



Juan Valdez. The Strategy Behind the Brand

Mauricio Reina, Gabriel Silva, Luis Fernando Samper, María del Pilar Fernández

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In 2005, Juan Valdez was selected as the most popular advertising icon in the United States, surpassing recognized figures such as the Energizer Bunny and the Doublemint Gum twins. However, few people realize that Juan Valdez is the result of a careful brand building process that began in 1927, many years before the character was actually introduced to the world. This new addition to the international anthology of branding stories is the account of small coffee producers in Colombia, who took their destiny into their own hands and produced a world-renowned icon. How did Juan Valdez unite more than five hundred thousand coffee producers behind a recognized product and a valuable global brand? Why did some Colombians oppose the creation of Juan Valdez? How did this brand develop? How does Juan Valdez create greater value for Colombian coffee growers? Juan Valdez: The Strategy behind the Brand presents valuable information for other organizations and businesses. The risks and opportunities faced during the different developmental stages of this brand illustrate the challenges that every entrepreneur and every country face in today's increasingly competitive market.

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