Castelbel	Categorization: Lifestyle	Year of origin: 2000
Brand Description		
Castelbel started out as a pure cosmetics brand, dedicated to the creation of luxury scented soaps. Today, it sells a wide variety of scented products, becoming a lifestyle brand. Its communication highlights, above all, the composition behind each fragrance. The Portuguese factor is, several times, referred to as inspiration for the products.		
Available Touchpoints	Selected Touchpoints for Evaluation	
Online Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: e.g., <i>El Corte Inglés, A Vida Portuguesa, Dott, Perfumes e Companhia, Korall</i> ,	Online Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: <i>El Corte Inglés, A Vida Portuguesa, Perfumes e Companhia</i>	
Offline Multi-brands stores: e.g., <i>El Corte Inglés, A Vida Portuguesa, Boutique Concept Store, Perfumes e Companhia, Marques Soares</i>	Offline Multi-brands stores: <i>El Corte Inglés, A Vida Portuguesa, Perfumes e Companhia, Castelbel</i>	

External Branding

Visual Identity

Logo



Country-of-origin cues:

- ✓ Addition of the region-of-origin to the brand trademark

Packaging



Free translation:

“Hand Cream. *Castelbel*. Rosa. Rose Hand Cream. Produced in Portugal”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the CoO
- ✓ Use of the country-of-origin’s language

Communication Materials – Websites

Castelbel’s Website Item #1 – Homepage, exemple of a visual



Country-of-origin cues:

- ✓ Use of the country-of-origin’s language
- ✓ Addition of the region-of-origin to the brand trademark

Castelbel’s Website Item #2 – “Who we are” section



Free translation:

“The origin of our name. Our name reflects two characteristics that continue to be intrinsic to us, combining the name of our land (Castêlo da Maia, in Greater Porto) with the word beauty, which is present in everything we do. Much could be said about our history and the facts that mark us. Some will say we were lucky to be able to reach more than 50 countries and make 10

million Euros a year, but we say we knew how to look for our luck (...). More than ever, our products continue to be inspired by the idyllic scenery of the Douro River valley and by the best that Portugal has to offer, capturing the aromas, colors, and atmosphere of Portugal, a country that is both traditional and cosmopolitan, whose sun, heat, and sea are nourishment for the soul and comfort for the spirit.”

Country-of-origin cues:

- ✓ Use of the country-of-origin’s language
- ✓ Addition of the region-of-origin to the brand trademark
- ✓ Connection between the country-of-origin and the products’ value proposition

Communication Materials – Social Networks

Castelbel's Social Networks Item #1 – Instagram's Post, April 25, 2021



castelbelporto A Castelbel deseja a todos um feliz 25 de Abril! [Today is Freedom Day in Portugal!]

1w



ameliaramosferreira Igualmente para vocês todos ❤️

1w 1 like Reply

Free translation: "Castelbel wishes to everybody a happy April 25! Today is Freedom Day in Portugal!"

Country-of-origin cues:

- ✓ Link to the history/culture of the CoO
- ✓ Use of the CoO's language

Castelbel's Social Networks Item #2 – Instagram's Posts, Oct. 6 and Oct. 3, 2020



castelbelporto Os aromas de Gengibre e Orquídea fundem-se nesta homenagem perfumada à cultura portuguesa. [The fusion of Ginger and Orchid make up the fragrance of this tribute to Portuguese tradition.]



castelbelporto Redescubra a nossa tradição da forma mais perfumada com os Sabonetes Azulejo Português. [Discover one of our beloved traditions in the most fragrant way possible with our Tiles Soaps collection.] #castelbel #soapaholic #madeinportugal #azulejo

Transcription #1: "The fusion of Ginger and Orchid make up the fragrance of this tribute to Portuguese tradition"

Transcription #2: "Discover one of our beloved traditions in the most fragrant way possible with our Tiles Soaps collection (...) #madeinportugal #azulejo"

Country-of-origin cues:

- ✓ Link to the history and culture of the CoO
- ✓ Use of the country-of-origin's language
- ✓ Connection between the CoO and the brand's value proposition

Castelbel's Social Networks Item #3 – Instagram's Posts, February 17 and 18, 2021



castelbelporto A Castelbel juntou-se à célebre ilustradora @marianaamiseravel para dar nova vida à Sardinha! E o resultado? Conheça-o em exclusivo em www.castelbel.com [Castelbel collaborated with renowned Portuguese illustrator Mariana a Miserável to get our Sardine some new threads... er, scales! And the result? See for yourself, only at www.castelbel.com #castelbel #marianaamiseravel #sardine #lemon #seasalts #kitchen #madeinportugal #portuguesedesign



castelbelporto Um sabonete único, uma colaboração muito especial... Venha conhecê-lo em exclusivo: www.castelbel.com [A unique soap, a very special collaboration... Come see what the fuss is all about at www.castelbel.com] #castelbel #marianaamiseravel #sardine #lemon #seasalts #kitchen #madeinportugal #portuguesedesign #sardinha

10w



moohadiniz Eu tenho e amo, minha cozinha fica linda e cheirosa. ❤️

Transcription #1: "Castelbel collaborated with renowned Portuguese illustrator Mariana a Miserável to get our Sardine some new threads (...) #portuguesedesign"

Transcription #2: "A unique soap, a very special collaboration (...) #madeinportugal"

Country-of-origin cues:

- ✓ Collaboration with a CoO's artist: *Mariana a Miserável*
- ✓ Use of elements commonly linked to the CoO: the sardines
- ✓ Use of the 'made in...' phrase (or equivalent): reference to the CoO

Castelbel's Social Networks Item #4 – Instagram's Posts, September 7 and 10, July 28, 2020



castelbelporto Um perfume tão encantador como a Pérola do Atlântico, a nossa Madeira! [A perfume as enchanting as the Pearl of the Atlantic, our Madeira!] #castelbel #castelbelgifts #handcrafted

33w

elisabete_alc15 Aromas



castelbelporto Tenha um pedacinho perfumado do Alentejo nas suas gavetas! [A fragrant piece of our Alentejo, for you to take wherever you go!] #castelbel #loveisinthedetails #portuguesedesign

Transcription #1: “A perfume as enchanting as the Pearl of the Atlantic, our Madeira!”

