



# // Branding

About Alloyfish Branding: What we can do for you  
To get a quote please go to [www.alloyfish.com](http://www.alloyfish.com)

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*Fig.1. Alloyfish*

## Introduction

### Deeper than logos

A brand is not just how a company is perceived by its customers it is effectively the sum result of the company. Every company has a brand. The job of a branding agency, such as Alloyfish, is to help companies gain maximum impact from their brand. Our branding work can redefine market territories, change people's minds and revolutionise industries. A brand should differentiate from competition, provide uniqueness and build bonds between the company and its stakeholders. Businesses should not underestimate the huge effect proper brand management can have on a companies success.

Customers, shareholders and employees are no longer swayed by cosmetic changes to companies if there is no blood and gut changes behind them. In the long run people will believe what you do, not what you say. With that in mind, branding must go much further than creating a visual identity. We start branding work from our client's business ambition upwards and create brand strategies to help them attain these goals. We develop guidelines which provide direction but allow evolution rather than simply producing documents of control.

Companies that can change and adapt to the shifting world around them are able stay at the cutting edge of their field without requiring disruptive brand repositioning stages. We create brands with future and help to manage them to keep them fresh and on-track.

If asked to name several companies most people list multinationals who have spent large amounts of money on brand management and marketing. This said, it is usually smaller companies that have greater personal contact and often have a large impact on people's lives, but, when it comes to brand recognition they still perform poorly. This is a tremendous waste of potential. Creating a unique, coherent and well managed brand will help to generate this recognition and keep the brand occupying customers mind space.

For small and medium companies branding is important but to what extent it can be realistically managed varies with the companies offering and ambition, nevertheless it should be managed either through trained internal staff or by outside agencies. Small and medium companies should aim to create a strong brand presence within its own defined market and this can be done effectively, without huge marketing budgets.

- ◆ Fantastic brand literature does itself does not make a company until it delivers what it promises

### Relative customer perception drivers

Brand literature  
(What you promise)

Customer experience

What you deliver

## Carrying out branding work

### Research

Brands start at home and our first step is to research you, who you are, what you are and what you want. Strong brands are built on truths, a company which does not deliver what it promises loses customer trust and can quickly generate scepticism about their product or service. If your company idea is precise, cool and highly professional at heart there is little point in designing a brand identity which has a bubbly friendly tone; the imagery and literature compared with the reality would present a confused message.

Understanding yourself and your stakeholders is the key to effective branding.

### Creativity

High levels of creativity are vital in order to create something unique and suitable. Our creative team has a mature attitude to their process. Just because something is creative it doesn't automatically mean that it is fit for purpose or best for the business's interest.

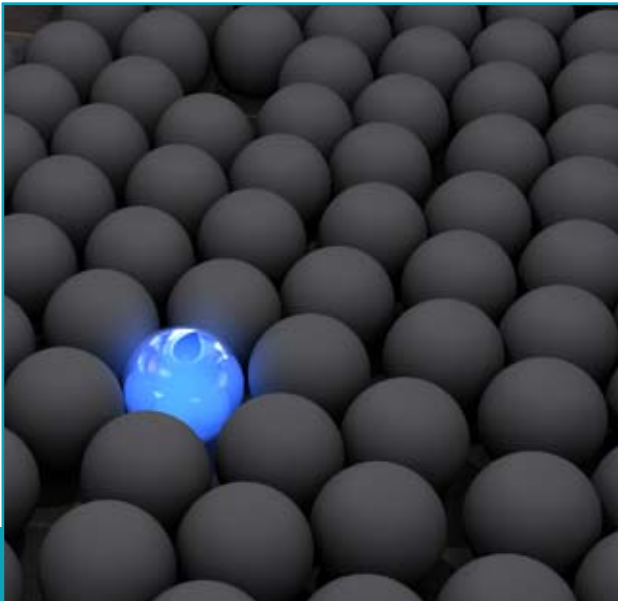
### Roll out

Once the visual identity, tone of voice and the companies core ideas or values have been defined, the next stage is to apply this brand to media you use.

We can design and organise the carry out of the brand identity across all brand literature; from print to online. We can develop intelligent marketing campaigns to facilitate the transition of overhauled or new brands for our clients customers or inhouse. We aim to stimulate change inside, engage existing customers and help gain new customers.

