

The importance of great branding and design for businesses of all sizes!

Richard Bell



Brands are Everywhere

SONY

Kellogg's

Oral-B®

NESCAFÉ®



NAME THESE BRANDS



1



2



3



4



5



6



7

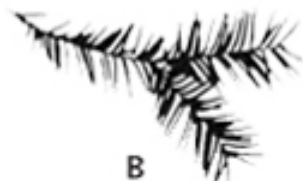


8

NAME THESE PLANTS



A



B



C



D



E



F



G



H



I

What is a brand?

Much more than just your logo

Emotion

Gut Reaction

Reputation

*“Your brand is what other people say
about you when you’re not in the room.”*

Jeff Bezos, Amazon

What is a brand?



easyJet

maplerockdesign 

Apple creative, innovative, stylish

Easyjet affordable, no frills

Maple Rock friendly, creative, trustworthy

What is a brand?

First impressions play a key role

Cool, intelligent, smart, reliable

Refine these mental notes with each interaction

What is a brand?

Recognition

Company X helps solve Issue Y

Mental notes

What is a brand?

Don't underestimate people

Trust

What is a brand?

Important for all businesses

**“Your company may be small but
your brand is big”**

Brand = Business

To summarise...

Actions Speak Louder than words

What you do, not just what you say

- Promise
- Pledge
- Commitment

To summarise...

Navigate help us choose from a bewildering array of choices

Reassure reassure by communicating the quality of the service/product on offer

Engage use specific text/imagery to help you connect on an emotional level

What is Branding?

Keep up-to-date

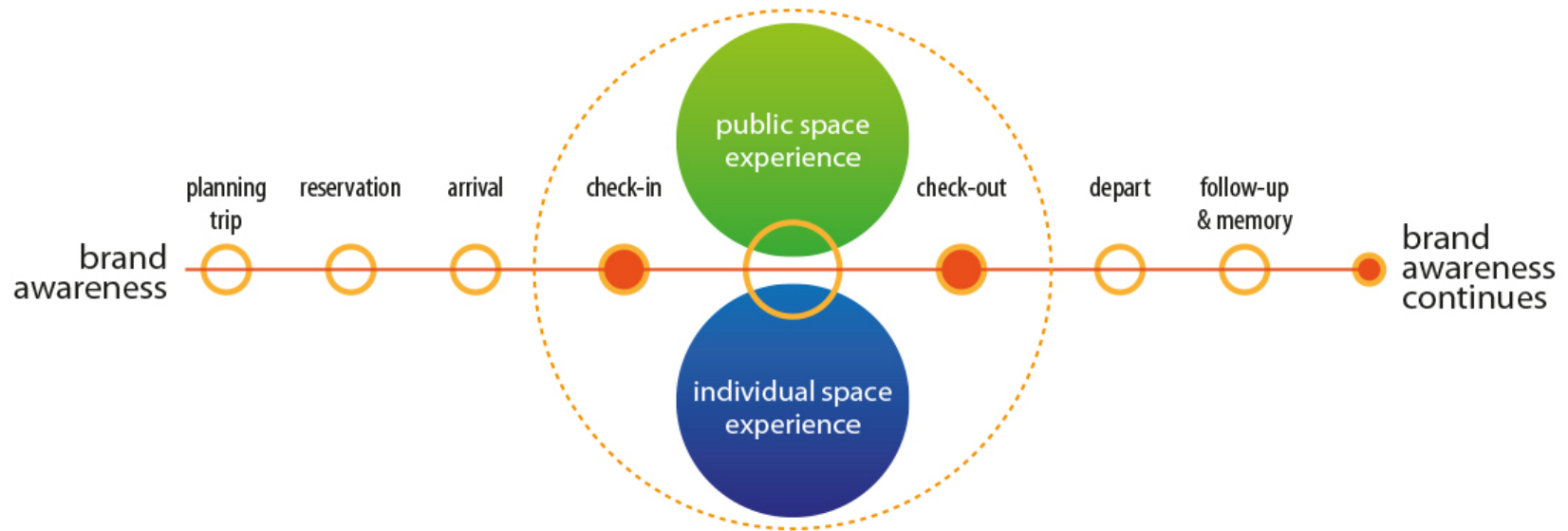
Seize every opportunity

Fantastic customer experience

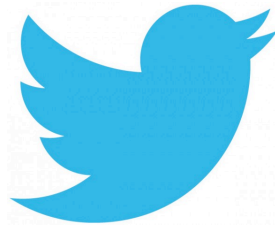
Customer Experience is key



What do we mean by customer experience?



