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source of brand value since the beginnings of globalization during the late nineteenth century. In this work, David M. Higgins explores the early nineteenth-century business campaigns to secure national and international protection of geographic brands.

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Geographic Branding: Translating
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producers and local merchant leagues
allied in an attempt to compete effectively
and employed their brands as badges of
their origins and figureheads. ... since the

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expression of the variable of origin
became strategic for most businesses: Irish
companies needed to show traits ...

*Geographic Branding: Translating
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Famous ancient brands are sometimes
associated with products that have a

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specific geographical origin and go back as early as the 5th century BC, such as wine from the Greek island of Chios, referred to as an expensive luxury good in classical Greece.

*Geographical Indications - An
Introduction*

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refer. The reference to geographical origin
– most regularly for agricultural products

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–combined with the use of traditional

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Brands increasingly dominate wine markets
despite the importance of geography

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*'Unfair Competition' and the British
Merchandise Marks Act ...*

The Origin of Location-based Brands
According to the study, using locations for
branding purposes is as old as history

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itself. Even ancient civilizations such as the Roman Empire acted as brands, along with their cultural values, identities and power. On occasion, an artificial image of a location can build a consensus throughout history.

The Two-way Relationship between a

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Brand and its Place of...

There are many reasons for Scotch Whisky's success, not least the marketing and promotion of Scotch Whisky brands, such as Johnnie Walker and Dewar's, stretching back over a century, but one important factor is that it is a geographical indication of origin (GI). At its simplest,

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this means that “Scotch Whisky” may
only be used on a ...

*Geographical indications of origin: the
Scotch Whisky...*

While GIs denote a geographical origin of
a good, trademarks denote a commercial
origin of an enterprise. While comparable

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goods are registered with GIs, similar goods and services are registered with trademarks. While a GI is a name associated by tradition with a delineated area, a trademark is a badge of origin for goods and services.

Geographical indication - Wikipedia

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A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place. ... Geographical indications can thus be a key element in developing collective

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Frequently Asked Questions:

Geographical Indications

When it comes to food consumption, many French people prefer domestically produced items.

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Concerns about food products' origin and transportation in ...

This statistic shows the number of immigrants in France in 2015, distributed by geographical origin. It displays that 890 thousand immigrants had origins in African countries other than Algeria ...

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