

update

ALL THE NEWS & VIEWS FROM CBA DESIGN AND MARKETING

HOW DO YOU SUSTAIN A
HEALTHY BRAND & BUSINESS?





CBA DESIGN & MARKETING HAVE LAUNCHED A NEW SERVICE SPECIFICALLY AIMED AT START-UP ORGANISATIONS.



'Markitz' are **all-inclusive packages** of marketing tools including **corporate identity, stationery, marketing literature and website**. Inclusive of print, the packages are competitively priced and have been designed to answer the needs of most new businesses. There is also a wide range of flexible options that can be bolted on to the packages so that a tailor-made solution can be provided.

The unique range of cost-effective marketing packages will give business owners the kind of initial success they are looking for:

There are 3 basic Markitz packages with **prices starting at just £750**. For further details of the packages see the 'Markitz' section of our website:

www.cba-design.co.uk/markitz



EVALUATING YOUR BRAND IDENTITY

We've talked about the importance of good branding but is your identity effective? Below are some points for consideration:

1. Does your brand look unique and easily recognisable within your market?
2. Is your brand a good reflection of your business, vision and values?
3. Is your brand fresh and up-to-date?
4. What adjectives would someone use to describe your company if they could only use your logo as reference?
5. Does your brand look more attractive and professional than your competitors' brands?
6. Is your brand used clearly and consistently across all marketing material from online and digital media to stationery, printed literature, advertising and promotions?

If the answer to some of these questions is "no" then maybe it's time to take a look at your brand and make some changes. It doesn't necessarily mean a complete re-brand, often a small change can make your identity stronger.

SUSTAINING A HEALTHY BRAND & BUSINESS PUTTING YOUR BRAND UNDER THE MICROSCOPE

If you believe branding begins and ends with your shiny new logo, think again. Branding is a never-ending story and your opportunity to continually engage with and inspire your customers. Used in the right way, your brand will be your best asset.

Good branding helps you differentiate yourself in the market, and helps you bond with customers. What are the core values of your brand? Fun and liveliness? An ethical approach to the business community and the environment? Make sure your brand values are still valid for today's market and your current customer base. But don't be afraid to question your brand. And don't be scared to energise and change your brand to keep your customers inspired and informed. Branding should be continually updated to keep it fresh and modern – provided you obey the golden rules: don't deviate from your core values, maintain a consistent look and feel and insist upon a high level of design integrity.

Raising your profile also gets your brand name out there. Just some of the ways you can do this, without breaking the bank, include:

- **Public relations:** are there any events, even on a local scale, you can support? Choose those that align with your brand values. You don't necessarily have to donate "real money": depending upon your business you can offer up your time, products or services instead
- **Awards programmes:** explore the local awards that are out there and, wherever possible, enter either your company, products or employees
- **Word of mouth:** tell everyone about your products and services. Better yet, get testimonials from customers you have thrilled, and let them do the talking for you.

Keep your brand visible with your customers: keep in touch. Produce your own regular newsletter, and provide them with useful information (hints, tips, business advice) and forward-looking content – not just a catalogue of your achievements over the last quarter. Encourage customers to visit your website regularly by ensuring every time they visit they see something new. Put snippets of articles in your e-mail newsletter with a link back to your website for the whole story. And, while they are there, make sure they have easy access to all sorts of other information about your company and brand.

Your brand is the most powerful marketing tool you have. Challenge it, use it, energise it and let it live and breathe. Stay true to your values, get the word out there, and grow your share of the market.



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MICK GEORGE

MICK GEORGE ARE THE LEADING SUPPLIER TO THE CONSTRUCTION INDUSTRY IN THE HEART OF EAST ANGLIA AND EAST MIDLANDS.

MICK GEORGE



CBA were engaged by St Ives-based Mick George Limited to raise the company's national profile and to increase awareness of its extensive services to existing customers.

One of the first tasks was to redesign the Mick George web site and corporate literature. The website was split into two parts: a corporate site with a broader focus on the range of services and a site dedicated to the skip hire business which focuses on the public as well as commercial businesses.

Visit: www.mickgeorge.co.uk and www.mickgeorgeskip.com

TAIT RADIO COMMUNICATIONS

A POWERFUL PROMOTION FOR GLOBAL LEADER IN RADIO SOLUTIONS



CBA created a direct mail campaign for Tait's new TP8100 radio system. The promotion consisted of free accessories, a trade-in deal and the chance to win a luxury holiday in New Zealand.

The attention grabbing package combined the robust features of the product with rugged aspects of the country of manufacture, under the heading "a tough package from New Zealand."

TTP VENTURES

TTP RETURN TO CBA FOR POWERFUL CONTENT MANAGED WEBSITE



Having previously been commissioned to build the parent company's website, CBA were appointed to develop the new site for TTP Ventures. A clean, understated design with a modular approach to organise content and a comprehensive content management system so that all text, images and layout could be continually updated.

Visit: www.ttpventures.com



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