



To brand or not to brand? What a silly question!

I have been approached by a couple of people lately wanting me to 'brand' their business. There seems to be a bit of confusion about branding and what it is...

BRANDING... WHAT IS IT?

Branding is much more than the creation of a logo or a name. A brand reflects the customers perception of your company and the quality of products and services you provide, not necessarily what the organisations staff think its image is. A 'brand idea' is the message that companies communicate to the marketplace about their products and services.

Companies control the message they deliver, but have little or no control



over its perception by the marketplace.

REMAINING FOCUSED

One of the biggest challenges that companies face is maintaining a constant brand idea, that is, communicating the brand consistently and effectively across multiple mediums such as television, print, internet etc. It is

important to focus on a single brand idea that can be reinforced by repetition. This allows customers to not only develop a firm understanding of your brand, but more importantly to remember your company or product when it comes time to make a purchase decision.

Click here for more on branding.

2006 is well on it's way as we launch ourselves into February.

Hopefully the holidays provided a time to rest and prepare for the new year.

Now that Christmas is out of the way, we are already seeing Easter eggs adorning the shelves in the supermarkets! This is a frightening reminder for us to focus on the next few months and the promotions that we intend to market.

In addition to Easter, Mothers Day is also just around the corner. If your businesses benefit from these celebrations, now is the time to put an action plan together and get your marketing material organised.

White River Design can assist you with any design and printing that you might require.

We have chosen to do a special on note pads this issue as they are so handy to jot down messages and it ensures that your clients or potential clients have your details close at hand.

Kind Regards

Debbie O'Connor

white river design

[t] 02 4733 7668

[m] 0425 213 897

[f] 02 4733 7668

[e] info@whiteriverdesign.com

Note Pad Special

Get your business on your clients desk & in front of them by taking advantage of this great special!

50 A6 sized full colour note pads designed and printed for only \$495!

Congratulations!

- To **4PlayGifts** who have just launched their new online store where you can buy beautifully presented gifts for all those romantic occasions. For something naughty or something nice click this link www.4playgifts.com.au
- To **Innogen** for the launch of their new IT Company which specialises in ASP Business Intelligence. They are already operating offices in Sydney and Canberra, and we wish them great success.

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



FEEDBACK



Debbie your design skills are amazing. You have the "wow" factor. Many thanks for your design of my fridge magnets - they will definitely make people think.

Maralyn Kastel
The Detail Devils

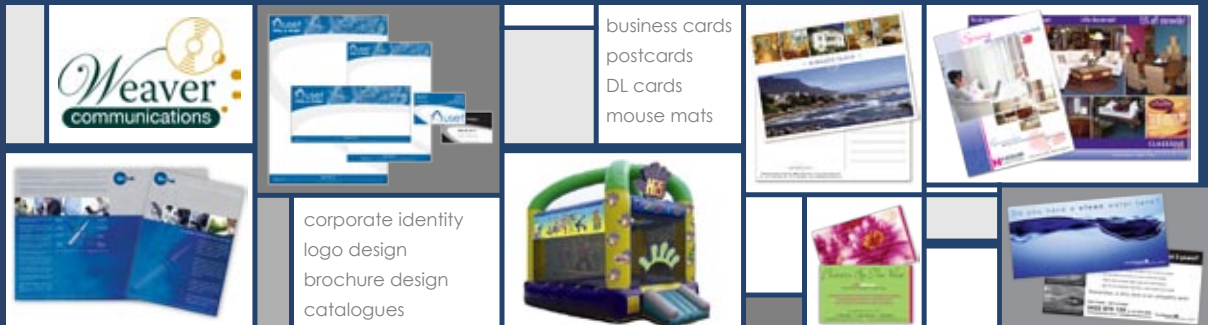


Dear Debbie
Thank you for making the process of designing our logo so uncomplicated. You were very efficient and provided excellent service.
Thank you for a job well done.
Kate Boath
Penrith City Council
Economic Development

Disclaimer: The contents of this newsletter are subject to copyright and may not be reproduced in any form without written permission from white river design. This publication is intended to provide general information and should not be relied upon in place of specific legal or professional advice. While all care has been taken to ensure that the information contained in this publication is true and accurate, no responsibility or liability is accepted by white river design.

white river design
[+] 02 4733 7668
[m] 0425 213 897
[+] 02 4733 7668

[e] info@whiteriverdesign.com



Get networking - What's coming up...

Celebrate your success!

It's a new year for the **Home Based Business Network (HBBN)** and we're going to kick it off with a network event that is all about you!

16 February 2006
Where: Nepean Room, Penrith Council
When: 9.00am - 11.00am
Cost: \$5 to cover morning tea

Click here for more info on the network and how to get your business profiled:
www.homebasedbusiness.org.au

Join WWA for some new year networking!

Find out what's happening with **Women With Altitude (WWA)** in 2006. Their resident Life Coaching expert will talk to you about New Year resolutions and setting goals - and how to keep them!

24 February 2006
Where: Mash Cafe, Ross St, Glenbrook
When: 7.15 am - 9.00am
Cost: \$28 (subscribers) \$33 (non-subscribers)

Click here for more info on the network:
www.womenwithaltitude.com.au

To brand or not to brand continued

Confusion is a brand's worst enemy.

A brand idea must remain focused to deliver a single message to ensure the meaning is never lost. Sometimes it is best to keep things simple!

BRAND DELIVERY

Delivering your message powerfully is the key to building your brand and lifting your profile. Ineffective brand delivery leads to miscommunication of your company's core message and values, eroding any goodwill you may have in the minds of existing and potential clients. Focus on the quality of your branded message as it may be more effective than the quantity. With so many potential delivery mediums, it has become increasingly vital for companies to establish a consistent brand idea. Poor execution in one medium effects the perception of the brand as a whole. Traditional avenues of delivering the brand idea are becoming ineffective and costly. This is

due to consumer awareness of competing products and the over stimulation of advertising in the market, especially on television. It is necessary for companies to be innovative in the way they place their brand in the market place, ensuring a strong point of difference from competition.

BRAND LOYALTY

Good branding is an investment that when executed correctly, ensures your company is 'top of mind' when an existing or prospective client is considering a purchase in your chosen market. This attracts and maintains customer loyalty, and works as your best defence against competitors and those targeting your clients.

REBRANDING & BRAND DEVELOPMENT

Establish a 'brand plan' for your company and/or product that outlines future brand directions with the potential to cater for change in the market place. It is important to

continually revisit the brand to revitalize and strengthen it, but remember, too much change can be threatening or confusing to the consumer. It may take years to establish a brand but it can take seconds for the meaning to be lost. It is imperative that companies evolve their brand position, differentiate themselves from their competitors and invest quality time on being innovative.

LEVERAGING BRAND RELATIONSHIPS

Establish working relationships with associated companies for brand leverage. Associations with other credible brands can assist in reinforcing your brand idea. It is important when considering working with other brands that a careful eye is kept on maintaining the individual brand ideas. Leveraging other brands is a fantastic way to enter new markets or gain further exposure for your brand, but it is pointless if it confuses or conflicts with individual company brand ideas.