



TO brand or NOT TO brand

8 case studies for the new era of marketing and branding

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- 1) Brand new business
- 2) Buying or selling
- 3) Relevance/repositioning
- 4) Duplicating/licensing
- 5) Refresh
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- 7) Something new
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“the brand
is the profit
centre of the
business”
Donald Trump

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“ I think its quite clear that in the information age, the brand is what you compete on ”

Andrew Neil
British publisher and broadcaster.
Marketing (October 2000)

What is a brand & why do you need one?

A brand - we know it when we see it!

A brand is an organisations reason for being. A brand is the look and feel of a business; it is the feeling people associate with your business.

A brand is an essential part of your business!

A brand is what separates you from your competition, it is the perception of your business through your image it's what makes you recognizable.

By having a successful brand it promotes trust, builds reputation of quality & consistency and successful brand projects credibility in the market place, therefore becoming your most valuable asset.

A common misperception is the brand is the logo; the brand is NOT the logo, the logo is merely one facet of the brand.

The brand is what lies in the mind of the consumer and as Donald Trump said, “the brand is the profit centre of any business”.

Simply put: “without a brand, you do not have a business”

Consumers form a bond with brands which is far from rational and cannot be explained, suffice to say, when they have formed a bond, quite often they will remain loyal, have an ongoing relationship with that brand, therefore the brand is profitable.

Once it has captured the first purchase it can also sustain ongoing purchases.

A brand is also a promise and is the experience that brand delivers that people have come to expect and trust from a brand, consequently a brand [brand equity] is usually the most valuable asset a company has and can be hugely profitable if developed, maintained and managed properly.

Brands are therefore the heart of any business.

2 reasons to invest in marketing and your brand...

- 1) every time a customer or prospective client sees your brand they are forming an impression of the professionalism of your business
- 2) asset building = brand equity

Martin Lindstrom - brand futurist, born 1970, opened his first advertising agency at the age of 12!

He said, *“Branding is the driver of sales and profit - consequently the centre piece of the business”*.

Case studies introduction

8 live case studies of real businesses

There are 8 reasons to develop or refresh a brand.

Over the next few pages, we will demonstrate those reason using real live case studies of a broad cross section of clients we have worked with.

You may recognise your business or situation in one of these case studies and we hope that you will discover some pearls of wisdom in these next few pages.

Each situation is different, however, the basic foundations remain the same. The same principles apply across the board even though each business is unique, well it should be if it is to survive.

Your brand is the very thing connects your audience to you, it is that, that allows people to recognise you, relate to you, understand you and have a familiar relationship with you, no matter where they are.

When I was in Israel many years ago and fretting about unfamiliar food, I breathed a huge sigh of relief when I stumbled across a Subway. Knowing full well what to expect in terms of food and service because of the familiarity of the brand.

Another time I was in the middle of the desert in Jordon and all you could see for miles was sand & camels, and in the distance a vending machine. What was it? Coke, *aaaaahhhhhhhhh* the familiarity of brand and their brand promises.

The important thing to remember here is your business doesn't need to be a 'super-brand' as in Nike, Apple or Virgin, but it does need to have the same impact to your clientele.

In other words, your target audience needs to firstly develop the relationship with your brand and they begin to trust your brand, and the behaviour and ethos of your brand comes under scrutiny as they form an emotional attachment to your brand, albeit illogical, none the less they have formed an attachment.

They need to understand your brand promise, your intentions, what you can do for them and can they trust you. All of these messages conveyed through your brand. That is the power of branding.

The point here is your brand can be the most valuable asset to your organisation has and it is imperative to understand the importance of branding. This is how businesses use branding for profit, as the customers continue to remain loyal to the brand, time after time, year after year, generation after generation.

Is business branding powerful? You bet, you don't have a business if you don't have a brand.

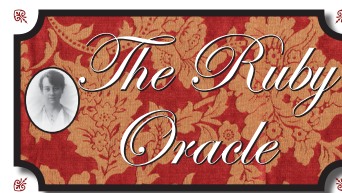
We thank our clients for their participation and who have wholeheartedly supported this project.

