

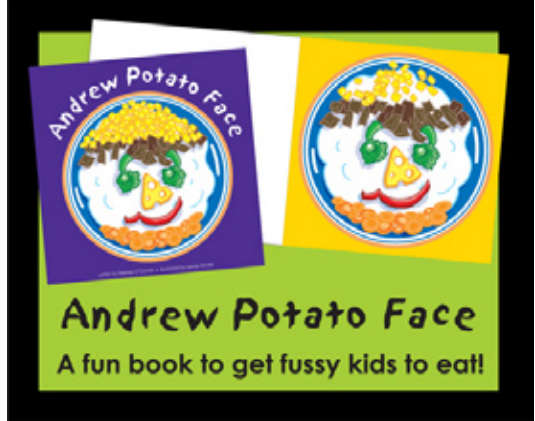


## Healthy Fundraiser Program

Do you know of any parents that have trouble getting their youngsters to eat a healthy meal? Of course you do! There are plenty of us out there.

That is why we have put together a 'Healthy Fundraiser' program that is being circulated through preschools and childcare centres. The idea is for the preschool to raise funds while showing a proactive approach towards healthy eating through the sales of our first children's publication: **Andrew Potato Face**.

With obesity rife in society today, healthy eating is a hot topic. The book **Andrew Potato Face** has the main aim to make meal-time enjoyable, so that children are not afraid to experiment and try new foods. Grassroots education on healthy food is essential if the kids of today are going to grow into healthy adults.



The bright illustrations with a repetitive and positive message keep the children entertained, while the colour recognition helps them to learn. Designed for ages 2-6 this is an exciting new book to add to every bookshelf.

**For more information on the program please contact Debbie on 4733 7668. [www.andrewpotatoface.com](http://www.andrewpotatoface.com)**



The next few months are going to be a buzz of activity as the Inaugural **Penrith Valley Business Expo** kicks off for 2 days jam packed with seminars, fantastic speakers and enthusiastic exhibitors.

If you are an exhibitor you need to plan what it is that you want to achieve from the Expo, how you are going to go about achieving these goals and who is going to perform the tasks to get them done!

**white river design** can assist you in creating a booth and promotional material that will make you stand out from the crowd.

Creative, well thought out exhibits are the most efficient way of grabbing the crowds attention. Give our team a call to brainstorm some 'out of the box' ideas and make the most of this fantastic opportunity.

If you are not exhibiting I encourage all of our clients to attend the Expo. There are some fantastic seminars where you can learn some invaluable business tips - and it's all FREE! To view what events are on or to register for FREE **click here**.

Come and visit our stand on either Wednesday 14 or Thursday 15 May.

Kind Regards



Debbie O'Connor

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# CRAZY postcard Special

**500 full colour postcards designed and printed for only \$385!**

Postcard size: 105mm x 148.5mm

Single sided printing only

Time conditions apply

Strictly valid until 30 May 2008 only



## Congratulations!

- To Melissa Browne from **Accounting and Taxation Advantage** for starting her Masters in Business Management. This is a 3 year commitment on her part - possibly longer than a sentence for tax fraud? Good luck!

- To Fran Nicholson from **Bonny Scents** for employing her first staff member to assist her with her growing massage clinic! Allan Dawson is a fantastic sports masseuse who complements Fran's skills and creates a great team!

If you have a success story please let me know and I will include it in further editions of **gushhh**.

[www.whiteriverdesign.com](http://www.whiteriverdesign.com)



Hi Guys

We really wanted to say thanks for all your fantastic work in creating our new company logo, image and website. You guys have made it a really enjoyable and exciting process for us. So far with our new logo we have had really positive responses from existing and new customers alike.

Previous to White River Design our branding and logo was dated and did not fit in with the future plans of our business. Now, thanks to the help of Debbie and her team, we have a professional and corporate image that we are really proud of.

I would highly recommend White River Design for their endless creativity and innovation! We are not going to tell anyone how good you are because we want to keep it our little secret! Ha haha.

