

> **advance**
BUSINESS GROWTH

BRAND AND COMMUNICATIONS DEVELOPMENT

We created a new corporate brand for one of our customers that took their new product development to best in class within 2 years



Confederation of British Industry 'Doing more with less' Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

Advance Business Growth

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging People

Doing more from less by being better with less

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

And you get?

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

We created a new corporate brand for one of our customers that took their new product development to best in class within 2 years.

We help our customers create stronger market positioning and differentiation from competitors, by developing distinctive brands.

What you get from working with Advance:

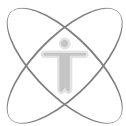
- 1 Your strategy is focussed and reinforced by your brand across all areas where you engage with your customers
- 2 What you offer gets to the heart of your customer needs
- 3 Your brand is implemented consistently to ensure a quality customer experience - beyond their expectations
- 4 Clarity and certainty in your brand - building customer confidence and loyalty
- 5 Brand alignment - ensuring your people deliver your brand promises
- 6 One consistent approach and methodology driven by quality and endorsed by our ISO 9001:2008 process
- 7 Clear strategy, reinforced by strong brand communications, leading to lasting customer engagement and more sales.

What's your situation?

- Is your organisation brand led, or does it drift by constantly having to reinvent itself?
- How important is your brand to your business?
- How well do your customers recognise the difference in your offer?

You may have an established brand or your marketing team might need some new creative thinking to refocus your brand strategy. We want to talk to you, to understand your current experience of brand communications and how we could make you more competitive.

Talk to Advance



FORCEFIELD
PERFORMANCE



FORCEFIELD
BODY ARMOUR



FORCEFIELD
CLIMATE CONTROL



TPRO
TECHNOLOGY



01



02

FORCEFIELD 01

We created a corporate brand and product proposition that took Forcefield to best in class in 2 years. We worked with Forcefield to create its market positioning and developed a consistent visual language across all its communications material.

AMEYMOUCHEL 02

We worked with AmeyMouchel helping to move them from new entrant to market leader within 3 years. As part of developing ways of building its brand, we commissioned the production of Corgi® toys to promote its role on the highways network.

We build brands. Your brand leads to growth and security. So how much would you value moving from a standing start to market leadership in 3 years or securing your existing market share?

Our customers tell us some of their problems:

- 1 Difficulty in differentiating your brand or service delivery leads to:
 - Loss of market share
 - Increased competition
 - Declining sales
 - Pressure from shareholders due to lower profitability
 - Reducing confidence in your organisation and people
- 2 The problems, caused by not aligning strategy and brand, lose potential sales
- 3 Customer expectations are not exceeded when the brand's proposition is not clearly communicated and implemented
- 4 An inconsistent approach to brand and service fails to build customer retention and does not attract the best employees

- 5 Organisations only deliver added value to their customers when their internal culture mirrors their brand and service delivery, otherwise they don't build trust internally or externally
- 6 When brands are not expressed consistently across all areas of delivery, you project a confused message to your customers. Why would they remember to buy from you?

We are working with our customers to change their perspective on their brands. Your brand must sit at the heart of your corporate strategy.

Talk to Advance



01



Newington
St. Andrew's
Visionary!

Be part of it



02

03

KEEPMOAT 01

Over recent years, we have helped build the Keepmoat brand to support its growing reputation in the community regeneration sector.

GLENTHORNE 02

Organisations - whether large or small, need to engage with their audiences. Glenthorne as a growing veterinary practice now with the help of Advance, projects a consistent brand message across all its communications material.

NEWINGTON & ST. ANDREWS (City of Hull) 03

Bringing two communities together as part of an area's regeneration was helped by creating a strong brand and communicating a clear proposition across all elements of community engagement.

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We work with shareholders, directors and operational leaders at an organisational, team and individual level to bring clarity, direction and focussed programmes to develop your brand and communications strategy.

Talk to us about how we can help you move from zero to market leadership in your sector.

“Our brand is now a well known, established and reliable brand in both existing and new markets. Advance Consultancy has been a contributing factor to the success the brand enjoys to date”

Regeneration sector client