

The **art** of brand building

department

**Are you one of a growing
number of business leaders
who recognise the value
and importance of building
a strong brand?**

Part One

For CEOs + Financial Directors

The business case for
building your brand

BUSINESS IS TOUGH

It's won through hard work, determination, strong leadership and a clear focus. Whether you've been in business for three, ten, or twenty years, it doesn't get any easier.

But isn't it strange that failure, rather than resulting from external forces, is often caused by pressures from within the company itself?

To explore this point further, we have outlined two critical scenarios that can often determine to what extent your business succeeds or fails.



**Building a brand energises
directors and breathes life
into companies.**

Early warning signs of a company heading for problems

NEGATIVE SCENARIOS

- › Loss of focus in comparison to the early years
- › Drifting staff morale
- › A feeling of being stuck in a rut
- › No clear marketing strategy
- › A feeling that other companies are doing better and are more driven
- › Lack of vision
- › No real understanding of, or interest in, your company brand
- › Confusion about the value of your brand

We are not suggesting that these scenarios apply to you and your company. But, at the same time, it would be highly surprising if you haven't identified with at least one of the above scenarios at some point in your company's evolution.

Clear signs that show you are an innovative and progressive company

POSITIVE SCENARIOS

- › **Clear business objectives**
- › **Effective internal and external communications**
- › **Good staff morale**
- › **Believing you are the leaders in your field**
- › **Feeling you are in an exciting phase of your company's evolution**
- › **A clear and focused marketing strategy**
- › **A strong brand that your entire company feels proud to be part of**
- › **A clear understanding of your brand values**

From a business perspective, these positive scenarios are far more desirable than the negative scenarios described on the previous page.

Your brand can influence the success of your business

IS IT TIME TO TAKE ACTION?

Before making any decisions on brand building, ask yourself these questions:

- > **Can you relate to any of the negative scenarios?**
- > **Do you strongly identify with the positive scenarios, but feel you are not quite there yet?**

Either way, you should take time to think about your brand and the value of investing in, and developing, this important area of your business.

IMPORTANT: It is no coincidence that the last point raised in both scenarios touches on the issue of branding. Brand building can help turn negative business scenarios into positive ones.

Do you have a strong brand?

IF YOU ARE IN BUSINESS, YOU HAVE A BRAND

Because your brand is governed by what people think of your company at any given time, you should ask yourself:


Does my company have a strong brand in the market in which it operates?

YES

You clearly understand the importance and value of investing time and money in building your brand.

DON'T KNOW

This is not uncommon. Many companies don't take the time to find out if their brand is strong or weak.



We can help you build a much better understanding of your brand.

When should you invest in your brand?

HAVING A STRONG BRAND IS VALUABLE WHEN YOU:

- › Develop a marketing campaign
- › Pitch to clients
- › Introduce new services
- › Change your company structure
- › Increase staff levels
- › Expand your operating area
- › Announce a change of direction
- › Promote a new division
- › Initiate a merger
- › Promote a change of name
- › Initiate a company takeover
- › Chase high-value work
- › Increase the value of your company
- › Bring new directors to the board
- › Embark on an exit strategy

What does brand building involve?

TO BUILD A STRONG BRAND, YOU MUST LOOK AT EVERY ASPECT OF YOUR BUSINESS

Your people, service, product, positioning, culture, marketing strategy and corporate communications. Your brand is the sum of all these parts. The purpose of this book is to concentrate on the four key areas of 'corporate communications' that will significantly strengthen your brand. These are:

IDENTITY

This covers every communication associated with your company's identity, including the name, the logo and all applications, from stationery to merchandise.

PRINT

This covers all communications involving print, from business cards through to an annual report.

DIGITAL

This work is mainly website development, but can also include film, DVD, CD-ROM, online learning, email campaigns, search engine optimisation, digital presentations and social media.

ENVIRONMENT

This is the industry term given to communication in three dimensions – the workplace, exhibition stands, livery, point-of-sale, external advertising and signage.

Brand building – it's all about having a strong belief in the value of your brand

BELIEVE IT OR NOT

With brand building, you either believe in it or you don't. If you don't, then there is little point in letting a Marketing Manager force this upon you, because, without commitment from the top of an organisation, it will not work.

If, however, you believe strongly that your brand should reflect you, your company and your vision for your business, then investing in your brand could be one of the best business decisions you will ever make.

Make sure the company you trust with your brand building has the experience and credentials to effectively guide you through the process, along with the ability to effectively manage every aspect of your brand-building programme.

Part Two

For Sales Directors + Marketing Managers

The business case for
using the Art Department

THE ART OF BRAND BUILDING

For the level of brand-building experience, expertise and creativity we bring to our clients, we offer great value for money.

