

insight >

Why invest in your brand? ...some food for thought.

“the company with the strongest, most consistent, most attractive, best implemented and manifested reputation/identity will emerge on top”

Wolff Olins > ‘The Guide to Corporate Identity’ > Design Council UK

worX brand profile >

Before worX, this category of paper was dominated by generic descriptors. In the case of worX it was Semi-extensible Sack Kraft.

Identifying a market opportunity, Australian Paper asked us to create a brand for a product still in development. The process began with identifying key customer benefits and rolling out a 10 month media campaign that addressed customer's supply chain concerns. Utilising the knowledge gathered along the way, an identity was born and launched to coincide with the start of production (see illustration below).

Today, the progress continues with Australian Paper's Packaging Papers team using research-driven insights to maximise the value of market segmentation and exploring new opportunities for the worX brand.

customer type >

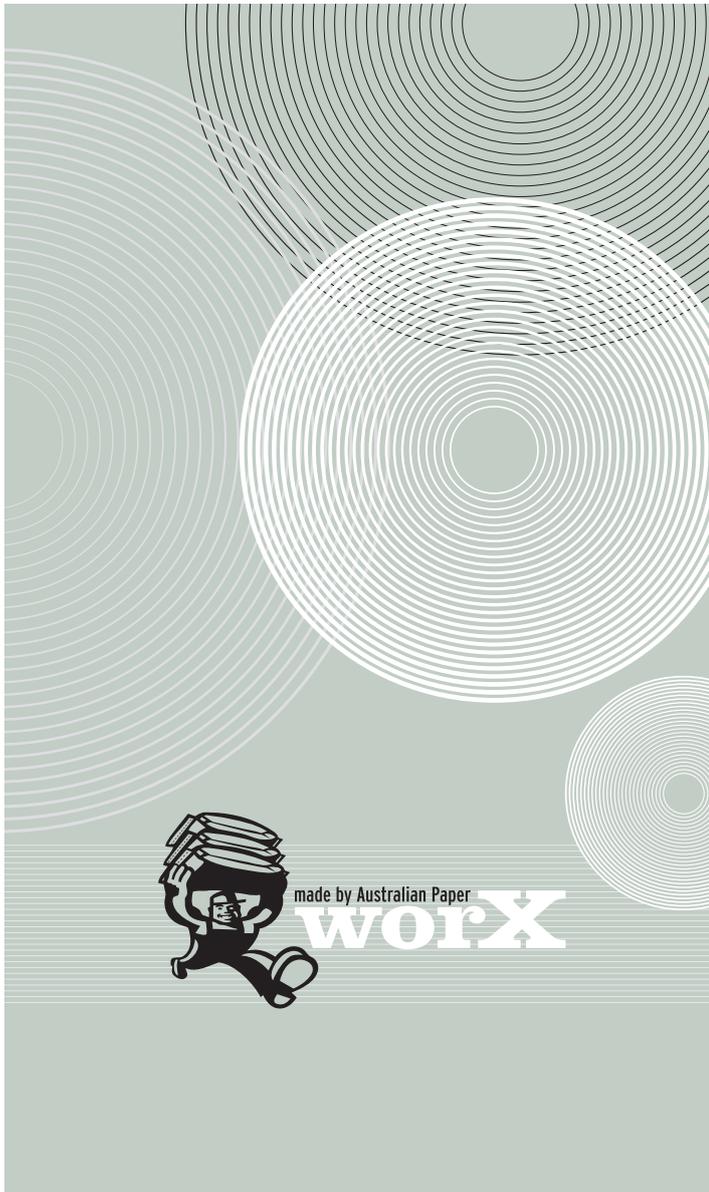
Paper manufacturer

industry >

Packaging

geographics >

Australia and New Zealand



Creating a brand is a profound step. It is one of the moments in an organisation's life when it stands back and looks at what it is, how it became what it is and what it is going to do and say about itself.

challenge >

The development and introduction of a new brand / identity brings with it the clear implication that the business reputation will no longer look after itself; it must be guarded as a company resource, in the same way that the company guards its research and development, investment, personnel and other company resources.

background >

The fundamental idea behind a branding programme is that in everything the company does, everything it owns, and everything it produces, the company should project a clear idea of what it is and what its aims are. The most significant way in which this can be done is by making everything in and around the company - its products, buildings and communications - consistent in purpose and performance and, where appropriate, in appearance too.



D.I.G Multimedia is a design studio with many years of experience and expertise, specialising in strategic design communications. As a multi-disciplinary studio, our services include brand design and management, print design, online and interactive digital design and video production. Our integrated communication solutions draw on these skills to meet the specific requirements of large and small business organisations.

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