

Corporate Identity and Intellectual Property Midterm Assignment

Masters in Innovation and Entrepreneurship

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1. Introduction

Description of Evian identity

Evian is a well-known brand that has been providing high-quality mineral water since it was founded. (*Brandfetch | Evian Logos & Brand Assets*, n.d.) They prioritize sustainability by focusing on serving clients while simultaneously positively influencing the community and the environment. Evian water originates from the French Alps, providing natural hydration and refreshment. This spring water is sourced uniquely, always providing refreshment and natural hydration without any additional flavorings or enhancements. Evian believes in the power of communal transformation and aims to assist individuals in achieving their full potential. (*Evian® Natural Spring Water*, 2023)



Analysing the logo, Evian water is sourced from the French Alps (that is why we have mountains above the Evian), a region known for its unique geological journey and mineral composition. It is rich in essential minerals like calcium, magnesium, and potassium, making it a popular choice for hydration. Evian is committed to environmental sustainability, using lightweight bottles and investing in reforestation projects. The brand's iconic glass and PET bottles are recognizable worldwide, reflecting its focus on purity and simplicity. Evian has a global presence, available in cities like Barcelona, Tokyo, and New York. The brand embodies the essence of natural purity, sourced from a pristine alpine landscape, and continues to satisfy people worldwide. (*Evian® Natural Spring Water*, 2023)

The Brand Expansion Program

We are, the team of motivated managers and we are excited to propel and advance Evian into the new uncharted territories by introducing an innovative variety of products and services in the markets of the United States, Latin America and Asia.

Building on Evian's history of elegance and purity, we are carefully adding more products to meet the needs and preferences of a wide range of customers. Evian is going to make a splash in the drink industry with its exciting line-up of tasty sparkling drinks, energising energy drinks, and sports drinks. We are still dedicated to quality and health, so we add the essence of Evian's pure alpine source to these drinks to make sure that every sip represents the brand's dedication to premium hydration.

Additionally, Evian is considering to step into the digital world. What is essentially going to happen is we are going to push a website designed to be the go-to hub for all events under the Evian brand. This online platform will serve as a virtual nexus, connecting consumers in the 3 mentioned big markets to a new array of thrilling experiences. This website will celebrate its essence through new product launches and cultural events. Utilizing technology and WIPO's global reach, Evian aims to make premium hydration a global lifestyle brand. The goal is to make Evian accessible to people in the U.S., LATAM, and Asia, making it a whole way of life.

2. Nice Classification

As for the Nice classification, our management team decided to use the common methods which have been used for long periods of time. We are going to look up our niches, namely soda, sport drinks, energy drinks and an event websites' classifications on Nice Classification Publication website. After a long research, we have identified these classes:

Soda, energy drinks, sports drinks:

Class 32 primarily includes non-alcoholic beverages, beer, and non-alcoholic essences and fruit extracts. It excludes essential oils, dietetic beverages for medical purposes, milk beverages with milk, milk substitutes, lemon juice, coffee, cocoa, chocolate, or tea base, beverages for pets, and alcoholic beverages except beer. Other categories include soft drinks, energy drinks, protein-enriched sports beverages, and non-alcoholic essences and fruit extracts. (*Wipo (n,d), Nice Classification*)

Class 32
Beers; non-alcoholic beverages; mineral and aerated waters; fruit beverages and fruit juices; syrups and other non-alcoholic preparations for making beverages.

Explanatory Note
Class 32 includes mainly non-alcoholic beverages, as well as beer.

This Class includes, in particular:

- de-alcoholised beverages;
- soft drinks;
- rice-based and soya-based beverages, other than milk substitutes;
- energy drinks, isotonic beverages, protein-enriched sports beverages;
- non-alcoholic essences and fruit extracts for making beverages.

This Class does not include, in particular:

- flavourings for beverages being essential oils (Cl. 3) or other than essential oils (Cl. 30);
- dietetic beverages adapted for medical purposes (Cl. 5);
- milk beverages with milk predominating, milk shakes (Cl. 29);
- milk substitutes, for example, almond milk, coconut milk, peanut milk, rice milk, soya milk (Cl. 29);
- lemon juice for culinary purposes, tomato juice for cooking (Cl. 29);
- beverages with coffee, cocoa, chocolate or tea base (Cl. 30);
- beverages for pets (Cl. 31);
- alcoholic beverages, except beer (Cl. 33).

