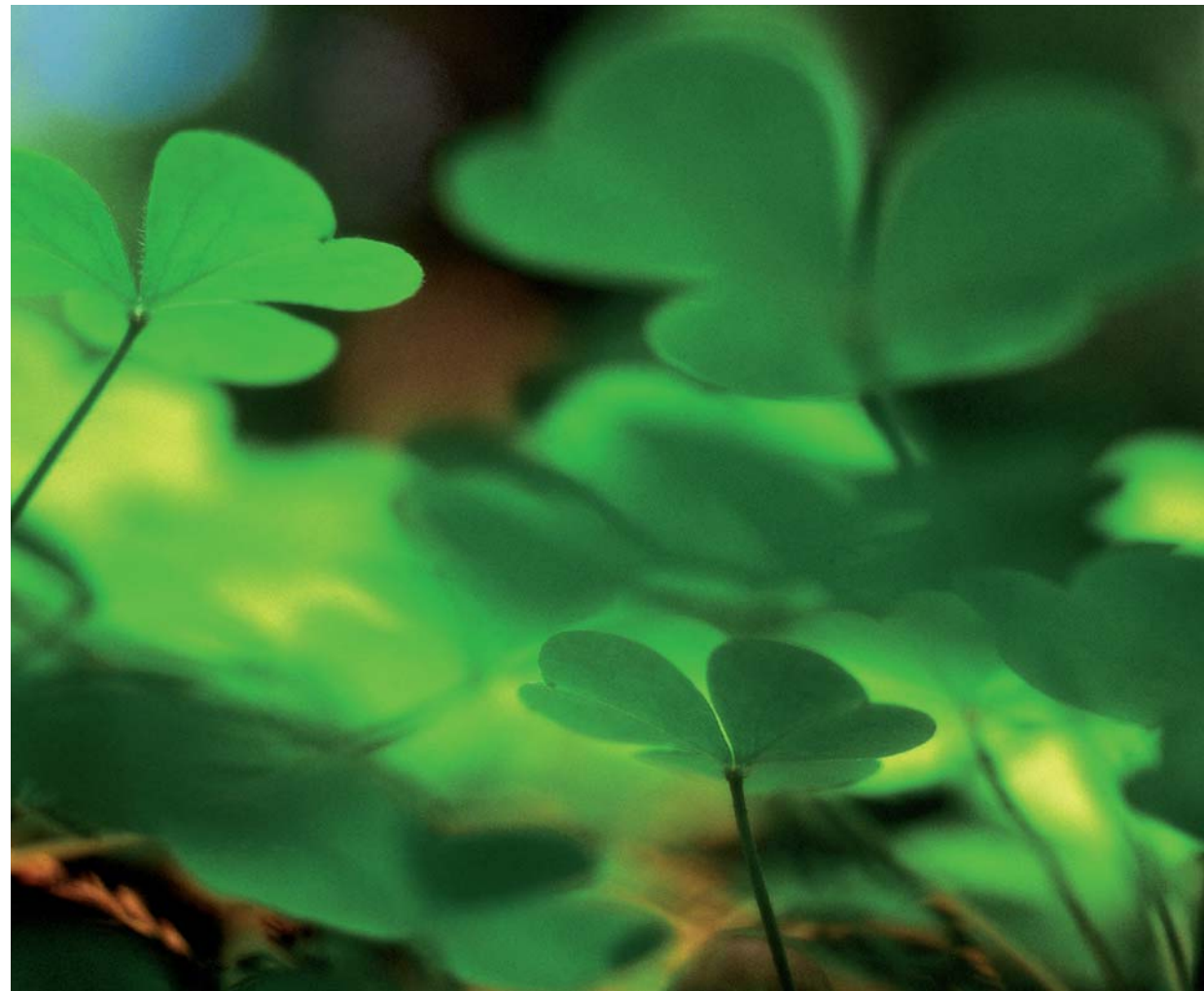


# GUARANTEED IRISH



The Guaranteed Irish brand is one of the most iconic of our time and encapsulates all that is good about Ireland in terms of quality, craftsmanship and high standards. With a changing economy, the brand has had to adapt its role — something it has successfully achieved against the backdrop of Celtic Tiger Ireland and the growing knowledge economy



### Did you know?

The Guaranteed Irish symbol is one of the most recognised logos in Ireland, with 90pc of those questioned in a recent survey recognising the symbol once prompted.

