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Letter from Simon Dixon, CEO

Idea Engineering chief creative officer Guy Gabriele and I were strolling to the parking lot after leaving a new client meeting. As is sadly too often the case, this was a “rescue project” where the client had asked us if we could fix work that had originated elsewhere.

The client felt that the logo and brochure that had been delivered to them needed to be completely reworked. We agreed. They did nothing to tell the story of the company and address the uniqueness and importance of their offering. The client also had a website project that they wanted to start but they decided that they would do that work in-house.

As we discussed the in-house website design in the parking lot, Guy turned to me and said three words that are the difference between done right and done wrong. “Based on what?” -- on what branding or design premise was this website going to be based?

“Based on what?” Those three words sum up the importance of the branding process. The investigative and probative work that we do on the front end delivers the results our clients love on the back end. And that is not by accident. When we worked on the KXGym project in London, we made sure we fully understood the client’s dream for the business and what he hoped this “gym” would mean for its customers before a simple piece of paper was put under his nose with the “manifesto” that was to be the lynchpin of the brand campaign. I like to call this the **Brand Prism** because once we create it, all the marketing and communications shine through it. In the case of KXGym the up-front work led us to a campaign that was not about a “gym” – it was about personal evolution. Creating the Brand Prism takes time and it takes expertise. It is often the case that the client’s own description of their company or product is watered down or diminished by internal shorthand and it takes discussion and the right questions to really tease out what the brand is or should be.

...Three months after the stroll to the parking lot we were asked to work on the website project too.

When looking at the cost to develop a brand, a logo, brochures or website, remember there is nothing more expensive than a campaign that is ineffective, or that you and your team never really like, or that you have to scrap and start again. That kind of problem can be avoided by asking yourself or your provider three simple words.

“Based on *what?*”