**Brand values.

Still think branding isn't important? Well below are the top 3 brands 2008, and the net value is JUST for the brands, not even assets, just their brands alone.

1)	Coca Cola	2008 brand value (\$m)	\$ 66,667
2)	IBM	2008 brand value (\$m)	\$ 59,031
3)	Microsoft	2008 brand value (\$m)	\$ 59,007

*Source - Interbrand.



The Ruby Oracle [Brand new shop]

History of existing brand.

None, brand – new business

Current summary of business & brand. Retail shop selling Victorian and Edwardian jewellery, gifts and soft furnishings in predominantly French Victorian style.

The Ruby oracle also provides spiritual services. Shop opened October 2006.

What & why trigger.

We wanted to be recognised straight away as The Ruby Oracle.

The brand had to reflect the style of the business so one had an inkling of what to expect.

We provided the components (the name) and the designers did the rest.

How.

The name just popped into my head! There is a coincidental link between my great Aunt (Ruby) and she was an elegant Victorian lady) and she appears in the brand to truly reflect the essence of what The Ruby Oracle is.

Why choose tish'n enigma?

When we started this business we knew we had to have a professional brand from the start.

We were looking for a company we could develop a relationship with, who understood our business and what we were trying to achieve.

Solution.

We explained our vision as we only had an empty building. Everything had to be expressed verbally and the designers had to visualise where we were going as everything was in our head.

The designers were able to extract the info from our heads and translate it into a tangible brand.

Through discussions we included the photo of Ruby and the curtain material that was going to be used in the shop – thus the brand was born.

Result.

Very Happy with the brand! The brand captured our vision. There was nothing to show but the brand gave us a presence even before we had the business up and running. The brand expressed ideas that were in our heads and what The Ruby Oracle should be.

The brand and the ideas were nicely married together.

Impact of new brand.

We have had so many comments on the brand and people have never seen anything like it.

They notice the background (curtain material) and the brand is memorable and noticeable.

Everyone who see's our business card says it's beautiful and they "get it"! They understand the business of The Ruby Oracle.

Result (did new brand give you brand equity?).

"No brand, no focus". The overall business objectives are to grow the business from its current state of infancy to a mature business ready for the possibility of succession planning in a few years.

The brand has been extremely effective and maximised the potential



Express Rollers [Packaging the business for sale]

History of existing brand (if applicable).

Name of the business used to be Merino Super Cover - Merino being a word associated with wool and good quality. The business was bought in 1997 in very poor shape, broken, dirty and a handful of unhappy clients for the princely sum of \$5000.

The 'logo' was a piece of clipart and the letterheads, business cards etc were all produced in house. The name was changed to Express Rollers.

Current summary of business & brand.

Express Rollers manufactures top quality lambs wool paint rollers for the professional trade. The existing business had been buying inferior raw material to develop handmade wool rollers.

The quality was shocking, the product was unreliable and the reputation of the business was questionable.

What & why trigger.

The idea was to get the product right before marketing the business to the trade. The first 2 years we concentrated on refining the product, R&D, manufacturing, setting up the plant equipment and systems.

The concept of rebranding came from the need to develop a professional identity for the business under the new management once it was ready to go to the market.

How.

We needed to bring the product to the market and the 'perception' of the product needed to come from a professional corporation.

The brand development allowed us to do the above. We doubled in size every year. In years 1-3 we had a 100% growth p/a.

Branding assisted us in bringing the product to the market when it was ready. We had a clear vision of business growth lifecycle and it was matter of 'how' do we get this business from infancy to fully mature and gain maximum value?

The key was the brand engineering/development and ensuring we built brand equity in order to have a saleable asset upon maturity.

Why choose tish'n enigma?

I recognised to grow this business I had to have a strong corporate brand. What I wanted was a non traditional approach to marketing as the perception in the paint industry was mundane, boring and traditional.

I wanted a design company that would bring edgy design elements and non typical of our industry.