We have a team of strategic thinkers, designers, programmers and production experts – all employed full-time and in-house. We have run a successful business since 1993 and have won major brand-building work across many business sectors for UK and international companies and organisations.

We have what it takes to help you improve your bottom line through the application of strategic thinking and high-quality, award-winning design.

Subsea 7, The Craig Group and Bond all placed their trust in the Art Department to develop their corporate identity and brand.

**Strategic
thinking,
creativity
and happy
clients :-)**

IMPROVING YOUR BUSINESS

We use our design expertise to help improve corporate communications for our clients every working day. We work with SMEs who have ambitious growth strategies, business start-ups and multinational blue-chip organisations.

We have a team of very talented and dedicated individuals who have the experience and specialist skills to expertly manage brand-building projects.

**ARE YOU INTERESTED
IN BRAND BUILDING?**

**Score your level of
interest on page 36.**

We need to understand your business and your objectives

WE BELIEVE YOU WOULDN'T BE IN BUSINESS IF YOU WERE NOT DOING SOMETHING RIGHT!

Our style is not to overhaul your business and change the way you do things. We build on what you have achieved to date, and help strengthen your brand by improving communications.

Our first step to any brand-building project is to find out:

- › **What you do well**
- › **What makes you better than your competitors**
- › **Where the growth areas of your business are**

We then conduct a communications audit to find out how you have communicated the above points and how effective this has been.

Feedback from our audit will help us develop an informed communications strategy for presenting to you. It also helps shape the creative brief for the brand-building programme.

Brand audit

IDENTITY

- › Background to your current identity
- › How do you use your identity?
- › How does everyone feel about your identity?
- › How well is your identity recognised in your markets?
- › Your views on change
- › Case studies

PRINT

- › Samples of all company literature
- › How your company literature is currently used
- › Views on the effectiveness of company literature
- › Samples of your advertisements to date
- › Views on advertising
- › Discussion on different types of advertisement
- › Thoughts on advertising effectiveness
- › Case studies

Brand audit

DIGITAL

- › Review of current website
- › Objectives of a new site
- › Review of all company digital presentations
- › Taking presentations beyond basic PowerPoint
- › Thoughts on Search Engine Optimisation (SEO)
- › How do you currently market your website?
- › Emerging web technologies
- › Case studies

ENVIRONMENT

- › History of current workspace
- › Feedback on present environment
- › Thoughts on change
- › Attendance at events and exhibitions
- › Thoughts on events and exhibitions
- › Use of workshops
- › Case studies

**No mystique,
no jargon,
just award-
winning work,
effectively
executed**

THE CLARITY OF OUR APPROACH SETS US APART FROM THE CROWD

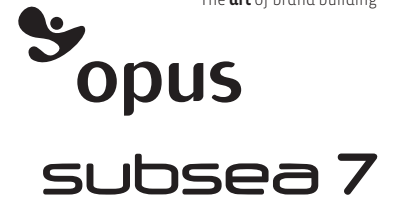
We are big fans of clarity, honesty and integrity in every aspect of our business. We have no interest in jargon, inflated invoicing, bad advice, or deception of any kind.

Over the years, we have developed a robust and effective system of working which centres around a simple matrix (see below). This clearly identifies the four key areas of corporate communications and the three project levels this applies to.

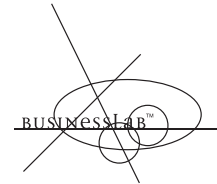
1	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Audit Name/Identity Guidelines	Audit Corporate Literature Stationery	Audit Website PPT Template	Audit Signage (Exterior) Signage (Interior)
2	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Brand Manual Merchandise	Sales Literature Ad Campaign Internal Comms.	SEO + Support Email Campaign Presentations	Livery (if applicable) Reception/Interiors Exhibition/Display
3	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Toolkit	Reports Direct Mail Newsletter	Social Media Corporate Film TV/Cinema Ads	Advertising (Outdoor) Ambient / Guerilla

© ART DEPARTMENT 2010

Companies & organisations that have trusted us with their brand...



Bond



nestrans



ASCO

RB Farquhar

swiss pb



SCAPE HOMES

axis LIMITED

walkodile®
walk. learn. safe.

