

All Heart?

When I think of ice cream, I can't help but think of Wall's. When I think of Wall's I think of ice cream. But should I really be thinking sausages? The Wall family was a butchering family and had been for generations. With royal appointments from George IV, William IV and even Queen Victoria, the name was known across the whole of the UK for sausages. In the 1922 the brand was purchased by the Lever brothers, which became part of Unilever in 1929. At Lever's request the company began to produce ice cream during the summer months when sausage sales slacked off. With a keen idea of marketing principles Lever didn't create a new

company, one with his own name on. No, he continued using the renowned Wall's brand to guarantee sales and customer buy in.

By 1960 1920 million tons of ice cream was produced every year, which meant Wall's was now the largest manufacture of ice cream in the world. What is really interesting to me is how they moved their marketing technique across the globe. Unilever started to purchase well known ice cream brands across different countries: Miko in France, Frisko in Denmark, Bresler in Chile and Selecta in the Philippines. The Wall's brand was not forced upon them and instead, they were allowed to continue using their own identities to sell Wall's ice creams. This method of marketing meant that the populous from each country felt that the ice cream belonged to their country. If you ask a French person where Miko ice cream come from, I would be surprised if they said the UK.

In 1998 a new technique was introducing which would unite the ice cream brands across the globe. With an ever-increasing transient population an issue was arising. Someone from the UK wanting an ice

cream in France would be looking for Wall's but instead were faced with Miko. The introduction of the Heartbrand meant that a symbol was created which traversed language and would represent ice cream to everyone.

Since the birth of the Heartbrand it has become common place on packaging for items such as the Solero and the Magnum. This reinforced the global message but allowed the local feeling of the individual company names. Even then, some companies refused to use the Heartbrand symbol and, for example, used their own (Good Humor – Ice Cream Truck). Even with those companies in mind it appears that Unilever are pushing forward with a standardised brand which is recognised globally. The heartbrand logo with the local name anchoring it's meaning to locals and visitors as ice cream.

Ultimately, the Heartbrand actually sits ok with me. The issue I have is with the brand appropriation Unilever employed and still employs to con people into thinking their ice cream brand is the original and made locally. Do you think the global population has any idea where their ice cream comes from? Not a sausage of a chance.



WALL'S

FRIGO | GOOD HUMOR | STREETS | HB | MIKO |
GB GLACE | FRISKO | OLA | LUSSO | LANGNESE | KWALITY
WALL'S | ESKIMO | KIBON | TIO RICO | ALGIDA

Thomas Wall II

