

# More than just a logo

## The strategy behind building brands

**B**uilding a brand is all about creating a perception. When you're branding a company, you're shaping company awareness and influencing how your company or products are perceived. The customer experience and the emotional attachment they have to the company become tied to the reputation, images, colors and even sounds that go along with the company's name.

Creating the right brand that is clearly and consistently communicated to the right people begins with a strategic marketing plan that's geared toward a target audience.

### Strategy

Branding a company or its products or services requires research and analysis of where a company is, where it wants to go and the best way to get there. Creating that customer experience is what the whole branding process is about.

The branding process should begin with researching the industry, competition, market needs and what makes the company and or products and services unique. Research methods can include focus groups as well as surveys to uncover people's perception of the company based on their experience with the company and its products and services. Market research on the front end helps you to understand what people identify with your company.

Using the information uncovered in the research process and with a clear understanding of the company's goals and objectives, an integrated marketing program can be developed that allows you to clearly and consistently create the brand messages for all internal and external communications. The result is a distinctive, relevant and easily identified brand that conveys your firm's vision, values and personality.

### Design

An organization's identity is the foundation for the design of all other material. It is usually the first impression a market has of an organization. The identity is also used to establish an organization's corporate image, creating mind share through repetition and exposure. A properly

used identity gives an organization a uniform appearance and establishes consistency in all marketing material.

Creating a standards manual ensures proper use of the logo across all mediums. It provides a foundation for clear and consistent communication within the company. The standards guide will address logo and tagline, color palettes, typefaces, correct placement, identity materials as well as incorrect brand identity applications.

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### Communication

There are no good ideas, only good implementation. Developing an integrated marketing and communications plan will consider both traditional methods such as print, TV, PR, radio and direct marketing as well as online marketing efforts that address social networking, mobile marketing and blogs, depending on the message you are trying to deliver and your intended audience.

Building a brand is essential to a company's growth and success. Ensuring that your brand message is consistently communicated to your target market is critical. Working with an organization that specializes in building brands is a smart choice for many companies. A marketing business partner will help develop a strategic marketing plan that incorporates all of the necessary elements to create and control customer perceptions and build a brand that reflects your corporate identity.



*With more than 25 years of experience, The Shamrock Companies specializes in building brands with integrated marketing solutions.*

### Case study: Travelers Select

When Travelers Select Accounts, a division of Travelers, was ready to expand its online marketing efforts, The Shamrock Companies knew just how to help. A leading provider of property casualty insurance for small businesses, Travelers Select was looking for a comprehensive online sales and marketing resource where its Agents could connect via the Travelers Agent HQ<sup>SM</sup> web portal to easily access, create and order company materials.

The site provides opportunities for agents to promote Travelers products via electronic greeting cards, preprinted marketing pieces and personalized items created on demand. Using the business requirements set forth by Travelers, The Shamrock Companies developed a customized marketing portal designed to deliver time, cost and resource efficiencies while controlling the corporate identity and building the Travelers Select brand.

While Shamrock's business relationship with Travelers spans 20 years, Travelers Select Accounts and Shamrock originally partnered in 2004 to create a print on demand program to provide Travelers agents personalized brochures targeted to specific small- to medium-size businesses such as florists, contractors, wholesalers and restaurants. This program was managed by Shamrock's ProductLink Online Order Management system. After seeing ReSource, Shamrock's "next generation" technology, Travelers Select decided to take advantage of the expanded functionality and customization options offered by the more robust system. The new site includes image libraries, customized text, electronic greeting cards and co-branding opportunities via a logo upload feature — all designed to increase the marketing presence of Travelers Select to agents and customers.

Shamrock developed the new site using the Travelers Brand Guidelines to maintain corporate identity standards. With the new site, Travelers Select looks forward to increased efficiency, marketing gains and greater brand awareness in the future.



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