Transcription #2: “A fragrant piece of our Alentejo, for you to take wherever you go! #portuguesedesign”



castelbelporto Do nosso paraíso para o seu sabonete, um perfume doce e encantador como a Costa Algarvia. [From our slice of heaven to your soap, a scent as charming as the beaches of Algarve.] #castelbel #portuguesedesign #soaplove #soapaholic

Transcription #3: “From our slice of heaven to your soap, a scent as charming as the beaches of Algarve”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO

Castelbel's Social Networks Item #5 – August 27, 2019



castelbelporto Um fragrante tributo ao tesouro vianense. [A fragrant tribute to Viana do Castelo's treasured tradition.] #castelbel #madeinportugal #castelbelgifts

37w

soniaraujo_22 ❤️
37w 1 like Reply

drogarianova 🍷🍷🍷
37w 1 like Reply

Transcription:

“A fragrant to Viana do Castelo's treasured tradition (...) #madeinportugal”

Country-of-origin cues:

- ✓ Use of recognized elements from the CoO: *Viana's heart*
- ✓ Use of the ‘made in...’ phrase (or equivalent): reference to the CoO

Castelbel's Social Networks Item #6 – July 31, 2020



castelbelporto Ontem foi um dia muito especial para a Castelbel – tivemos a honra de ser premiados na categoria de Packaging e receber a menção honrosa na categoria de Sustentabilidade e Responsabilidade Social na edição de 2020 dos conceituados Prêmios Design @meiosepublicidade! Saiba mais sobre como estamos a melhorar o nosso mundo e o seu na nossa loja online: <https://www.castelbel.com/pt/cuidado-sustentavel-traveller/>

Free translation:

“Yesterday was a very special day for Castelbel - we had the honor of being awarded in the Packaging category and receive the honorable mention in the Sustainability and Social Responsibility category in the 2020 edition of the prestigious Design Awards @meiosepublicidade!”

Country-of-origin cues:

- ✓ Use of recognized elements from the CoO: Portuguese tiles (*azulejos*)
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of the CoO’s language
- ✓ Use of a quality or origin symbols: *Prémios Design M&P ‘20*

Communication Materials – Physical Stores

Physical Stores Item #1 – Castelbel’s store in Lisbon (Centro Cultural de Belém, Lisboa, Portugal)

Significant:

Castelbel's Lisbon store, located inside the CCB in Belém, welcomes the visitor with the brand's logo prominently displayed: *Castelbel, Porto*. At the entrance the collection that highlights different regions of the country is emphasized, in this particular case, Lisbon. Inside the store there are highlights to the brand's region of origin, as is the case of the phrase you can see in the previous photo, written in Portuguese: "Spirit of Porto".



Country-of-origin cues:

- ✓ Use of words linked to the CoO in the products’ names: names of Portuguese regions
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO
- ✓ Use of typical buildings, landscapes, and elements from the CoO
- ✓ Use of the CoO’s language

Brand Communication Analysis Grid #32

Brand Overview

Brand Identification		
Name: Portus Cale	Categorization: Lifestyle	Year of origin: 2005
Brand Description		
Portus Cale is a premium brand created by Castelbel. The brand’s communication is focused on the main aromatic notes behind every fragrance, whether in a hand cream, a body cream, or a candle. The Portuguese factor is intrinsic to the brand and is mostly highlighted in the products themselves.		
Available Touchpoints	Selected Touchpoints for Evaluation	
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: e.g., <i>El Corte Inglés</i> , <i>Marques Soares</i> , <i>Dott</i>	<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: e.g., <i>El Corte Inglés</i> , <i>Marques Soares</i> , <i>Dott</i>	

Offline

Multi-brands stores: *El Corte Inglés*, *Marques Soares* (Portugal), *Galeries Lafayette* (França)

Offline

Multi-brands stores: *El Corte Inglés*, *Marques Soares*

External Branding

Visual Identity

Logo



Transcription: “Produced in Portugal. Portus Cale. Porto’s spirit”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Link to the history and culture of the CoO: *Portus Cale* was an ancient town in the northern of Portugal, which influence the previous name of the country Portugal

Packaging – Example #1



Transcription:

“Produced in Portugal. *Portus Cale*. Porto’s spirit. Gold & Blue. Fine pepper & jasmine. Body care gift set. Made in Portugal.”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Use of known elements from the CoO: Portuguese tiles (*azulejos*)

Communication Materials – Social Networks

Portus Cale’s Social Networks Item #1 – Facebook’s Post, brand’s profile

Free translation: “Marca premium da Castelbel Porto. Inspired by the latest trends in color, fragrance and fashion design, Portus Cale has created an eclectic line of toilet soaps and home products handcrafted in Portugal.”

Country-of-origin cues:

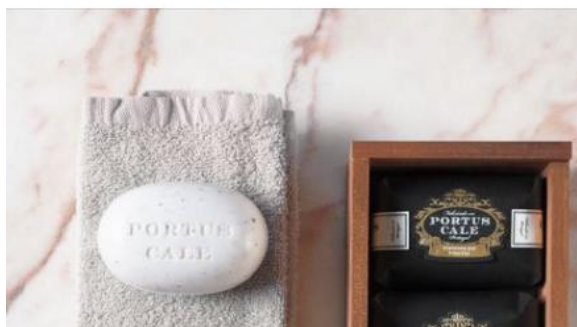
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO

Portus Cale’s Social Networks Item #2 – Facebook’s Post, September 18, 2020



Portus Cale identificou um produto da sua loja.
18 de setembro de 2020 · 🌐

Portus Cale Ruby Red, o melhor que o Porto tem para oferecer.
[Portus Cale Ruby Red, the best Porto has to offer.]



Transcription:

“Portus Cale Ruby Red, the best Porto has to offer”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the RoO
- ✓ Use of the CoO’s language

Portus Cale's Social Networks Item #3 – Facebook's Post, June 3, 2020



Portus Cale identificou um produto da sua loja.
3 de junho de 2020 · 🌐

Ofereça um pedaço de tradição. 💙
[Gift a piece of Portuguese tradition.]



Significant:

The Portus Cale Gold & Blue line is inspired by the historical art of Portuguese tiles.