FUTURA INVESTMENTS

matheson FINANCIAL



Simpson's HOTEL BAR RESTAURANT



Fifth Dimension

KIRKGATE HOMES

h&r insurance

Grampian CareData
INFORMATION AT YOUR FINGERTIPS

ingen

monitor



MESTON REID & Co
CHARTERED ACCOUNTANTS

parade

ClerkMaxwell™

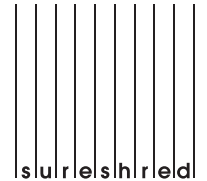
M MODS

C21 data services

bauhaus
hotel + kitchen

KEPPLESTONE
manor
LUXURY SERVICED APARTMENTS

csk
INTEGRATED SOLUTIONS



INTELLISCAN

sigma



MOTO GP

active™
sustainable energy systems

UNION SUPPLIES

AUPeC

a:eeon®



S H E T L A N D K N I T W E A R

2M FINANCIAL



FISHERIES RESEARCH SERVICES

HBS HOLDINGS PLC

“The standard of work from the Art Department is consistently high.”

Roy Carter, Regional Director
CIB Scotland

AN AWARD-WINNING TEAM

We have won numerous national and international awards that are highly contested by agencies at the top of their game. This independent judging of our work backs up our belief that we offer the very best in strategic thinking and creativity.



Our most recent award:
Gold winner, CIB Scotland
Bus Stop! One Second. One Life.
Safety Campaign



“I have just seen my new website and have to say, it’s so good, I almost peed my pants!”

Name removed to avoid blushes

WE LOVE COMPLIMENTS!

We love receiving compliments and positive feedback from happy clients – and the gem opposite is certainly the most memorable!

The Art Department is a company that we know gets results.

Peter Bond, Executive Chairman, Bond Aviation Group

The creativity and commitment in producing high-quality work was of great benefit to me and the company.

David Bloom, Global Bus. Dev. Manager, Subsea 7

The finished work from the Art Department has been outstanding and will undoubtedly play an important role in driving PR coverage and wider appreciation of this significant brand initiative.

David Cox, Director of Fine & Rare, The Macallan

ARE YOU INTERESTED?

Score your level of interest to see if brand building is for you

The scale:

5

This is good timing, and I am interested

4

3

I am open to exploring this further

2

1

I see no value in this at all

MARK YOUR SCORE BELOW

IDENTITY

We can demonstrate how a new identity can have a positive effect on staff morale and the future development of your business.

My level of interest is:

PRINT

Our strategy towards company communications in print will help focus your sales approach, fine-tune your messages and increase your chances of securing higher value sales and high-quality staff.

My level of interest is:

DIGITAL

Our expertise in digital communications can help streamline your sales pitch across all areas of your business and add significant value at presentations.

My level of interest is:

ENVIRONMENT

By bringing your brand into your working environment, we can discuss the positive effect this can have with staff, clients and prospective clients.

My level of interest is:

Total the figures and find out how you scored over the page.

ARE YOU INTERESTED?

How did you score?

13-20

You are part of a growing number of business leaders who recognise the importance of building a strong brand. **LET'S TALK!**

7-12

You are interested! One hour with us should help you decide if you wish to take things further and invest in your brand.

4-6

Not an ideal score but we are always up for a challenge and would welcome the chance to talk to you.

STILL NOT CONVINCED?

“Businesses that add value through design see a greater impact on performance than the rest.”

But don't just take our word for it...

For every £100 a design-alert business spends on design, turnover increases by £225.

On average, design-alert businesses increase their market share by 6.3%.

Design-led businesses have out-performed the FTSE 100 by more than 200% over the past decade.

Are you growing your business? Let us discuss the importance of brand building with you

WE KNOW WHAT IT'S LIKE TO MAKE IMPORTANT BUSINESS DECISIONS

Is this the right thing to do? Will these people be as good as they claim to be? Will it all run smoothly? How much will it cost? What will the benefits be?

These are all valid questions that need honest and open discussion. Once you establish the value of your brand to your company, you can decide how much you should invest to take it to the next level.

Company directors (left to right):
Fraser Mackie, Gerry Kelly, Prem Reynolds



With our combined hands-on approach, your brand-building project will be expertly managed by the company directors.

INTERESTED?

Part One of this book was developed to stimulate thoughts around brand building and the value it could offer your business.

Part Two is our unabashed pitch – it also represents an investment in our own brand.

We welcome feedback, and would be delighted to meet up and discuss how we can help you build both your brand and your business.

For an informal chat, contact:

Gerry, Prem or Fraser

T: +44 (0)1224 620872

E: brands@artdepartment.co.uk

 www.artdepartment.co.uk/facebook

 www.artdepartment.co.uk/twitter

 www.artdepartment.co.uk/linkedin

 www.artdepartment.co.uk/youtube

www.artdepartment.co.uk

Follow us on...



To view our work, visit:
www.artdepartment.co.uk

department

Art Department
1 Rubislaw Place
Aberdeen AB10 1XN
T: +44 (0)1224 620872
info@artdepartment.co.uk