Sociaal Werk Nederland

WHY SOCIAL BRANDS WORK

STERKE MERKEN BOUWEN IN HET BREIN

Hanze University Groningen
University of Applied Sciences

Drs. H.S. (Erik) Schoppen

rijksuniversiteit groningen

H.S. (ERIK) SCHOPPEN





2015



2017

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SOCIAL NEUROSCIENCE PhD RESEARCH

TRUSTING SUSTAINABILITY

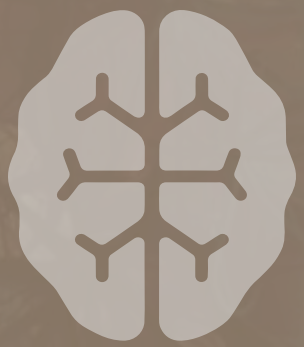
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NWO

MENTAL
EMOTIONS & EMPATHY

PHYSICAL
IMPACT SOCIETY & ENVIRONMENT

Sustainable & prosocial positioning — leads to → Trust & behavior change

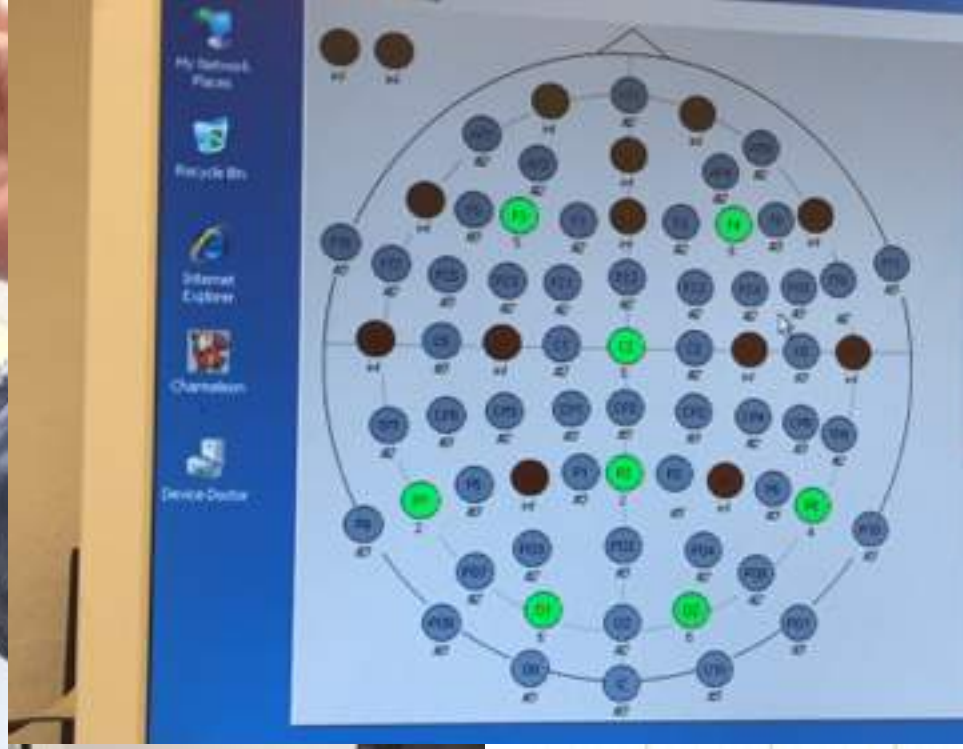


POSITIVE SOCIETY & SUSTAINABLE ECONOMY

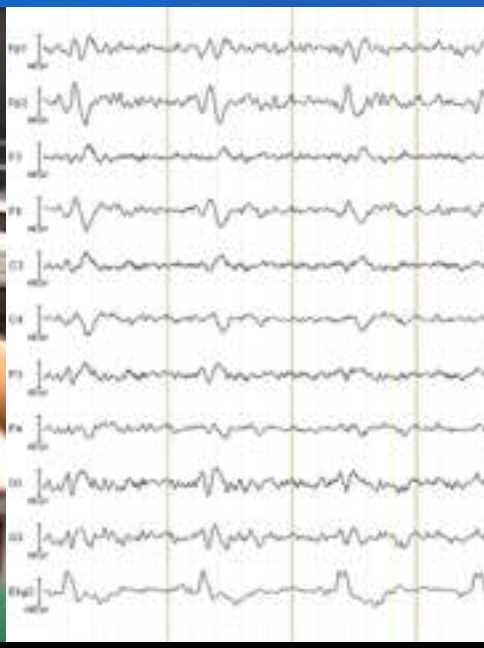
SHORT TERM PLEASURE
FEELING GOOD
(do what feels right
by being pro-social)

LONG TERM HAPPINESS
IN BALANCE
(living in harmony
with environement)

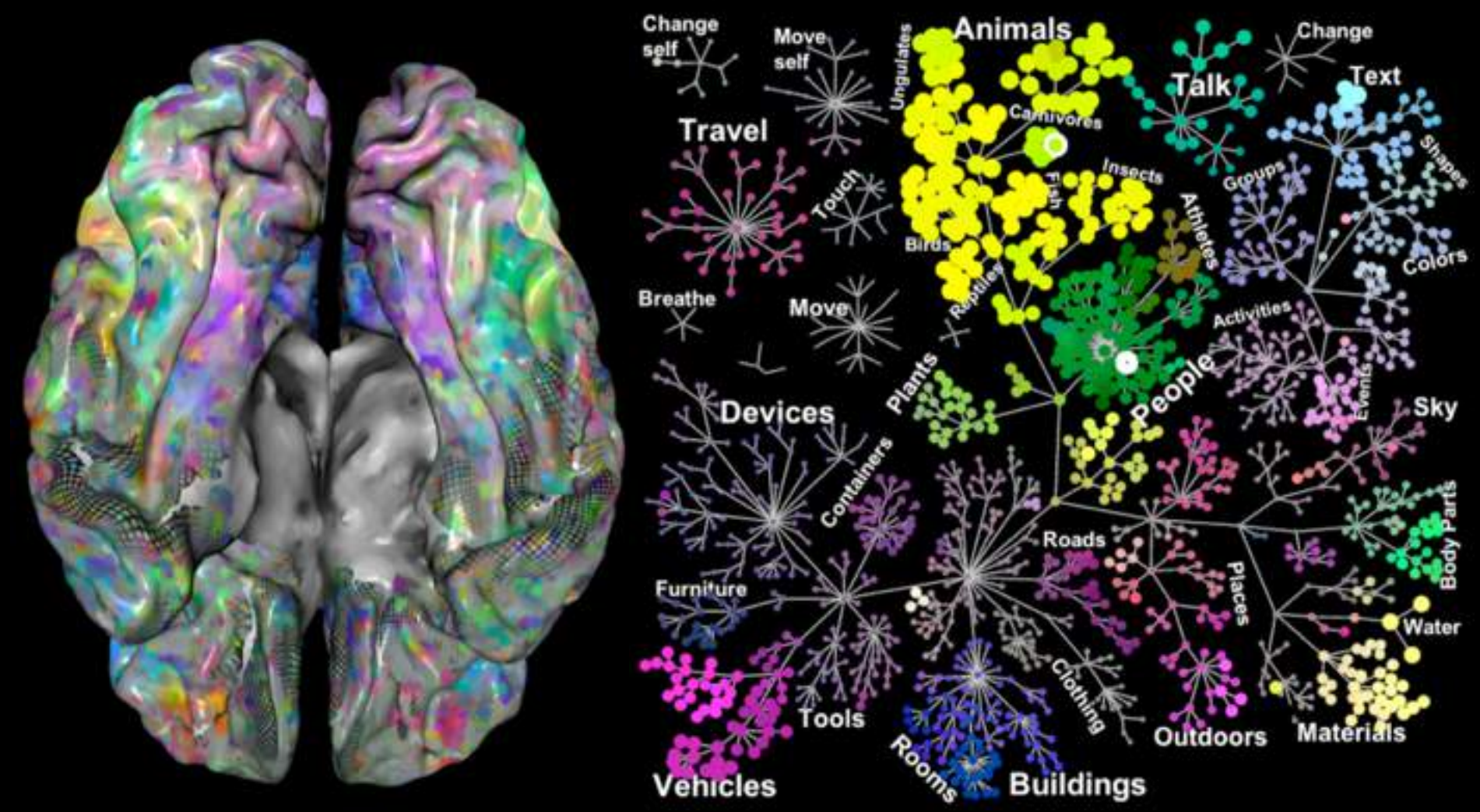




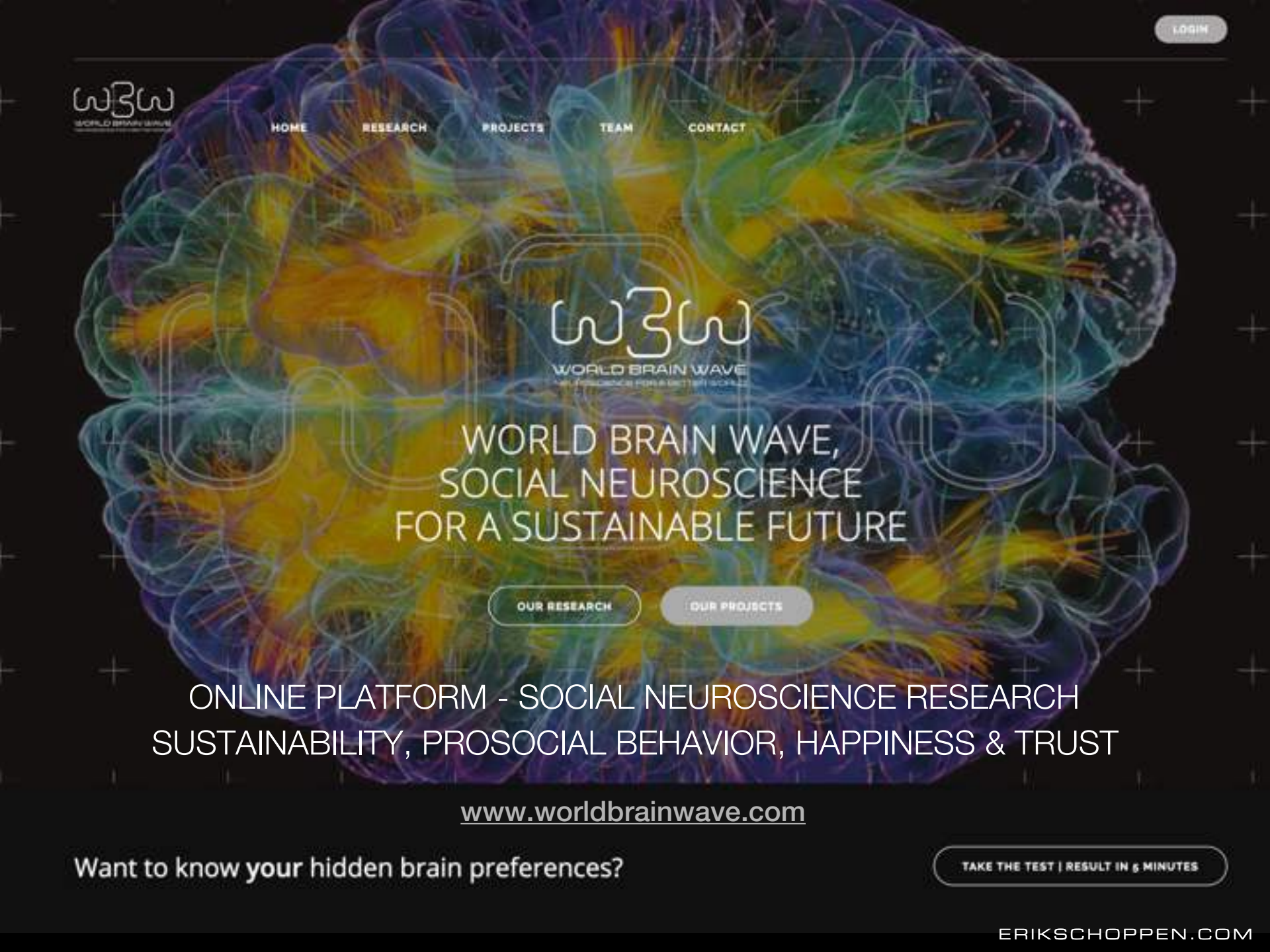


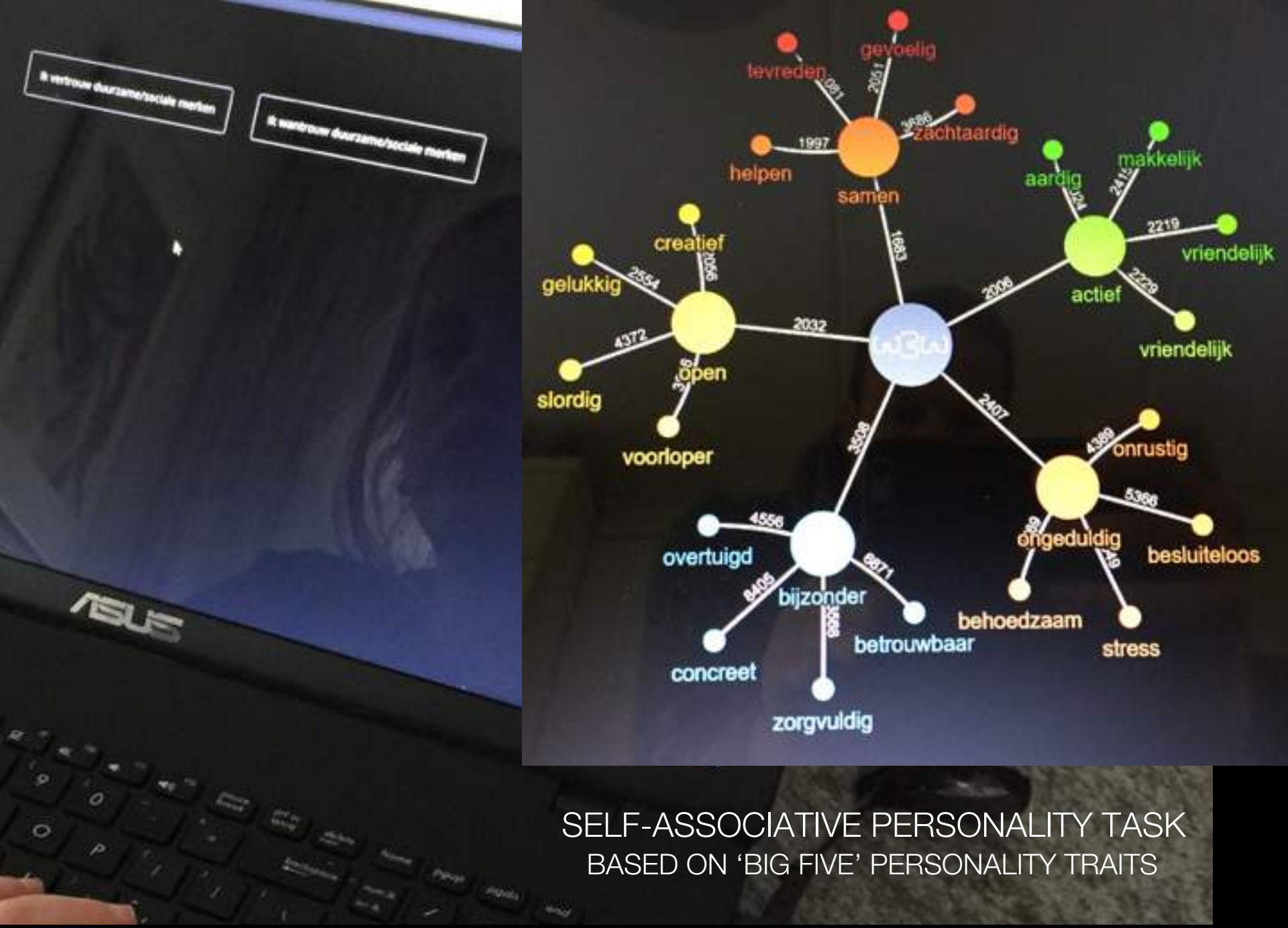


SEMANTIC NEURAL NETWORKS



Trust associations are connected to other associations


LOGIN
HOME
RESEARCH
PROJECTS
TEAM
CONTACT
WORLD BRAIN WAVE
WORLD BRAIN WAVE,
SOCIAL NEUROSCIENCE
FOR A SUSTAINABLE FUTURE
OUR RESEARCH
OUR PROJECTS
ONLINE PLATFORM - SOCIAL NEUROSCIENCE RESEARCH
SUSTAINABILITY, PROSOCIAL BEHAVIOR, HAPPINESS & TRUST
www.worldbrainwave.com
Want to know your hidden brain preferences?
TAKE THE TEST | RESULT IN 5 MINUTES



SELF-ASSOCIATIVE PERSONALITY TASK

BASED ON ‘BIG FIVE’ PERSONALITY TRAITS


T-Mobile NL 4G 21:57
worldbrainwave.com
Meegaandheid (Altruïsme)
Zorgvuldigheid (Consciëntieus)
Emotionele stabiliteit (Neuroticisme)
Extraversie (Assertief/Sociaal)
Openheid (voor verandering)
Sluit af
www.worldbrainwave.com

History Brand Development

From Product to Service to Value to Responsibility



THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS



BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP

REPUTATION MANAGEMENT

BRAND & DESIGN MANAGEMENT

LOYALTY
RELIANCE (AFFIRMATIONAL)

