

From a Commodity to a Green Gold Brand: Exploring Innovative Marketing Strategies in the Digital Era

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Abstract

Commodities are products that can hardly be differentiated from each other and are traded in almost perfect markets. In this kind of markets, competitiveness is mostly based on price. This research explores the strategies used by a commodity to transform itself in a high-valued brand. The methodology used include a qualitative case study approach. It includes website and blog analysis, in-depth interviews, print media articles and digital content analyses to examine the case of the Avocados from Mexico's brand building process. Advertising and Digital Marketing strategies played leading roles reinforcing loyalty despite a premium positioning. The strategies used by Avocados from Mexico could inspire other commodities and brands to develop innovative marketing and communication strategies to engage with their customers and find new sources of differentiation and value.

Keywords: *Branding; Digital-Marketing; Commodity*

Track: Product and Brand Management