

# Teamworks

BRAND-FOCUSSED DESIGN & MARKETING FOR WEB & PRINT

**Cardiff MediCentre Presentation**  
**10.01.12**

# An introduction to Branding for SMEs

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AKA

**“I NEEDS A LOGO!”**

1. Brief introduction to Teamworks
2. **What** is a brand?
3. **Why** brand?
4. **When** to brand or rebrand
5. **How** to improve your brand

Teamworks is an experienced  
**DESIGN** and **MARKETING** agency.

The team consists of...

- Designers
- Marketeers
- Copywriters
- Web developers
- Project Managers

We work with private individuals and SMEs,  
through to large public organisations.

Specialist knowledge of the Lifescience sector.

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through to large public organisations.

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Our clients include...

- Neurosign
- MATCH
- MediLogic
- Magstim
- HealthTech and Medicines KTN
- DTR Medical

## Just some of our services...

- Brand creation and evolution
- Website design
- Print design e.g. brochures, reports
- Packaging
- Exhibition
- Marketing / Communications



**magstim**



**magstim**

The Leading Provider of Advanced Neurostimulation Products



## Methasoft Safe, Secure, Accurate



The world's leading system for the automatic dispensing of Methadone for substance misuse treatment providers

### Methasoft TMS

Safe  
Secure  
Accurate



### Accreditation

Ask us about the **Methasoft** training programme



### Methasoft Support

Mon – Sat  
6am – 8pm

**0800 300 5243**



Compare features between Methasoft systems

Use our calculator to see what savings you could make

Frequently Asked Questions

**WHAT IS A BRAND?**

A brand is a person's emotional response.

It makes you stand out from the competition, adds value to your offering and helps you connect with your customers.

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**IT IS NOT JUST A  LOGO!**

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## Products



## Products



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## Products



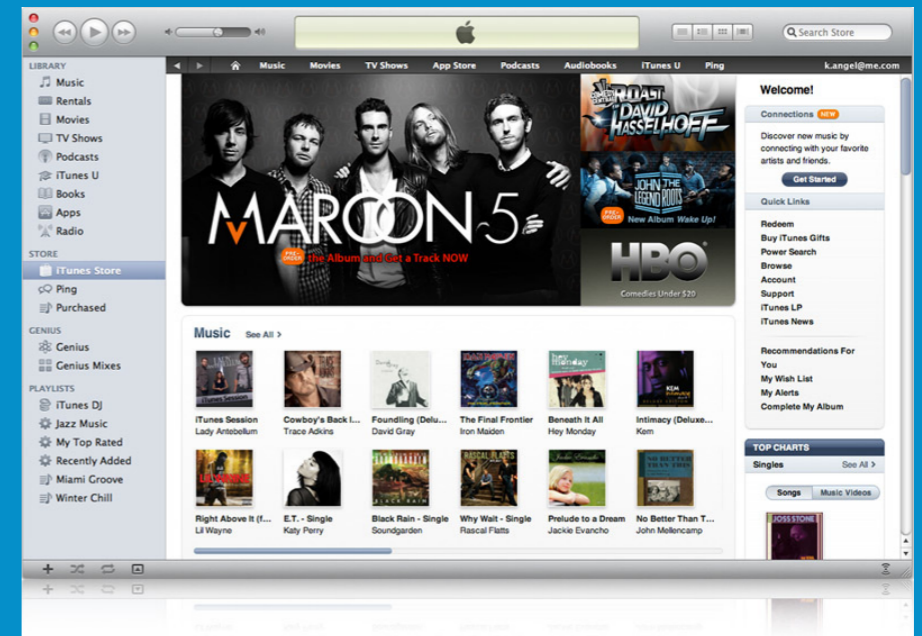
## Products



## Services



## Services



Multiple elements go into creating an emotional response from customers.



# Specific design elements help brands become recognisable:

Name.....



Shape.....



Colour.....



Typography.....



Product.....



Sound.....