Transcription:

“Gift a piece of Portuguese tradition”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Use of the CoO’s language
- ✓ Use of elements from the CoO: Portuguese tiles (*azulejos*)

Portus Cale's Social Networks Item #4 – Instagram's Posts, January 26 and May 6, 2020



portuscalefrances Inspirado no Vinho do Porto, pedaço de história portuguesa, Portus Cale Ruby Red é o derradeiro tributo ao Espírito do Porto. [Inspired by Port Wine, a piece of Portuguese history and tradition, Portus Cale Ruby Red is the ultimate homage to the Spirit of Porto.]



portuscalefrances Portus Cale Ruby Red, a coleção que captura a essência do Espírito do Porto. [Portus Cale Ruby Red, the collection that captures the essence of the Spirit of Porto.]
#portuscalefrances
#madeinportugal #portuguesedesign
52w

Transcription #1: “Inspired by Porto Wine, a piece of Portuguese history and tradition, Portus Cale Ruby Red is the ultimate homage to the Spirit of Porto”

Transcription #2: “Portus Cale Ruby Red, the collection that captures the essence of the Spirit of Porto (...) #madeinportugal #portuguesedesign”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the RoO and the CoO
- ✓ Use of the CoO’s language
- ✓ Connection between the CoO and the value proposition of this collection

Significant:

This collection is inspired by the world-renowned Port Wine. It is a tribute to Porto’s culture in many ways. It represents an aspect of Portugal within and outside the country but also helps the community by contributing part of the sales to the Bagos D’Ouro Association.

Brand Communication Analysis Grid #33

Brand Overview

Brand Identification

Name: Real Saboaria

Categorization: Lifestyle

Year of origin: 2008

Brand Description

Real Saboaria is a brand that was born thinking about skin care and, today, its collection also has some pieces that offer the consumer a sustainable lifestyle, connected with nature - fragrances for home, especially. That said, the brand dedicates its communication to the power of nature and the characteristics that it offers to the products. The Portuguese factor is sometimes promoted.

Available Touchpoints	Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and Pinterest Multi-brands stores: e.g., <i>Beauty by Noor</i>, <i>Pharma and Beauty</i>, <i>Império dos Aromas</i>, <i>Dott</i>, <i>Portuguese pharmacies</i> <i>Offline</i> Multi-brands stores: <i>Portuguese pharmacies</i>	<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and Pinterest Multi-brands stores: e.g., <i>Beauty by Noor</i>, <i>Pharma and Beauty</i>, <i>Império dos Aromas</i>, <i>Dott</i>, <i>Portuguese pharmacies</i>

External Branding

Visual Identity

Logo



Stories worth feeling

Transcription:

“Real Saboaria. Stories worth feeling”

Country-of-origin cues:

- ✓ Use of the CoO’s language

Packaging #1



Significant: This line is inspired by the Viana’s heart and the art of *filigrana*.

Transcription: “*Filigrana*. (...) **MADE IN PORTUGAL**”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Use of the CoO’s language
- ✓ Use of elements from the CoO: *filigrana*
- ✓ Production-related information: Groupe GM, Cosmética Portugal S.A.

Communication Materials – Websites

Real Saboaria’s Website Item #1 – “About” section



Our Collection



Campo



Costa



Tradições

Transcription:

“*Portugalidade*. We mirror our story and our legacy in everything we do. That’s why we want every home to become a little bit more Portuguese through our fragrances. That’s why we want for those who use our products to feel the stories we tell and relive those that make part of themselves. In our products, we materialize an ode to the stories that glorify the senses, through the journey that only our fragrances can create”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Connection between the CoO and the value proposition behind the brand

Communication Materials – Social Networks

Real Saboaria's Social Networks Item #1 – Facebook's Post, March 9, 2021



Transcription:

"The best choice for your hair"

Country-of-origin cues:

- ✓ Use of the CoO's language

Real Saboaria's Social Networks Item #2 – Facebook's Post, August 5, 2020



Transcription:

"Portugal has a cultural and popular heritage that defies time. *Tradições* praises the arts, it's vast and antique knowledge that is now interprets its different aromas. Want to discover the stories worth feeling that each product in the *Traditions* collection tells you?"

Country-of-origin cues:

- ✓ Use of the CoO's language
- ✓ Use of the 'made in...' phrase (or equivalents): reference to the CoO

Real Saboaria's Social Networks Item #3 – Facebook's Post, December 17, 2019



["Herança" means "Heritage" in Portuguese. A cultural identity rooted in the past, but one that keeps evolving and remains much a part of people's lives today. So it is only fair we pay homage to the very scents, sights and less tangible things that we call ours 😊]



Transcription #1: "Herança means Heritage in Portuguese. A cultural identity rooted in the past, but one that keeps evolving and remains much a part of people's lives today (...)"

Transcription #2: "This product range is inspired by traditional Portuguese filigree, an ancestral technique to work gold (...)"

Country-of-origin cues:

- ✓ Use of the CoO's language
- ✓ Use of elements from the CoO

Brand Communication Analysis Grid #34

Brand Overview

Brand Identification		
Name: Ydentik	Categorization: Lifestyle	Year of origin: 2013
Brand Description		
Ydentik is a Portuguese brand of low-cost perfumes. It started by selling perfumes highly personalized by the customer and, nowadays, it also sells a line of air fresheners, soaps, body creams and scented candles. The Portuguese factor is rarely communicated. The brand promotes tips for personal well-being, and a sustainable lifestyle. It also explores the unique concept behind the brand, a <i>perfume bar</i> .		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, Twitter, and YouTube <i>Offline</i> Own-brand stores: Alfama-Lisboa, Algés, Amadora, Barcelos, Benfica-Lisboa, Braga, Chaves, Entroncamento, Estoril, Leiria, Lousada, Limiar-Lisboa, Moita, Portalegre, Porto, Santo Tirso, Vila Nova de Famalicão (Portugal), Vigo (Spain), Cork (Ireland), Spreitenback (Switzerland), Lyon (France), Maputo (Mozambique)		<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, Twitter, and YouTube <i>Offline</i> Own-brand stores: Alfama-Lisboa

External Branding

Visual Identity	
Packaging #1 – <i>Dating Portugal</i> collection 	Transcription: “Of the rarest smells I would choose your Perfume. Dating <u>Portugal</u> .” Country-of-origin cues: ✓ Use of the CoO’s language ✓ Use of a known elements from the CoO: cork is a material commonly linked to Portugal ✓ Use of CoO’s words in the collection’s brand: Portugal

Communication Materials – Social Networks

Ydentik’s Social Networks Item #1 – Facebook, brand’s presentation

Transcription:

“Ydentik - *Perfume Bar Concept* is a new concept of perfumery, 100% Portuguese, inside the group Nortempresa. One original concept and very attractive that is revolutionizing the world of perfumes. (...) Full range of Ydentik products is designed and produced in our own laboratories with specialized and technical staff with 10 years of experience in the sector. We guarantee a unique experience in all products and a strict quality control offering products of excellence and specialized support in the area of perfumery for all Ydentik stores.”