I wanted a style that was more associated with the interior design or fashion industry.

Having an understanding of who our clients were, tish'n enigma and I worked out what would excite our audience and get them to take notice and think about our business differently.

They were able to go outside the 'norm' to create an exciting, memorable brand that was very noticeable and a totally different direction to what the industry is used to.

Solution.

The paint & hardware industry is staid and conservative and it was imperative we didn't do what was expected – to be the same as everyone else!

We wanted to create something different but non typical that had the essence of quality, corporate feel and perception of the highest international standards.

This was deliberate, as it was basically a very humble business and the products are handmade.

We achieved design standards in our brand that you would expect from a heavyweight international design consultancy.

Result.

It was vitally important that our designers understood our desired outcomes and had a thorough empathy and understanding of our business objectives.

We achieved the perception in the market place: 'wow these guys are big players'.

Impact of new brand.

We smashed the perceptions in the market place, whether walking into a store or receiving correspondence from Express Rollers it made the audience curious and was strikingly noticeable.

Impact bought a virtually unknown product into the industry spotlight and became instantly recognisable not only by identity but also perceptions of professionals.

It further attracted top end customers so that our product became less price sensitive.

Bottom line – we could charge more and we delivered on our brand promise – deliver quality.

Result of sale/exit (did new brand give you brand equity?) how much?

Our business grew exponentially and deliberately through the new brand we positioned ourselves in the market place as a pioneer in marketing into the hardware and paint accessories market.

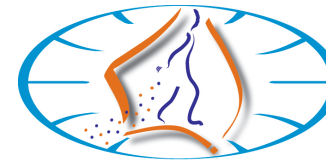
Result was business doubled, doubled again and then doubled again and we increased our business by 10.

You cannot do this by being ordinary or using traditional marketing and you cannot deliver something special by being ordinary.

We invested a mere \$10 000 into brand development and we built our brand equity and we had something to sell.

End result.

We sold our business for 80 times what we paid for it.



The Bible Society [Repositioning/ relevance]

Bible Society SA

History of existing brand

Variants of the Bible society logo have been used all around the world and play a significant role in the visual representation of the Bible Society.

The sower is the main character of the logo and the logo hails from the 70's and is actually still in use for the national body.

Current summary of business & brand

The Bible Society is a not for profit organisation that makes the bible accessible and available everywhere.

What & why trigger

Relocation was the main motivation for the brand overhaul.

We had been in downtown Adelaide for over 100 years.

The move was major and had a significant psychological impact.

It was time for a change and for something new, different, fresh and relevant.

Our brand was completely outdated and not communicating with the younger generation.

We didn't want to lose recognition but we needed a new image but could not risk a disassociation with the past – people had to recognise the new brand as still being the Bible Society.

This is the new paradigm for Bible Society and we needed to make changes that reflected and represented the new direction and what the Bible Society is doing.

How

Our strategy was to change direction to continue to appeal to our existing target market and we also wanted to attract a younger target audience and gain new supporters.

Why choose tish'n enigma?

Traditionally we would have used someone from the church community but we wanted a company who didn't know anything about the Bible Society who had no baggage or preconceived notions.

We wanted a totally fresh new perspective. We tried a few other designers first but they just didn't rise to the challenge.

We couldn't afford to upset our donor's as we rely on their generosity.

Initially bringing in tish'n enigma was a big risk as they were the extreme opposite and by bringing some one from the outside in was a huge leap of faith.

tish'n enigma was able to interpret and understand our needs into our new brand.

There was a historical, previous relationship with trust and mutual respect.

Solution

The solution was "Eliot" – the core of the brand.

By naming the sower, it gave him a personality and the essence of the brand almost came to life.

The character was the key component. Our new look gave us the point of difference.

Result

Very positive! We now have immediate recognition and it is a significant change from old to new.

In the old logo the map of Australia got lost and by introducing a new emphasis on Australia it clearly illustrates the change in direction and shows a shift in emphasis now to Australia.

