

## br&news

October 2005

Welcome to the inaugural edition of **br&news**. You may have heard Jacoby Reis Public Relations is now part of **br&new** under the direction of partners Jennifer Reis and Allan Bonsall. Here is some more detail about the exciting times ahead!

### What's br&new?

**br&new** is a full-service integrated marketing communication firm founded by two of Queensland's leading professionals in brand strategy development, public relations and advertising.

Partners Jennifer Reis and Allan Bonsall have more than 40 years of strategic marketing and professional communication experience. Both have directed their own specialist communication companies and consulted to the highest level of government, corporate and not-for-profit clients around Australia.

"We wanted to seize the opportunity to merge our like-minded approaches to solving client communication problems. **br&new** is a 'brand new' approach to creating and growing client brand value through strategic communication processes," Reis said.

**br&new** identifies each of these brand experiences and then turns them into an integrated and cohesive *brand communication strategy*. This is achieved through combining the skills of public relations with the persistence of advertising - the power of the corporate message with the detail of visual identity.

"If something has the capacity to diminish your brand value, we want to understand it and manage it, to continue building wealth through your brand." Bonsall said.

Many of you have worked with Jacoby Reis Public Relations for several years – feel free to discuss with us a **br&new** approach to managing your brand.

#### **br&new** service range includes:

public relations	corporate writing
advertising	copywriting
graphic design	web management
event management	direct marketing
B 2 B marketing	publication management

### Brand – 'more than designing a logo'

At a recent business lunch in Melbourne, three high profile marketing and brand luminaries bemoaned that too many marketing departments did not understand brand basics. These marketing professionals were failing to grasp that a brand is more than simply a logo or a trademark. They failed to see that the brand was 'owned' by the consumer not the company. What a wake-up call!

There are a number of people on the speaking circuit today who still would have you believe getting someone to design you a striking logo and devise a clever name is enough to gild the value of your 'brand' for years to come.

But all a good logo ever gets most people is a large bill. What they should be getting, is advice that their brand is about the experiences consumers have with the brand. Failure to deliver on promises inherent in their brand will cost organisations more in lost sales than the bill they received to design the logo.

### Fraud in the spotlight

Loss Prevention specialists Charter Resources has been keeping **br&new** busy with the development of a brand communication strategy including corporate and internal communication, media relations and a new look corporate logo and positioning line.

Articles about Charter Resources have appeared in the Courier Mail, Herald Sun and Daily Telegraph, relating to the growing problems of internal fraud and shop stealing in small to medium businesses. A series of articles in select retail trade media are also due to be published shortly.

**br&new** is has completed a newsletter and develop trade show materials for the national security firm. On a social note, **br&new** also recently shared a few drinks with Charter at the National Franchise Convention in Canberra (9-11 October).

#### Our new contact details

65 Adelaide Street (PO Box 411)  
Clayfield Old Australia 4011  
T: 61 7 3256 1255 / F: 61 7 3256 2611  
E: [info@brandnew.net.au](mailto:info@brandnew.net.au)  
[www.brandnew.net.au](http://www.brandnew.net.au)

## 'Fabulous Franchise Folks'

The **br&new** team travelled to Canberra this month for the National Franchise Convention featuring a star-studded line-up of speakers and presenters targeting messages to leaders in this \$80 billion per year sector.

Keynotes were delivered by Prime Minister John Howard, Opposition leader Kim Beazley, Australian of the Year Fiona Wood and International Franchise Association Entrepreneur of the Year Mary Ellen Sheets.

The Franchise Council of Australia appointed **br&new** to service the PR and media requirements for the event, including the three day convention (9-11 October) and the National Franchise Awards Ceremony held on the final night of the event at Parliament House.

Media interest was strong with radio, television and major print all covering the event nationally. For more information visit: [www.franchise.org.au](http://www.franchise.org.au)

## Mango Madness Frenzy

If you're a true Brisbanite you'll know that the mango season has officially started when a giraffe, a cattle auctioneer, a handful of sporting celebrities and Brisbane's best and brightest bidders all get together to raise a little cash for children in need.

This year Brisbane Markets Limited appointed **br&new** to raise awareness of their eighth annual Mango Auction of the 'first tray' of mangoes for the season. Our mission (and we chose to accept it) was to spread the 'Mango Madness' disease as far and wide as possible. On Friday, 7 October, Noel Greenhalgh paid a cool \$35 000 to become this year's 'Mango King'.

## 'Crystal Vision' for women in construction

You may recall from our last update, **br&new** has been working hard over the past few months to raise the profile of women in the construction industry and break the stereotypical image of hard hats and steel cap boots.

We are pleased to report the National Association of Women in Construction (NAWIC) Qld 2005 Excellence Awards received a record number of entries and almost 200 attendees at the awards dinner.

Congratulations to Alex Fisher who took out the prestigious Crystal Vision Award for her work as a civil

engineer and project manager. Fisher's Qld win put her in the running with other state and territory winners to participate in NAWIC's first National Crystal Vision Awards.

## 'Down tools' for a good cause

Did you know prostate cancer affects one in every 11 Australian men and kills an Australian man every three hours? That's why when multi-media firm Lewis Media and the Builders Labourers Federation Queensland (BLFQ) decided to announce the publication of the inaugural Construction Calendar 2006, **br&new** was happy to help.



As well as serving as delicious eye-candy, the calendar will raise money for the Mater Prostate Cancer Research Centre. For your copy of Construction Calendar 2006 please visit [www.lewismedia.com](http://www.lewismedia.com) or call 07 3892 1103.

### New appointments

Two new staff joined **br&new** in September, **Brooke Crosby** and **Trish McKenna**.

**Brooke** joins **br&new** as a consultant after spending 12 months living and working in the UK.

She has also worked as a cadet journalist at Channel Seven and as a freelance reporter for ABC TV, ABC Radio and Brisbane Lawyer Magazine.

For the past 12 years **Trish** has worked in various marketing roles with Queensland Cricket, Qld Turf Club (Eagle Farm), Brisbane BMW and McGirvan Media.

She brings a strong knowledge of strategic marketing, event management, management of advertising and promotional campaigns, sponsorship servicing and project management. She has worked on projects such as Qld Bulls events, Qld Winter Racing Carnival, Melbourne Cup Carnival and the new BMW 6 series and X3 launches.