Country-of-origin cues:

- ✓ Use of a 'made in...' phrase (or equivalents): identification of the CoO
- ✓ Production-related information: *Nortempresa*
- ✓ Focus on the CoO's know-how

Ydentik's Social Networks Item #2 – Instagram's Post, April 25, 2021



ydentik_officialpage 🇵🇹 Dia da Liberdade em Portugal PT

Faz hoje 47 anos que este dia se concretizou 🇵🇹

Comente com a Ydentik qual é para si a atividade que melhor descreve a sua "liberdade" 🇵🇹

Segundo a GP Portugal, neste dia a confirmação deu-se às 00h20 na Rádio Renascença enquanto passava "Grândola, Vila Morena" de Zeca Afonso. Nas primeiras horas da manhã de 25 de abril, os militares ocuparam pontos estratégicos em Lisboa, com o objetivo de derrubar o Estado Novo.

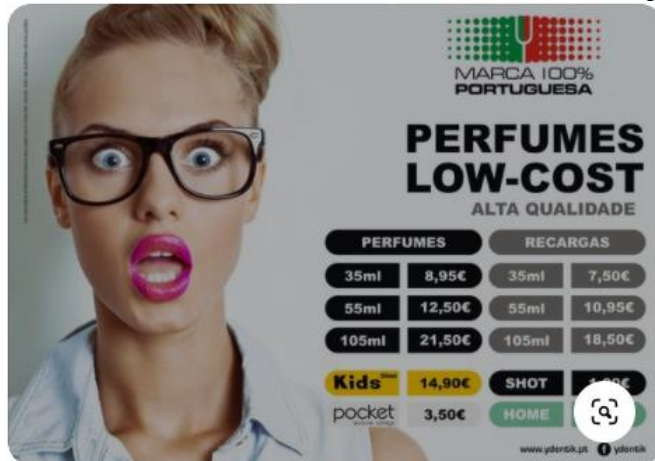
Transcription:

"Freedom Day in Portugal. Today is 47 years since this day came true. (...) According to GP Portugal, on this day the confirmation took place at 00h20 on Renascença Radio while playing "Grândola, Vila Morena" by Zeca Afonso. In the early morning hours of April 25, (...)”

Country-of-origin cues:

- ✓ Use of the CoO's language
- ✓ Link to the CoO's history/culture

Ydentik's Social Networks Item #3 – Pintarest's Post, promotional image about Ydentik's prices



Transcription:

"100% Portuguese Brand. Low-Cost Perfumes. High Quality”

Country-of-origin cues:

- ✓ Use of the CoO's language
- ✓ Use of national flags or symbols
- ✓ Use of the 'made in...' phrase (or equivalents): identification of the CoO

Communication Materials – Physical Stores



Significant: The stores display the products accompanied by information written in Portuguese. Promotional images for the brand are also available in Portuguese. This is the only Portuguese factor present in the store.

Country-of-origin cues:

- ✓ Use of the CoO's language

Brand Communication Analysis Grid #35

Brand Overview

Brand Identification		
Name: Yntenzo	Categorization: Skincare	Year of origin: 2018
Brand Description		
Yntenzo intends to honor the best of Portuguese artisanal perfumery. The brand offers exclusive fragrances, elaborated by master perfumers through a careful selection of natural ingredients. These fragrances are not only available through perfumes, but also through body creams, bath creams, air fresheners, candles, and ceramics. The brand's promotion tends to highlight, for example, the ideal consumer profile for the fragrance that is featured in that promotion. The aromatic notes of the fragrances are also commonly communicated. The Portuguese factor is mostly used for aesthetic inspiration. It is highlighted through the design of the packaging and labels, but also through scenery in the promotion of the products.		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Press <i>Offline</i> Mono-brand stores: Braga, Chaves (Portugal)		<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Press: <i>Observador, NIT, Time Out, Delas</i>

External Branding

Visual Identity	
Packaging – Example #1 	Transcription: “Lemon & Cedarwood. Eau de Parfum. Yntenzo” Country-of-origin cues: ✓ Use of known elements from the CoO: Portuguese tiles (<i>azulejos</i>) as inspiration for the product's label

Communication Materials – Websites
Yntenzo's Website Item #1 – “Our story” section Transcription: <u>“Essence Of The Brand. Being a Portuguese brand, it was in its origin that Yntenzo found its essence - Portugal is present in every fragrance, in every bottle, in every box... The iconic tiles, the Portuguese sidewalk, the salty scent of the beaches that bathe the country's coast from north to south, the sweet scent of freshly picked grapes on harvest day... Portugal is undeniably rich in stories, traditions and customs and it is this identity that each yntenzo bottle carries.”</u> Country-of-origin cues: ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO ✓ Connection between the CoO and the brand's value proposition

Communication Materials – Social Networks

Yntenzo's Social Networks Item #1 – November 3, 2020; September 12 and January 5, 2019



yntenzo The art of Portuguese perfumery ❤️ @yntenzo
A combination of history, painting art and an exquisite blend of natural ingredients made by master perfumers. #yntenzo .
Online shop: www.yntenzo.com
.
#perfume #perfumers
#portugueseperfumery #finefragrance



yntenzo Being a Portuguese brand, it was at its origin that Yntenzo found its essence - Portugal is present in each fragrance, in each bottle, in each box...

The iconic tiles, the Portuguese pavement, the salty scent from the beaches that bathe the country's coast from north to south, the sweet aroma of the freshly harvested grapes on the harvest day...

Portugal is undeniably rich in stories, traditions and customs, and this is the identity that each Yntenzo bottle carries.

#yntenzo #madeinportugal
#portuguesebrand #portuguesetiles

Liked by theportugueselist and 55 others
OCTOBER 28, 2020



yntenzo Our design inspired by the Portuguese tiles (azulejos). Discover a different tile in each perfume package. www.yntenzo.com
#yntenzo #premiumperfume
#perfumedeign #azulejosdeportugal
#perfumepackaging
#tilesfromportugal #portuguesetiles
#packagingdesign #nicheperfume
#parfumdéniche #experiencestore
#tailormadeperfumes #laboratory
#perfumes #madeinbraga
#homescents #bodycare
#fragrancemanufacturer
#madeinportugal #profumidinichia
#designstore #artisanperfumery
#handmadeperfume
#portuguesebrand
121w

Transcription #1:

“The art of Portuguese perfumery. A combination of history, painting art and an exquisite blend of natural ingredients made by master perfumers. (...) #portugueseperfumery”

Transcription #2:

“Being a Portuguese brand, it was at its origin that Yntenzo found its essence – Portugal is present in each fragrance, in each bottle, in each box... The iconic tiles, the Portuguese pavement, the salty scent from the beaches that bathe the country's coast (...)”