The brand is now relevant, we have retention of recognition and it's new and fresh.

It is also easier to target new people.

Impact of new brand

The new brand has changed our outlook – it's not just a picture; it has filtered through the organisation.

If we had relocated with the old brand we would been bland and by having the new brand it has impacted and affected the way we see ourselves and the way we do business.

Result (did new brand give you brand equity?)

We have managed to maintain the 3 key structures; Eliot (the Sower), Australia and the world.

We now think brighter and the brand affects everything we do and say.

The old are getting excited about us and the young are joining us on our journey.

There is a distinct expectation of change and people know something exciting is happening at the Bible Society.

“Brands are all about trust. You buy the brand because you consider it a friend”

Michael Perry
British business executive.
Marketing (March 2000)



Enlightened Success [Duplication/licensing]

History of existing brand

The original logo was developed in Sept 2004. At that time, we only had a logo – we didn't really have a brand as such. All we had was a logo to put onto a business card, letterhead, comp slip and the website. There was no thought of branding at the time.

Current summary of business & brand

Enlightened Success: we teach people to work and live in the peak performance state called the 'Zone'. I started the business with just me in June 2003 and spent years researching the business until January 2007. At that point I realised I wanted to license my business hence the need to brand my business became mandatory.

What & why trigger

The primary need for developing a brand was to allow for duplication in terms of franchising and licensing. You cannot duplicate yourself without a brand. The success of franchising depends on maximising the marketing and PR efforts and that cannot be done without a brand.

You **NEED** to build brand recognition and awareness, at the same time building trust and goodwill all through the brand. The brand becomes associated with what your business is all about and what your customers can expect to receive.

How

I needed a brochure, business card, stationary, banners, flyers, car branding, advertisements etc and they had to be consistent and instantly recognisable as my brand.

Also in terms of licensing everything I had to be branded to reflect uniformity and communicate the same message across all licensed Zone Coaches.

Why choose tish'n enigma?

They understand branding! They act as a critical bouncing board for your marketing strategies and tactics. When you are working IN your own business, you are emotionally attached to it, which makes it difficult to see the wood for the trees. tish'n enigma are exceptionally brilliant in creating brands that stand out head and shoulders above the rest – they are unique and create unique brands. The brands they develop are not only memorable, they totally reflect and engage the target market. Their work speaks for themselves - they are geniuses!

Solution

We defined what the brand was - we clarified our target market - we clarified our positioning statement and tish'n enigma helped us do both. Then they helped us create the unique look of the brand.

Branding is not only just visuals/pictures, it is also the writing (auditory) – the words and copywriting were all part of the process. To make sure the brand is strong; everything had to reflect the look and feel of the brand - the stationary, vehicle branding, banners, badges, brochures, advertisements etc. These are the measure of branding from a concrete point of view. The power of the brand goes beyond the physical; we deliver what the brand promises.

Result

As a consequence of developing the brand, we are now able to promote all the licensed Zone Coaches under one umbrella. We now have a standard platform from which we can deliver on our promise to our target market. Regardless of which Zone Coach does the training, the client expects to receive the promise of the brand.

Branding helps a licensee like me to maintain consistency in marketing and delivery of our services.

Impact of new brand

The impact has been enormous. I now have something concrete to sell. This is particularly important because I have a service business, and a service is intangible. I am now able to communicate effectively through my brand. Any money I invest on promotion or PR now adds to the value of my brand. I have a consistent message to communicate to my target market. Before tish'n enigma came into my life, I had great ideas in my head. With their help, what I have to offer is now practical and concrete and we are getting a lot of clients. I can't thank them enough! I have received a huge return on my investment with tish'n enigma. You definitely get what you pay for and so much more.

Result (did new brand give you brand equity?)

By having a brand the business has taken off and it has truly become a business – not just a 'job' for me. I was able to attract Zone Coaches and they were able to commit to us as they could see we had something concrete to offer the market place. When I started this business I was 1, now we are 9, and by 2008 we plan to go national with 40 or more Zone Coaches. Then we intend to go global.

