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Frequently Asked Questions

What is a logo?

A logo is a distinct visual image that represents your business.

Why do I need a logo?

A logo provides an image of your business. It tells people about who you are, what you do and influences who is attracted to your services / products.

What is a brand?

A brand is a name or symbol that identifies a product or service.

Why is a brand important?

A brand ensures that clients can differentiate between the products / services of different businesses. A business's reputation is influenced by their brand/s. When customers see a brand they instantly recall how they felt the last time they used or heard about the product or service. It gives them confidence about the quality of the service / product.

Why is quality design important?

Your print/website material provides the first impression of your business to potential customers. If you do not have quality design and your competitor does, clients may be more inclined to use your competitor. Quality design attracts attention to your business.

What is a corporate image?

Corporate image represents the look and feel of your business. It is how your logo and slogan are displayed on all your communication elements including business cards, stationery, website and promotional materials. It is very important to maintain a consistent corporate image across all communication elements to ensure that clients and potential customers recognise your business and associate it with unity, focus and direction.

How much should I spend on marketing?

In general, a business should spend around 15% of their annual turnover on marketing, public relations and advertising. It is well known that businesses who fail to plan, plan to fail. Therefore, it is recommended that businesses should seek to develop a marketing / public relations / advertising plan to ensure the effective and efficient use of the budget allocation.

What is Public Relations?

Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of the business with the public interest, and plans and delivers a program of communication to earn public understanding and respect. (Effective Public Relations, Cutlip, Center & Broom). Examples of Public Relations activities include sponsorship, media releases, mail outs, newsletters, events, speeches, internal communications, lobbying etc.

What is Marketing?

Marketing is a total plan of business activities designed to position, price, promote and distribute products. Marketing activities may include sales, product / service branding, packaging, point of sale displays, direct mail, advertising etc.

What is the difference between Public Relations and Marketing?

Public Relations protects and enhances the reputation of a business while Marketing promotes the sale of products and services.