Transcription #3:

“Our design inspired by the Portuguese tiles (azulejos). (...) #tilesfromportugal #madeinbraga #madeinportugal #portuguesebrand”

Country-of-origin cues:

- ✓ Focus on the CoO's know-how
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Connection between the CoO and the brand's value proposition

Yntenzo's Social Networks Item #2 – June 10, 2020 and September 28, 2019



yntenzo We believe perfumes jog our good memories and preserve our happiest moments.
#AgarwoodandAmber is meant to honor the Portuguese discoveries of ancient times through its brave and audacious aromas. Try it! #Yntenzo
.
.
.
#perfume #perfumers #finefragrance
#artisanperfumery
#handmadeperfume
#fragrancemanufacturer
#perfumetailor #perfumealchemy
#bespokeperfume



yntenzo NEW IN: AGARWOOD & AMBER
Meet Agarwood & Amber, our new premium fragrance, created to celebrate the epic journey that took Portugal overseas.
In an striking harmony of floral, citrus and woody notes, this perfume is bound to take you on an unforgettable sensory journey. Will you join us?

Transcription #1: “(...) Agar Wood and Amber is meant to honor the Portuguese discoveries of ancient times through its audacious aromas”

Transcription #2: “(...) created to celebrate the epic journey that took Portugal overseas”

Country-of-origin cues:

- ✓ Use of national flags or symbols
- ✓ Use of elements typically linked to the CoO: Portuguese caravel

Yntenzo's Social Networks Item #3 – July 7, July 30, October 20, 2019



yntenzo Flowers or fruits? Why not both? Praline & Vanilla gathers the best of both, creating an enchanting and striking perfume #Yntenzo

#PralineandVanilla #perfume
#perfumers #finefragrance
#artisanperfumery
#handmadeperfume
#fragrancemanufacturer
#perfumetailor #perfumealchemy
#bespokeperfume
#perfumeeexperience #perfumelab
#perfumeryworkshop
#experiencestore #designstore
#perfumedeign #portuguesebrand
#madeinbraga #nichestore



yntenzo Enchanted Braga smells even better with our warm fragrances. Do you know #CinnamonandMyrrh? Your perfect ally for the cold days is here, try it! #Yntenzo

#perfume #perfumers #finefragrance
#artisanperfumery
#handmadeperfume
#fragrancemanufacturer
#perfumetailor #perfumealchemy
#bespokeperfume
#perfumeeexperience #perfumelab
#perfumeryworkshop
#experiencestore #designstore
#perfumedeign #portuguesebrand

Liked by amarianam and 125 others



yntenzo Passion Fruit and Raspberry are soulmates. This exotic fragrance breathes youth, freshness and joy 🍷 #Yntenzo

#PassionFruitandRaspberry #perfume
#perfumers #finefragrance
#artisanperfumery
#handmadeperfume
#fragrancemanufacturer
#perfumetailor #perfumealchemy
#bespokeperfume
#perfumeeexperience #perfumelab
#perfumeryworkshop
#experiencestore #designstore
#perfumedeign #portuguesebrand
#madeinbraga #nichestore

Transcription #1:

“(...) Praline & Vanilla gathers the best of both, creating an enchanting and striking perfume (...) #portuguesebrand #madeinbraga”

Transcription #2:

“Enchanted Braga smells even better with our warm fragrances (...) #portuguesebrand”

Transcription #3:

“(...) #portuguesebrand #madeinbraga (...)”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the RoO and the CoO
- ✓ Use of recognized landscapes and buildings from the CoO: Lisbon and Braga

Yntenzo's Social Networks Item #4 – Facebook, brand's presentation

Transcription: “Yntenzo is a handcrafted perfumery with exclusive fragrances, made by true master perfumers through the selection of the best natural ingredients from different parts of the world. Made in Portugal”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO
- ✓ Focus on the CoO's know-how

Communication Materials – Physical Store

Yntenzo's Physical Store Item #1 – Collection *Namorar Portugal*



Country-of-origin cues:

- ✓ Use of words linked to the CoO in the collection's name: the name includes the CoO's name

Communication Materials – Press

Press Item #1 – *Observador*, May 8, 2019 by Maria Martinho



Free translation:

“Exclusive and natural fragrances, recycled packaging, a genderless line, perfumery workshops and a museum on the way. This Portuguese brand smells good and doesn't want to stop there. Yntenzo is a brand of Nortemepresa, "the first national perfume factory", founded in Braga in 2006. Portugal

“imports selective perfumery articles and we wanted to counteract that. We already had the necessary experience and knowledge, so we decided to create a 100% Portuguese brand with a niche artisanal perfumery concept, filling this gap in the market. We knew we had the necessary know-how to create a unique project, very different from what is currently on the market” reveals Daniel Vilaça, CEO of the company, in an interview with *Observador*. One of the brand's objectives is to make known "the art of Portuguese perfumery", with a store open since the end of last year in the center of Braga and another in Chaves (...) “All products are manufactured in Portugal with eco-friendly and cruelty free practices,” stresses the founder. Portugal is "a reference and an inspiration" throughout Yntenzo's production process, which is revealed in the illustrations printed on the packaging through elements such as the Portuguese sidewalk or the iconic tiles. "Portuguese history and customs are present in Yntenzo's identity through various details, because we feel the need to honor our country through the art of perfumery (...) “We didn't want to present just a perfumery, the goal has always been to show a little of the history of perfumery in Portugal and to make this area of artisanal perfumes known,” adds Yntenzo. (...)”

Country-of-origin cues:

- ✓ Connection between the CoO and the brand's value proposition
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Production-related information: *Nortemepresa*
- ✓ Focus on the CoO's know-how

Brand Communication Analysis Grid #36

Brand Overview

Brand Identification

Name: Lousani Cosmética

Categorization: Lifestyle

Year of origin: 1988

Brand Description

Lousani Cosmética was founded with the goal of creating amenities for the hotel, restaurant, and airline industries. However, in 2020, it started selling its products to the common consumer. From body cream and hand cream, to scented candles and textiles. The Portuguese factor is commonly promoted through the products themselves. Not only are there designs inspired by Portuguese elements, but there are even collections entirely inspired by Portuguese regions.

