



## **IE New Evidence, no. 16**

### **Letter from Simon Dixon, CEO**

#### **Make me special – and just like everyone else**

Lance Armstrong was asked, early in his career, if he was the next Greg Lemond. “I’m not the next Greg Lemond. I’m the first Lance Armstrong,” was his reply. (Since copied by many). We believe the same sentiment should reside within all of us.

It doesn’t always...

When we meet with potential clients for the first time, we are often asked, “Have you ever worked with a PR firm/hospital/SAAS company/non-profit etc. before?” My reply is that Idea Engineering is not a “specialist” for any industry...except our own.

We’re branding specialists. We believe that to do branding right means peeling back to the very kernel of an idea that a company or product was engendered from and that doing that negates “specialty” in a particular industry. I am sure that some people have hired us because of a perceived industry-specific specialty, but we actually believe that there are dangers that come with having such a tight focus. Are you being sold a “retread” for instance...

I’m happy to say that our clients are great evangelists for us. CenCal Health asked us to work on their naming and branding after they received recommendations of the work we did for Sansum Clinic. And Lompoc Valley Medical Center asked us to do same after they saw and heard about the work we did for CenCal. This plus several other health related projects we have worked on have people considering it a specialty of ours but we resist that characterization.

Instead we like to talk with and listen to our clients, just as we encourage them to do with theirs. Our discussions trace the very essence of a company and what it stands for and lead us to the “traction points” that are the foundations for the unique brand, with its inherent promises and expectations, that we create for them. People rarely choose companies or products for the characteristics that make them the same as others; they choose them and bond with them over their unique and special differences.

Back around 1988 Reebok had a campaign called “UBU”. Lousy campaign but a good sentiment. When done right, your brand should let “you be you” and show the things that are unique and compelling about you. Revealing those qualities and working them into all the components of a brand doesn’t come from a specialist in your industry; it comes from a specialist in ours.

Ready to show what’s special about you?