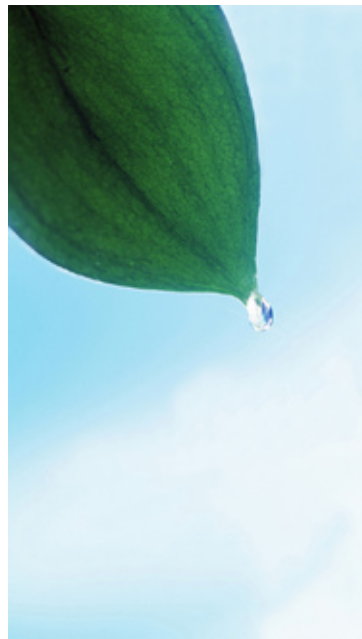
**Sheridan McCue**  
Business Development  
Manager  
TLC Indoor Gardens

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# GO GREEN

and keep our world clean



For those clients of our's that are worried about the footprint that they are leaving on this earth, rest assured that **white river design** can alleviate some of your fears.

We have access to a range of papers that are accredited through EMAS (Eco-Management and Audit Scheme) which is way beyond standard legal environmental compliance. These papers are either sourced from sustainable forests and guarantee minimal production waste, less energy consumption in the production process and make more efficient use of resources, or they are 100% recycled AND made entirely from 100% post-consumer waste.

We also utilise the services of printers that use 80% vegetable ink and limits their production and waste through technology that bypasses the making of film and plates. So when asking for a quote don't forget that we do offer GREEN options.

## The Story Of Branding

I have three rocks at home. If you were to inspect them I'm sure, you'd conclude they're almost identical; same size, weight and colour, and therefore worth much the same as each other. But that conclusion would be drawn before I'd told you their stories.

At 10:30 p.m. on November 9, 1989, following lifting travel restrictions for East Germans, the Berlin Wall, which had divided East and West Berlin since 1961, was opened at the Bornholmer Strasse border crossing. In the ensuing hours and days, other border crossing points were opened and the Berlin Wall was dismantled peacefully over the weekend of the 11th and 12th of November. At that historic juncture, one of my friends who was on the spot amongst the international crowd, managed to get hold of a piece of the wall, one of the very first pieces to be dislodged from the structure. So what do you think of that piece of rock's value now? Would you pay more for it than you might initially have thought?

But I told you there are three rocks, so the story doesn't stop here. The second was supposedly discovered in July 1969, by a man named Neil. Neil Armstrong, the

first man to set foot on the moon. He was in a unique position to gather a couple of rocks as a neat souvenir for mankind. Apparently, one of my three rocks is one of those collected by Commander Armstrong. What would you be prepared to pay for this, were it for sale?

The third rock is from my backyard. But no matter how good a salesman I maybe, I'm sure I couldn't persuade you to purchase this specimen. It's simply too ordinary. Yet it looks almost identical to the two other stones which have such colorful provenances.

Which of my three rocks would you choose? I'd be willing to bet the lunar stone would be your first choice, not because it's more beautiful, or because of any precious minerals it contains, but simply because of its history. The story invests significance in the rock that might persuade you to part with thousands of dollars for it.

And there you have the secret of branding. The rocks' stories made a difference to your perception of these objects. Their histories create an emotional bond between you and the product. No fancy logo needed, no top-dollar graphics. A simple story is all it takes to inflate the value of the objects.

That's exactly what you should have in mind when you build brands. Yes, the graphics are important. So are other factors such as distribution, product design and, of course, quality of the product. But don't forget the little story that can infuse your product with charisma and bond customers with the product emotionally and intellectually.

Open your mind to your brand's stories, don't discard them. Reveal them, strengthen them, and allow them to define your brand's identity. Share the stories on your website and encourage your customers to share their stories about your product. Dig deeper, do some research, and uncover the special heritage of your brand or business.

Branding is all about creating an emotional grid around the product. The more sophisticated the grid of values, the more compatibly they match the core values of your brand, the better your brand is armed against competitors.

Just think about those rocks. Reveal your brand's stories and see if they represent the hidden point of difference for your brand.

By Martin Lindstrom, *The ClickZ*