Social Media



Facebook

Average user = **200 friends**

5 users share one experience

= **1000 potential views**

...after all, **92% of people trust recommendations** from friends

Social Media

Cost Effective

Start a conversation

Fun/engaging/valuable content

Add an image – **94% more views**

Call to action – drive traffic to website!

Social Media

Can be positive or negative

Negative feedback is your
opportunity to show great customer
service

Touchpoints



How do we build a great brand?

Ensure coherence across all touchpoints!

How is this achieved?

- Look and feel
- Unified voice
- Uniform quality
- Clarity and simplicity
- Be different/standing out

Implement
Great Design

Six Tips towards successful design

1. Brand Identity
2. Online presence
3. Content
4. Imagery
5. Layout and Typography
6. Use an expert!

1. Brand Identity

Logo

Keep it simple

Make it relevant

Ignore Trends

Aim for distinction/Commit to memory

Think small

More than just a logo...

Design

Colour palettes

Imagery

Typography

Sensory – how something feels



2. Online Presence

2. Online Presence

24/7 shop window

50 milliseconds for a user to form an opinion about your website

First Impressions

2. Online Presence

Make information easy to find

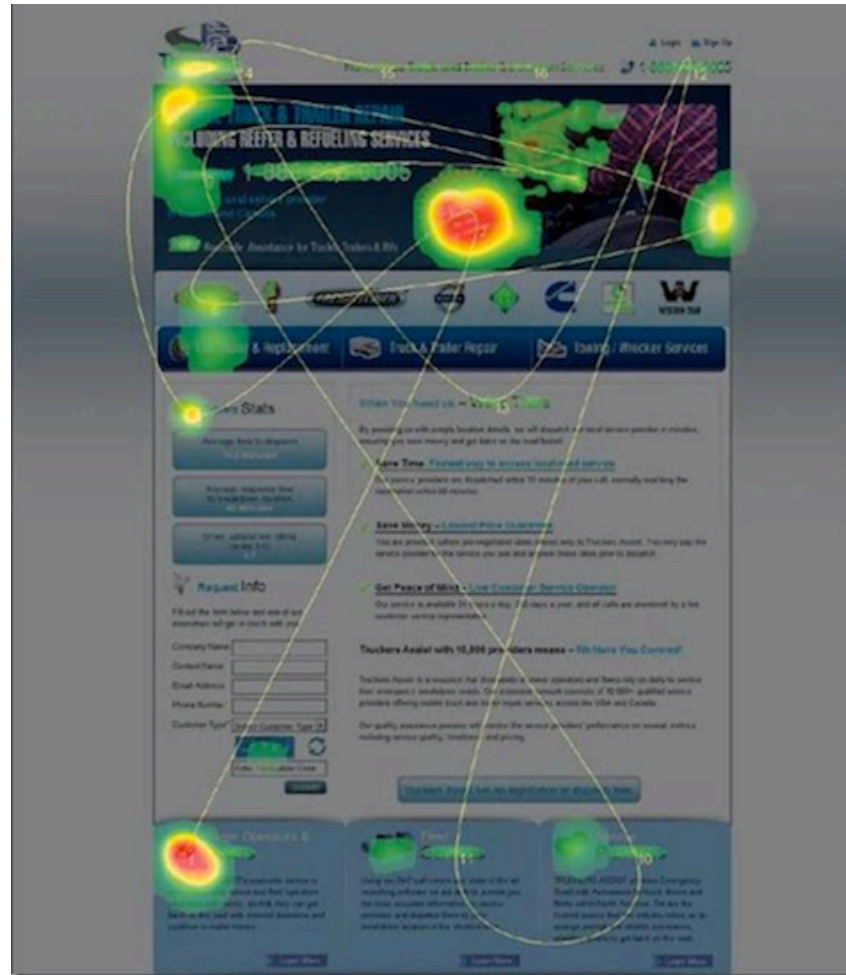
Intuitive navigation

Don't overload with choices

Keep important info near the top

However...

People do scroll!



Other Things to consider...

