



# design matters

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## Welcome



### Why sexy-looking graphic design is no guarantee of enquiries or sales...

Welcome to the first edition of TGA Creative's newsletter to help support you and offer advice on how you can stay ahead of your competition during the tough current economic climate. Why is it that whenever conditions get tight, marketing is one of the first things to get chopped and along with it, any chance of growing? Most companies go into survival mode and then move from crisis to crisis.

Why do you just want to survive? Business is about thriving and generating financial returns that will give you financial freedom.

This series of newsletters will give you the tools that will allow you to out-fox your competition and steal customers from under their noses, and develop loyal, long-term delighted customers that deliver the financial rewards you deserve.

Graphic design can be a lot of things to many people. A strong graphic image with supporting themes can give your company the edge it needs. When you team a strong identity with a well thought out marketing campaign you boost your company's credibility with your existing customers as well as new prospects. A recent design council

article reported that only 15% of businesses overall see design as crucial to business success, compared to 47% of rapidly growing businesses. Companies that have design at the heart of their business are more innovative, more productive and have a sharper competitive edge. Unfortunately most design awards give a much higher importance to

the visual impact of the design than if the design actually does its job of communicating the key sales message more effectively. A result of this ad agency mentality is that it makes many graphic designers create material to win awards, not help their clients sell their products or services. The crucial ingredient most agencies miss out is the written word.

I'll be amazed if 10% of the ads you see do all of these four things.

1. Did the ad make me crave this kind of product?
2. Did the ad explain all the reasons why this brand is the only one I should consider?
3. Did the ad make me feel it's urgent that I buy this product now - or at least soon?
4. Do I have everything I need to know to make the purchase?

Strong benefit led copy supported by good design creates more response than just a sexy looking picture with a couple of feature led headlines.

If you need proof that most promotional design is a waste of money grab a pad and pen and flick through your nearest trade journal magazine or sales brochure and after each advert answer these four questions:

When all four of these questions are answered in your message coupled with good graphic design you will enjoy a much improved return on your promotional budget. At the very least your message should:

Create or intensify the customer's desire and sense of urgency to buy the product-by driving home the tangible benefits it will bring to his or her life...

Present compelling reasons why the product is unique and therefore superior to all others of its kind-and therefore the only rational choice for the consumer to make and... Provide a way for the prospect to purchase the product at the first opportunity either by ordering directly or by emblazoning the message in the prospect's consciousness so it will be their first choice when looking to buy.

## Rushbrook & Rathbone

At the Heart of Property Management

We recently produced a new brand identity for a property management company called Rushbrook and Rathbone. The company had been in business for over 20 years and were cautious about changing their image. The old image of the company portrayed bricks and mortar pictures with a dated looking logo.

After discussing their business with senior members of staff we soon came to the conclusion that their business had been built on the way they interacted with their clients. There business was about making life easier for landlords and ex pats. Tga therefore introduced the human element into the new brand along with a straight forward typographical logo. Rushbrook & Rathbone.



Original design



TGA re-design

Earlier on in the year we invited TGA creative to put forward a proposal for a new corporate identity. We were very keen but cautious about changing our brand as we have been in business for over 20 years and had built up a reputation based on our old

brand identity. TGA then undertook a thorough audit of our staff and clients to help identify and develop our USP, and then created a suite of communication material that has increased our prospect leads and enabled us to expand successfully into wider areas of business.

Sarah Rushbrook  
Managing Director,  
Rushbrook & Rathbone

## 5 step process

Here's the simple 5-step process we took the business owner through to make it quick and easy to complete their brand refresh.

1. Identify what makes them different from the competition and reasons for its success over the years including interviews with employees and customers.
2. Translate results into brand mood board concepts that express the attributes of their brand.
3. After consultation and approval of concepts produce sample materials in line with current marketing collateral
4. Redefine function of materials eg whether materials are needed for sales activity or to reinforce service capabilities after initial contact
5. Deliver printed materials

Rushbrook & Rathbone  
At the Heart of Property Management

OK that's it for this first issue. Look out for more practical guidance, and profit-driven creative marketing ideas coming soon.

please take a look at our websites:  
[www.tgacreative.co.uk](http://www.tgacreative.co.uk)  
[www.tgaexhibitions.co.uk](http://www.tgaexhibitions.co.uk)



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