Available Touchpoints	Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: hospitality distributors (e.g., <i>A Loja do Alojamento Local</i>)	Online Website/E-commerce Social Networks: Facebook, Instagram, and YouTube Multi-brands stores: hospitality distributors (<i>A Loja do Alojamento Local</i>)

External Branding

Visual Identity

Packaging - Example #1



Free translation:

“*Aroma of Portugal*. Luxury Care by Lousani. Soap/ Hands Lotion/Body lotion/Bath gel”

Country-of-origin cues:

- ✓ Use of the CoO’s language
- ✓ Use of words linked to the CoO in the collection’s name: the name includes the CoO

Packaging - Example #2



Transcription:

“*Saudade* by *Lousani*. Body lotion”

Country-of-origin cues:

- ✓ Use of the CoO’s language
- ✓ Use of known elements from the CoO: Portuguese tiles (*azulejos*)
- ✓ Use of words linked to the CoO in the collection’s name: *saudade*

Communication Materials – Websites

Lousani’s Website Item #1 – “Company” section

Free translation:

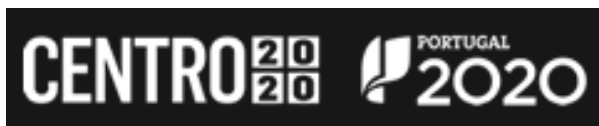
“Lousani Cosmética is a Portuguese company, founded in 1988, with experience in the manufacture and commercialization of amenities for the hotel and restaurant industry, airlines and shipping companies as well as in the area of health, offering high quality and graphic design in the final product satisfying the most demanding customers. We are the only factory in Portugal that is prepared with all the necessary equipment for the manufacturing of Amenities packaging (...)”



Country-of-origin cues:

- ✓ Use of the 'made in...' phrase (or equivalents): identification of the CoO
- ✓ Use of quality or origin symbols

Lousani's Website Item #2 – Homepage, bottom of the page

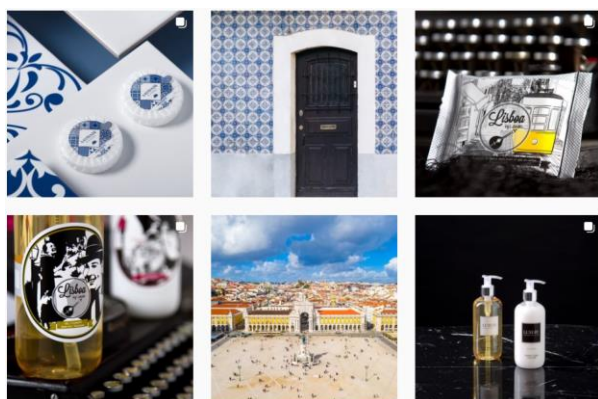


Country-of-origin cues:

- ✓ Use of quality or origin symbols

Communication Materials – Social Networks

Lousani's Social Networks Item #1 – Instagram's Visuals Overview



Significant: As happens with Lousani's various communication channels, the brand chooses to promote its products in between communications about the country that inspires the collections. Thus, the brand shows iconic landscapes of Lisbon, Porto or the countryside, highlights typical Portuguese elements, or promotes its products, a lot of times directly inspired by Portuguese regions (as seen in the photos).

Country-of-origin cues:

- ✓ Use of landscapes, buildings and elements from the CoO
- ✓ Connection between the CoO and the value proposition of Lousani's products

Lousani's Social Networks Item #2 – Instagram's Post, December 23, 2020



lousanicosmeticaportugal A nossa linha Saudade vem homenagear o sentimento mais português do mundo!

Numa altura em que a Saudade é a palavra mais presente na nossa vida, um simples gesto pode aproximar-nos daqueles que estão mais longe.

Ofereça um pack de produtos Saudade e surpreenda a sua família e amigos!

Free translation:

"Our Saudade line pays tribute to the most Portuguese feeling in the world! At a time when Saudade is the most present word in our lives, a simple gesture can bring us closer to those who are farther away. Offer a pack of Saudade products and surprise your family and friends!"

Country-of-origin cues:

- ✓ Use of the CoO's language in the name of the collection and in the copy
- ✓ Use of words linked to the CoO in the collection's name: *saudade*
- ✓ Use of known elements from the CoO: Portuguese tiles (*azulejos*)

Lousani's Social Networks Item #3 – Instagram's Post, February 25, 2021



lousanicosmeticaportugal Quem gostaria de voltar ao Norte de Portugal e aproveitar os encantos que a cidade nos oferece?

Entre ruas históricas, paisagens deslumbrantes, o rio Douro e gastronomia típica, são vários os argumentos para visitá-lo!

A nossa coleção Porto Douro é inspirada na verdadeira essência do norte.

Conheça a gama completa na nossa loja online (link na bio).

#lousani #lousanicosmetica #cosmeticos #travel #viagem #porto

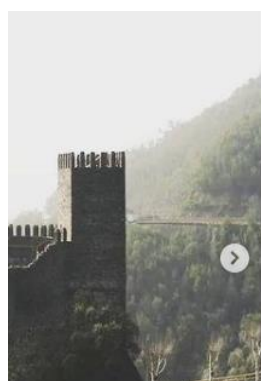
109 likes

Transcription: “Who would like to return to the North of Portugal and enjoy the charms that the city offers us? Among historic streets, stunning landscapes, the Douro river and typical cuisine, there are several arguments to visit! Our Porto Douro collection is inspired by the true essence of the north.”

Country-of-origin cues:

- ✓ Use of the CoO's language in the name of the collection and in the copy
- ✓ Use of words linked to the CoO in the collection's name: *Douro* and *Porto*

Lousani's Social Networks Item #4 – Instagram's Post, December 4, 2020



lousanicosmeticaportugal Em 1988 nasce a Lousani, uma marca portuguesa dedicada à produção de amenidades e cosméticos, com sede na Lousã.

A Serra da Lousã é um dos maiores tesouros do Centro de Portugal, pela variedade e extrema riqueza da sua fauna e flora. Inserida na Rede Natura, uma rede europeia de locais protegidos que assegura a biodiversidade, conservando e restabelecendo habitats naturais, plantas e animais selvagens de forma a manter as características típicas dos locais.

Transcription: “In 1988 Lousani, a Portuguese brand dedicated to the production of amenities and cosmetics, was born, based in Lousã. The Serra da Lousã is one of the greatest treasures of central Portugal, for the variety and extreme richness of its fauna and flora. It is part of the Natura Network, a European network of protected sites that ensures biodiversity by conserving and restoring natural habitats, wild plants and animals in order to maintain the typical characteristics of the locations.”