Introduce a blog

Proven results

Case Studies

Testimonials

Reviews

Consider video

Search Engine Optimisation

Good title tags

Key words in content

Location

Don't duplicate content

Google Analytics

3. Content

3. Content

Content is king

Coherent tone of voice suited to your brand

Less is more

Keep it simple, easy to understand

Tyre life costs and savings

Based on tyre segment STA 101 - 10.6.5

| | Pneumatic Tyre (10 ply) | | Weekly Cost |
|---------------------------------------------|-------------------------------------------|--|-------------------|
| Tyre Life | 8 Weeks | | |
| Cost of replacement tyres | £138.00 / €162.00 | | |
| Cost per machine | £552.00 / €649.00 | | £69.00 / €81.00 |
| Punctures | 1 per week | | |
| Cost to repair | £65.00 / €76.00 | | £65.00 / €76.00 |
| Total tyre cost | | | |
| Lost/Inefficient production due to puncture | | | |
| 2 hours per week @ £185.00/€218.00 per hour | | | £370.00 / €435.00 |
| | AirBoss Tyre (STA 101 = 10-16.5 segments) | | |
| Tyre Life @ 16 & 24 weeks | (16 Wks) | | (24 Wks) |
| Cost of replacement tyre: £305.40/€359.29 | | | |
| Cost per machine: £1221.60/€1437.17 | | | |
| Total tyre cost | £76.35 / €89.82 | | £50.90 / €59.88 |
| Lost production | NIL | | NIL |
| Total cost per week using AirBoss tyres | £76.35 / €89.82 at 16 weeks | | |
| | £50.90 / €59.88 at 24 weeks | | |

CUT COSTS

Companies invest in the complete AirBoss system, comprising metal rim and full set of replaceable segments. After this investment you never need to purchase a new tyre again, just individual wheel segments which can be changed by the machine operator.

You can expect to save between
£36-£69 per week*

* Based on Series 101 20-segment wheel system, with each segment having an expected life of between 16-24 weeks, compared with a 10 Ply Pneumatic Tyre, with an 8 week expected life. Segment cost £19.50 versus pneumatic tyre cost of £138. Costs also assume pneumatic tyres incur one repairable puncture per week with an associated repair cost of £85.

** Assuming pneumatic tyres incur one puncture per week with an associated lost production time of two hours @ £185 p/h.

SAVE TIME

With traditional tyres fitted, vehicles operate much like road-going cars when a tyre gets punctured; veering out of control. AirBoss wheels enable operators to retain control and continue working, even if three or four segments become damaged.

You can expect an average saving of
£370 per week** now that lost production time is a thing of the past.

Average costs over a year for each vehicle fitted with the AirBoss segmented tyre system:

AirBoss tyres:

Segment replacements: £3,380-£5,070

Lost production costs: NIL

TOTAL COST: £3,380-£5,070 per year

Pneumatic Tyres

Tyre replacements: £3,588

Puncture repair costs: £3,380

Lost production costs: £19,240

TOTAL COST: £26,208 per year

That's a saving of up to £22.8k per year!

AND GO GREEN!

Disposing of less rubber

Because only individual segments are being replaced, the amount of rubber needing to be disposed is dramatically reduced, saving you even more money!

Less CO₂ emissions

Because operators maintain their own tyres, there is never a need to call out a separate repair vehicle onto site, clearly avoiding unnecessary CO₂ emissions!

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Cheltenham
Gloucestershire
GL50 4DW

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Infographics

Easily digestible content

Create a positive buzz!

2014/15 at a glance

Our Support

3,838 Helpline Calls

North West service introduced

First creative arts group hosted

SWITCH 29% increase in referrals

ASK 73% increase in email services

15 drop-in locations throughout the UK of which were introduced this year

Training & Conferences

2,062 delegates

Our Materials



TOP 3 SELLERS

1,651 Memory boxes sold



A Child's Grief Muddles, Puddles and Sunshine 2,552
As Big As It Gets 2,080

Our materials have been sent to locations including:



5,000 publications sent to families after a Helpline call

Pocket Full of Plasters 10,526 distributed



Award!

Plain English Campaign 'Standard Bearers'

99% of delegates felt more empowered and confident after Winston's Wish training



over 1,200 children received face-to-face support

2 teenage music groups

over 200,000 visitors to our website

Each year, 40,000 young people...