Normally brand roll out is quoted separately as the quantity varies tremendously between companies and often the requirement is not known until initial work is towards completion.

- ◆ Does your company stand out from your competitors?



## Brand Analysis & New Brand

We run our branding projects in sections.

This gives you a better idea of what you are getting and brings a transparency to our process.

### Brand Analysis

What is your brand? What do customers, employees, shareholders think about your company? And what are their perceptions compared with your own?

Brand Analysis is a ground up, in-depth examination of your brand and what it means to everyone involved in your company. We highlight the deficiencies in your company and what you do well. It can redefine your view of your company and put you in a better position to think about your business strategy.

Visual Identity Analysis involves assessing your visual identity, looking for confused messages and incoherence with the companies offering. We will look to recommend how you could create clarity and convey a stronger message.

Brand Analysis is the first stage of all other branding projects as it gives us a picture of where your brand is and what work needs to be done.

### New Brand

This is exciting territory and is something which really gets us going! It involves the analysis of competitor's brands and of the market itself. Here we see a great opportunity to change rules and redefine your market territory. We create brand strategies to get from the creation of the brand to our clients ambitions, be it an exit, high growth or sustainability.



◆ Heartzine a medical journal giving a traditional feel but suitable for an entirely web based company

## Strategy, Transformation & Stretch

### Brand Strategy

How to get your brand from where it is to where you want it? This starts off with an analysis of your brand (See above). From there we can recommend how you could reposition, regain edge or reinvigorate the brand values you started out with. We help you gain more and better customers without losing the ones you have.

Our people work with your people in order to stimulate real positive change within your business rather than just concentrating on cosmetic adornment. We carry out service design and customer experience design if your business requires it.

We create innovative marketing strategies to make you stand out and to give you a strong and sustainable competitive advantage.

Brand strategy can often be linked to brand stretch especially with larger or ambitious companies as the ability to grow the product portfolio while keeping in-brand is essential.

### Brand Transformation

Brand transformation requires care and involves more work than all other branding products. It encompasses brand analysis, brand strategy, brand value analysis the analysis of you brand stature. It involves the same meticulous process for developing and creating brand visual identity used when creating a new brand.

When transforming brands it is important to remember the existing customers while trying to get new customers. Grass root changes on a company level are often required and the sensitivity and employee buy-in is essential

### Brand Stretch

Your great at something, that's why you still exist, but what else could you apply those skills to? We show you how you could you take advantage of your position to increase your product portfolio but remain in keeping with your brand. Much of this works involves the mapping of your buisness and its actual and percieved skill sets and looking to where they could be effectivly employed elsewhere.

- ◆ Skoda. One of the more impressive recent brand transformations involving 'blood and guts' changes This sort of transformation can be applied effectivly to SMC's.



## Brand Management

### Brand Management

This usually is an option which follows new brand, brand transformation or brand strategy work. We assign one of our branding experts to monitor your brand periodically. Normally every 6 months we will conduct a brand review to see how your brand is developing and give recommendation and guidance for improvement.

We will be on-hand to quickly create marketing campaigns in keeping with your brand or brand strategy, or if you have media created by other companies will be able to give input at an early stage to ensure it fits with your brand direction.

Your branding expert will look out for contacts, other companies, and ideas which may help your company, we are massively committed to helping you become a stronger business. We will keep an eye on the markets in which you operate, on your competitors and will be on-hand for advice if response to sudden market change is required. An Alloyfish brand manager can help make decisions, drive marketing campaigns and other work forwards towards quicker completion.

As a brand management service it is important your brand manager understands as much as they can about your business and tend to run one, or more, intense workshops at your place in order to get a firm grasp of your operation.



- ◆ Marmite. A brand that has survived over 100 years through effective brand management.



Alloyfish is a cutting edge branding and web management company.

Based in London UK, they offer total online business solutions at an affordable price. We are accessible, ambitious and listen to our clients.

For more information on business services Alloyfish provide please go to [www.Alloyfish.com](http://www.Alloyfish.com).

For enquiries please don't hesitate to contact us:

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Or go to our website to initiate getting a branding quote.