

2. What we do



Inspire confidence at every connection

To succeed in today's market is not difficult, you just need to know how to make the right connections

We help you to see your audience in a different light. Away from your competitors, away from the point of sale, and away from the traditional approach.

Together we explore your product, service or idea. We look at what it means to the potential customer. How it effects their life. The opportunity it creates... And we focus on that.

Where are your customers? Where would they use your product? When would they need it most?

The key to making connections through communication is not about plastering your name anywhere and everywhere.

It's about intimacy, perfect placement and good timing.

A consistent flow of excellence to inspire confidence in your customers at every connection.

a. **Brand connections**
the essence of all communication

b. **Intimate connections**
perfectly placed messages

C. **Direct connections**
looking good up-close

a. 2. What we do > Brand connections

When it's working, your customers no longer see your company ... They experience it

Whenever someone comes into contact with your logo, meets your people or buys your products, that person should experience the same positive feelings. Wherever they are in the world.

Brand identity is much more than a logo and a set of rules to abide by - it is the lens through which you project your business onto the world.

Defining your brand is the perfect opportunity to step back and rediscover the passion at the core of your business. Allowing you to breathe life into every connection you make.

Brand connections are the foundation on which all relationships are built.

Points of connection

Absolute essentials

The most fundamental connections any business can make, and often the most important

- Logo
- Business card / Name card
- Stationary / eStationary

Additional essentials

Equally as fundamental, but not for everyone, are the connections relating to your specific business needs

- Signage
- Livery
- Uniform

Brand guidelines

Consistency through layout, language and look & feel - inspire confidence and reliability

- Publication guidelines
- Web guidelines
- Editorial guidelines
- Design templates

Regional guidelines

Define consistent use of language and design for each international location you operate

- Company, product and part names
- Common industry terms and phrases
- Tone and politeness
- Look and feel

b.

2. What we do >

Intimate connections

Perfectly placed messages to bring you closer
to your audience

In the race to better their competitors
companies seem to have forgotten that
they are simply speaking to people.

As emotional beings we might think that
we make our decisions based on rational
thought, but we all really know that we
listen to and, more importantly, act on
our emotional response.

What customers need now are simple,
open and honest messages, making life
simpler and choices clearer.

Points of connection

Top-level

Everything anyone would ever like to know about you - delivered in style, presented to impress

- Company / product brochures
- Press pack / Media pack
- Annual report

Introductions

Intimate, perfectly placed messages to engage new and existing customers directly, subtly and with style

- Advertisement
- Entertisement
- Publicity

On-line

Unique among mediums, the internet has no limitations, no script... and the customers come to you

- Web-site / on-line store (company)
- Micro-site (product)
- Mobile-site

In-touch

Regular connections to inspire, excite and assure your existing loved and cherished customers

- Newsletters / eNews
- Magazine
- Direct mail

C. 2. What we do > Direct connections

“Small things make perfection, yet perfection is no small thing” Sir Henry Royce, Co-founder of Rolls-Royce

Building good relationships with our customers is really just as important as the product or service we are selling.

Despite how it might feel sometimes, we only ever deal with people. It is the people themselves that make decisions and we must do all we can to leave a positive and memorable impression.

It's the little things that make a difference, that show thoroughness and thoughtfulness and ultimately inspire confidence in your customers.

Points of connection

Around the table

High quality material to express that which words alone cannot

- Name card
- Presentation
- DVD / brochure meeting summary
- Giftware (diaries, calendars etc)

Exhibitions

Creating an open, eye catching and comfortable space is crucial

- Set design
- Signage / display panels
- Plasma-screen installations
- Giftware (DVDs, brochures, pens etc)

Your environment

In-store, reception areas, conference room - your environment says a lot about you

- Signage / display posters
- TV installations / Video loops
- Cards, bags, labels, coasters, menus

The product

Continue the connection into the home, by making product discovery a delight

- Packaging (internal and external)
- Instruction manuals
- Support (on CD or via internet)