In 2014/15, we focused on:

- Extending our services
- Researching, evidencing and communicating
- Using our resources effectively
- Developing our team

3. Content

People scan

Easy to digest chunks

Importance of headlines

Information discrimination

GRAFX

IT Solutions for Business

01242 787878
grafx.co.uk

Reasons to choose Grafx*

Complete,
unbiased
IT **management.** #1

Secure, local
data backup
solutions. #2

Mac/PC,
multiple
device **support.** #3

Over 25 years
of industry
experience. #4

*Discover loads more
reasons inside. **Come on in!**

Reasons to
choose Grafx #7
Fast turnaround
of 3-5 days on
Apple warranty &
non-warranty
repairs.

4. Imagery

4. Imagery

A picture is worth a thousand words

Our brains process images **60,000 times faster than text**

40% of people prefer visual content

Increases engagement

Consider
professional
photography



Stock Image Libraries have evolved!



Avoid clichés/over used imagery



PROVIDING CLIENTS WITH AN HONEST AND PROFESSIONAL SERVICE FOR ALL THEIR FINANCIAL NEEDS.

Built on a simple ethos since 1992, our business has grown significantly in both size and adviser number. At the heart of our success remains a core belief in preserving high standards of client care and providing impartial and sound financial advice that fulfils your needs and aspirations.

Respected by our clients and business partners alike, we have an enviable reputation for honesty and integrity underpinning all our business relationships. We have advisers throughout

the whole of the UK who are professionally qualified and meet the exacting standards required by our regulator. We are committed to continuous improvement through regular training and development programmes, ensuring our clients receive advice that is second-to-none in this fast-moving financial environment.

We have a dedicated Client Service Team based at our head office. This team is there to support you throughout your client journey and beyond, ensuring that you experience a honest, trusting and transparent relationship with Financial Associates.

Our high standards of client care ensure you will receive an ongoing personal service that will allow you to adapt to meet your ever changing financial circumstances and take advantage of opportunities as they arise.

HOW CAN FINANCIAL ASSOCIATES HELP YOU?

When faced with complex decisions about your future financial security, choosing the right financial adviser and getting the right guidance is essential. This is where Financial Associates offers you peace of mind.

Our commitment to meeting your financial goals is long term; we aim to ensure the arrangements we put in place are flexible and can adapt to your changing circumstances, goals and priorities. To help you achieve this we believe that a regular

review of your finances should be an integral part of our service to you in order to develop a strategy over time and to allow you to stay on track to meet your financial goals.

In an increasingly complex financial arena we provide clients with comprehensive, clear advice and guidance on a full range of products. Our advisers follow a step-by-step process, illustrated in our client journey, to fix clear objectives, allowing you to make informed decisions based on the advice we give you.

We are acting for you, so rest assured our interests are yours.

COSTS & DISCLOSURE

HOW WE CAN HELP

CLIENT CHARTER

CLIENT PROPOSITION

OUR CHOSEN CHARITY

CLIENT JOURNEY



FA92 **FINANCIAL ASSOCIATES**

DAVID DEAN
Director



4. Imagery

Quality

People will notice!

Don't steal from Google

5. Layout & Typography

5. Layout & Typography

Purpose of document

- Where is it going?
- What is the aim?

