

Brand Management Platform Saves Time!

Field Trial of CattLeLogo™ Brand Management System Demonstrates Three Popular Myths of Branding are False...

Using a CattLeLogos Brand Pro™ Platform, Lawrence Associates LLC, a start-up consulting company, was quickly able to create a strong professional image. In fact, a client CEO attributed his selection of Lawrence Associates to the professional quality of their presentation materials. What surprised the Lawrence team even more was the fact that by using the Brand Pro Platform they were able to create these high-quality materials significantly more quickly and at lower cost than they had previously. How was this possible?

1. Implement a Brand Strategy as early as possible...

The CattLeLogos BMS group started working with Lawrence shortly after its inception to design effective tools and processes for them, as well as to create a corporate logo and layout that was appropriate for their business. This image was captured in templates for the documents needed for their business (proposals, reports, studies, data sheets, etc) and also for presentations. These templates incorporated visual elements and pre-constructed layouts for commonly used tables, graphs, diagrams, and charts. These layouts, with built in graphic elements, provide a consistent look and enable high-quality presentations to be quickly created.

The talks are easier to understand because the consistency of both the layout and the manner in which information is represented enhance the content, instead of detract from it. The Lawrence Associates team can focus on the content of the materials, while the brand management tools ensure that the form is maintained throughout the materials. Members of the team were surprised to find that the time needed to create a professional document or presentation was cut by at least 50%.

By introducing the system early, they also avoided the costly and time consuming effort of introducing branding to pre-existing materials. Estimates show that reformatting a document can take as long as creating it in the first place, possibly longer if it was badly formatted the first time. So, creating documents, where the form is built into the template, takes significantly less time and yields more consistent results.

2. Training in Brand Management enhances everyone's productivity...

Materials created from desktop publishing systems such as Microsoft Word™ and Microsoft PowerPoint™ need to be consistent with the professionally created materials. These programs are very complex, offering a multitude of choices for styles, colors, fonts, charts, tables, etc. Few people really know how to use the power of these programs effectively and are often self-trained on these tools. Many people use these programs the same way they think of writing or drawing on paper or using a typewriter.

Classes and tutorials typically teach features for doing specific tasks (cut, paste, insert a table), but few teach how to create a comprehensive "look and feel" for a collection of corporate materials. It takes a major mind shift to restructure the way people think about presenting materials when using a computer programs. The power of using templates, pre-programmed layouts, and graphic elements enhances efficiency and improves productivity. With minimal training, anyone can quickly construct documents and presentations that maintain the brand image and are effective with their target audience.

3. Good Branding pays for itself quickly...

Time is money. Typically, many highly paid managers and technical personnel are involved in creating materials that represent your company. If your brand platform enables them to create a proposal or a customer presentation twice as quickly, they can focus their efforts on the customer needs – not the form of the materials. This will enhance their ability to generate new business and to deliver existing contracts, services, and products. The system will quickly pay for itself. Although it is difficult to track the value of such an increase in productivity, our experience with clients indicates that they are able to get more contracts with professional looking materials.