⚙ 320051 **aloe** vera drinks, non-alcoholic
 ⚙ 320042 **aperitifs**, non-alcoholic
 ⚙ 320059 **barley** wine [beer]
 ⚙ 320002 **beer**
 ⚙ 320005 **beer** wort
 ⚙ 320052 **beer-based** cocktails
 ⚙ 320035 **carbonated** water / **aerated** water
 ⚙ 320013 preparations for making **carbonated** water / preparations for making **aerated** water
 ⚙ 320047 **cider**, non-alcoholic

Website:

Class 35 refers to services provided by individuals or organizations to assist in the management of commercial enterprises, business relations and advertising institutions. It includes combining goods for the convenience of customers, offering advertising,

marketing and promotional services, as well as organizing trade fairs and exhibitions. Commercial assistance services include recruitment, negotiation of commercial contracts, cost analysis and import-export agency services. Administrative services related to business transactions and financial statements include bookkeeping, auditing, tax preparation and filing. Office functions include meeting scheduling and data retrieval. However, this class does not apply to financial services, real estate management, stock brokerage, transportation logistics, energy audit, graphic design, legal services, intellectual property licensing, copyright management or domain name registration.

Classes	Alphabetical	Class Headings	General Remarks	Modifications	Search
Class 35					
Advertising; business management, organization and administration; office functions.					
Explanatory Note					
Class 35 includes mainly services rendered by persons or organizations principally with the object of:					
<ol style="list-style-type: none"> 1. help in the working or management of a commercial undertaking, or 2. help in the management of the business affairs or commercial functions of an industrial or commercial enterprise, 					
is well as services rendered by advertising establishments primarily undertaking communications to the public, declarations or announcements by all means of diffusion and concerning all kinds of goods or services.					
This Class includes, in particular:					
<ul style="list-style-type: none"> - the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, enabling customers to conveniently view and purchase those goods, such services may be provided by retail stores, wholesale outlets, through vending machines, mail order catalogues or by means of electronic media, for example, through web sites or television shopping programmes; - advertising, marketing and promotional services, for example, distribution of samples, development of advertising concepts, writing and publication of publicity texts; - shop window dressing; - public relations services; - production of teleshopping programmes; - organization of trade fairs and exhibitions for commercial or advertising purposes; 					
<ul style="list-style-type: none"> - search engine optimization for sales promotion; - commercial assistance services, for example, personnel recruitment, negotiation of business contracts for others, cost price analysis, import-export agency services; - administration services relating to business transactions and financial records, for example, book-keeping, drawing up of statements of accounts, business and financial auditing, business appraisals, tax preparation and filing services; - commercial administration of the licensing of the goods and services of others; - services consisting of the registration, transcription, composition, compilation or systematization of written communications and registrations, and also the compilation of mathematical or statistical data; 					
<p><i>Other functions, for example, assistance in obtaining patents, trademarks, domain names, data search in computer files for others, assistance in preparing trademarks, publishing services</i></p>					

Class 38 covers communication and data transmission services, including digital file transfer, e-mail access, global computer network access, radio and television broadcasting, video on demand transmission, Internet chats, telephone and voice mail services and teleconferences. This does not include radio advertising, telemarketing services, content or topics of communication activities, telecommunications connections, production of radio and television programs, consultations on telecommunications technologies and online social media services.

Classes	Alphabetical	Class Headings	General Remarks	Modifications	Search
Class 38					
Telecommunications services.					
Explanatory Note					
Class 38 includes mainly services that allow at least one party to communicate with another, as well as services for the broadcasting and transmission of data.					
This Class includes, in particular:					
<ul style="list-style-type: none"> - transmission of digital files and electronic mail; - providing user access to global computer networks; - radio and television broadcasting; - video-on-demand transmission; - providing internet chatrooms and online forums; - telephone and voice mail services; - teleconferencing and videoconferencing services; 					
This Class does not include, in particular:					
<p><i>radio advertising (see 35)</i></p>					

3. Trademark Database Searches

The US Market

Global Brand Database

QUICK SEARCH BY BRAND NAME BY BRAND LOGO BY GOODS AND SERVICES ADVANCED SEARCH EXPLORE DATA COVERAGE TOOLS

Brand name : orthographically resembles 'Evian'

and :

Designation country : any of (US) USA

and :

Nice classification : all of 32, 35, 38

No results found!