Without the brand there is NO business! My investment in the brand is mandatory for the success of my business. Every cent I spend on the brand I am investing in my business, consequently the brand is always appreciating in value. If and when I come to sell my business, it will be my brand that people will want to buy.

My brand is the most valuable asset in my business.

“ I am a brand ”
Martha Stewart



Evenden & Associates [Refresh]

History of existing brand

I started my own legal practice in 1993. At the time I liked the concept of a legal traditional looking logo.

Current summary of business & brand

We are a 'boutique' legal firm specialising in business and property law.

The business was developed over 14 years initially starting as a single operator, now home to 6 professional staff.

What & why trigger

The main trigger was moving premises in July 2006.

We wanted to be in bigger premises and have better access for clients (as we were previously upstairs).

We are much more visible now as we have frontage on the ground floor.

How

When we moved our look was tired and outdated and the move was a good time to refresh and reinvent the brand and I was looking to grow the business and attract new staff.

Fresh brand – fresh premises.

Why choose tish'n enigma?

I had seen tish'n enigma's previous work and was impressed with the branding done for NEW [North East Women].

I didn't feel the need to shop around as I was confident that tish'n enigma would deliver a brand [which they did] and at a reasonable rate.

They had an understanding of our motivation of why were rebranding and clearly identified our target market.

Part of the rebranding was to plan for a possible exit strategy for me as principal in the future.

Solution

We ended up with a modern contemporary brand that still maintained a traditional element therefore appealing to our existing target audience and attracting a new target audience.

Result

We now have a very integrated 'look' from the actual signage through to the internal layout and decorating of the offices through to the corporate stationary.

The brand has integrated all the elements together to form a solid recognisable brand which was cleverly colour coordinated.

Impact of new brand

We are perceived as being bigger than we actually are.

With our modern brand, we are up to date and a bit more 'hip' than we used to be.

The decorated offices look great! The light box outside makes people notice we are here whereas before they didn't know where we were.

Clients have commented positively about our new 'look' which portrays our professional modern image.

Result (did new brand give you brand equity?)

We have been a lot busier and December 2006 was the busiest month ever!

The equity we are building in the brand is assisting with the exit strategy and I will be able to ease out of the practice a lot better than if we hadn't had a brand overhaul.

By having a brand it's allowed me to establish a solid reputation for the firm which would be difficult to do without a brand.

Our reputation is clearly articulated through our brand and customers have come to expect excellent service at reasonable prices.

Simply put – we deliver our brand promise.

“Familiarity is the
culmination of
successful branding”

Robert Heller
British management writer.
Goldfinger (1998)



The Lifestyle People & Essential Flower Design [Merger]

History of existing brand

The Lifestyle People was originally called Gary Reeve Financial Management until 2002.

The old brand was temporary and conservative. The colours were black & white. The slogan was 'Your Financial Future in Black & White'.

It had some effectiveness, but was boring and certainly not memorable.

Essential Flower Design is a boutique wedding florist specialising in comprehensive and personal attention to the bride and groom's special day.

The merger of the two was driven by the fact that when people marry they bring their whole lives together, including their financial vision, budgets, savings & assets, liabilities, life insurances, wills, etc.

Current summary of business & brand

The Lifestyle People is a highly trained, award winning team of experienced professionals dedicated to making a significant difference in people's lives.

Their mission is to help clients set, manage and achieve their financial & lifestyle goals and enjoy a quality, balanced life.

What & why trigger

The passion is based around the new slogan, 'Healthy, Wealthy & Happy'. It is more than selling products, offering a service to help clients of all ages and from all backgrounds to take control of their lives.

Gary believes the community wanted and needed a more holistic approach to planning for the future. He says that baby boomers in particular are driving the rapid growth in the financial and wellness industries.

How

The concept of the name was driven by the community's need and demand for a brighter, more relevant and more holistic approach to financial planning.

Gary believes that the common perception of financial planning being solely about advisers selling managed funds for commission needs to be changed, not by advertising, but by client experiences.