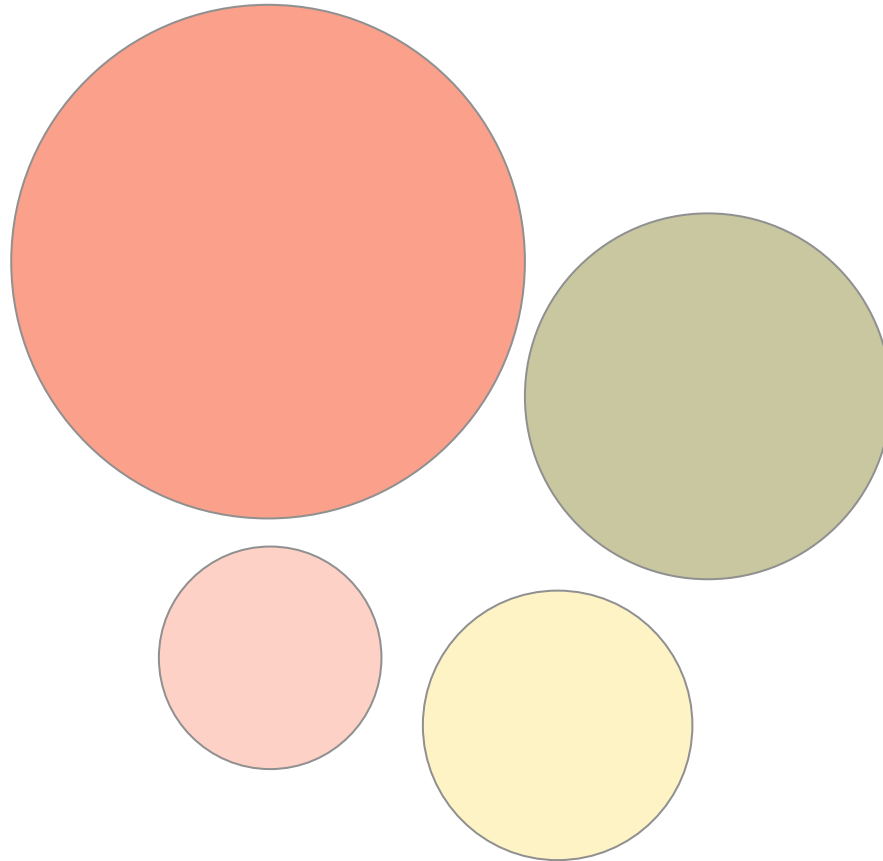
Clear call to action

Don't be afraid of scale

www.thegymcheltenham.co.uk

[illegible]

Visual Hierarchy



**LOWEST PRICE EVER
ON TOP-QUALITY
BLUE WIDGETS!
SALE ENDS MONDAY,
SUPPLIES ARE LIMITED,
STOP BY TODAY.
(FIRST COME, FIRST SERVED.)**

These are our top-quality widgets and we've never offered them at such a low price. You must see them with your own eyes to believe the quality and workmanship that goes into the manufacture of each and every widget. They are the best on the market, and you won't find a better price anywhere, guaranteed.

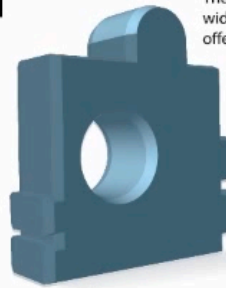


Widgets Inc.
437 Widget Drive
Widgetville, TX 75701
www.widgets.com

**LOWEST
PRICE EVER**
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Widgets Inc.
437 Widget Drive | Widgetville, TX 78280
(210) 555-1212 | www.widgets.com

Typography

Suitable, Consistent and Legible

Stick to 2/3 fonts



Typography

“Maple Rock are the best design studio in Cheltenham”

Baskerville

“Maple Rock are the best design studio in Cheltenham”

Trebuchet

“Maple Rock are the best design studio in Cheltenham”

Comic Sans

iMac (Flat Panel)

Produced

July 2002 - February 2003

Processor

800MHz PowerPC 7450 v2.1 (G4)

Original OS

Mac OS 9.2.2

Original Maximum Memory

1.0 GB

History

Introduced in July 2002, the iMac (17") was identical to the 15" flat panel iMac, but added a 17" 1440x900 screen. It shipped with a CD-RW/DVD-RW SuperDrive, an 80 GB hard drive, and 256 MB of RAM. It was priced at \$1999 U.S., and was discontinued in January of 2003.



Grafx

By 2002 Grafx had been repairing Apple Computers for 7 years and had moved to 73 Market Street, Cheltenham. This was Grafx's biggest premises yet consisting of the workshop and a new Showroom displaying all new Apple equipment.



Authorised Service Provider

iMac 1998



Produced May 1998 – January 1999

Processor 233 MHZ PowerPC 750 (G3)

Original Maximum Memory 384 MB

Original OS Mac OS 8.1

Grafx in 1998...

By 1998 Grafx had been repairing Apple computers for three years at their old workshop in Royal Crescent, Cheltenham and was growing as a business and was starting to look at moving to a bigger premises.

Also in 1998...

The DVD format was first sold in the UK market.



**Authorised
Service Provider**

K.I.S.S

Keep It Simple, Stupid
Less is more!

6. Use an expert



THERE WILL ALWAYS BE SOMEONE WHO
SAYS THAT THEY CAN DO IT CHEAPER...
BUT AT WHAT COST?