TRUST

BRAND RELATION
TRUST-BASED CHOICE
EMOTION DRIVEN

BOND

INVOLVE

BELIEFS & MOTIVES

STRONG ENGAGEMENT

SELF EXPRESSION

IMPLICIT (EMOTIONAL) RESPONSE

EXPERIENCE
RESPONSE (EMOTIONAL)

BEHAVIOR

PROCEDURAL MEMORY

EPISODIC MEMORY

EVOKED SET & CONDITIONING

BRAND FEELINGS
AFFINITY, ENTICEMENT & ACCORDANCE

BRIDGE

INFLUENCE

EXPLICIT (RATIONAL) DECISION

POSITIONING
ASSOCIATIONS (MENTAL)

COGNITION

SEMANTIC MEMORY

ENCODING CONNECTIONS

PRIMING & RECOGNITION

BRAND VALUES
VISION, PURPOSE & BENEFITS

BUILD

INFORM

IMPLICIT (EMOTIONAL) DECISION

IDENTITY
ASSETS (PHYSICAL)

PERCEPTION

ATTENTION & SALIENCE

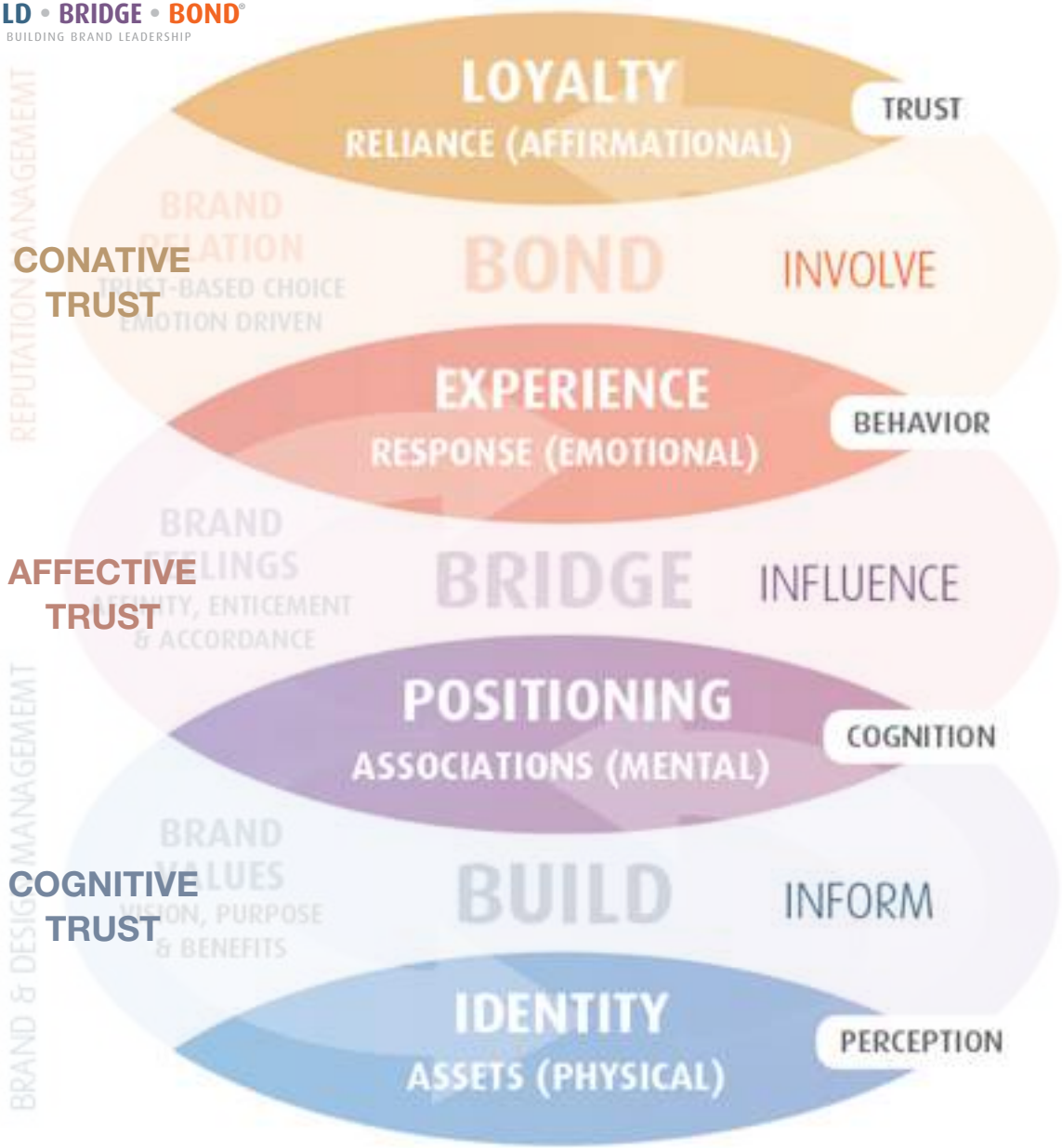
SENSES STIMULUS

DANGER / DESIRE EXPOSURE

BUILD-BRIDGE-BOND METHODIEK © ERIK SCHOPPEN

THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



CONATIVE TRUST

AFFECTIVE TRUST

COGNITIVE TRUST

REASON TO TRUST

REASON TO ACT

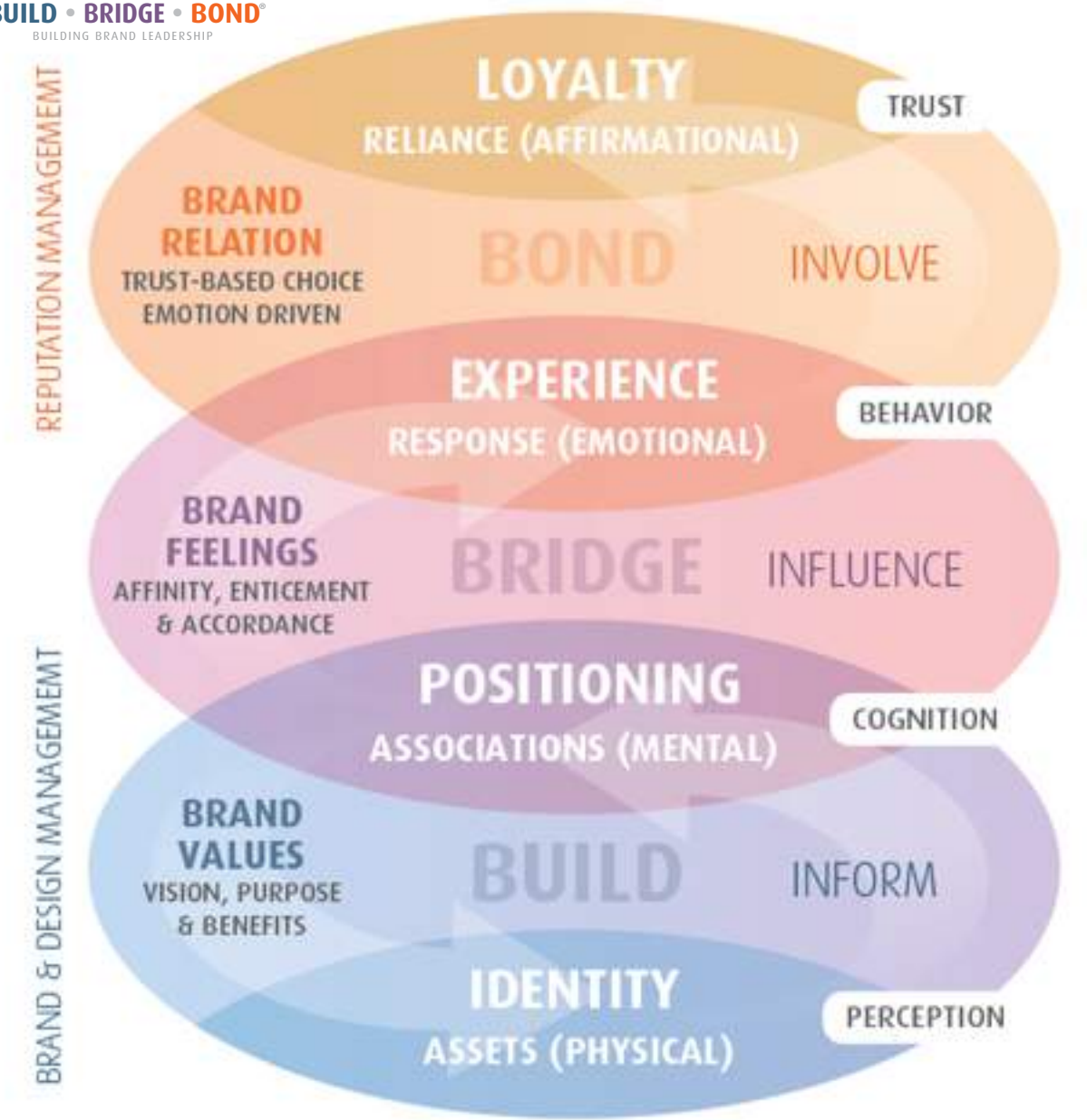
REASON TO BELIEVE

REASON TO BE

BUILD-BRIDGE-BOND METHODIEK © ERIK SCHOPPEN

THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



RISK TAKING & TRUSTWORTHINESS



CONF. BIASES & CONDITIONING



PRIMING & KNOWLEDGE

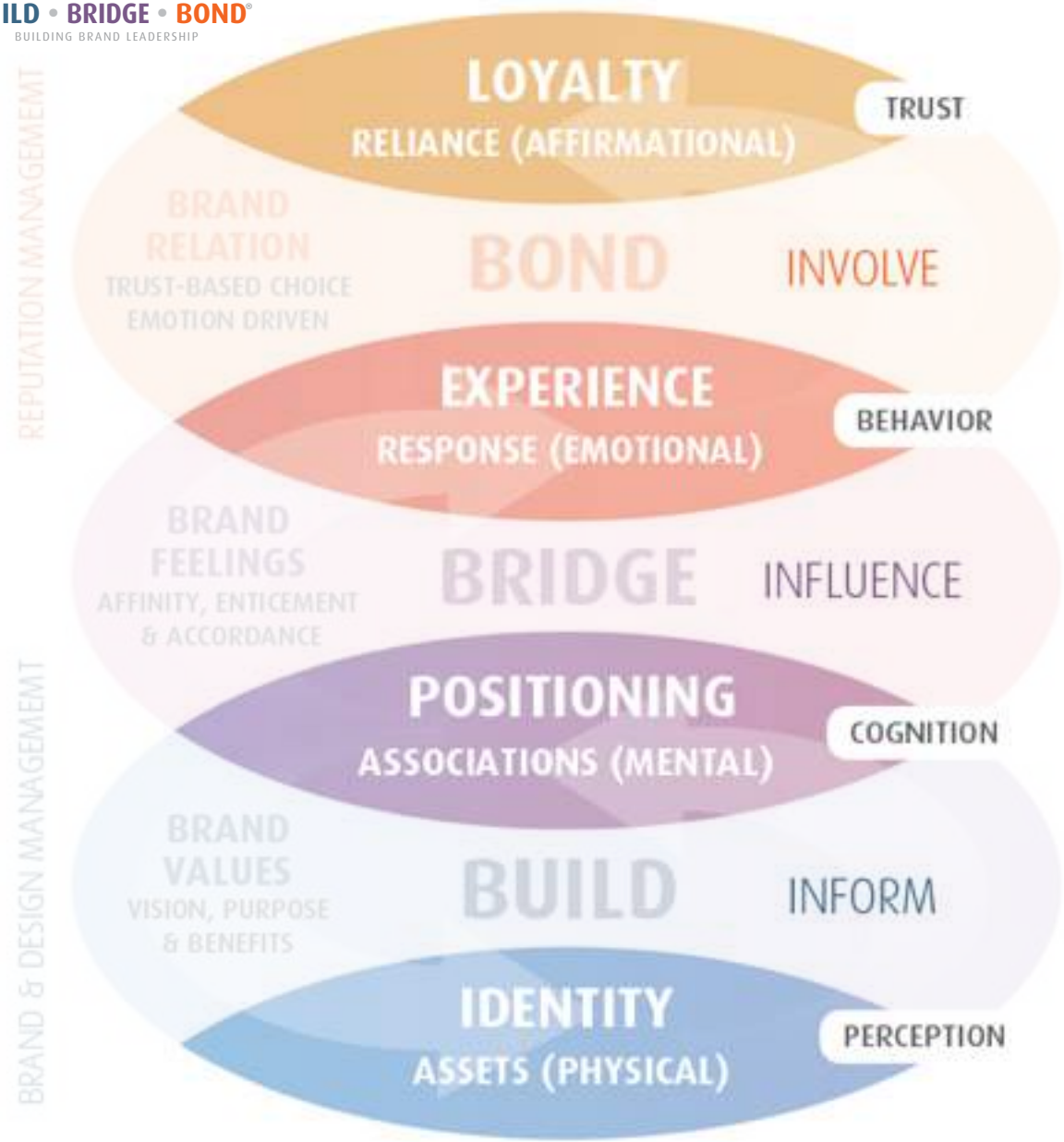


STIMULUS & AWARENESS

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THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



REASON TO TRUST

REASON TO ACT

TOEGEVOEGDE WAARDE & RELEVANT
PERSOONLIJK AANSPREKEN (DESIGN)
AANTREKKELIJK & ONDERSCHEIDEND
OVEREENSTEMMEN MET GEVOEL
VAN VEILIGHEID & EIGEN WAARDE(N)

REASON TO BELIEVE

REASON TO BE

BUILD-BRIDGE-BOND METHODIEK © ERIK SCHOPPEN

THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



ONBEWUST & REFLEXMATIG

RISK TAKING & TRUSTWORTHINESS



CONF. BIASES & CONDITIONING



PRIMING & KNOWLEDGE

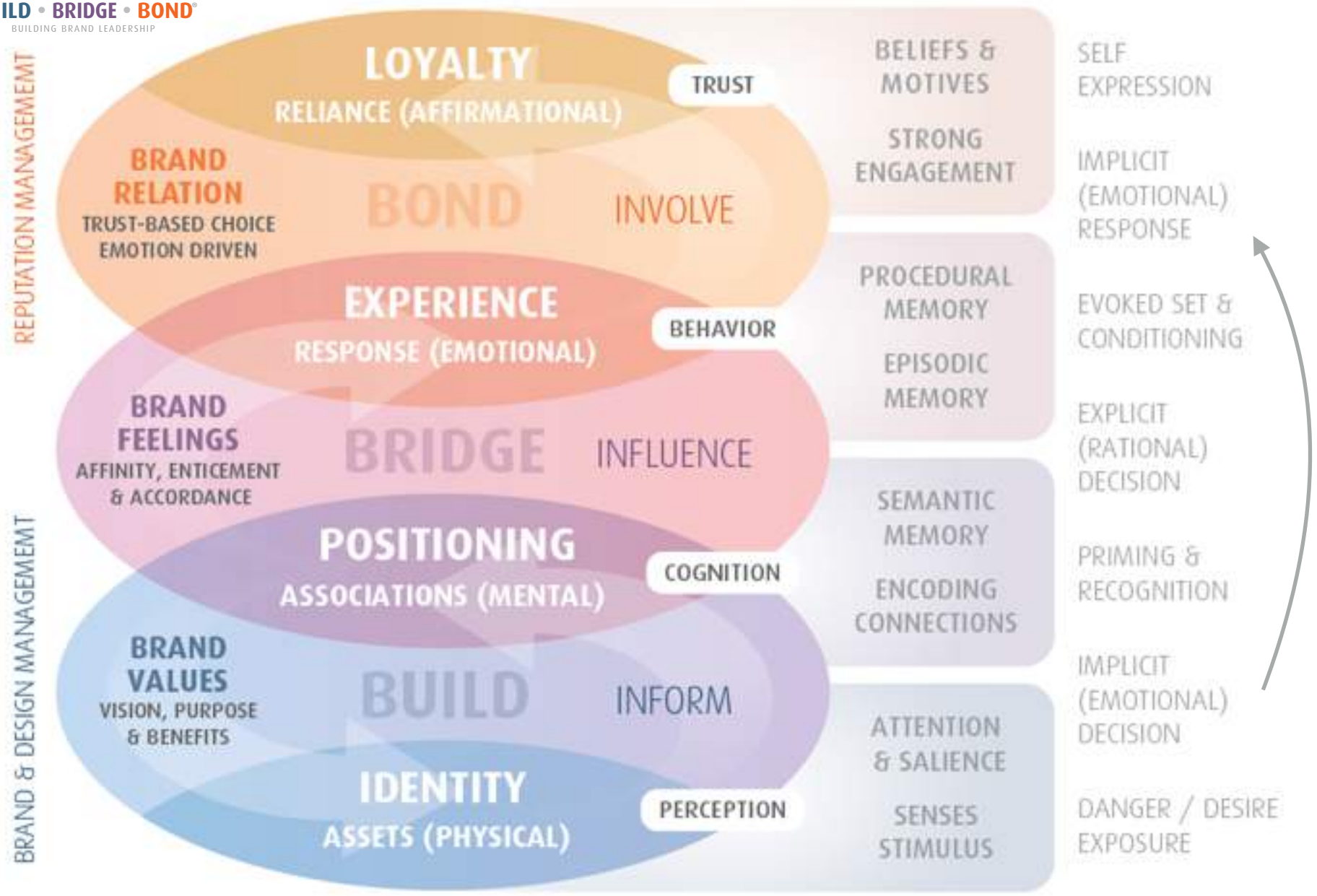


STIMULUS & AWARENESS

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THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



