

BRAND STRATEGY & DESIGN

Creating brand differentiation and preference through design

WHAT IS BRAND?

Brand is an overused and often misunderstood term.

It is not merely a logo
or a name
or a marketing slogan

SIMPLY PUT BRAND = REPUTATION

Brand is everything you – and your clients - hear, see, understand and experience around a product, business, event or organisation.

Brand is a crucial reputational asset
That sums up everything you stand for
- and it builds over time

WHY SHOULD YOU WORK WITH A BRAND DESIGN PARTNER?

Great, memorable brands don't happen by accident
They happen by design.

A well-designed brand begins with strategy and extends through to a creative expression and visual identity that accurately represents organisational vision, purpose and values at every single customer touchpoint:

- In store (or onboard in Air New Zealand's case)
- Online
- In print

A well-designed brand actively supports goals to deliver against desired outcomes:

- Differentiating your offering in a competitive marketplace – local & global
- Defining your strengths and key proposition
- Working to align your people and motivate action and behaviours
- Creating a professional image
- Owning a distinct personality (language and 'look')
- Telling a compelling story
- Attracting and retaining the right people
- Earning customer loyalty through experiences that consistently deliver on promise
- Building value for shareholders

Brand strategy is the *thinking* to clarify the 'why + how' of what you need to do.

Providing the platform for success.

Creative brand design is the doing that brings strategy to life in a unique and relevant way. Providing the cut-through, character and style to compete and thrive in the real world.

From an annual report to the fit-out of a retail network.
From creating a start-up company to refreshing a tired corporate –

Brand communicates what you're about, where you want to go and who you want to come on the journey with you.

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If you have any questions, please call 0800 CHAMBER (0800 242 623).

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