



Value-added Marketing Strategies in Traditional Dairy Products: Geographical Indication, Branding, and Storytelling

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Abstract

Traditional dairy products constitute an important element of cultural heritage and rural economies, particularly in regions with strong gastronomic traditions. In increasingly competitive and globalized markets, the sustainability and market success of these products depend on the implementation of value-added marketing strategies. This study aims to provide a comprehensive review of the literature on three key strategies—geographical indication (GI), branding, and storytelling—in the context of traditional dairy products. The study adopts a narrative literature review approach, examining national and international studies that address the role of these strategies in enhancing product value, differentiation, and consumer perception. Geographical indications are discussed as tools for protecting origin, authenticity, and quality, while branding is evaluated in terms of creating market recognition and competitive advantage. Storytelling is analyzed as a means of conveying cultural identity, tradition, and production processes, thereby strengthening emotional engagement with consumers. The findings of the review indicate that integrating GI certification, effective branding strategies, and storytelling practices contributes significantly to increasing perceived product value, consumer trust, and willingness to pay a premium. Furthermore, these strategies support not only economic sustainability but also the preservation of cultural heritage and the development of rural areas. In conclusion, the study highlights the importance of a holistic and integrated marketing approach in promoting traditional dairy products and suggests directions for future research and practical applications.

Key Words: Traditional dairy products, geographical indication, branding, storytelling.