BUILD-BRIDGE-BOND METHODIEK © ERIK SCHOPPEN

THREE STAGES TO BUILD TRUST-BASED BRAND RELATIONS

BUILD • BRIDGE • BOND®
BUILDING BRAND LEADERSHIP



REASON TO TRUST



REASON TO ACT



REASON TO BELIEVE



REASON TO BE

BUILD-BRIDGE-BOND METHODIEK © ERIK SCHOPPEN


IKON
ASSA ABLOY
CLIQ


1
2
IKON
ASSA ABLOY
CLIQ





2





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IDENTITY
=TRUST
'HALO-EFFECT'

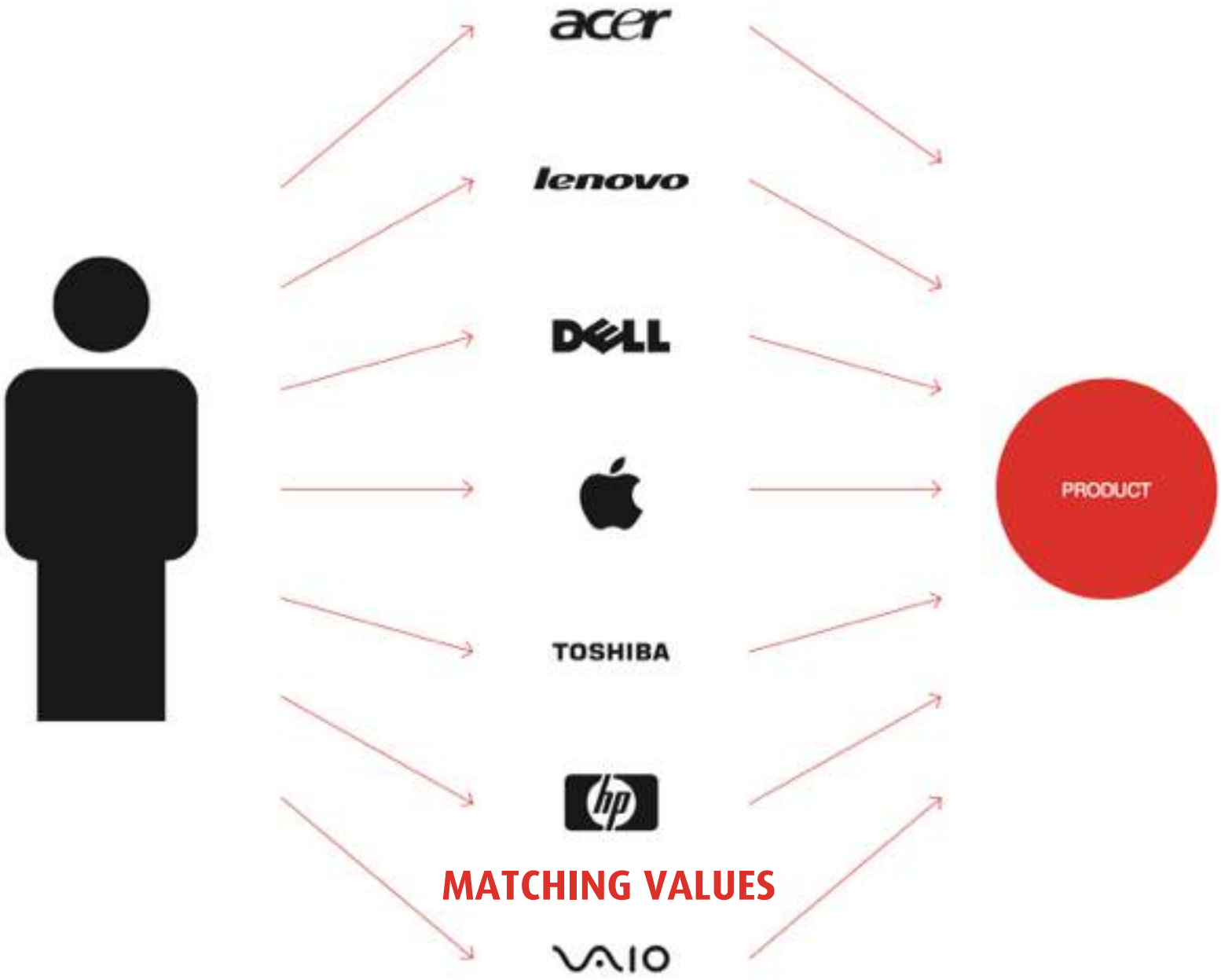


AN IDENTITY
IS A VISUALIZATION
OF CORE COMPANY VALUES
(VISION, PURPOSE, BENEFITS)

A BRAND ID IS POWERFUL
WHEN IT CONNECTS TO THE
RIGHT SET OF ASSOCIATIONS.
THIS MAKES IT MEMORABLE.

IDENTITY

SOCIAL IDENTITY ⟷ PRODUCT IDENTITY



MATCHING VALUES



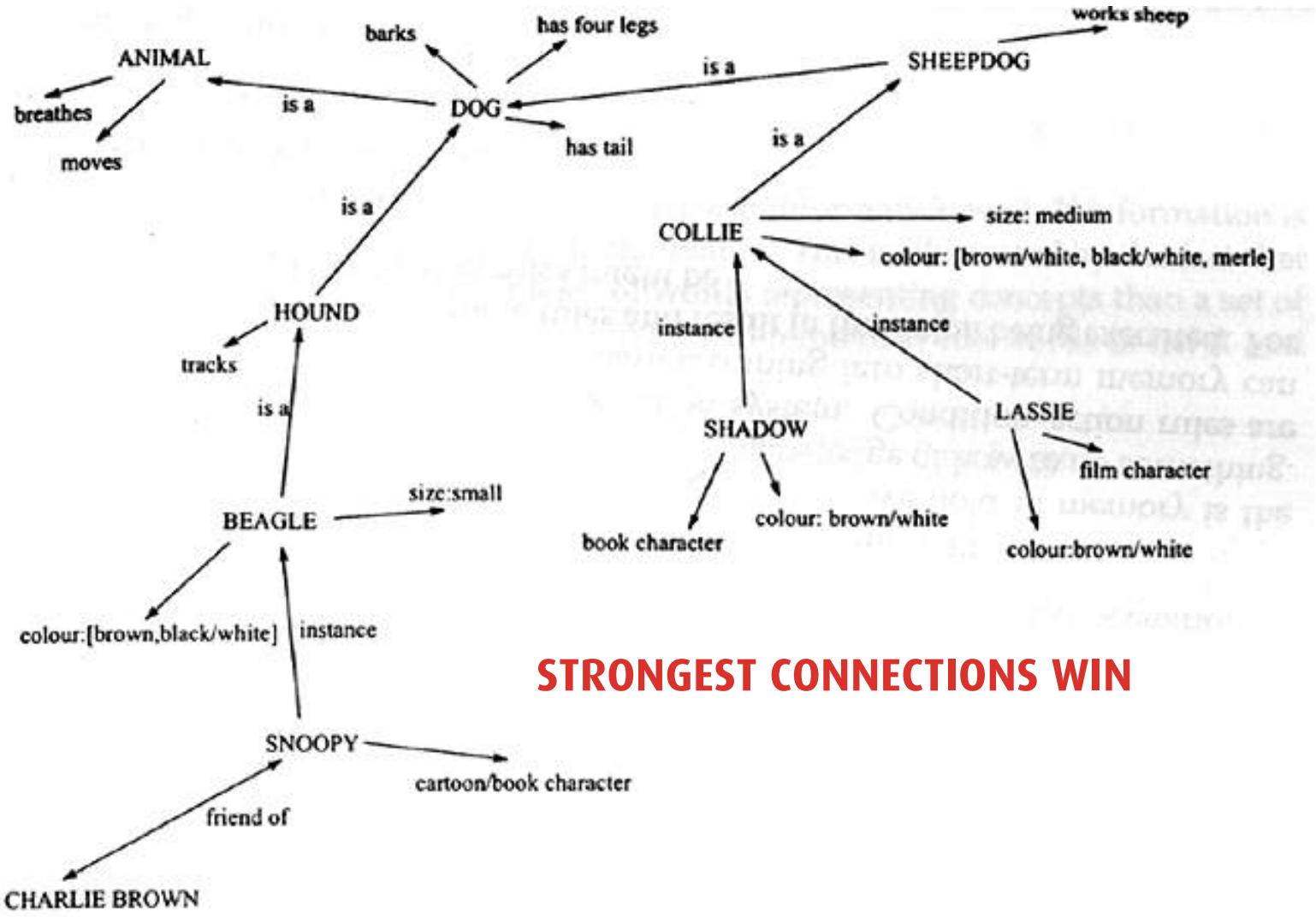
CREATING BRAND SUPERIORITY
IN THE HEAD OF THE CONSUMER
WITH THE STRONGEST
BRAND ASSOCIATIONS
(FEATURES AND BENEFITS).

BRAND ASSOCIATIONS SERVE
AS A PERSONAL (TRUST) GUIDANCE
FOR PURCHASING OR
USING A BRAND

POSITIONING

BRAND ASSOCIATIONS

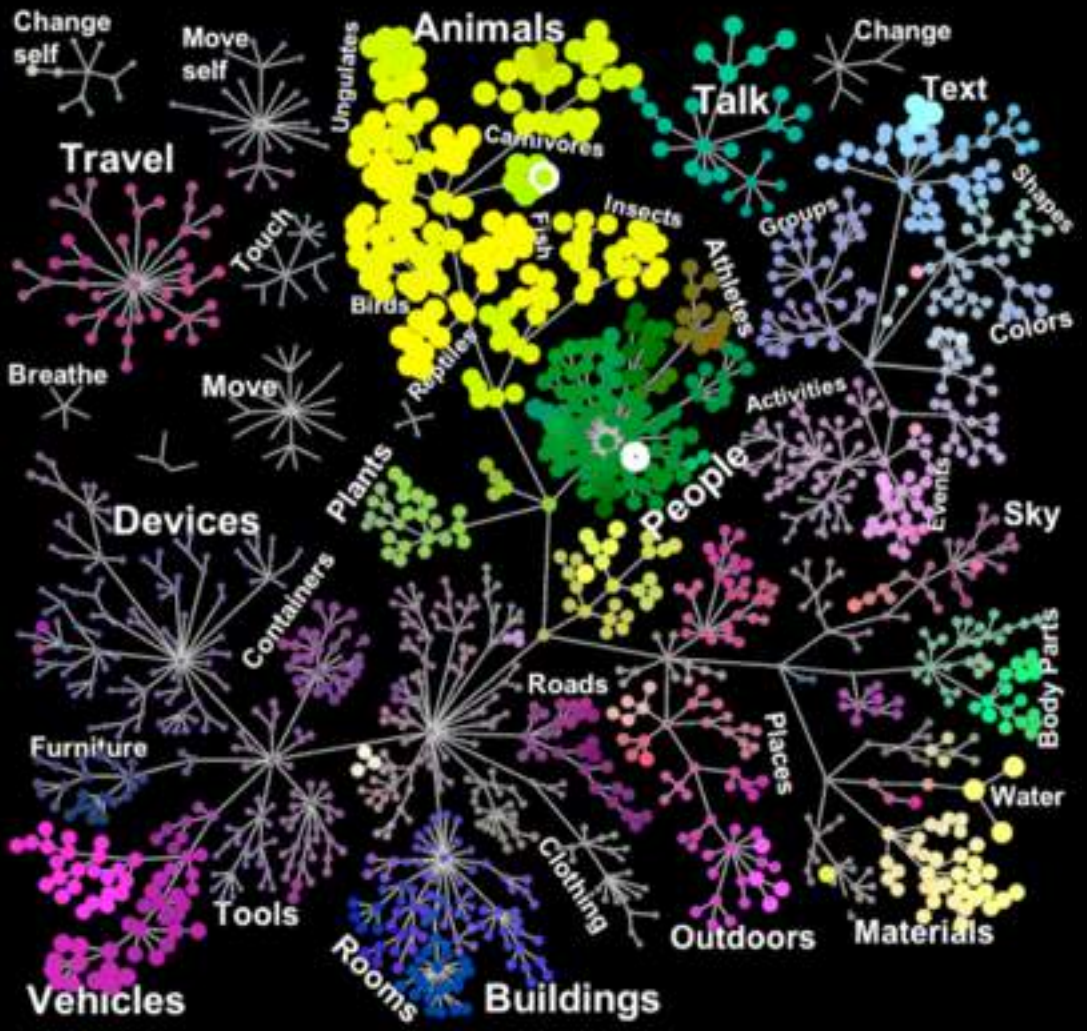
Triggering the Network in Your Semantic Memory



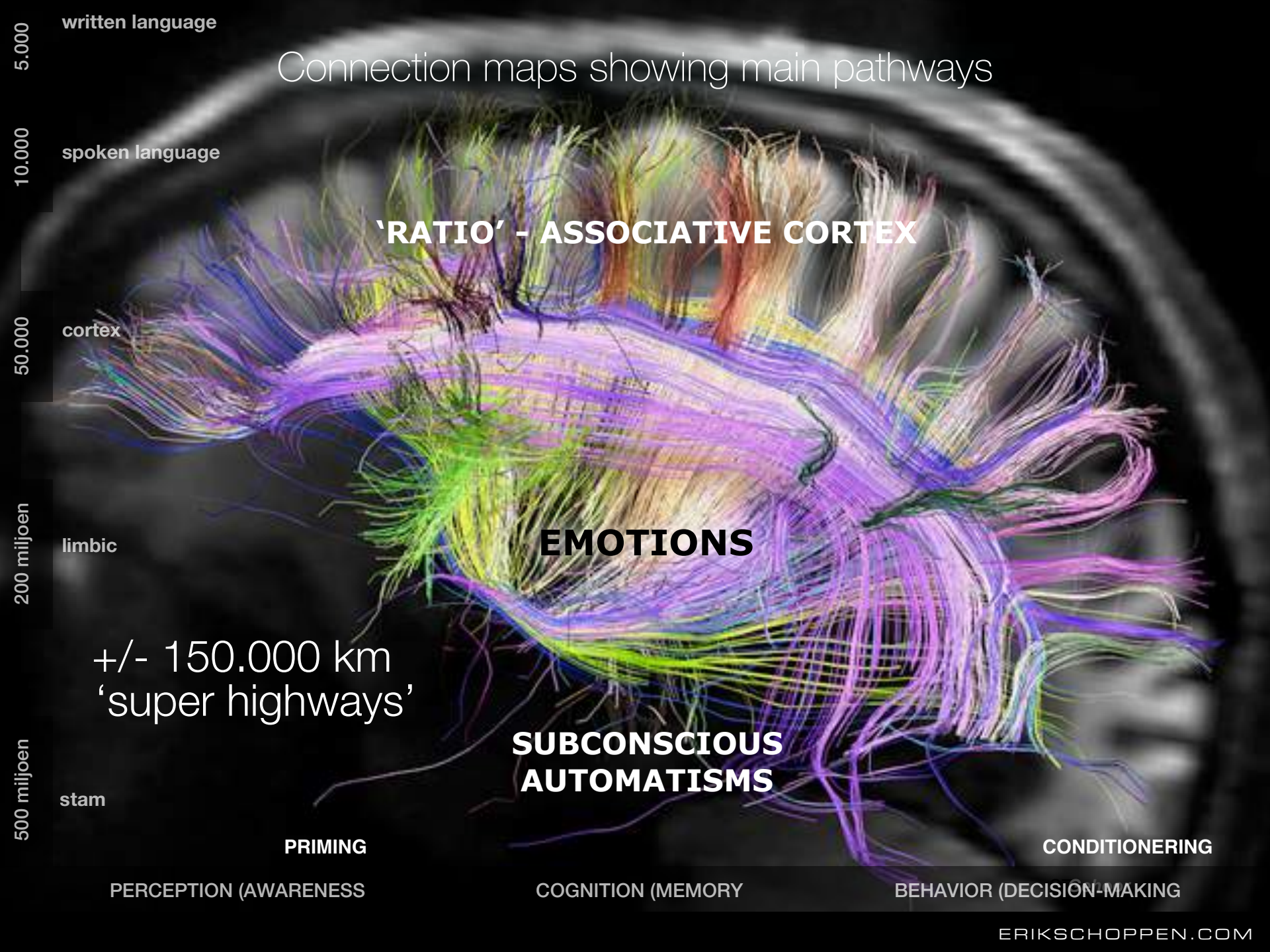
STRONGEST CONNECTIONS WIN

SEMANTIC NEURAL NETWORKS





Trust associations are connected to other associations


written language
5.000
spoken language
10.000
cortex
50.000
limbic
200 miljoen
stam
500 miljoen
Connection maps showing main pathways
'RATIO' - ASSOCIATIVE CORTEX
EMOTIONS
+/- 150.000 km
'super highways'
SUBCONSCIOUS
AUTOMATISMS
PRIMING
CONDITIONERING
PERCEPTION (AWARENESS
COGNITION (MEMORY
BEHAVIOR (DECISION-MAKING
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REPUTATION MANAGEMENT

BRAND & DESIGN MANAGEMENT

LOYALTY
RELIANCE (AFFIRMATIONAL)

BRAND RELATION
TRUST-BASED CHOICE
EMOTION DRIVEN

BOND

EXPERIENCE
RESPONSE (EMOTIONAL)

BRAND FEELINGS
AFFINITY, ENTICEMENT & ACCORDANCE

BRIDGE

POSITIONING
ASSOCIATIONS (MENTAL)

BRAND VALUES
VISION, PURPOSE & BENEFITS

BUILD

IDENTITY
ASSETS (PHYSICAL)





BRAND PURPOSE

BRAND PROMISE

INDIVIDUAL PARTAKING

COLLECTIVE PARTAKING

verbal (semantic) information

BRAND OEGANIZATION

BRAND

STIMULI

PRODUCT

NEEDS

SOCIAL AGENT

USER

RESPONSE

AFFIR-MATION

CONFIR-MATION

SOCIAL PROOF

GROUP

MIRRORING BEHAVIOR

INFLUENCE ON SOCIETY

visual (episodic) information

brand expression (attention)

brand meaning (cognition)

brand emotions (experience)

brand bonding (trust)

BRAND

ME

WE

WORLD

Our clients are wholesale and retail customers in the household and catering sectors, with the focus on long-term and long lasting business relationships and responsible use of resources.



