

Next question please...

Financial advice: you want it, but who do you ask? You want to keep the business in the family, but what are the pitfalls? And when are you liable for problems in the company? What's the difference between a logo and a brand? They are some of the questions answered today by Waikato experts in The Biz tips.



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Many businesses use the term 'brand' interchangeably with 'logo'. In reality, a logo is just the graphic device that represents the company or product. So what is a brand?

A true brand is more than just a graphic device. It's what sets your company aside from your competitors and is reflected in the way you communicate your unique business offering to the market. The combination of your brand name, tagline, logo, corporate colours, writing style and marketing material all combine to communicate the essence of your brand.

Some time back we went through this process with a client, Better Industrial. We repositioned the company with a clear brand strategy, crafted a new brand name and carried out a full visual rebranding programme. A new logo, tagline, website and product brochure were developed to more accurately present the unique qualities that set them apart from their competitors.

The fresh, modern identity was a great platform for them

to reconnect with existing and dormant customers, providing excellent 'top of mind' awareness. In fact, a number of dormant customers reactivated their accounts after receiving Better Industrial's fresh marketing literature and an invitation to visit their new website - www.betterindustrial.co.nz.

The new website was specifically optimised to perform in Google searches, a key factor in regularly generating qualified sales leads. The site has now become a valuable business tool, not only as an informative resource for customers, but as a cost-effective lead generator.

Considering that no traditional advertising was carried out, sales revenue still increased by over 25% within a few months of the rebranding programme.

It's a fact that most small businesses have weak branding. By developing a compelling and effective brand package you can position your company ahead of your competitors in the minds of new and existing customers. A strong and effective brand can definitely be a competitive advantage in the cut throat world of small business.

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