

CIRCULAR



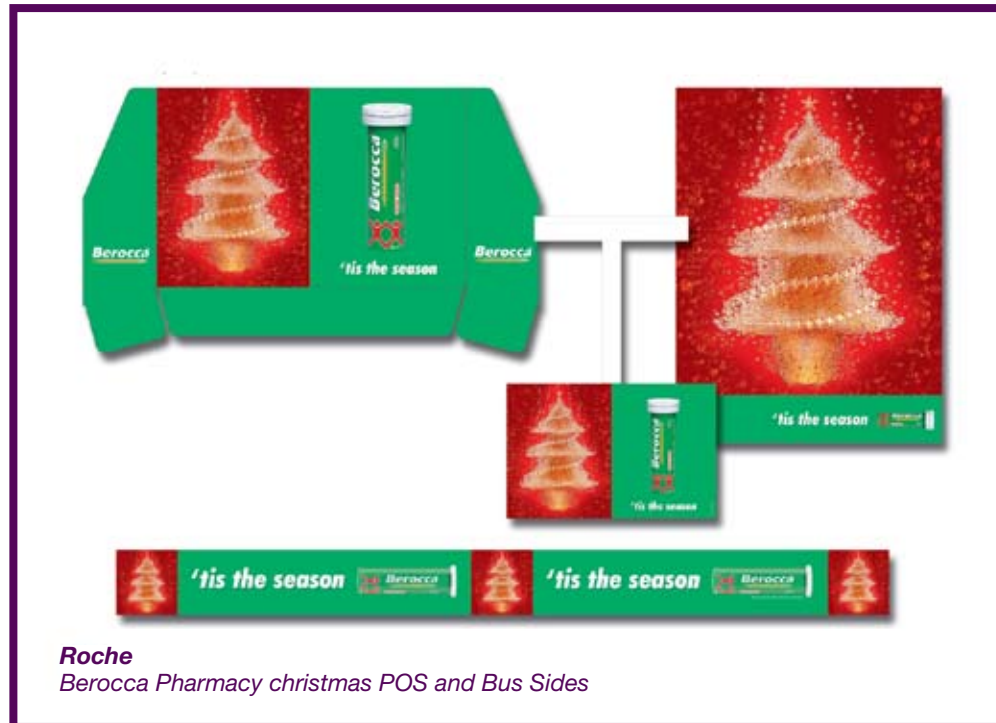
GYRATE's MONTHLY E-NEWSLETTER CELEBRATING THE FORCE OF IDEAS IN ADVERTISING, MEDIA AND MARKETING

ISSUE 3 and the perception of brand (*or an ode to Elvis*). Than' you, than' you very mush. Building a strong brand takes more than just creating a nice logo and putting together a clever ad campaign. Great brands are built to be strong, inside and out.



Logo design and subsequent brand execution for Australian Associated Press created by Pete, Creative Director of Gyrate, while working at Hero Communications.

The brand is still alive, stronger than ever, 14 years later throughout the world and also on your PC. Whenever you google the news.



Roche
Berocca Pharmacy christmas POS and Bus Sides

What's a Brand and Why Should I Care?

You could say that Christmas has its own brand. The season invokes feelings of peace and goodwill. It's the holiday all about giving. Freedom, love, thankfulness and celebration. All have their own holidays, but Christmas has giving cornered. That's what you want a brand to do for your organisation – *immediate recognition of who you are and what you do.*



A brand is born, grows and evolves



Apple 1976



Apple 2007



Pete worked on Apple Computer helping nurture the company on the Australian brandscape for 4 years.

Let's Get Practical

But what about you? Do you really need a brand? There's a reason big companies use brands, and that's because they work. Here's 3 quick tips to help build your brand:

1) Narrow Your Focus

A brand has to be specific to be successful. The Ford brand has been diluted over the years - you can't get much more specific than automobiles. But Mercedes is all about prestige, period.

A music shop might build its brand around inexpensive CD's. A university might focus on its strength in economics. A regional city such as Parramatta may build a brand around being a geographical and economic centre of Sydney.

