

Arnold/Duncan

Comment



Branding for SMEs

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Branding For SMEs

We are now in a brave new world where all product components can be sourced from the most cost-effective global suppliers and new manufacturing methods and product innovations can be copied in the blink of an eye.

Sound product development along with co-ordinated brand differentiation is now more important than ever for any growing company. Used properly, branding can allow any company to punch well above its weight.

Giving The Customer Control Through Technology

In recent years, technology has allowed companies to make significant changes to the way they do business. Whether being able to quickly deploy marketing materials to retailers or even by creating their own advertising, these new tools can really save money and time. However, all these new techniques can only work in practise if a clear and 'usable' brand kit with real vision is put in place before the technology is deployed.

Arnold/Duncan worked closely with Poseidon Worldwide to create a new brand vision. All items that came into contact with Poseidon's

customers and distributors were to be considered, whether it was the look and tone of voice of a press advert or the colours in the materials used for a new product, every detail had to be consistent.

Working alongside the Poseidon technology team in Sweden Arnold/Duncan were tasked with creating marketing templates to be deployed around the world for its agents and distributors. By using one main intranet repository, a greater amount of control could be had, minimising cost while at the same time maintaining brand integrity.

The Brand

The diving landscape had changed dramatically over recent years and although Poseidon had adapted their products to meet this challenge, the Poseidon image was inconsistent with this new energy and product vision. With a fantastic heritage of over 40 years, the Swedish company had a great opportunity to leverage this history and create a new version of their trusted and well-loved brand.

Excerpt From Poseidon Product Literature:

Once (upon a time) there was a young Swedish boy called Ingvar Elfstrom. Even as a child, Ingvar was fascinated by the sea. He regularly went out on fishing trips with his father and spent his time examining the deep water, which lay beneath him. Determined to find out more about the sea, he bought his first pair of goggles. One day, Ingvar and his father connected a bicycle pump via a garden hose to a pair of dive goggles . Unfortunately, as his father sat in the boat above pumping air, down below Ingvar's mask blew off.

Shortly after, the first shop opened in Gothenburg in 1958, swiftly followed by Stockholm and Malmo. From the early 1960's they also began collaborating closely with foreign manufacturers - importing and selling products which they themselves were unable to produce.

Many of the employees who started working for the company in the 1960's are still working there today, sustaining a high level of wisdom within the firm which is successfully passed on to their new, less experienced

colleagues. Part of the appeal is because it is a company which has been consistently unafraid to push the limits, a pioneer in everything it does.

To this day, Poseidon continues to develop new products in the world of underwater technology and still some of the most advanced testing technology at its disposal.

The Challenge

With all this heritage at our disposal, this seemed like a dream brief. The key was to maintain this sense of quality via its heritage while at the same time connecting it with the new dynamic entity it had become. We had to emphasize the brand promise 'The Ultimate Dive' to become synonymous with Swedish quality and engineering like never before ...

See the full Poseidon case study for more details.

