

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.

This resource has been kindly provided by



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

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