As for the Us Market by *brand name*, in these niches there were no results, which might be a massive opportunity for Evian. The absence of existing trademarks in these specific niches within the WIPO database may give us an opportunity to establish a unique and distinctive presence in the market. This allows for a more straightforward trademark registration process without potential conflicts with existing marks. Evian can create a unique brand identity tailored to the U.S. market, leveraging the absence of existing trademarks, thereby enhancing marketing strategies and product positioning.

To overcome obstacles like conflicting marks, a strategic approach is needed, including coexistence agreements. Implementing a brand expansion plan with limitations, such as clearly defining product and service scope and considering Us regulatory or category limitations, is going to be crucial for peaceful market coexistence.

To overcome these issues, we should identify potential partners in similar industries and explore coexistence agreements. Clear boundaries should be established between brands, and mutual promotion should be considered. Innovation partnerships can also be explored. Legal clarity should be drafted, and a win-win resolution should be sought. Continuous communication should be established to address any challenges and ensure the coexistence agreement remains beneficial. This collaborative approach will certainly foster the spirit of collaboration and innovation, paving the way for successful brand expansion in the U.S. market.

The Asia market.

Brand name : orthographically resembles 'Evian'

and :

Designation country : any of (CN) China, (IN) India, (JP) Japan, (KR) Korea (Republic of), (ID) Indonesia, (AE) UAE, (TH) Thailand, (SG) Singapore

and :

Nice classification : all of 32, 35, 38


Displaying 1-1 of 1 results (Most relevant first)

Change layout Sort results Results per page Download results

FILTERS

☐ Select all

☐ THE evian TOUR




Owner SOCIETE ANONYME, DES EAUX MINERALES D'EVIAN (France)

IPR International Trademark Registration

Designation Germany, Portugal, Liberia, Denmark, Lesotho, Lithuania, Croatia, L...

country

Status  Expired (April 27, 2010)

Number 750230

Nice class 3, 9, 11, 16, 18, 25, 28, 32, 35, 38, 41

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For the Asian Market, in order to conduct this research, I decided to choose some of the biggest economically strong countries in the region via GDP (*GDP - Countries - List | Asia, n.d.*).

As we can see, in order to expand production of energy drinks, sports drinks, and carbonated beverages, Evian conducted an exhaustive search for conflicting trademarks on the Asian market without observing any. Furthermore, "**The evian Tour**" is an existing brand asset that the company can leverage during its expansion efforts, which as can be seen, has ended in 2010. Presently, a favourable market reception would be ideal for the strategic introduction of the expanded Evian product line. It should be noted that, China is the biggest market in Asia and expanding in China will accelerate Evian even more.

Relying on the success of "The evian Tour", the new similar concept "**The Evian Expedition**" can come to life. Building on the success of the Evian Tour by turning it into an exciting experience known as the Evian Expedition. This multi-faceted event will not only showcase Evian's core values, but also serve as a launching pad for new energy drinks, sports drinks and carbonated drinks.

Brand zones with interactivity:

Establish dynamic brand zones that emphasise distinct product categories within the Evian Expedition might give us some advantages. Provide a practical introduction to an expanded product line by involving consumers in hands-on activities associated with energy, athletics, and relaxation.

Marketing through cultural fusion:

Developing marketing campaigns that are culturally and religiously sensitive and effective throughout Asia may help to expand these niches in this market. Capitalising on cultural integration by crafting a brand narrative that incorporates local elements, thereby guaranteeing that Evian products are not solely regarded as beverages, but rather as indispensable components of a multifaceted way of life.

