

## is success a coincidence?



**suzy werry**  
from swiss creative

There are those who believe there's no such thing as coincidence. And when it comes to success, I agree.

But what is success? According to the Oxford Dictionary, success is defined as *"the accomplishment of an aim or purpose", and "a person or thing that achieves desired aims or attains fame, wealth, etc"*.

When it comes to marketing, I believe that an important step on the path to success is a company's ability to grab their target group's attention through innovative branding and creative, memorable advertising that effectively promotes their products. The next step is to actively follow up, thereby establishing your company as a business that goes the extra mile and delivers on its promises. These simple actions ensure you are heading toward accomplishing your desired aim or purpose.

The question begs, what does it take to stand out from the

crowd and be remembered in the minds of your customers?

### There are few examples to follow and many to avoid

Flick through any magazine or newspaper and you'll find the majority of advertisements are poorly designed. The company brand is barely recognisable or very ordinary, they contain too much or confusing information, are often difficult to read, offer no clear customer benefit, have too many images and are poorly structured. Such an ad will hardly win you many inquiries or customers.

Other advertisements try too hard to be clever and miss the point of why the company is advertising in the first place. They may win an award, but will they bring in customers and sell products? In the end, it's about increasing your bottom line.

### Your marketing reflects your business values

The familiar saying "what goes around comes around" applies to advertising as well.

A cluttered, cheap-looking ad will attract a different type of clientele. Ask yourself what type of clients you would like to attract!

IF YOU PORTRAIT YOUR COMPANY PROFESSIONALLY THROUGH WELL-DESIGNED MARKETING MATERIALS YOU INSTIL TRUST AND CONFIDENCE AND ATTRACT CUSTOMERS WHOSE VALUES ARE ALIGNED WITH YOURS.

### Dare to be different

I challenge you to take an unconventional, yet constructive approach that sets you apart from the other players in your field. You will notice the results in a very short time.

### Where to start?

Begin by asking a few tough questions and giving honest answers, like:

- are we attracting the right type of clients for our business?
- do we have a logo and branding that is emotionally grabbing?
- do we use our branding consistently?
- does our marketing and advertising material reflect our business values, the quality of our products and services?

Then take the necessary steps that take your business to the next level, and success won't be a matter of coincidence! **B**

## make a change and see the results

Is your marketing campaign turning heads? If your current branding and advertising is not delivering the results you want, it's time for a change. Just like a great new hairdo, your business will get noticed with a fresh look and new ideas that stand out. Partner with us and experience the **Swiss Creative difference**.

**07 5456 2588** [www.swisscreative.com.au](http://www.swisscreative.com.au)



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