

Territorial Brand as a Means of Structuring the French Wood Industry

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Abstract : The brand constitutes a source of differentiation between competitors. It highlights specific characteristics that create value for the enterprise. Today the concept of a brand is not just about the product but can concern territories. The competition between territories, due to tourism, research, jobs, etc., leads territories to develop territorial brands to bring out their identity and specificity. Some territorial brands are based on natural resources or products characteristic of a territory. In the French wood sector, we can observe the emergence of many territorial brands. Supported by the inter-professional organization, these brands have the main objective of showcasing wood as a source of solutions at the local level in terms of construction and energy. The implementation of these collective projects raises the question of the way in which relations between companies are structured and animated. The central question of our work is to understand how the territorial brand promotes the structuring of a sector and the construction of collective relations between actors. In other words, we are interested in the conditions for the emergence of the territorial brand and the way in which it will be a means of mobilizing the actors around a common project. The objectives of the research are (1) to understand in which context a territorial brand emerges, (2) to analyze the way in which the territorial brand structures the collective relations between actors, (3) to give entry keys to the actors to successfully develop this type of project. Thus, our research is based on a qualitative methodology with semi-structured interviews conducted with the main territorial brands in France. The research will answer various academic and empirical questions. From an academic point of view, it brings elements of understanding to the construction of a collective project and to the way in which governance operates. From an empirical point of view, the interest of our work is to bring out the key success factors in the development of a territorial brand and how the brand can become an element of valuation for a territory.

Keywords : brand, marketing, strategy, territory, third party stakeholder, wood

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