

the benefit of a strong brand identity and successful brand communications

It allows the organisation to express to all stakeholders what they are and what they stand for, as well as what they do and how they do it. It allows consistent communications with all audiences, internal and external, which results in a clear message always being delivered. And it allows individuals and companies, which come into contact with the organisation, the opportunity to better understand it's culture and business goals.

key benefits are:

within the organisation

- staff motivated and morale increases
- employee recruitment drops, staff loyalty increases
- service and product quality increases
- better opportunities for the organisation to recruit the best people
- communications are clearer within and between departments which creates a more effective team.

financial

- external audiences recognise increase in quality of products and services which encourages the price for these to also increase
- better brand communications generally facilitates all financial communications
- organisations will be better equipped to fight off competition and protect their assets.

marketing

- there is greater opportunity for consumers to become brand loyal
- negotiations with suppliers can be better controlled and consistent patterns established
- marketing budgets offer better value and greater return
- the strength of a new brand identity facilitates entry into new markets
- new business opportunities can develop more rapidly when supported by an effective brand identity.

t 0845 603 6483
e ahoy@batebrand.com
w www.batebrand.com

isle of wight

top floor, 12 belvedere street
ryde, isle of wight PO33 2JW

oxfordshire

99 milton park innovation centre
oxfordshire OX14 4RY