2) Be Consistent

Branding is all about consistency. It takes decades to build brands, not just years. While that's intimidating, you can start now. Make sure your brand is consistently communicated in everything you do. Make sure your ads, brochures, business cards, even your logo and name reinforce your brand. A music shop focusing on cheap CD's should have a name like Cheap CD's and their print ads should emphasise their \$10 CD deal or their 5 for \$20 CD bin, not their extensive collection or city centre location.

3) Publicise Your Brand

A good brand will often generate its own publicity, which is better than free advertising. Publicity comes when your brand is unique and the media pays attention (think Apple's iTunes and iPod). A regional city may make headlines after a dramatic boost in building activity compared to the rest of the greater city. When this happens your brand is actually doing your advertising for you. Some companies like Starbucks and Akubra rely more on their brand than they do on advertising, saving loads of cash.

A brand isn't just a logo, it's a broader idea of what a company or organisation does.

You recognise a number of major corporate brands. Apple is a computer company. Subway is the sandwich shop. Virgin is culture network of companies ranging from music, airlines to sub orbital passenger flights.

Branding helps you differentiate Subway from McDonalds, Apples from Acers, or Virgins from QANTAS.

Branding is about narrowing your focus so you can stand out from the crowd.

The Coke Example

Branding is huge because it can turn our sense of quality into a mere perception.

In the 1980s Coca-Cola switched their classic formula to a new flavor, immediately becoming one of the biggest marketing blunders in history. But it was really all about branding. In blind taste tests people actually liked New Coke better than the original Coke.

(55% to 19%; 29% couldn't taste a difference). But in taste tests where the brand was identified, the original ruled (59% to 13%; with 28% indifferent).

That's how deeply ingrained a brand can become.

Launch of Coca Cola Long Neck. Yep, Pete worked on that too.



Leonard Bernstein, conductor and composer on ELVIS, the original gyrator.

"Elvis is the greatest cultural force in the twentieth century. He introduced the beat to everything, music, language, clothes, it's a whole new social revolution - the 60's comes from it."



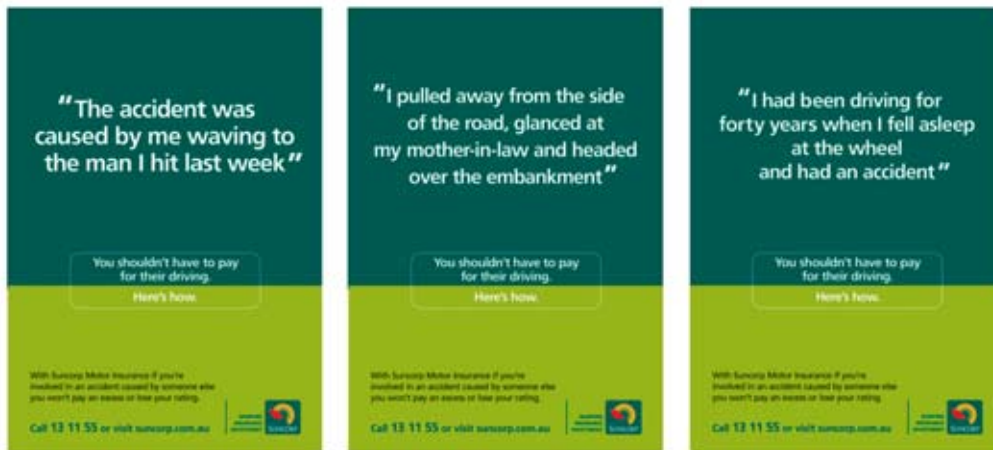
“Rhythm is something you either have or don’t have, but when you have it you have it all over.”



The Elvis Phenomenon became an exercise in marketing a one man brand.

The Success of this campaign and continued impact on society over 30 years after his death is a testament to Elvis’s talent, charisma and marketability as a brand.

ELVIS ON DANCING AND PERFORMANCE



The consistency of colour offers a branding rhythm. 1 of the many campaigns Pete has worked on for Suncorp. The Simple application of colour is a familiar sight in Qld media, it would be a fair argument to say that Suncorp virtually owns Brisbane newspapers through its blanket use of its strong branding colour.