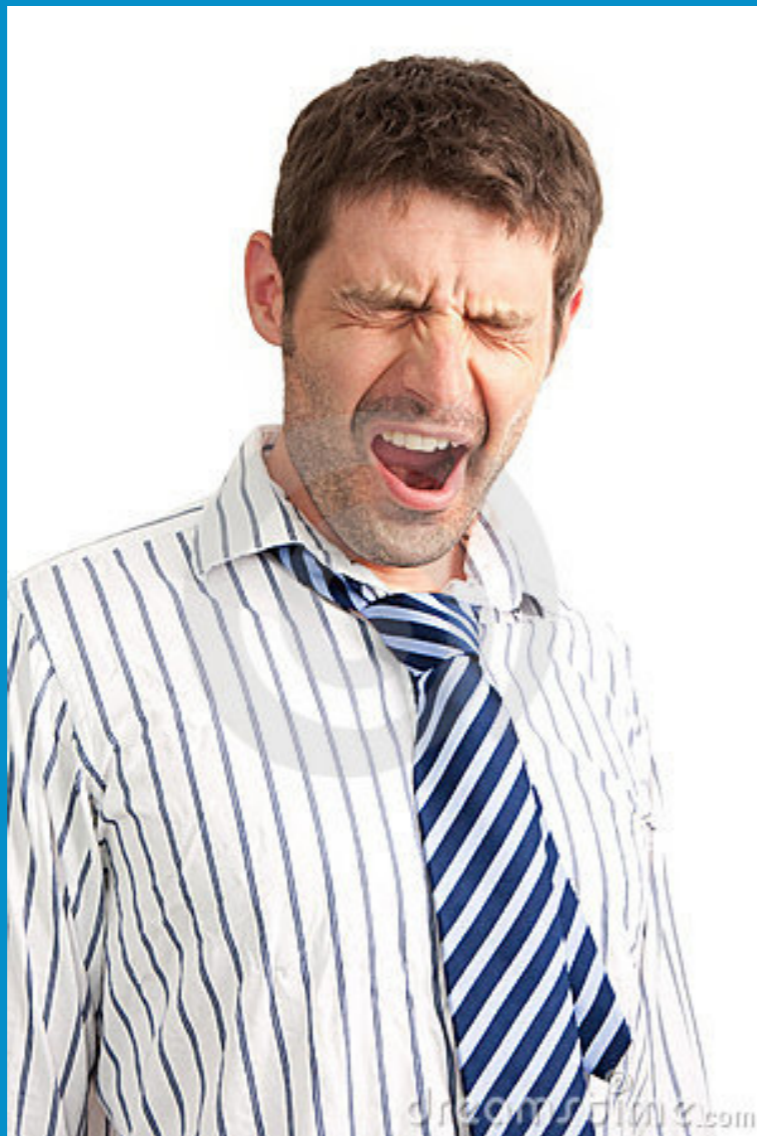
Intel / Microsoft

Touch.....



**WHY BRAND?**

Every business from sole trader to multinational should - and can - work on building its brand at every opportunity.





Are you as good as you could be?  
Are you as good as you **need** to be?

Intelligent use of design and marketing will benefit your business.

No matter what size your business, branding helps:

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- Make you look bigger / more established than you are
- Inspire client / investor / staff confidence
- Charge a premium price
- Win and retain business

Brands can become drivers of financial value – they become assets in their own right with market values



£11.9bn



# **WHEN TO BRAND OR REBRAND**

# EMOTIVE REASONS

“It’s five years old”

“I’ve never liked it”

“It doesn’t represent us”

“Our business has changed but our brand hasn’t”

“We don’t have a brand”

## Reasons to bite the branding bullet:

- New venture
- Seeking investment
- Ongoing NBD
- Culture change
- Diversification
- Exploring new markets
- Attending a large exhibition
- Launching a new product

# **HOW TO IMPROVE YOUR BRAND**

# Core Ideas

What differentiates you from your competition?

**Vision** Where are you going?

**Mission** How will you get there?

**Values** What do you believe in?

**Personality** How do you express yourself?

This analysis informs decisions on:

- Naming products and services
- Identifying a tone of voice for all activities
- Creating a graphic style
- Applying the new brand consistently across media

# **BRANDING MYTHS!**

- It should be fun
- It doesn't have to take a long time
- It fits your budget
- Don't change everything at the same time!
- No fixed right or wrong way

# **TOP TIPS**

- Plan** get your core beliefs in place
- Focus** don't do everything at once
- Strength** push the things you're good at
- Distinctive** instil personality into your brand
- Consistency** repeatedly apply your brand in only the ways intended

Lost in translation?





(I hope I haven't.)

**Thank you.**

**LET'S TALK!**

**Tom Tribe**  
**tom@teamworksdesign.com**

**[www.teamworksdesign.com](http://www.teamworksdesign.com)**