BRAND PURPOSE

BRAND PROMISE

INDIVIDUAL PARTAKING

COLLECTIVE PARTAKING

KAYSER





ISO Cert. & Environmental policy





brand emotions (experience)



BRAND **ME** **WE** **WORLD**

PERCEIVED ECONOMIC CLIENT VALUE

BUILDING CLIENT VALUE
[perceived quality]



CREATING DIFFERENTIATION
[building relationships]

WE WILLEN DAT MERKORGANISATIES
ZICH INLEVEN IN ONZE BEHOEFTEN,
GEVOELENS EN VAARDIGHEDEN,
EN DIT IN HUN EMPATHISCHE
MERKORGANISATIEGEDRAG LATEN ZIEN.



SOCIAL VALUE

SOCIAL SELF

SOCIAL GROUP

SOCIAL SOCIETY

2020 Sustainability Commitments

Our Sustainability framework – what we call "Me, We, World" – is our shared vision for how we can work together to create social value and make a positive difference for the consumers and communities we serve.



me Enhancing personal well-being

Well-Being

Offer low- or no-calorie beverage options in every market

Help get people moving by supporting physical activity programs in every country where we do business

Provide transparent nutrition information, featuring calories on the front of all of our packages

Responsible Marketing

Market responsibly, including no advertising to children under 12 anywhere in the world

we Building stronger communities

Women

Enable the economic empowerment of 5 million women entrepreneurs across our value chain by 2020

Charitable Contributions

Give back at least 1% of our operating income annually

Human & Workplace Rights

Comply with Human and Workplace Rights standards

world Protecting the environment

Water

Replenish 100% of water used in our finished products

Improve water efficiency 25% (compared to a 2010 baseline)

Climate Protection

Reduce the carbon footprint of the drink in your hand 25% (through our full end-to-end value chain)

Sustainable Agriculture

Sustainably source key agriculture ingredients

Packaging

Reach a 75% recovery rate for the number of bottles and cans equivalent to what we introduce in developed

Use PlantBottle™ packaging for all PET plastic bottles (up to 30% plant material)

REPUTATION MANAGEMENT

BRAND & DESIGN MANAGEMENT

LOYALTY
RELIANCE (AFFIRMATIONAL)

BRAND RELATION
TRUST-BASED CHOICE
EMOTION DRIVEN

BOND

EXPERIENCE
RESPONSE (EMOTIONAL)

BRAND FEELINGS
AFFINITY, ENTICEMENT & ACCORDANCE

BRIDGE

POSITIONING
ASSOCIATIONS (MENTAL)

BRAND VALUES
VISION, PURPOSE & BENEFITS

BUILD

IDENTITY
ASSETS (PHYSICAL)

ROUTINE BEHAVIOR &
PREDICTIVE OUTCOMES
LEADING TO TRUST RELATIONS
(AFFIRMATION & RELIANCE)

Brand as a Trust intermediair

LOYALTY

PEOPLE ← TRUST → PEOPLE

TRUST ↖ ↗ TRUST

BRAND EXPERIENCE

↓ ↓

BRAND





WE ASSIGN BRANDS ‘HUMAN’ QUALITIES
(BRANDS TRY TO COME ACROSS HUMANE)

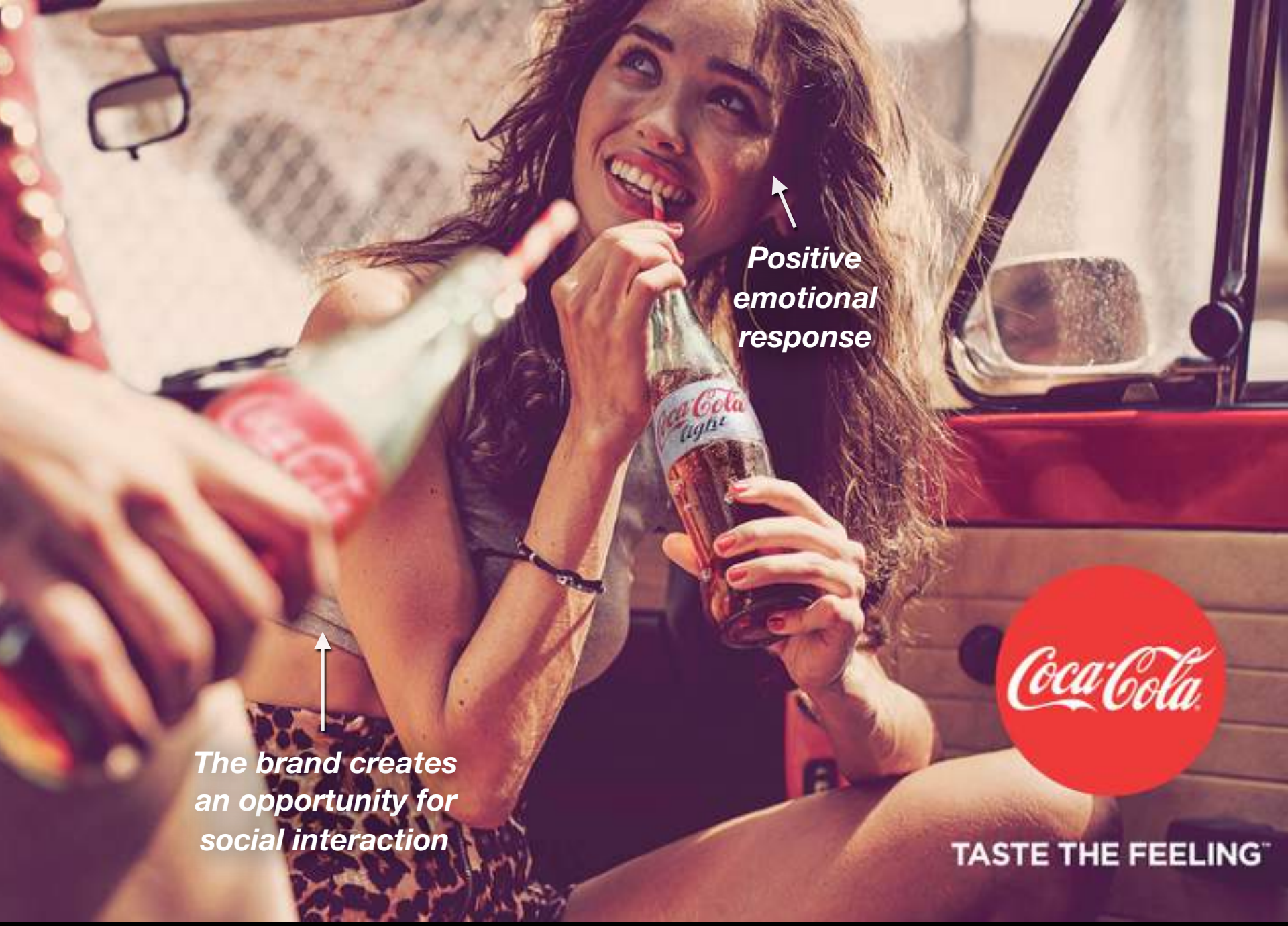
We all have (brand) relations

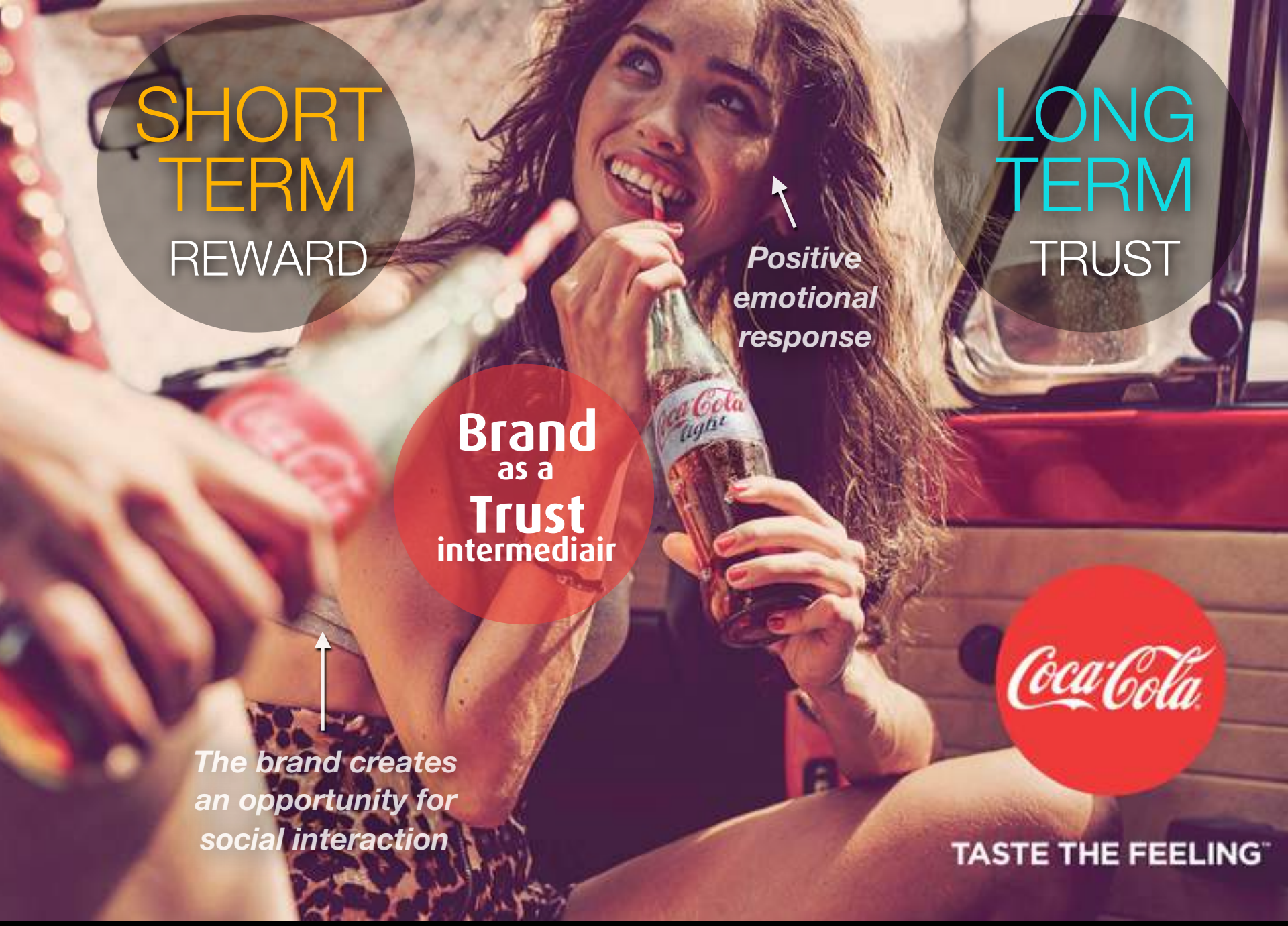


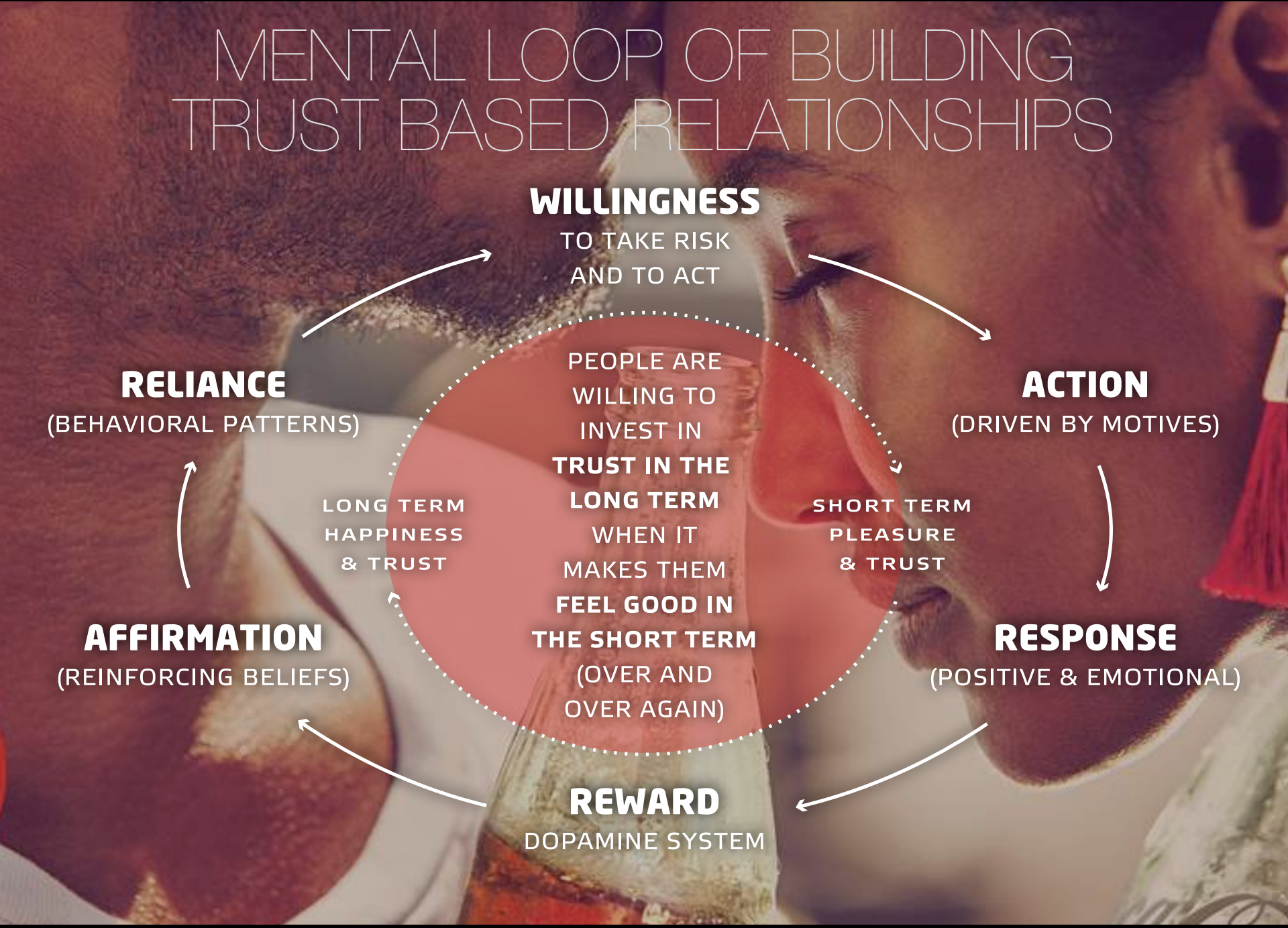
SUCCESFUL BRANDS FACILITATE (NEW) SOCIAL RELATIONSHIPS

A brand is the **relationship** between product and user, and the total **experience** with the right **values** that a **consumer** has with a product or service.