We needed an image that was not too conservative, but we could not appear too flippant either.

Why choose tish'n enigma?

We met at a function and I was impressed with tish'n enigma's ideas and incredible enthusiasm. I had tried to design the logo myself with no success.

We engaged two other designers, but they were also unable to develop a solution. tish'n enigma took charge and came up with some stunning concepts.

They always did what they said they would do, when they said they would, thoroughly and professionally.

That made working with them an absolute pleasure.

Solution

Our goal was to create a WOW factor, an image that made people sit up and take notice. We wanted to break away from the conservative sameness of the financial planning industry.

We developed a strong working relationship with tish'n enigma to ensure they understood our industry, our business, our target market and our vision.

To allow for growth, coloured bubbles were incorporated into the logo, each one representing a different facet within the business.

Blue, e.g., represents the financial area and orange represents the career part of our business.

Result

We needed that elusive WOW factor, but needed a balance between the conservative 'professional' image of financial planning and the fun, 'carefree' lifestyle image.

The tish'n enigma designers were able to create a brand that succinctly articulated what we stood for – a happy, balanced approach to lifestyle planning for our clients.

Impact of new brand

We now have an attention-grabbing, colourful brand.

It is bold and memorable.

It's a talking point that is helping to create exciting growth for us!

Did the new brand give you brand equity?

The brand has given us the ability to build equity in our business and duplicate/franchise our business.

It has created additional saleability.

“What we are really selling here is the name Walt Disney”

Walt Disney
Founder of Disney
Internal memo (1939)

Extreme Machining [Something new]



History of existing brand

No existing brand for the products; Wedgetail, Shingleback or Taloc.

Current summary of business & brand

Extreme machining designs and manufactures all associated equipment of 'down hole drilling equipment' for the mining, oil & gas industry.

What & why trigger

Major competitors worldwide have a very well known brand and generic products were not being requested. In other words people were asking for Coca Cola as supposed to just cola. For us to compete in the international arena against other brand names we had to have a recognisable brand that stood for quality and reliability and not be seen as just generic.

How

We discussed specific names and looked at all the cultural, political & socio economic connotations that would affect our naming the products. We thoroughly researched our target audience and had to ensure the names appealed to not only our market but also had to incorporate a strong emphasis on Australian names.

It is a very popular and common practise in our industry to name down hole drilling products after animals (e.g.: Cougar, Razorback etc). We were looking to market to the Middle East and used the largest Australian bird (Wedgetail) which would appeal to that market.

Why choose tish'n enigma?

We researched the internet looking for businesses to develop our brands.

We met with 3 design companies and we really liked tish'n enigma's website. Overall they offered the best package for our needs and were cost effective.

Solution

Simplistic, recognisable, easily identifiable, memorable and very much what we requested.

Result

We are in the process of achieving our business objectives.

We had the 2nd largest oil company in the world recognising and asking for our brand name.

We are essentially still competing with 'Coca Cola' but we are currently building our brand equity. We are aware it will take some time but we are well on track.

Impact of new brand

Export countries are showing recognition of our brands and we are going into new regions, Middle East, Brunei, Singapore, Norway, Kazakhstan.

We are getting enquiries from large oil companies.

Result of overall development (did new brand give you brand equity?)

We are in the process of building our brand equity (the brands were part of the marketing plan).

We are now getting repeat and new business.

The brands ensure customers ask for the product they used last time and the results are becoming evident.



dmca Chartered Accountants [Succession/exit]

History of existing brand

Old company name: Pridham Duncan & Co. When Ian bought the business in 1996 he bought the goodwill of the Pridham name and 9 years later felt it held less relevance than it did previously.

dmca was the new name and brand created in December 2005 as we felt the old one was a little dated. We needed something fresh, different and professional and a brand that could last the test of time (especially with new partners joining the firm in the future).

We wanted dmca to be perceived as what we are: a professional accounting firm which depends on the brand rather than the partners as individuals.