Besides the natural beauty of the Serra da Lousã, there are 12 of Portugal's 27 Schist Villages”.

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the RoO
- ✓ Region-related information
- ✓ Use of emblematic landscapes from the RoO

Lousani's Social Networks Item #5 – Instagram's Post, December 15, 2020



lousanicosmeticaportugal A coleção Aroma de Portugal é sofisticada e elegante, inspirada nas raízes que caracterizam a identidade nacional, destacando a homenagem ao Infante D. Henrique e aos Descobrimentos Portugueses dos Sec. XV e XVI.

A fragrância desta coleção é a simbiose perfeita de notas cítricas apimentadas, com toque floral e sofisticado de madeiras, em que o maravilhoso Vetiver é rei.

Saiba mais no nosso site (link na bio)!

Transcription:

“The Aroma de Portugal collection is sophisticated and elegant, inspired by the roots that characterize national identity, paying tribute to Infante D. Henrique and the Portuguese Discoveries of the 15th and 16th centuries. The fragrance of this collection is the perfect symbiosis of spicy citrus notes, with a floral and sophisticated touch of woods, where the wonderful Vetiver is king.”

Country-of-origin cues:

- ✓ Use of the CoO's language in the name of the collection and in the copy
- ✓ Link with the history and culture of the CoO
- ✓ Use of words linked to the CoO in the collection's name: *Portugal*
- ✓ Connection between the CoO and the value proposition of the brand

Brand Communication Analysis Grid #37

Brand Overview

Brand Identification		
Name: MPL Beauty	Categorization: Lifestyle	Year of origin: 2019
Brand Description		
MPL Beauty presents itself as a brand of beauty products, for inside and outside, that really work. It started by offering cosmetics and now also offers accessories for beauty rituals, and supplements like vegetable protein powder or miracle drops for beautiful skin and hair. Its communication highlights the fact that the brand is organic, natural and sustainable. In essence it promotes a healthy lifestyle, to which the beauty products offered contribute. This said, the Portuguese factor is never promoted. It appears rarely in a very subtle, indirect way.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Press		Online Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Press: <i>Time Out, Observador, Saber Viver</i>

External Branding

Visual Identity	
Packaging	
	Free translation: <i>"Ilumina. Facial Serum. Argan + Marine Extract. Puro Sol. Intensive Repair Serum. Wild Carrot. Repara. Repairing Serum for Sensitive Skin. Tansy Blue + Kukui"</i> Country-of-origin cues: ✓ Use of the CoO's language in the name of the products ✓ Foreign branding strategy: brand's name is in EN; there is no connection with the CoO

Communication Materials – Social Networks

MPL Beauty's Social Networks Item #1 – Instagram's Post



Free translation:
 "MPL'beauty. *Madalena Telo*. We are very proud to announce this collaboration! Each bowl and spoon are unique and hand modeled by the ceramist @madalenatelo. A wonderful natural process that will make your beauty ritual even more special.

Country-of-origin cues:

- ✓ Partnership with an artist from the CoO: *Madalena Telo*
- ✓ Use of the CoO's language: the copy is written in Portuguese

Brand Communication Analysis Grid #38

Brand Overview

Brand Identification		
Name: Amor Luso	Categorization: Lifestyle	Year of origin: 2002
Brand Description		
Amor Luso presents itself as a brand that offers experiences in the form of cosmetic products and handmade soap. The brand's communication highlights the connection of the products with nature. The Portuguese factor is present, above all, through the constant use of the Portuguese language and the use of elements and landscapes related to the country, especially the countryside.		
Available Touchpoints		Selected Touchpoints for Evaluation
<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: <i>A Vida Portuguesa, Vargem, Pássaro de Seda, Natura Bio, Anda Ver Portugal, Coração Alecrim</i> <i>Offline</i> Mono-brand store: Viseu Multi-brands stores: <i>A Vida Portuguesa, Pássaro de Seda, Anda Ver Portugal, Coração Alecrim</i>		<i>Online</i> Website/E-commerce Social Networks: Facebook, Instagram, Pinterest, and YouTube Multi-brands stores: <i>A Vida Portuguesa, Vargem, Pássaro de Seda, Natura Bio, Anda Ver Portugal, Coração Alecrim</i> <i>Offline</i> Multi-brands stores: <i>A Vida Portuguesa</i>

External Branding

Visual Identity	
Logo  Transcription: “Amor Luso. A Portuguese Love Story” Country-of-origin cues: ✓ Addition of the CoO to the brand trademark (<i>slogan</i>) ✓ Use of words typically linked to the CoO in the brand name: <i>luso</i>	
Packaging – Example #1  Transcription: “Love. Amor Luso. Rich butter. Body and Face Cream.” Country-of-origin cues: ✓ Use of the CoO’s language on the name of the brand and on the information available on the package ✓ Use of words typically linked to the CoO: <i>luso</i>	

Communication Materials – Websites

Amor Luso’s Social Networks Item #1 – Homepage, “About Us” section





Free translation:

“AMOR LUSO is our passion for Portuguese values and traditions. For us, solutions pass through simplicity and the answer is always in nature. Our attitude towards all our surroundings is one of respect and sense of belonging to a single unit, nature. Thus, all dynamics and processes are based on the values and strategies that make this union real or achievable.

achievable. Formally, we start from our local and national reality of partners and raw materials to transform in the simplest and most sustainable way ideas into products, in which we put everything we love. (...) In the base of the products are raw materials from the Dão-Lafões region (Portugal), such as olive oil from Galician olive trees, honey, jarmel goat milk, Dão wine, aromatic plants among many other riches of nature. (...) We can count on the support of artists who illustrate the packaging inspired by nature, culture and Portuguese tradition. All the paper we use is mainly of Portuguese origin and/or certified as coming from controlled/sustainable forests, and most of it is recycled.”

Country-of-origin cues:

- ✓ Use of words typically linked to the CoO in the brand name: *luso*
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO and the RoO
- ✓ Region-related information
- ✓ Connection between the CoO and RoO to the brand’s value proposition
- ✓ Use of typical landscapes from the countryside of the CoO

Communication Materials – Social Networks

Amor Luso’s Social Networks Item #1 – Instagram & Facebook. Nov. 6, Nov. 11, Oct. 7 2019



amor.luso Alguém já se rendeu à Coleção de Lisboa?
Ilustração de Inês Martins - @thisisuru.