BRANDS GUIDE PEOPLE IN THEIR **DECISIONS**
STRONG BRANDS ARE ANCHORS OF **TRUST**


Positive emotional response
The brand creates an opportunity for social interaction
Coca-Cola
TASTE THE FEELING™


SHORT TERM
REWARD
LONG TERM
TRUST
Positive emotional response
Brand as a Trust intermediair
The brand creates an opportunity for social interaction
Coca-Cola
TASTE THE FEELING


MENTAL LOOP OF BUILDING TRUST BASED RELATIONSHIPS
WILLINGNESS
TO TAKE RISK AND TO ACT
ACTION
(DRIVEN BY MOTIVES)
RESPONSE
(POSITIVE & EMOTIONAL)
REWARD
DOPAMINE SYSTEM
AFFIRMATION
(REINFORCING BELIEFS)
RELIANCE
(BEHAVIORAL PATTERNS)
PEOPLE ARE WILLING TO INVEST IN TRUST IN THE LONG TERM WHEN IT MAKES THEM FEEL GOOD IN THE SHORT TERM (OVER AND OVER AGAIN)
SHORT TERM PLEASURE & TRUST
LONG TERM HAPPINESS & TRUST
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MOTIVATION AND REWARD

GOOD EXPERIENCES TRIGGER EMOTION & REWARD BUT NO FEAR NOT KNOW & CAN DO BUT FEEL & WANT TO

CREATING ‘SAFE WAY’ = TRUST

THREE STAGES OF BRAIN DEVELOPMENT

HUMAN BRAINS EVOLVED TO BE MORE RESPONSIVE
TO ENVIRONMENTAL INFLUENCES

5.000
written language
CULTURE & TRADITIONS

20.000
spoken language
REASON & PLANNING

250.000
cortex
RATIO
HUMAN





LIMBIC SYSTEM
PALEOMAMMALIAN





NEOCORTEX
NEOMAMMALIAN

250.000.000
limbic
FEELINGS & EXPRESSIONS
EMOTIONS
MAMMAL





BRAINSTEM AND CEREBELLUM
PROTO REPTILIAN BRAIN

500.000.000
stam
PRIMARILY PHYSIOLOGICAL NEEDS
INSTINCTS
REPTILE



PRIMING

CONDITIONING

PERCEPTION (AWARENESS

COGNITION (MEMORY

BEHAVIOR (DECISION-MAKING


written language
5.000
VERBALIZE
spoken language
20.000
VISUALIZE
250.000
cortex
IMAGINE
250.000.000
limbic
EMPATHIZE
500.000.000
stam
WHAT WE SAY
COGNITION / THINKING (REFLECTIVE BEHAVIOR) - SLOW
CONSCIOUS
RATIO
KNOWLEDGE & ARGUMENTS
WHAT WE DO
AFFECTION / FEELINGS / CONATION (INTUITIVE BEHAVIOR) - FAST
EMOTION
TRIGGERS & MOTIVATIONS
UNCONSCIOUS
WHAT DRIVES US
INSTINCT / REFLEX (INVOLUNTARY ACTION) - INSTANTANEOUS
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WHAT WE SAY

COGNITION / THINKING (REFLECTIVE BEHAVIOR) - SLOW

CONSCIOUS

RATIO

KNOWLEDGE & ARGUMENTS



WHAT WE DO

AFFECTION / FEELINGS / CONATION (INTUITIVE BEHAVIOR) - FAST

EMOTION

TRIGGERS & MOTIVATIONS

UNCONSCIOUS



WHAT DRIVES US

INSTINCT / REFLEX (INVOLUNTARY ACTION) - INSTANTANEOUS

WE BESLISSEN EMOTIONEEL EN RATIONALISEREN ACHTERAF



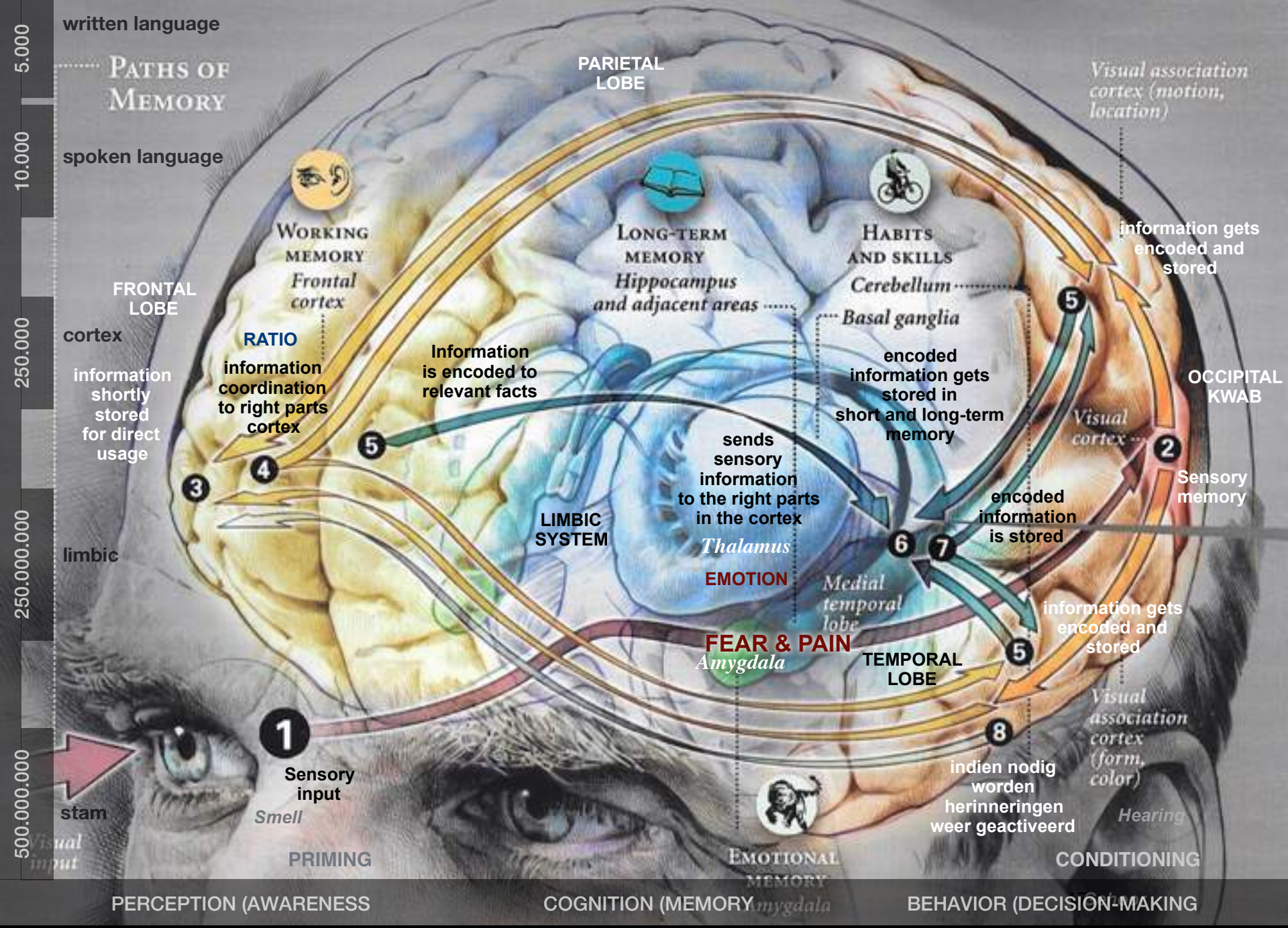




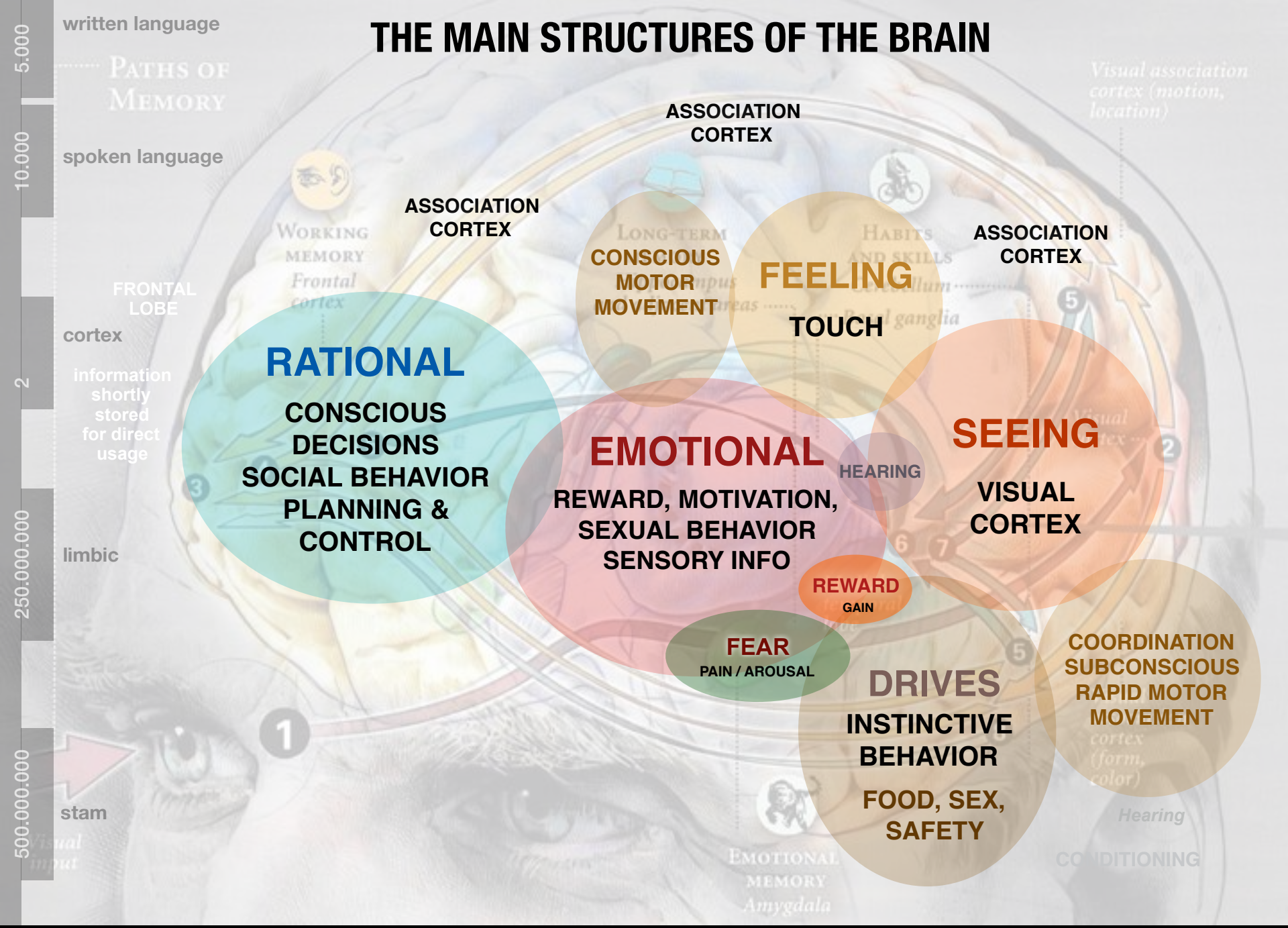
‘ALDI’ AMATEUR

PRO

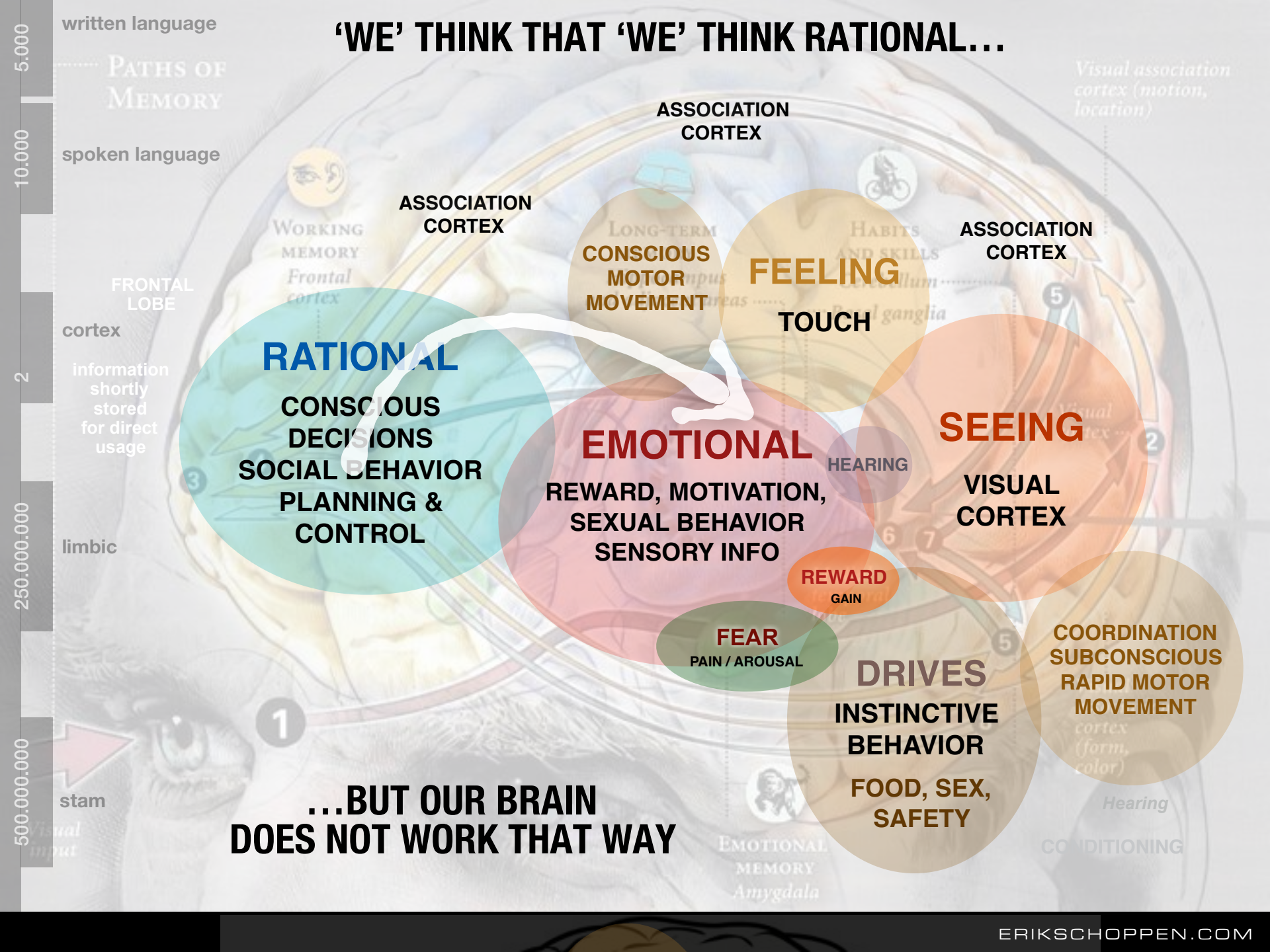



5.000
10.000
250.000
250.000.000
500.000.000
written language
spoken language
cortex
limbic
stam
PATHS OF MEMORY
PARIETAL LOBE
Visual association cortex (motion, location)
WORKING MEMORY
Frontal cortex
LONG-TERM MEMORY
Hippocampus and adjacent areas
HABITS AND SKILLS
Cerebellum
Basal ganglia
FRONTAL LOBE
RATIO
information coordination to right parts cortex
information shortly stored for direct usage
Information is encoded to relevant facts
encoded information gets stored in short and long-term memory
information gets encoded and stored
OCCIPITAL KWAB
Visual cortex
Sensory memory
sends sensory information to the right parts in the cortex
LIMBIC SYSTEM
Thalamus
EMOTION
Medial temporal lobe
encoded information is stored
FEAR & PAIN
Amygdala
TEMPORAL LOBE
information gets encoded and stored
Visual association cortex (form, color)
Sensory input
Smell
indien nodig worden herinneringen weer geactiveerd
Hearing
PRIMING
EMOTIONAL MEMORY
CONDITIONING
PERCEPTION (AWARENESS
COGNITION (MEMORY
BEHAVIOR (DECISION-MAKING