Pete developed the Index Shares (ASX 100) logo and subsequent application to all media for Salomon Smith and Barney. Elegantly simple design cues became this brands rhythm and signature.



Charming doodles in the last incarnation of the Westpac brand and simply stating the offer in laconic ‘everyday’ speak V’s financial lingo became Westpac’s method of broadcasting the brand.

Pete helped develop the brand over a 6 year period, as brand guardian the task was to ensure that whether you walked into a branch, picked up a brochure, went online or read an Ad in print and press you would consistently see the brands unique and charming design cues all over.

This was its rhythm that drove it to be the most recognisable financial brand in Australia at the time.

Mick Jagger, singer for the Rolling Stones on ELVIS, the original gyrator.
“He was a unique artist - an original in an area of imitators.”



“Some people tap their feet, some people snap their fingers, and some people sway back and forth. I just sorta do 'em all together. I guess, and gyrate,”

ELVIS, SINGING THE PRAISES OF HIS PERFORMANCE BRAND



Need your Brand looked at?

We can do that. Gyrate offers consulting services to solidify your brand, and we can reinforce it with your logo, print and digital collateral, advertising or press kits. Get in touch with us and we'll help build your integrated brand.

Uhh huh huh. Than' you, than' you very mush.

Here to service the heart of Sydney. Here to astonish
Call Pete on 02 8206 8971 or 0411 326 654
email us on info@gyrate.com.au
visit us at www.gyrate.com.au



Advertising_glossary_C.

Camera-ready art

Artwork that is in sufficiently finished form to be photographed for printing.

Caption

(1) An advertisement's headline; (2) The text accompanying an illustration or photograph.

Card rate

Media rates published by a broadcast station or print publication on a "rate card." This is typically the highest rate charged by a vehicle.

Channels of distribution

The routes used by a company to distribute its products, e.g. through wholesalers, retailers, mail order, etc.

Classified advertising

Print advertising that is limited to certain classes of goods and services, and usually limited in size and content.

Client

The ad agency's term for the advertisers it represents.

Clutter

When an advertisement is surrounded by other ads, thereby forcing it to compete for the viewer's or listener's attention.

Collateral materials

Sales brochures, catalogs, spec sheets, etc., generally delivered to consumers (or dealers) by a sales person rather than by mass media. These materials are considered "collateral" to the sales message delivered by the sales person.

Color proof

An early full-color print of a finished advertisement, used to evaluate the ad's final appearance.

Communication process

A description or explanation of the chain-of-events involved in communicating information from one party to another.

Comparative advertising

An advertising appeal that consists of explicitly comparing one product brand to a competitive brand.

Comprehensive layout

A rough layout of an ad designed for presentation only, but so detailed as to appear very much like the finished ad will look.

Consumer advertising

Advertising directed at a person who will actually use the product for their own benefit, rather than to a business or dealer.

Consumer behavior

Study of how people behave when obtaining, using, and disposing of products (and services).

Continuity

Scheduling advertisements to appear at regular intervals over a period of time.

Continuous tone art

Where a photograph or other art depicts smooth gradations from one level of grey to another.

Controlled (qualified) circulation

Publications, generally business-oriented, that are delivered only to readers who have some special qualifications. Generally, publications are free to the qualified recipients.

Copy

All spoken words or written text in an advertisement.

Corporate advertising campaign

A campaign that promotes a corporation, rather than a product or service sold by that corporation.

Cost efficiency

For a media schedule, refers to the relative balance of effectively meeting reach and frequency goals at the lowest price.

Cost per inquiry

The cost of getting one person to inquire about your product or service. This is a standard used in direct response advertising.

Cost per thousand (CPM)

The cost, per 1000 people reached, of buying advertising space in a given media vehicle.

Creatives

The art directors and copywriters in an ad agency.

Crop

To eliminate or cut off specific portions of a photograph or illustration.

Crop marks

Marks to indicate which portions a photograph or illustration are to be used, and which are to be eliminated.