LATAM Market

Global Brand Database

[QUICK SEARCH](#) [BY BRAND NAME](#) [BY BRAND LOGO](#) [BY GOODS AND SERVICES](#) [ADVANCED SEARCH](#) [EXPLORE](#) [DATA COVERAGE](#) [TOOLS](#)

Brand name : orthographically resembles 'Evian'

and :

Designation country : any of (BR) Brazil, (MX) Mexico, (CO) Colombia, (CL) Chile, (CR) Costa Rica, (BO) Bolivia (Plurinational State of)

and :

Nice classification : all of 32, 35, 38

No results found!

Considering the lack of conflicting trademarks in the Latin American market, we came up with the following strategic approach for the expansion of the Evian brand in the region:

Localised Advertising:

In Latin America, adjusting corporate identity components to align with cultural subtleties is crucial. Language Aspects include ensuring accurate translation and localization of slogans and brand messaging. Implementing trademark registration requirements in strategic Latin American nations protects intellectual property rights and establishes a solid legal foundation. This proactive approach ensures the brand's protection from potential conflicts and maintains a strong legal foundation.

Local Legal Knowledge:

Gaining the assistance of legal professionals who are well-versed in the trademark registration procedures of the countries in Latin America where we have conducted research. By adhering to local regulations, this practice guarantees compliance and optimises the efficiency of the registration strategy.

Navigating and Conquering Challenges:

Strategic alliances:

Developing strategic alliances with regional distributors or enterprises should be contemplated. This approach can facilitate the resolution of potential challenges through the utilisation of pre-existing connections and a more adept navigation of the complexities of the local market.

4. Summarizing the research

Potentially conflicting companies engaged in the same or similar activities:

No conflicting trademarks were found in the U.S. market for Evian's growth into soda, energy drinks, sports drinks, and an event-focused website. Evian's absence of competing brands allows them to establish a distinctive position in these specific markets without facing direct rivalry.

There are no trademarks in the Asian market that would cause conflicts for the expansion of Evian. Additionally, "The evian Tour" is already an established brand asset. Evian is well positioned for successful expansion, particularly in China, where the brand can capitalise on the success of the "Evian Tour" and introduce other products with a similar concept, such as the "**Evian Expedition**".

No instances of conflicting trademarks were identified in the Latin American market. However, to guarantee a seamless expansion of Evian, it is vital to exercise caution about

preexisting organisations or brands involved in identical or comparable endeavours. Performing comprehensive market research in Latin American nations will aid in the identification of possible rivals.

Possible trademark conflicts and barriers to the Brand Expansion Program:

The US market:

The lack of competing trademarks in the US market is a favourable indicator. Potential challenges may develop during the brand expansion programme, including competition from established beverage companies or emerging market trends.

Regulatory concerns pertaining to the implementation of novel beverage classifications.

However, Evian's expansion into the US market faces several challenges, including market positioning, consumer perception, localization, regulatory compliance, brand perception, pricing strategy, marketing and advertising, brand reputation and trust, and market research and insights. Evian's premium pricing strategy has led to a niche position in the market, but it must find a balance between exclusivity and broader market appeal. Understanding the target audience, including health-conscious individuals, athletes, and those who prefer bottled water over tap water, is crucial. Evian must adapt to the diverse preferences of US consumers while maintaining brand identity. Localization challenges include cultural adaptation, language, distribution and retail channels, regulatory compliance, brand perception and messaging, pricing strategy, marketing and advertising, brand reputation and trust, and market research and insights. By addressing these obstacles strategically, Evian can establish a strong foothold in the competitive US bottled water market. (Cma, 2020) (A, 2011)

Asian Market:

Possible challenges in the Asian market include cultural disparities that impact customer choices and marketing tactics, even in the absence of contentious trademarks.

Regulatory compliance concerns in many Asian nations. Evian is aiming to expand into the Asia market, despite facing challenges such as diverse cultures, local competition, infrastructure, and cultural adaptation. The 48 countries in Asia have distinct customs and languages, making it crucial for Evian to tailor its strategies and marketing campaigns to suit each market. The company must also consider partnerships with local distributors or acquisitions of established businesses. Evian must also ensure its brand name is easily pronounceable and memorable, comply with food safety regulations, and prioritize environmental considerations. By addressing these challenges, Evian can tap into the Asian market and make a significant impact. (Rundh, 2022) (*The Rise of Emerging Markets in Asia* - OpenMarkets, n.d.)