THE MAIN STRUCTURES OF THE BRAIN

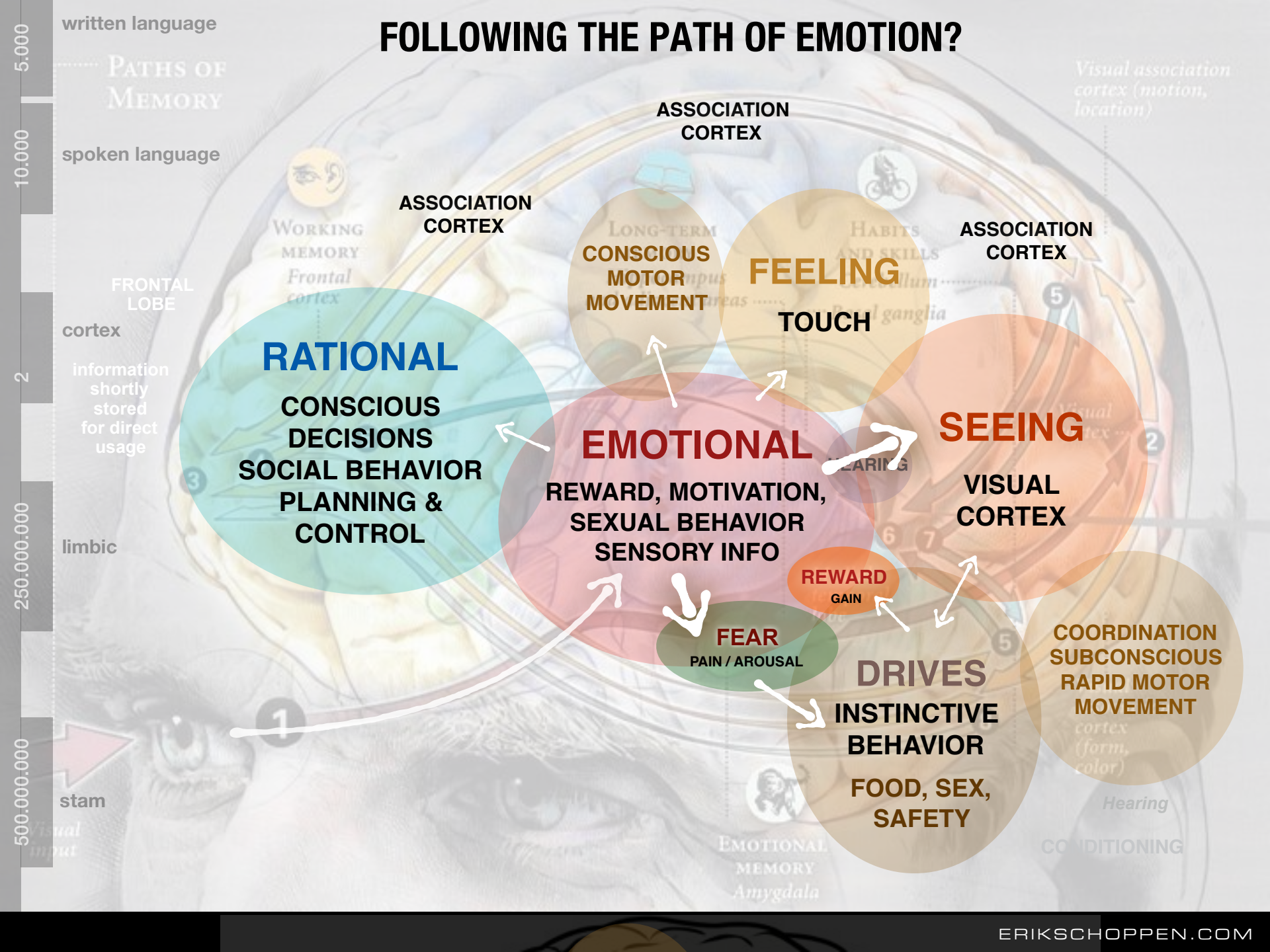


‘WE’ THINK THAT ‘WE’ THINK RATIONAL…

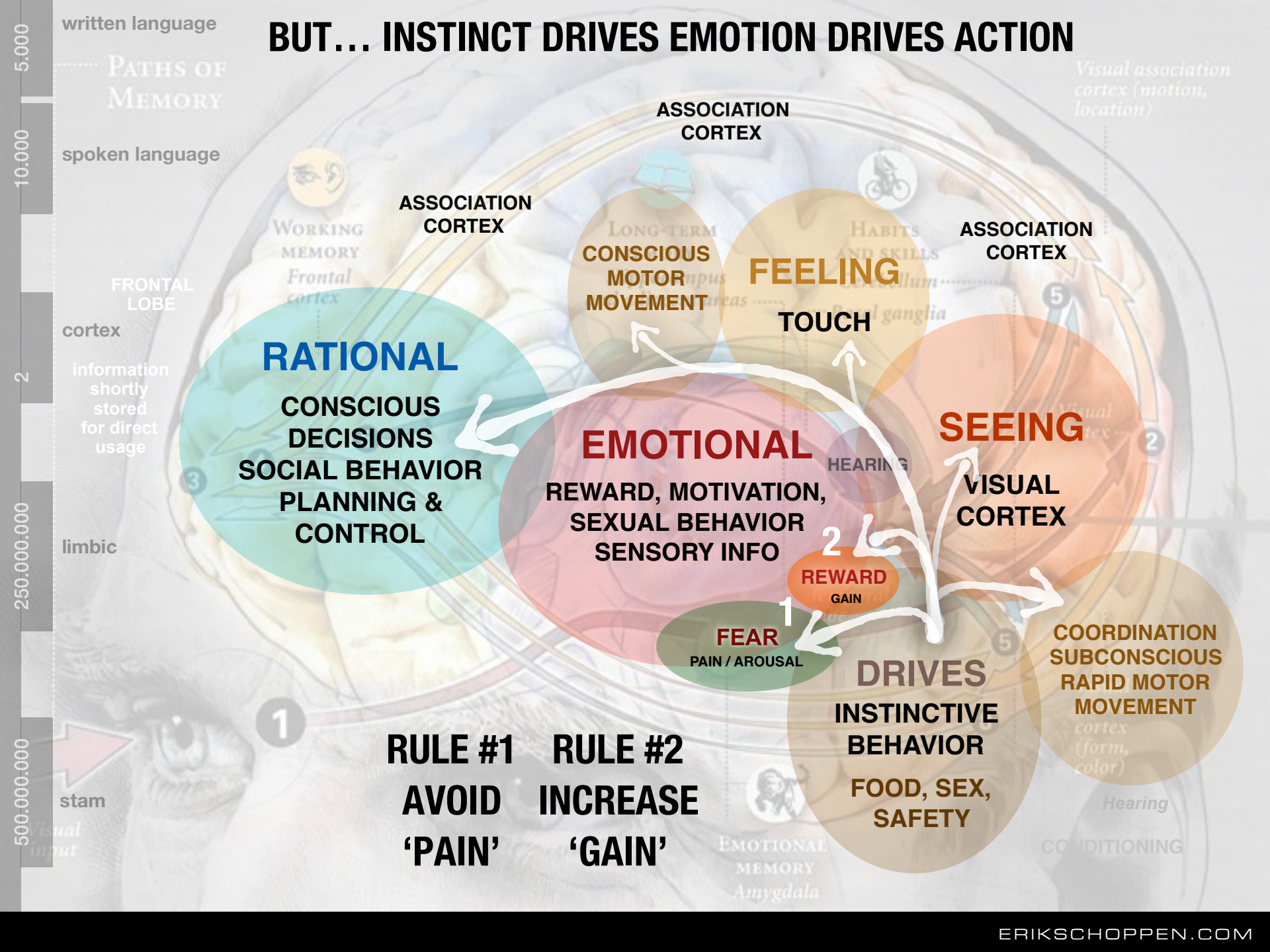


…BUT OUR BRAIN DOES NOT WORK THAT WAY

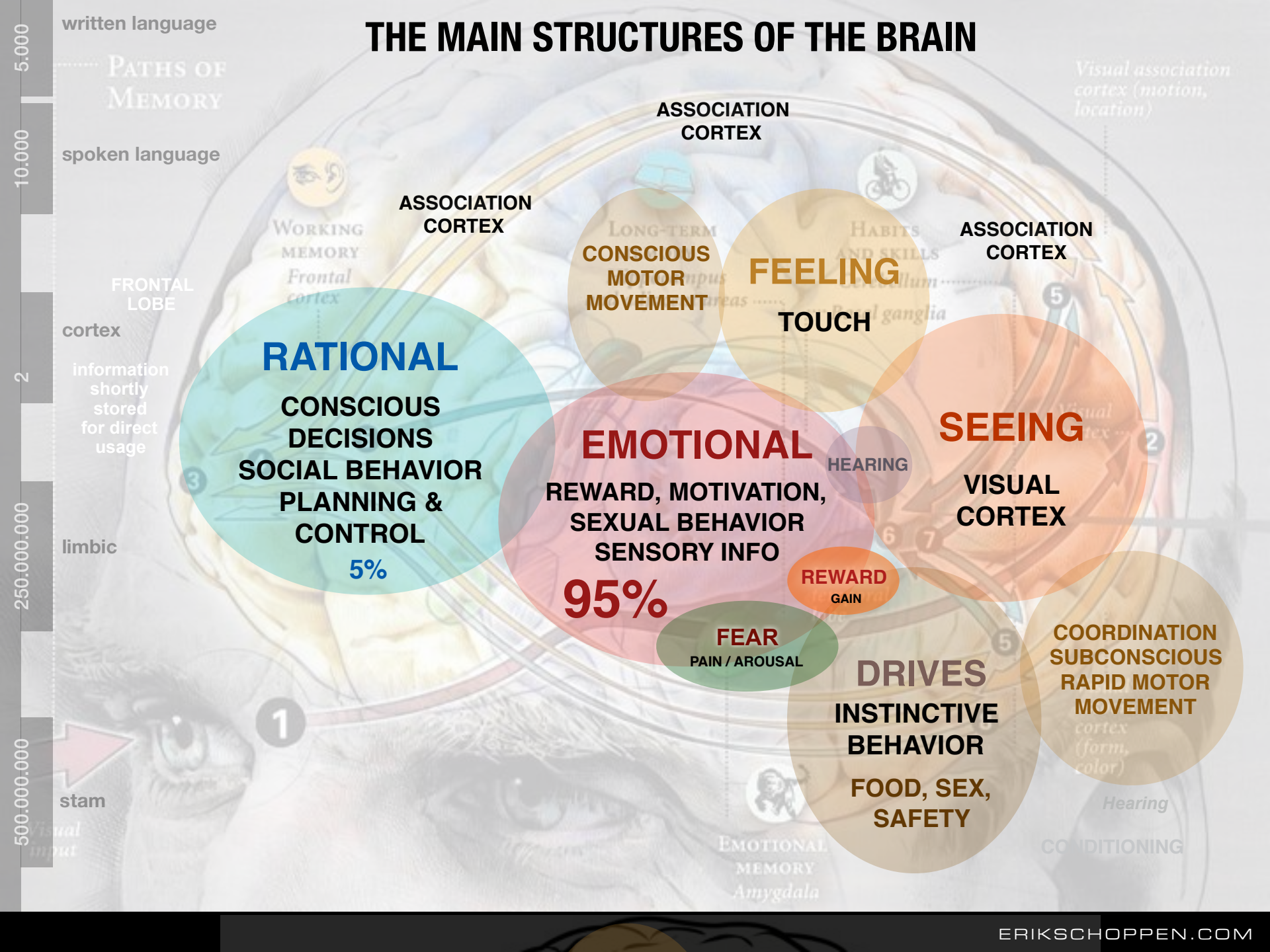
FOLLOWING THE PATH OF EMOTION?



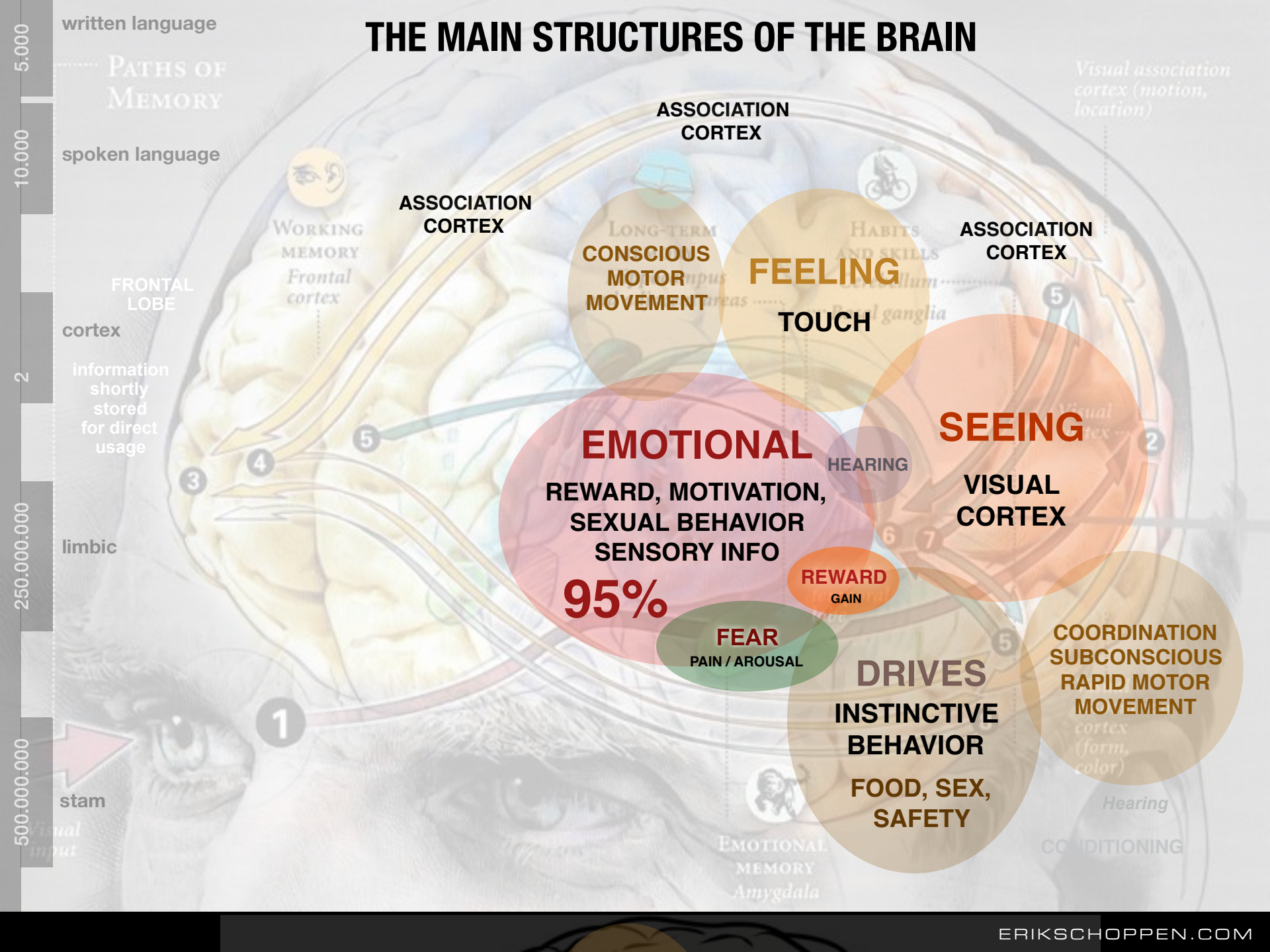
BUT… INSTINCT DRIVES EMOTION DRIVES ACTION



THE MAIN STRUCTURES OF THE BRAIN



THE MAIN STRUCTURES OF THE BRAIN




DiET


YOU HAVE TO!
DIET
…DOESN'T WORK…


AARGHH!
DIET HELL
MICHAEL MARSHALL SMITH

PRIMING


new!
I LOVE MY
BODY
BY VICTORIA
Meet our newest bodies.
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▸shop now
▸experience the bras
NOW WITH MEMORY FIT!

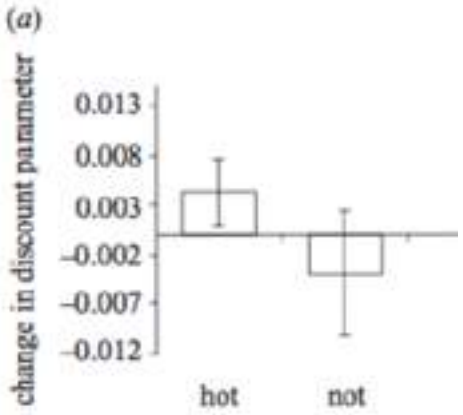
Do pretty women inspire men to discount the future?

NOW



LATER







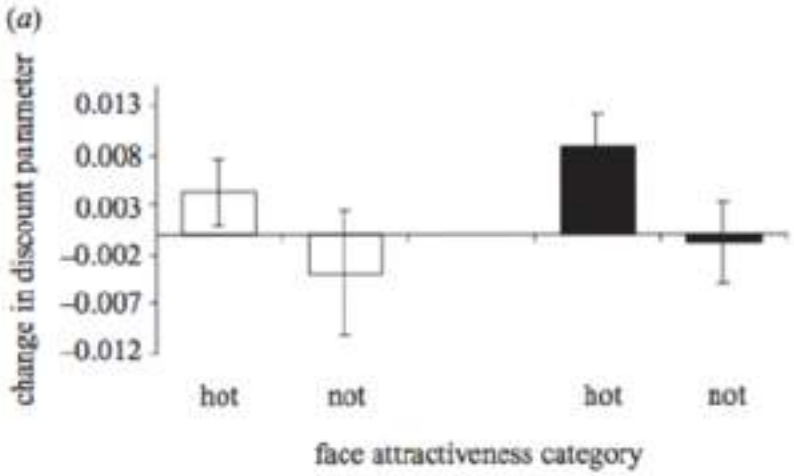
Organisms 'discount the future' when they value imminent goods over future goods.

NOW



LATER







Organisms 'discount the future'
when they value imminent goods over future goods.

