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Did you know?

The origin of the word brand comes from "brandr", the word used in Norway to brand cattle. The origin of the producer was branded on the cattle and was no more than an identification mark.

These days, your brand still identifies your products but as you will read, serves a far broader purpose.

Branding... What Does It Mean?

The purpose of this issue is to give our readers a bit of 'food for thought' in terms of branding.

Whilst it is obviously important to ensure your 'brands' are protected, and remain yours it also important to ensure that your 'brands' mean something, that they convey a message.

Branding can be defined in a dictionary as meaning "To mark to show ownership." Which is true, you 'brand' your products with distinctive names, logos or markings so that others recognise them as yours based on the 'branding'.

However, we feel that these days your 'brand' represents much more than a physical marking. In the context we are discussing it, your 'marking' on your products carries more weight and responsibility than simply identifying the goods (or even services). It carries a message about your reputation, the quality of your goods, and even the ethics and morals of your business.

So how does a brand carry a message about ethics and morals? For example, **The Body Shop** is famous for its cosmetic products, and by seeing their logo (or brand), we as consumers know that they don't test on animals.

Therefore, the 'brand' conveys a message about the organisation's values as well as identifying the physical product. With this brand comes the responsibility to ensure that those values are upheld.

Your brands are likely to last longer, become more famous and give you a better reputation when they stand for something - and that what they stand for is solid, that it is consistent and dependable.

This is not necessarily saying that your message must be an issue such as animal testing, it can be what ever you want it to be. It is simply suggested that whatever your message is, the consumer needs to know that your product and brand is reliable.

There are many areas to be looked at in order to establish what your brand means to you, and what you want it to mean to the public; then further areas to determine how to convey that message.

When you think of major brands, that are famous and have been around for a long time, you can be sure in most cases that a lot of time, energy and thought has been spent in developing the 'behind the scenes' aspects of the brands, as well as the physical logos and names that we see.

What Does Your Brand Say About You?

Our office is pleased to have formed a relationship with a company that helps others in precisely this area. The company is Brandology and they believe that in effect your brand can be defined as the alignment of “what you believe and what your actions show”. Within this definition, what your “brand” stands for is built by the very real actions of all parts of your business. When the drivers of those actions are authentic and consistent, so too will be your brand. Translated over time this means a stronger reputation with your customers, and better relationships with your employees, partners and suppliers.

Trademark Registration and brand alignment compliment each other. It’s great to register and protect your ‘trademark’, so no-one else can use it – but it will be worth more if it has true and consistent meaning; and building alignment of your brand with your actions is great – but what does it mean if someone else is able to use the ‘trademark’ that identifies it in the marketplace?

There are three main areas that you can look at to build stronger brand alignment of your company:

- Ensure that you and your team build understanding and awareness of the foundation elements of your ‘brand’ – your values, your promise and your story.
- Analyse areas between what your brand says it stands for and the actions of your company to determine if there are ‘gaps’, and then look for ways to close those gaps and strengthen the delivery of your brand across all aspects of your company.
- Represent the brand consistently to all audiences (customers, employees, partners, suppliers, etc) to ensure that the foundation elements are visible and nurtured, and that the perception of your brand aligns with the reality.

Contact our office on **1300 365 715** to find out more about Brandology and how they can assist you, or visit them via the “Useful Links” page on our websites.



VALID UNTIL THE 30th JUNE 2008
Proceed with a trademark application by the date shown and receive additional classes at half price*!

When we file applications seeking trademark registration we do so in categories of products/services (“classes”). If you proceed with a trademark application via our office on or before the 30th June 2008, and it falls into more than one class, you will receive a 50% discount from the professional fees charged for each additional class.

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Complete IP Pty Limited is pleased to be including details of the “Drawtism” campaign, set to launch at the beginning of May. Please read below, and register to raise money to support those living with Autism.



'sharpen your pencils', play Pictionary™, and raise money for those with Autism... Play with friends and family at home; with colleagues or work or even get your sporting clubs involved, anyone can play and help raise funds. The Drawtism campaign will be launched by Alpha-Autism Inc on the 3rd of May 2008 and is done so with the support of some major sponsors. You can read about Alpha-Autism's services at www.alpha-autism.org.au.

Further information about the campaign, including links to register visit www.drawtism.com.au. Plus, if you register and raise over \$200.00 you will be in the draw to win prizes!

REMEMBER: Any costs associated with registering your trademark are TAX DEDUCTABLE. With the special offer valid until the 30th of June (see page 2), if you choose to proceed and take up the offer, you will be able to claim the costs back almost straight away!