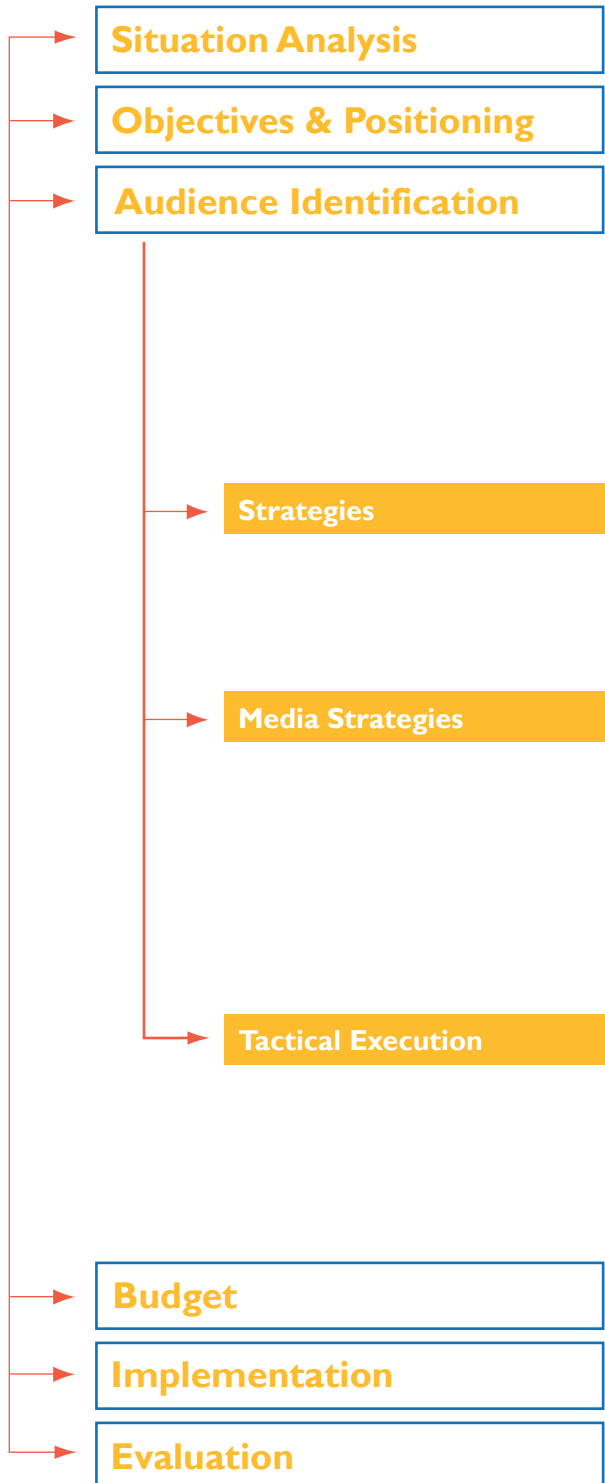




# Integrated Marketing Communications

- interactive
- personal
- infocentric
- instantaneous
- measurable
- flexible
- interlinked
- economical



- Employees
- Government
- Consumers
- The Community
- Investors
- Media
- Special Interest

- Interactive/WWW
- Advertising
- Promotions
- Public Relations
- Training & Development
- Sales Force Support
- Brand Name Development
- Packaging
- Corporate Identity
- Point of Purchase

- Print
- Broadcast
- Network
- Cable
- Direct Mail
- Out of Door
- Store Level
- Collateral
- Training/Educational
- Radio
- Television

- Internet Marketing
- Interactive
- Ad Campaigns
- Direct Mail
- Outdoor
- Coupons
- Premiums
- Sweepstakes
- Games
- Collateral
- Corporate Identity
- Annual Reports
- Publications
- Media Kits
- Audio-Visual Support
- Brochures
- Corporate Advertising
- Special Events
- Manuals
- Procedure Policy
- Training Support
- Technical Illustration





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## Corporate Identity

Corporate identity is a company's visual presence, which involves the corporate logomark/trademark and design strategy for corporate communications and marketing collateral. We design identities that help you compete.

Identity systems, in most situations, are the first tangible point of contact between company and its consumer and as such, must be designed and managed as part of the overall branding strategy.

We understand that strong unified corporate graphics promote and support branding strategies and need to be managed. To aid brand stewardship and maintain continuity across applications, we develop graphic standards manuals and manage implementation.

Some ad agencies, marketing companies and graphic design studios would have you believe that brand identity is the same thing as corporate identity and that changing a logo or design strategy will change the brand identity.

This is not the case. There are too many intangible factors that weigh in on a brand identity and a logo plays only a part. Such cosmetic changes can help a brand identity by making it evident to customers that a company cares about its appearance, but that's about the extent of its power.

A corporate identity does, however, need to evolve with the times. Failure to do so can negatively affect a company's image — brand identity.

To minimize confusion and possible concern about the state of a company, care must be taken to not overly revise the presentation of a brand.

And that's why we start with a brand audit.

## Branding Strategies

Brand identity is best defined as the soul of your company. It's the essence of your business. Corporate identity, along with organizational culture, product quality, service reputation, features, benefits, performance and value, are some of the key factors of brand identity. Brand identity is the complete package of a business to its customers.

It is the summation of all these things, which create brand identity.

Brand image, on the other hand, is the market's perception of your brand identity, which may or may not coincide with your intended brand identity. Companies must work hard at the daunting task of getting brand identity and image to align.

Do you have a branding strategy? Are your employees aware of it and able to be ambassadors for your company's brand during interactions with the outside world? Are you making the most strategically sound decisions for your brand? Do you know your customers' perceptions of your brand?

## Intergrated Marketing

Our core business is about creating cross-media creative solutions that reflect your specific marketing and communications objectives. Unlike traditional agencies, we provide comprehensive client service and develop integrated marketing programs that build your brand, enhance valuable customer relationships and drive ROI.

Market advantage is all about designing your corporate identity, defining your image and reinforcing it to all your constituents at every opportune point of contact while promoting your product and/or service. A company needs to own a place in the mind of its potential customers that differentiates it from its competitors. A clearly articulated value proposition used consistently through cost-effective media strategies will gain mindshare with your target audiences.

A strong brand can become your company's most valuable asset.

Our team will assist you in clearly defining who you are now and who you want to be and develop strategies and tactical execution to get you there.

We help companies to find their brand strategy, to manage it, and to stay true to it through integrated marketing communications efforts.