CONDITIONING



PRIMING & CONDITIONING




AARGHH!
DIET HELL
MICHAEL MARSHALL SMITH

ORDINARY TAP WATER

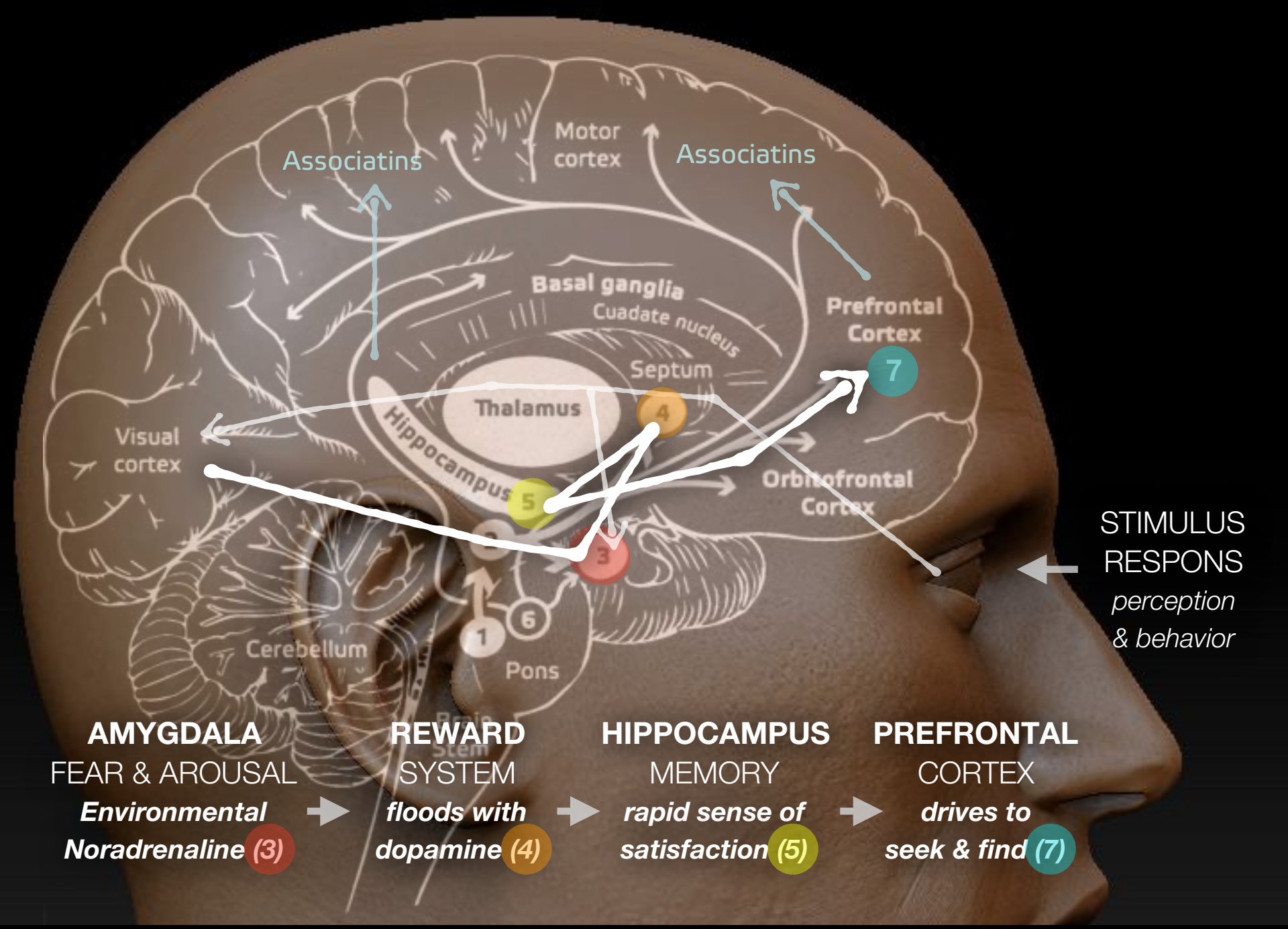


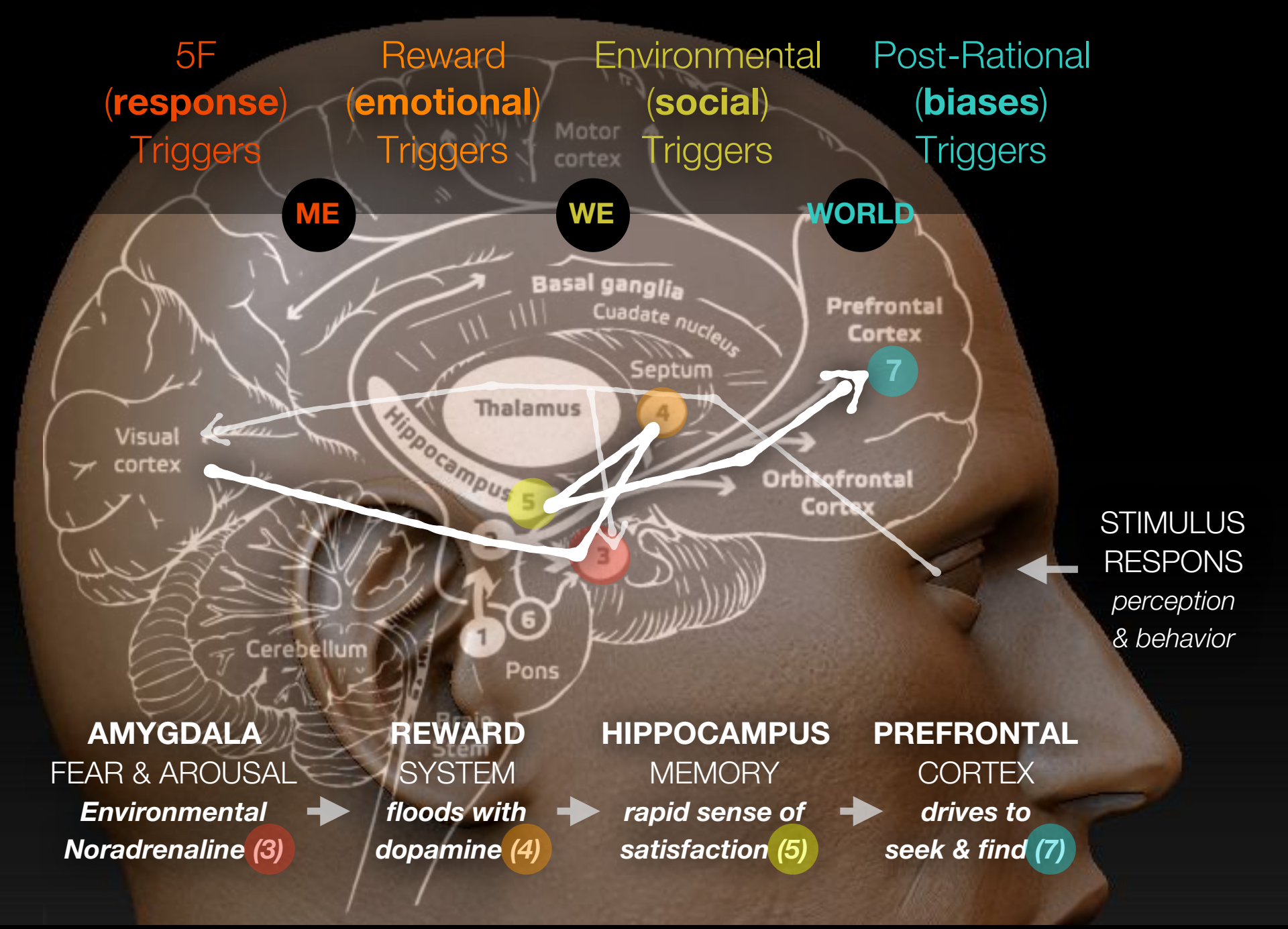
€ 0,002

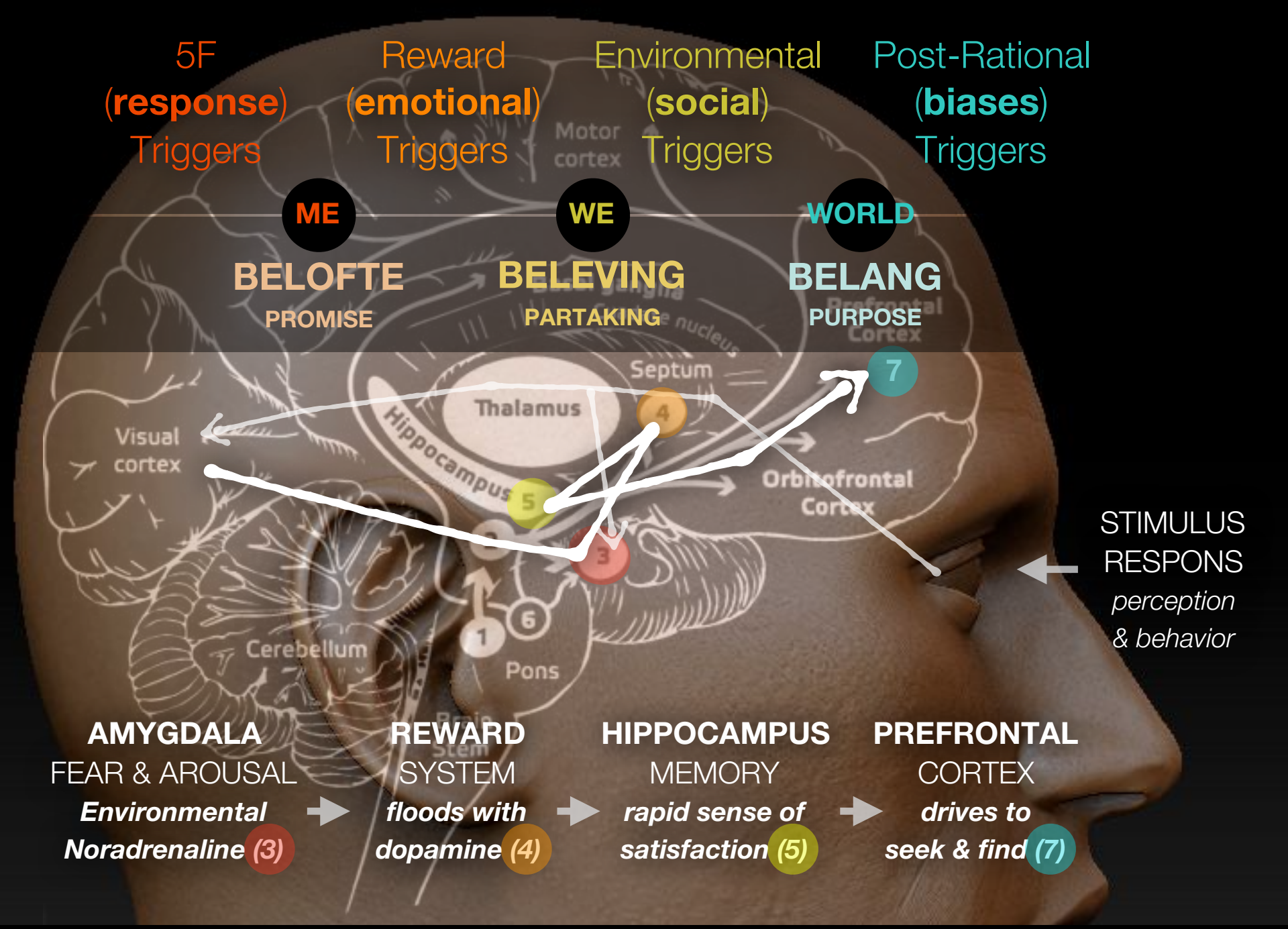
‘VERY SPECIAL DIET’ WATER



€ 1,29


Associatins
Motor cortex
Associatins
Basal ganglia
Cuadate nucleus
Septum
Thalamus
Hippocampus
Visual cortex
Prefrontal Cortex
7
4
5
3
Orbitofrontal Cortex
6
1
Cerebellum
Pons
Brain Stem
STIMULUS
RESPONS
perception
& behavior
AMYGDALA
FEAR & AROUSAL
Environmental
Noradrenaline (3)
REWARD
SYSTEM
floods with
dopamine (4)
HIPPOCAMPUS
MEMORY
rapid sense of
satisfaction (5)
PREFRONTAL
CORTEX
drives to
seek & find (7)


5F (response) Triggers
Reward (emotional) Triggers
Environmental (social) Triggers
Post-Rational (biases) Triggers
ME
WE
WORLD
Motor cortex
Basal ganglia
Cuadate nucleus
Septum
Thalamus
Hippocampus
Visual cortex
Prefrontal Cortex
Orbitofrontal Cortex
Cerebellum
Pons
Brain Stem
1
2
3
4
5
6
7
STIMULUS
RESPONS
perception & behavior
AMYGDALA
FEAR & AROUSAL
Environmental Noradrenaline (3)
REWARD
SYSTEM
floods with dopamine (4)
HIPPOCAMPUS
MEMORY
rapid sense of satisfaction (5)
PREFRONTAL
CORTEX
drives to seek & find (7)


5F (response) Triggers
Reward (emotional) Triggers
Environmental (social) Triggers
Post-Rational (biases) Triggers
ME
WE
WORLD
BELOFTE
PROMISE
BELEVING
PARTAKING
BELANG
PURPOSE
Motor cortex
Prefrontal Cortex
Septum
Thalamus
Hippocampus
Visual cortex
Orbitofrontal Cortex
Cerebellum
Pons
Brain Stem
1
2
3
4
5
6
7
STIMULUS
RESPONS
perception & behavior
AMYGDALA
FEAR & AROUSAL
Environmental Noradrenaline (3)
REWARD
SYSTEM
floods with dopamine (4)
HIPPOCAMPUS
MEMORY
rapid sense of satisfaction (5)
PREFRONTAL
CORTEX
drives to seek & find (7)

MOTIVATION AND REWARD

CREËREN VAN PSYCHOSOCIALE WAARDE WORDT STEEDS BELANGRIJKER VOOR FABRIKANTEN EN DIENSTVERLENERS.

SUCCESVOLLE MERKEN BIEDEN NIET ALLEEN INSTRUMENTELE VOORDELEN, MAAR VOORAL EMOTIONELE & SOCIALE (MEER)WAARDE.

Jimmy's

Wij zijn Jimmy's Groningen.

Herestraat 100
9711 LM Groningen
050 311 7711
Whatsapp: 06 47195011
info@jimmys050.nl

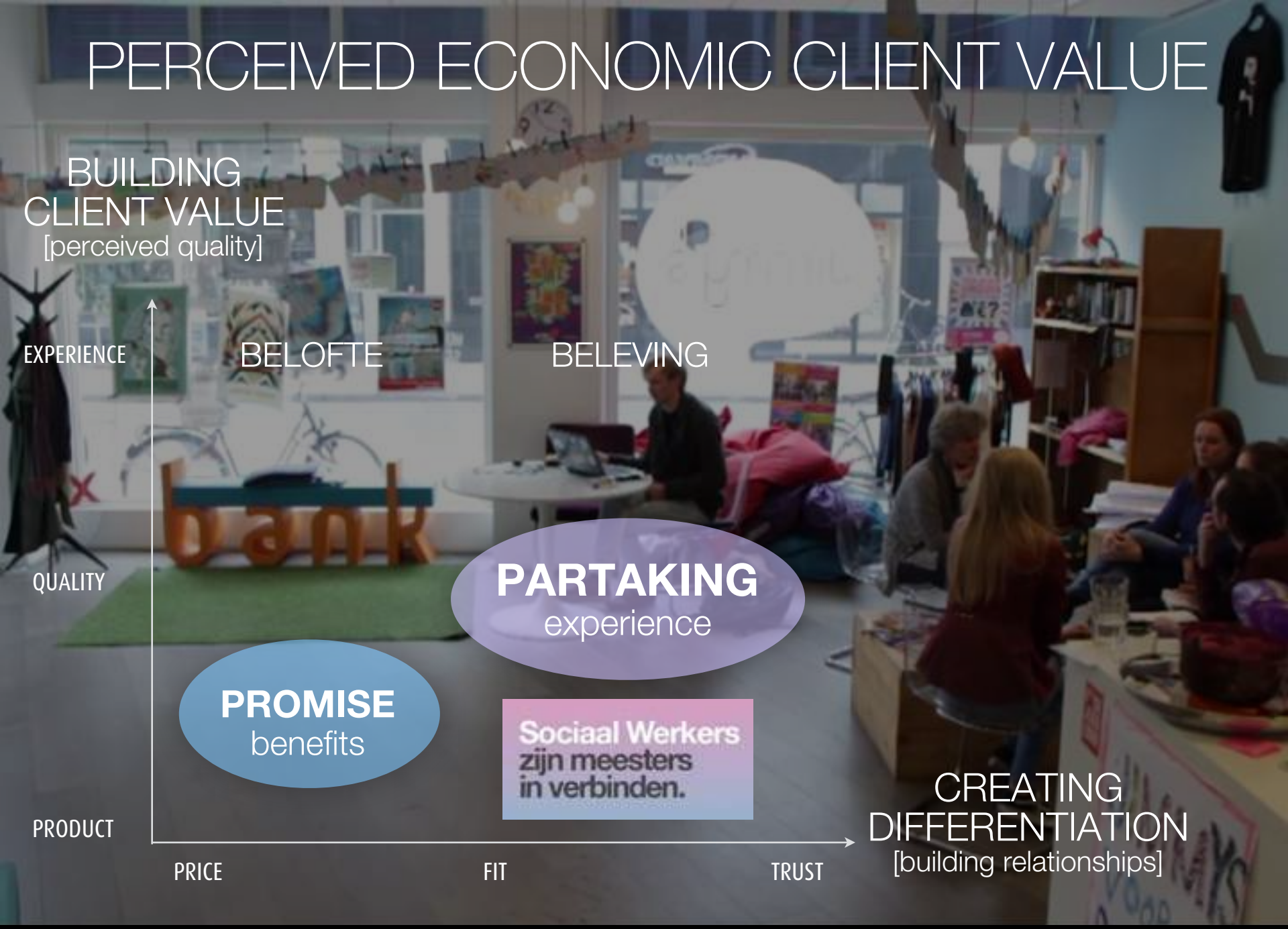


Een plek voor en door jongeren!