Current summary of business & brand

We are a chartered accounting practice specialising in small to medium businesses. We are business advisors; that's what we do best. We're not a 'compliance' practice, so we need to get the message across to clients and prospects that we are different, that we can actually do what we say we can. We run a good business; we have to if we want respect from our clients – we practice what we preach.

What & why trigger

Myself and the team! We weren't satisfied with the old image/brand and we wanted something fresh. We had been attempting this change for many years.

When I became partner in July 2004, it was a perfect opportunity for the change and to have a positive impact on the business. I wanted to help reposition the business to appeal to new target markets i.e. business owners of today.

They are a very different target audience to what they were 10 years ago.

How

We got tish'n enigma involved (they were referred to us). They held a workshop with us to brainstorm the new business name, target market, company objectives, etc. However, Ian & I always had an idea in mind as to how it would all look.

Why choose tish'n enigma?

tish'n enigma were passionate about what we do and were able to engineer a new brand and professional image. We understood and realised from the get go that tish'n enigma had that creative edge, they learnt about our business and they were able to balance tradition with contemporary.

We tried doing it ourselves a few times before but were unable to develop something we were comfortable to go to the market with.

Working with our designers, they understood the very fine line between the traditional blue and gold colours that we'd had for years to developing a brand that had modern colours and design, was progressive yet appealed to our existing target audience and as well as our new business audience.

Solution

A structured approach to the selection of a name which was underpinned by how we wanted to be seen by the general public.

That is, the brand obviously needed to match with how we wanted to be perceived. Not the norm that one would expect from a traditional accountants firm.

We are trying to communicate through our brand that we are a progressive firm who works closely with our clients and we understand the demands they face and their needs of today.

We embraced the brand wholeheartedly from the inside out and the outside in.

tish'n enigma assisted us in our interior decorating as well as our external signage and ensured we maintained brand consistency in everything we did.

Result

A fresh, timeless brand which won't need to be changed for quite a while.

I believe the brand will absolutely stand the test of time.

Impact of new brand

We've had a great response from clients, associates etc.

We have received many compliments about our new brand, it is memorable, noticeable and fresh looking.

We've now built our websites and marketing materials around this very professional looking brand and are in the process of building our brand equity.

Result of sale/exit (did new brand give you brand equity?)

N/A – but when partners exit/enter the brand will remain unchanged. It's the 'one firm' approach that we have at dmca.

We are a serious business, not a couple of people running an accounting practice.

It's a different focus, a different philosophy to what most accountants have.

so who is tish'n enigma anyway?

So who are we?

tish'n enigma the company was recently retired and replaced with 'Brand it Purple' Pty Ltd. Brand it Purple specialise in consulting to companies and individuals about their business branding and personal branding.

Headed up by Ashley Knoote-Parke, Brand it Purple is a unique business whose niche is in personal branding. Ashley has been presenting, teaching and lecturing on marketing, branding and assisting professionals to develop their personal brands for nearly 20 years. She has used all her branding, marketing and business skills to develop this one of a kind, very targeted business - there is no other like it.

She has also written a book titled 'Brand it Purple - stand out in a Crowd' - a practical, fun to read, easy to follow book about developing and profiting from your own personal brand.

As a professional speaker Ashley is guaranteed to inspire, motivate and WOW your audiences.

She also heads up tish'n enigma books, a boutique publishing house that specialises in fine coffee table books. Titles such as Footprints - South Australia and Lounge to Boardroom, come from this humble publishing company.

When you are next looking for a professional speaker, or need really solid branding advice, or need some motivational and really exciting team training about branding, marketing, communication, professional image, just look us up at www.branditpurple.com or www.ashleyknooteparke.com.

You can also buy our books online at www.tishnenigma.com

Write to us at books@tishnenigma.com or brands@branditpurple.com.

Thanks for reading this and we welcome your feedback, ideas and look forward to hearing from you.

Cheers
Ashley



“A brand for a company is like a reputation for a person. You earn a reputation by trying to do hard things well.”

Jeff Bezos, Amazon.com founder

TO brand or NOT TO brand



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