

“ The first thing that registers with a potential consumer is your name and logo, *the Brand Identity*.

You need to be memorable in your consumer's minds to be successful. ”

Is your Brand Identity memorable?

One of the biggest hurdles for any new entrant into the market place is 'consumer perception'.

Do you desire positive 'consumer perception' too?

Whether it is your customers *trusting* your products, or your clients *believing* in your services, you can appreciate the value of a Brand, as an essential asset that distinguishes your competitive advantage in the market place.

Do your customers trust or believe in your Brand?

You need to be memorable in your consumer's minds to be successful.

How memorable is your Brand with your customers?

Even established Brands need to continually evolve this essential asset to adapt to the changing behaviours of their consumers.

Achieving positive consumer perception

Harnessing the power of your Brand is an effective way of achieving sustainable profit growth.

Lync • Creative's™ **IdWorks** solution offers multiple options to harnessing the power of your Brand:

- **Brand Identity Design [BID]**
Creating your *Brand Image* through your Identity.
- **Brand Identity Strategy [BIS]**
Defining your *Brand Experience* through strategy.
- **Brand Identity Campaign [BIC]**
Delivering your *Brand Value* through measurable campaigns that implement your *Brand Image* and *Brand Experience*.

» For more information email: info@lync.com.au

What are the benefits of IdWorks?

With **IdWorks** your team and consumers will:

- Recognise your *Brand Image* and *Experience*.
- Loyal affiliate with your *Brand Position*.
- Advocate your *Brand Promise* to others.

IdWorks is a valuable Brand Identity solution for:

- Small to Medium Enterprises (SME's).
- Not for Profit Organisations (NPO's).
- Corporations (INC's).

Lync • Creative's™ **IdWorks** solution works for you when *your consumer's passions, your passions and your Brand are in sync*.

» Contact Lync • Creative™ to help your Brand create positive 'consumer perception'.



LYNC • CREATIVE™
Your Passions & Brand in sync

ldWorks
IDENTITY DESIGN

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