PERCEIVED ECONOMIC CLIENT VALUE



PERCEIVED ECONOMIC CLIENT VALUE



PERCEIVED ECONOMIC CLIENT VALUE



PERCEIVED ECONOMIC CLIENT VALUE

BUILDING CLIENT VALUE
[perceived quality]

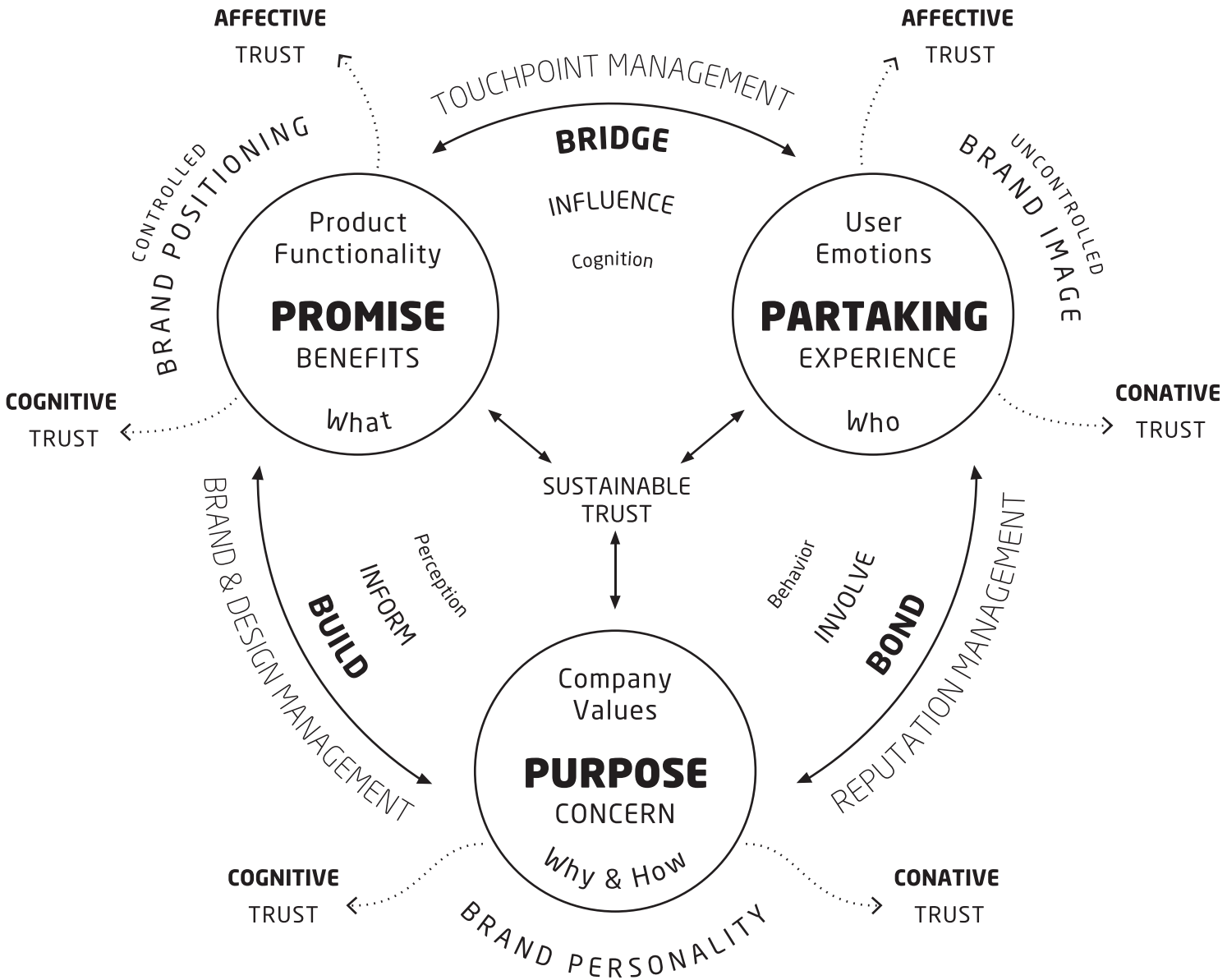
WAARDENCONGRUENT



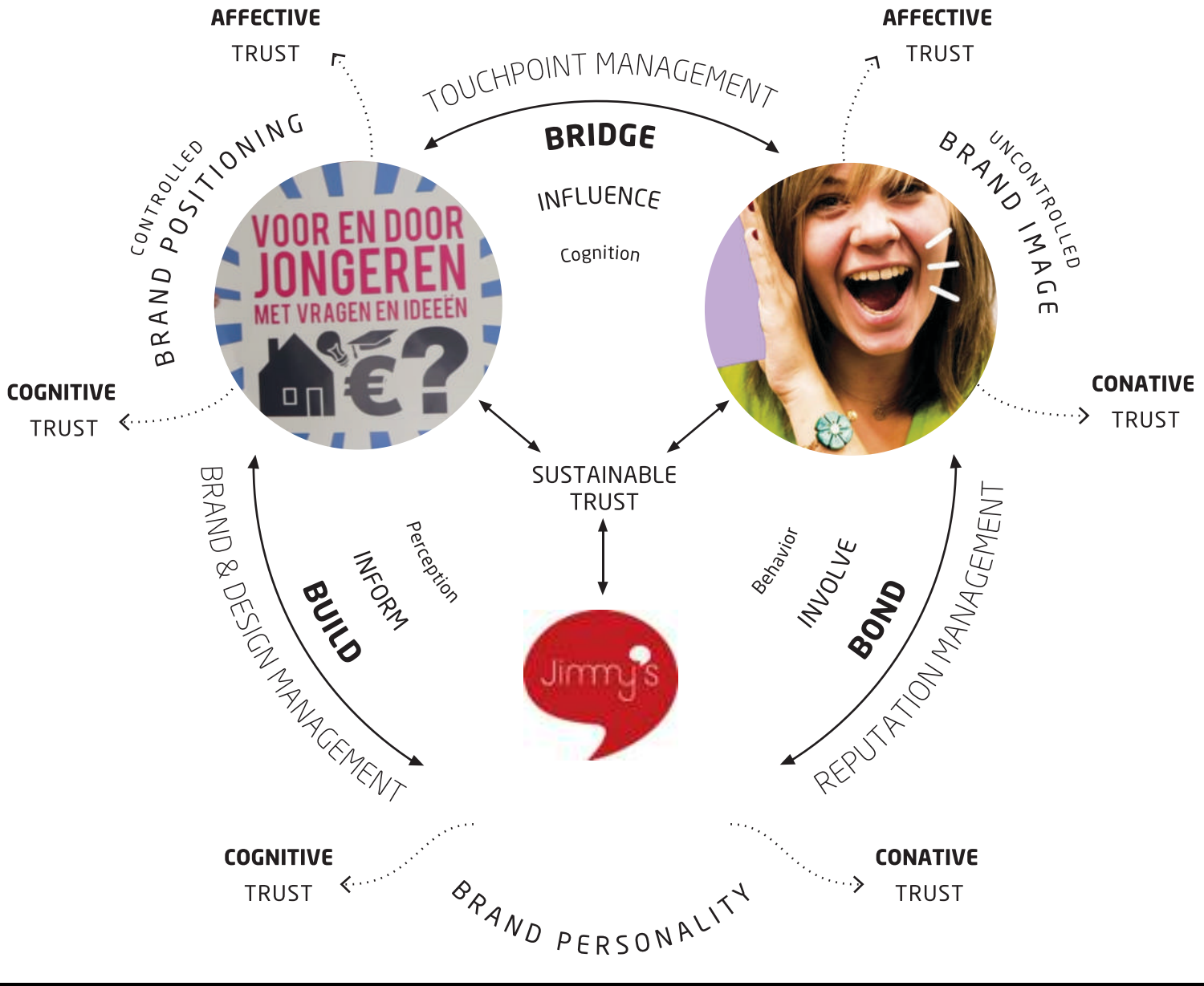
CREATING DIFFERENTIATION
[building relationships]

(MERK)VERTROUWEN BOUW JE OP DOOR VOORSPELBAAR EN WAARDENCONGRUENT TE HANDELEN IN HET BELANG VAN DE GEBRUIKER.

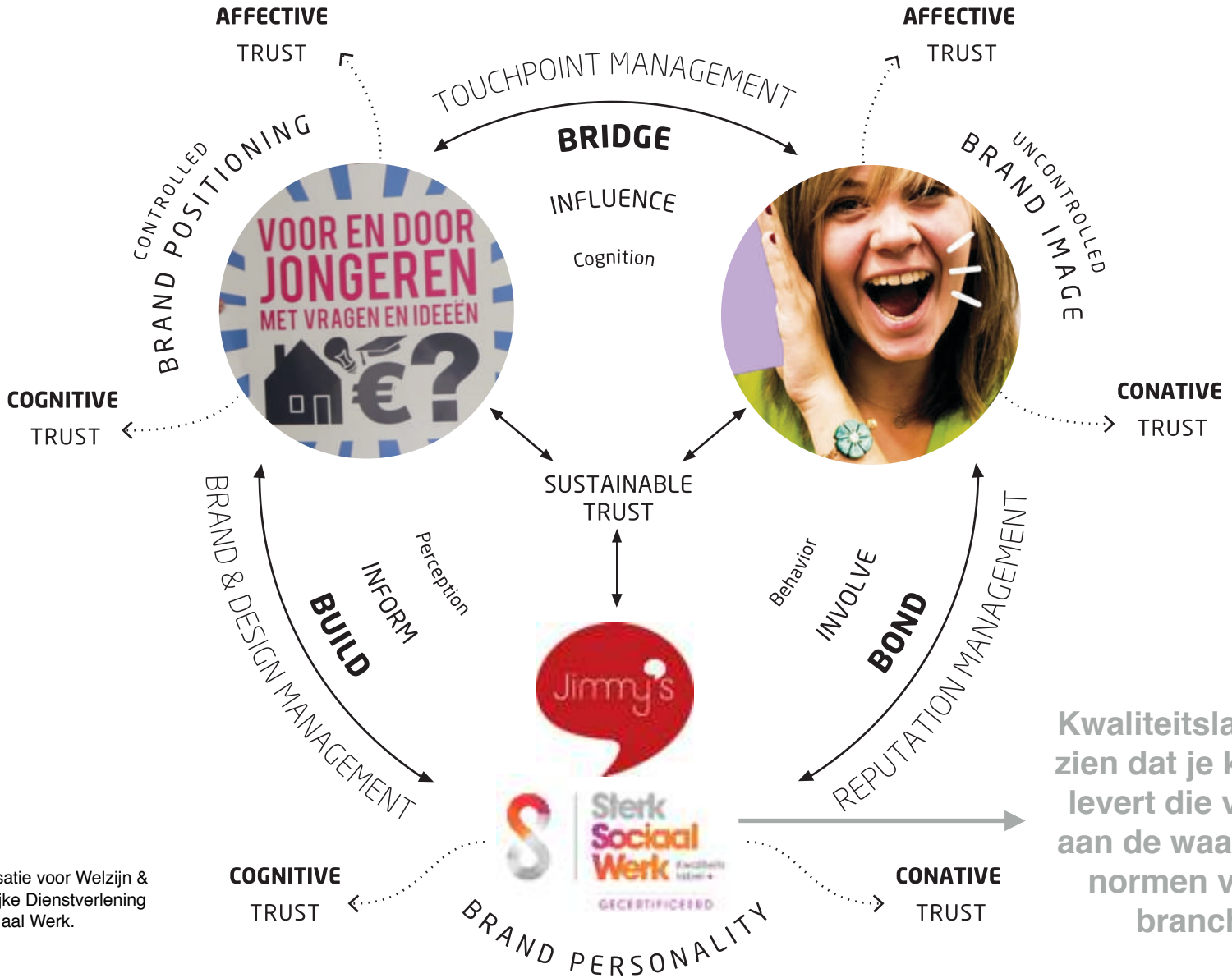
BRAND MODALITY - BRAND VOICE & TRUST



BRAND MODALITY - BRAND VOICE & TRUST



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Brancheorganisatie voor Welzijn & Maatschappelijke Dienstverlening / Sociaal Werk.

Kwaliteitslabel laat zien dat je kwaliteit levert die voldoet aan de waarden en normen van de branche.

Sociaal werk,
een sterk merk!

Sterk Sociaal Werk Kwaliteitslabel
GECERTIFICEERD

Kwaliteits label.

TRUST VALUES

zorgwelzijn
DIVERZ
Jimmy's
Het Floreshuis
REFAJA

Aditi · Alderande · Dagelijks Wonen · Ter Loke · CA versterkt
Centrum ter Preventie van Zelfdoding · child focus · De Strap · de druglijn · de vijver
De Klinkaard · De Spiegel · Den Brand
jongerenwelzijn · Mariënstede · netwerk tegen armoede
de opvoedingswinkel · Opvoedingswinkel · Rotonde
Samenlevingsopbouw West-Vlaanderen · Solidariteit voor het Gezin · Steunpunt Algemeen Welzijnswerk

BRAND VALUES



Sterk Sociaal Werk Kwaliteitslabel
GECERTIFICEERD





VERSTERKTE
IDENTITEIT
DOOR LABEL

Sterk Sociaal Werk Kwaliteits label
GECERTIFICEERD

GEZAMELIJKE
BETROUWBARE
UITSTRALING

CONSISTENT
VOORSPELBAAR

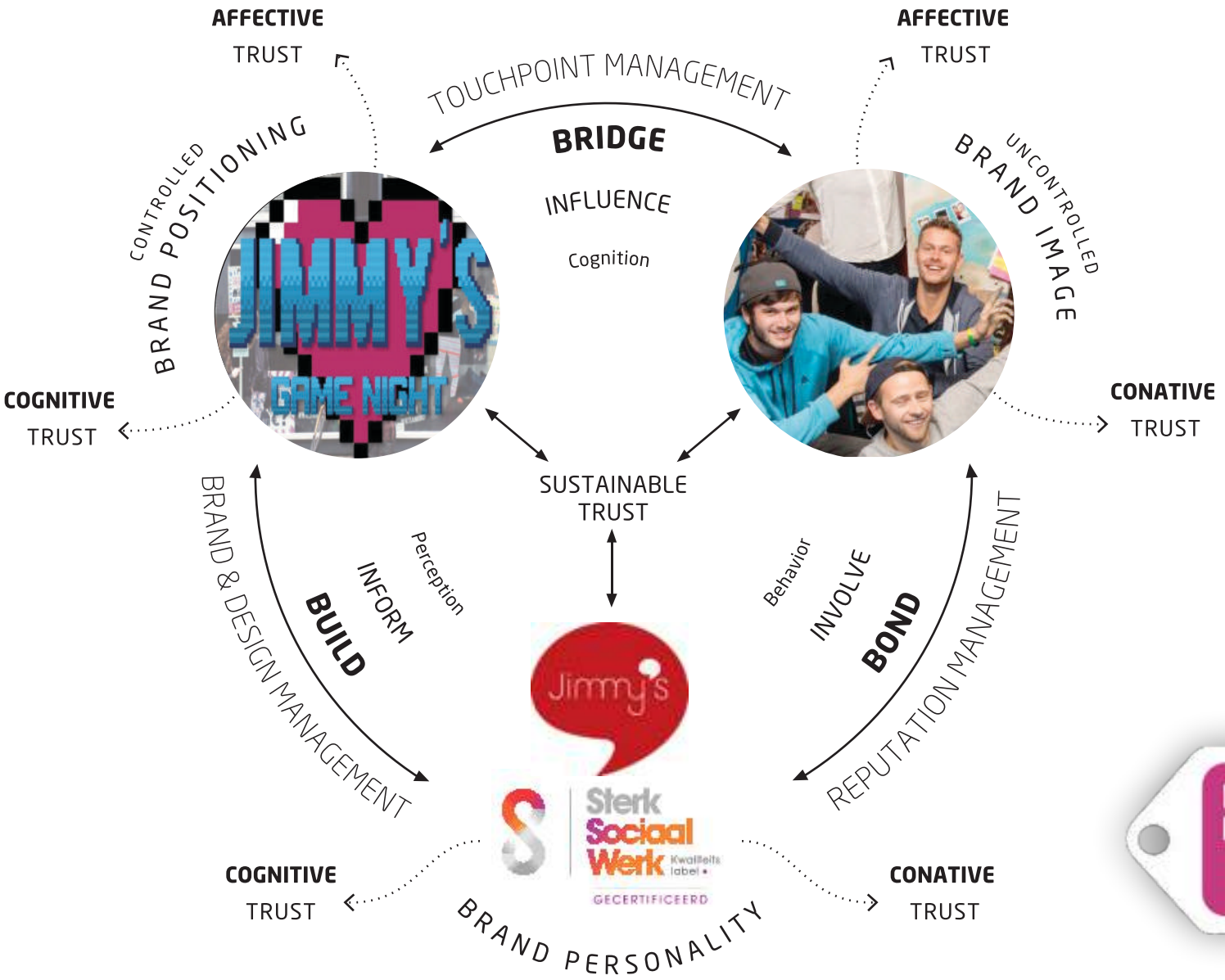
CONGRUENT
GEZAMENLIJKE WAARDEN

MET EEN 'PARAPLUMERK' DIE EEN BRANCHE / CATEGORIE VERENIGT EN VERTEGENWOORDIGT STA JE STERKER.

ALS PARAPLUMERK LEIDERSCHAP & BETROUWBAARHEID UITSTRAALT, DAN STRAALT DIT AF OP ALLE AANGESLOTEN LEDEN.

BEKEND PARAPLUMERK VERGROOT HET VERTROUWEN IN & BIJ ALLE BETROKKEN PARTIJEN.

BRAND MODALITY - BRAND VOICE & TRUST



Kwaliteits label.


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