In a recent survey commissioned by Guaranteed Irish, 70pc of those surveyed agreed with the following statement: 'I try to buy Irish foods whenever possible'.

The Guaranteed Irish brand features on the Irish advertising of the largest-selling cholesterol drug in the world, Lipitor, which is manufactured by Pfizer.

Leading babyfood manufacturers Cow & Gate and SMA display the Guaranteed Irish symbol on their Irish advertising.

**1975**  
Buy Irish initiative launched



**1984**  
The initiative is taken from government control following a ruling by the European Court and the not-for-profit group Guaranteed Irish is founded

**1970s and 1980s**  
The Guaranteed Irish symbol focuses on supporting the Irish economy at a time of huge unemployment



**2003**  
Guaranteed Irish rebrands, introducing a new-look logo, house style and brochure

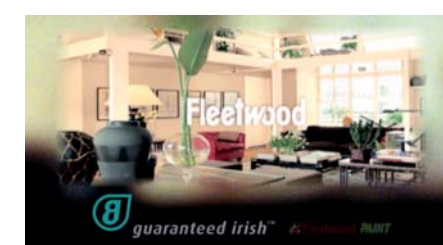
**2007**  
Guaranteed Irish begins a new marketing campaign, involving radio and TV ads, which reflect the changing face of the new Irish knowledge and service-oriented economy.

### The brand story

The Irish Goods Council originally launched the Buy Irish initiative in 1975. However, it was removed from government control in 1984, following a ruling by the European Court that individual countries were not allowed to promote their own products as being superior to those produced elsewhere within the EU. As a result, Guaranteed Irish became a not-for-profit company and has continued in its aim of raising awareness and demand for Irish products and services under its own steam and financing.

The Guaranteed Irish symbol itself and its membership has gone through massive change over the years. In the Seventies and Eighties, the Guaranteed Irish symbol was all about supporting the Irish economy in a time when it endured huge unemployment levels. At that stage, the scene was completely different — in 1985, there were about 510 clothing and footwear companies, employing just under 18,000 people full-time. Today, Ireland's clothing manufacturing industry has almost completely disappeared and a new knowledge economy has emerged.

Despite the huge level of choice now available to Irish businesses and consumers, market research has revealed the Guaranteed Irish symbol is the tipping point for many consumers in terms of whether or not to buy a product or service.



### Product range

The Guaranteed Irish logo features on numerous brands — some of them indigenous Irish; and others that have a very strong Irish presence and workforce, such as the multinationals. Just some of the companies that display the 'g' sign are Brennans Bread, Odlums, Nutricia, Flahavans, Batchelors, Pat the Baker, Dulux and Gem Food Products.

### Innovation

With the changing Irish economic landscape, Guaranteed Irish as a brand has also had to move with the times. When it first came into being, Ireland was an agricultural and (embryonic) manufacturing nation, with huge unemployment — in those days, the Guaranteed Irish symbol was seen as a method of creating jobs and jump-starting the economy. These days, unemployment is not the major concern, but consumers have new reasons for wishing to buy Irish. "People today have different concerns, such as wanting to know exactly where their food has come from and the distance it has travelled to get to them," says Tom Rea, director of Guaranteed Irish.

Another new development is the fact that numerous multinationals are now located in Ireland. The Guaranteed Irish brand has successfully navigated this change to a highly skilled knowledge economy by successfully incorporating multinationals such as Wyeth and Pfizer into its portfolio. Both of these corporations now feature the Guaranteed Irish symbol on their Irish-made products.

### Marketing and promotion

Ask anyone who lived or grew up in the Seventies or Eighties about Guaranteed Irish and they will immediately recall the iconic symbol that represented the brand — a unique lower-case 'g' shape, which existed on everything from bags of sugar to copybooks to clothes.

In 2003, in order to reflect the new, modern Ireland, Guaranteed Irish decided to rebrand, which involved the introduction of a new symbol, house style and brochure.

The new logo retains the essence of the old, yet with its modern twist, reflects a changing Ireland that is professional, global and style conscious. Market research strongly suggests this new symbol draws usefully on the original symbol's legacy; despite only being introduced in 2004, it is already extremely well recognised by the general public.

Earlier this year, Guaranteed Irish also launched a range of radio and TV ads to further promote the message of buying Irish.

The Guaranteed Irish website, [www.guaranteedirish.ie](http://www.guaranteedirish.ie), is an important part of the brand's promotional efforts.