#amorluso #cosmeticanatural
#feitoamao #sustentável #100natural
#marcaportuguesa
#amigadoambiente #naturalcosmetics
#lisboa #portugal #shampoo
#handmade #sustainability
#portuguesebrand #ecofriendly



amor.luso Já viram a Coleção do Porto? Rendidos a estas Ilustrações? São da autoria de Liliana Bernardo @lilavonbern

#amorluso #cosmeticanatural
#feitoamao #sustentável #100natural
#marcaportuguesa
#amigadoambiente #naturalcosmetics
#colecao #porto #portugal



AMOR LUSO

11 de novembro de 2019 · 🌐

Hoje apresentamos a Coleção de Lisboa.
As ilustrações estão repletas de emoção e são um verdadeiro voo sobre a capital, a ilustradora é a Inês Martins.
Poderão seguir de perto o trabalho dela em @thisisuru.
#amorluso #cosmeticanatural #feitoamao #sustentável #100natural
#marcaportuguesa #amigadoambiente #naturalcosmetics #lisboa
#portugal #shampoo #handmade #sustainability #portuguesebrand
#ecofriendly #lisbon



Transcription #1: “Has anyone surrendered to the Lisbon Collection yet? Illustration by Inês Martins (...) #portuguesebrand #lisboa #portugal”

Transcription #2: “Have you seen the Port Collection? Surrendered to these Illustrations? They are by Liliana Bernardo (...) #portuguesebrand #porto #portugal”

Transcription #3: “Today we present the Lisbon Collection. The illustrations are full of emotion and are a true flight over the capital, the illustrator is Inês Martins”

Country-of-origin cues:

- ✓ Use of landscapes, buildings and elements from the CoO and the RoO
- ✓ Collaboration with national artists: *Liliana Bernardo* and *Inês Martins*
- ✓ Use of the ‘made in...’ phrase (or equivalents): identification of the CoO

Amor Luso’s Social Networks Item #2 – Instagram, March 19, 2021



Significant:

Promotional video for a beard product, as part of Father's Day. The narration is spoken by a child, in Portuguese.

Country-of-origin cues:

- ✓ Use of the CoO’s language

Communication Materials – Physical Stores

Physical Stores Item #1 – FIA - International Handicrafts Fair



Significant:

Although the brand has its own space in Viséu, Amor Luso participates in Portuguese markets in order to promote its product.

Country-of-origin cues:

- ✓ Use of quality or origin symbols: *Portugal Sou Eu*

Brand Communication Analysis Grid #39

Brand Overview

Brand Identification		
Name: Couto	Categorization: Lifestyle	Year of origin: 1918
Brand Description		
Couto is a lifestyle brand, which was born with the creation of a toothpaste, which is still today the brand's best-known product. New products emerged and maintained the retro aesthetic typical of the decade of origin. The brand's communication is very much about promoting this aesthetic, highlighting its vintage component. In this sense, the Portuguese factor is naturally present.		
Available Touchpoints		Selected Touchpoints for Evaluation
Online Website/E-commerce Social Networks: Facebook, Instagram, Tiktok, and YouTube Multi-brands stores: e.g., supermarkets (<i>El Corte Inglés</i> , <i>Auchan</i> , <i>Continente</i>), Portuguese pharmacies, <i>Sweet Care</i> , <i>Dott</i> , <i>A Vida Portuguesa</i>		Online Website/E-commerce Social Networks: Facebook, Instagram, Tiktok, and YouTube Multi-brands stores: <i>Sweet Care</i> , <i>A Vida Portuguesa</i>
Offline Multi-brands stores: e.g., supermarkets (<i>El Corte Inglés</i> , <i>Auchan</i> , <i>Continente</i>), Portuguese pharmacies, <i>A Vida Portuguesa</i> , <i>Saudade Store</i>		Offline Multi-brands stores: e.g., <i>El Corte Inglés</i> , <i>A Vida Portuguesa</i>

External Branding

Visual Identity

Logo



Free translation:

“Couto, S.A. Since 1918”

Country-of-origin cues:

- ✓ Use of a word linked to the CoO on the brand’s name: surname, *Couto*

Packaging



Free translation:

“Couto. Moisturizing Cream”

Country-of-origin cues:

- ✓ Use of a word linked to the CoO on the brand’s name: surname, *Couto*
- ✓ Use of the CoO’s language
- ✓ Use of typical elements from the CoO: Portuguese tiles
- ✓ Use of quality or origin symbols: *Sou Portugal* (back)

Communication Materials – Websites

Couto’s Website Item #1 – “About Us” section

Transcription:

“*Flôres e Couto* was set up in Oporto, in 1918. Later, in 1931, this firm changed to *Couto, Lda*, by the sole administration of Alberto Ferreira de Couto.

In 1932, he and a friend dentist created “Couto – Medicinal Toothpaste” to fight gum disease caused by syphilis, which made it the most famous company product. Its peculiar design and famous retro-style package left traces in Portuguese society of XX century. Also, TV spots and original advertisings became popular and are on “everybody’s mouth” (...)

Country-of-origin cues:

- ✓ Use of a word linked to the CoO on the brand’s name: surname, *Couto*
- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the RoO and the CoO
- ✓ Association between the brand’s founder and the CoO

Communication Materials – Social Networks

Couto’s Social Networks Item #1 – Instagram’s Post, June 10, 2020



Transcription:

“Day of Portugal, Camões and Portuguese Communities. Happy Day of Portugal! (...) #portugalsoueu #madeinportugal”

Country-of-origin cues:

- ✓ Use of the ‘made in...’ phrase (or equivalent): identification of the CoO
- ✓ Use of national flags or symbols

- ✓ Use of typical buildings and elements from the CoO: port wine, Barcelos rooster, Belém Tower, Lisbon yellow cable car, Portuguese guitar, futebol, caravel, codfish, Portuguese tiles

Couto's Social Networks Item #2 – Instagram's Visuals



Country-of-origin cues:

- ✓ Use of a word linked to the CoO on the brand's name: surname, *Couto*
- ✓ Use of the CoO's language
- ✓ Use of typical elements from the CoO: Portuguese tiles, and cable car

Couto's Social Networks Item #3 – Instagram's Post, June 8, 2018



Free translation:

"We make part of the the universe PORTUGAL I AM"

Country-of-origin cues:

- ✓ Use of quality or origin symbols: *Portugal Sou Eu*

Couto's Social Networks Item #4 – Instagram's Post, June 10, 2020



Free translation:

"Since a few weeks ago *Raminhos* only brushes his teeth with Couto toothpaste"

Country-of-origin cues:

- ✓ Use of celebrities: *António Raminhos* is a Portuguese comedian