LATAM:

The lack of competing trademarks in Latin America is a benefit. Possible challenges may arise from variations in customer behavior and preferences among Latin American nations.

Ensuring adherence to local legislation and addressing any legal challenges when growing the brand. Although expansion into the LATAM market faces several challenges and obstacles. The economic landscape is influenced by the US Fed rate peak and a Chinese slowdown, creating both challenges and opportunities for the region's economies. Evian must consider how these macroeconomic conditions impact consumer spending, inflation rates, and currency exchange rates. Currency volatility and capital flows may also impact on exchange rates. Evian must analyze trade agreements, tariffs, and import/export regulations specific to each LATAM country. Cultural adaptation and brand perception are crucial, as Evian's French origins may not resonate with LATAM consumers. Evian must differentiate itself by emphasizing quality, sustainability, and unique selling points. Distribution challenges include establishing an efficient distribution network, ensuring regulatory compliance, and addressing environmental considerations. Political stability and health trends should also be considered. By addressing these challenges, Evian can make a splash in the region. (*Latin America Economic Outlook, November 2023, 2023*) (Bogdanova, 2023)

Future insights/strategies for Evian

Adapting Corporate Identity Elements:

Evian's future success depends on its seamless adaptation of its corporate identity, reflecting its commitment to sustainability, health, and innovation. This modernized visual identity, incorporating eco-friendly design elements, and interactive digital platforms will resonate with environmentally conscious consumers.

Applying for Necessary Trademark Registrations:

Evian must prioritize securing robust trademark registrations as it expands into new product categories and markets. Proactive trademark searches and legal team navigation are crucial to prevent conflicts and identify strategic opportunities, ensuring comprehensive protection for the brand's portfolio.

Dealing with and Overcoming Obstacles:

Evian faces challenges such as market competition, regulatory obstacles, and cultural subtleties. To overcome these, the brand should establish a team of experts from various fields, navigate complex regulations, and analyze the market thoroughly. Evian should anticipate consumer doubts and skepticism in new product categories, and strategically implement marketing initiatives to build confidence. Viewing challenges as opportunities for personal development is crucial for success.

Implementing the Expansion Plan:

Evian's brand expansion plan requires a strategic approach, addressing regulatory constraints, consumer behavior, and market shifts. To overcome these challenges, adaptive marketing strategies, collaborations with local distributors, influencers, and organizations, continuous feedback loops, data analytics, and agile decision-making are crucial.

Summarising, Evian's future success depends on its ability to adapt, establish a global brand identity, overcome challenges, and execute a dynamic strategy for brand expansion. By remaining loyal to its principles and accepting new ideas, Evian can become a pioneer in the changing beverage industry.

5. Conclusion

Evian is implementing a large-scale development plan aimed at introducing advanced products and services in the United States, Latin America and Asia. The company's rich heritage of sophistication and excellence, originating in the French Alps, provides a solid foundation for entering new markets. The implementation of the Nice classification system has helped Evian management identify strategic categories for its diverse product range, which includes soda, energy drinks, sports drinks, as well as an event website. A search of the trademark database revealed favorable prospects in the markets of the United States, Asia and Latin America, where there are no competing trademarks. Strategic solutions such as co-existence agreements and clearly defined brand boundaries are needed to effectively overcome potential obstacles and facilitate collaboration.

Evian's commitment to cultural education, strategic partnerships and regulatory compliance prepares the brand for successful development in these areas. The Evian Expedition, inspired by the Evian Tour, serves as a platform for introducing new energy drinks, sports drinks and carbonated drinks, thereby establishing a closer connection with consumers in the Asian market. Evian recognizes the importance of customized advertising, linguistic factors, and legal expertise in Latin America to ensure smooth expansion.

Evian's expansion efforts are based on a comprehensive strategy that includes corporate identity, product innovation, digital presence and cultural adaptation. Evian's commitment to sustainability, high-quality hydration and community engagement allows it to have a significant impact in these areas.

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