

BUSINESS LEADERS BULLETIN

MARKETING GROWTH STRATEGIES AND SUCCESS STORIES

BISON

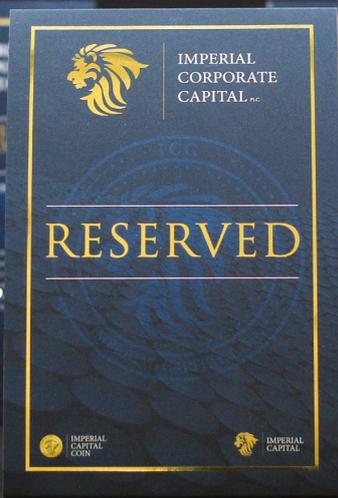


Wedding Bookings Increased by Over 400% in the First Year

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WELCOME TO THE BISON BUSINESS LEADERS BULLETIN

Welcome to the Spring 2019 edition!

As springtime is the season for growth and optimism it's the perfect point in the year to tap into that sense of renewal before we forge on with achieving our annual goals.

I hope our mix of industry news, advice and success stories inspire you with ideas to grow your business. Visit our website to find out more www.madebybison.co.uk/news

Mark Bidewell
Managing Director



"Your brand is what people say about you when you're not in the room."

Jeff Bezos, founder of Amazon.com

As BISON's integrity is always represented in everything we do we opted to not just paint the edges of our business cards yellow but to give them three distinct layers. This means that even if you tear one of our cards apart, our BISON yellow runs through the core.

"You have integrity when the life you are living on the outside matches who you are on the inside."

Alan Cohen, Inspirational Author



Attention-grabbing design

As today's business cards are less about exchanging information and more about making a memorable impression, the sky is the limit when it comes to creating a design which reflects your brand. Our favourite business cards play with colour, finish, shape and the materials used – even adding an inspirational quote or customer testimonial on the reverse can make a bold statement.

Business card etiquette

Although the way we use business cards isn't as formal as it was in the 19th century (cards were placed in a tray and then scrutinised by the lady of the house before visitors were granted access!) some etiquette still exists around their use.

Business card dos and don'ts

- Don't hand cards out with the left hand
- Don't write on a business card
- Do carry the cards in a special container rather than loose

Mark says, "At BISON, if we hand you a business card it will be taken from a case and presented with two hands – it doesn't matter if we are dressed in suits attending a meeting, or working onsite to fit signage – we will hand the card over with pride."



HOW TO MAKE A GREAT FIRST IMPRESSION

We all know that you don't get a second chance to make a first impression, and handing over a high quality, tangible business card can make all the difference.

You might think that business cards are outdated when nowadays it's so easy to connect on platforms like LinkedIn at the click of a button. But the truth is that business cards are as important and relevant now as they've ever been.

Business cards as a branding tool

A set of quality business cards will cost less than a suit for a meeting, last longer and make a memorable, positive impression.



Pictured:
Leeds Castle Guidebooks, printed
in seven different languages



WEDDING BOOKINGS INCREASED BY OVER 400% IN THE FIRST YEAR

BISON SUCCESS STORY: THE DREYS

The Dreys is set in 80 acres of Kentish ancient woodland, Squirrel Wood, near Detling. The family-run business, which takes its name from a squirrel's nest, was Jackie Keulemans' childhood home and she now runs the business as a venue for weddings and events with her husband, David.

All of the Dreys' woodland buildings were created by David's master craftsmanship and his ethos is simple: 'take only photographs, leave only footprints'. If the Keulemans were to leave the wood tomorrow there'd be no trace of their time there.

Life in the woods is a far cry from David's previous life as the Creative Director for luxury retail brand (All Saints) where he was responsible for the international roll out of their upcycled store fit, including the iconic Singer sewing machines.

When The Dreys approached BISON they had just decided to go it alone without a sales agent for the first time. They needed to create a recognisable brand, but they were starting from scratch – without

even a branded email address. As they put it themselves, nobody knew where they were and they themselves didn't know where they wanted to go. Cue BISON.

DEFINE

BISON's first step was to encourage David and Jackie to take a step back.

Before beginning any design work, BISON took them through THE BISON BLUEPRINT. This started with an informal discovery meeting at BISON to find out their history and origins, their values, what they do and their aspirations for the future.

Initially they resisted the idea of a discovery meeting, the couple were busy and naturally wanted to get on with the business of promoting The Dreys. However, they realised from the very first meeting that BISON had kept their promise, the discovery phase was a worthwhile investment in everyone's time – helping both BISON and The Dreys define the way forward.



WHAT THEY SAY

"Working with BISON was relaxing, wonderful and took the stress away. BISON got the brief immediately and created plenty of options. We even approved one of the concepts straight away."

BISON's first presentation was amazing – I still think about it now.

Most importantly, we were completely ecstatic with the end result. If we had used an online company I think it would have been a very different story.

As it is, BISON's branding took our business from the kitchen table to the boardroom."

David Keulemans, Director
The Dreys

CREATE

BISON created a fresh new brand identity that left behind the old-fashioned look and connected with their back-to-nature loving customers.

BISON proposed branding concepts and a new logo that explored the themes of nature and safety. The square depicts the safety offered by the site while the circle symbolises wholeness and nurturing. The straight lines represent a leaf and the swirls the lines found on a chestnut tree, which makes up 80% of the site at The Dreys. This is neatly encapsulated with the BISON recommended hash tag #loseyourself. The process of creating a clear brand identity also resulted in a road map of where The Dreys was going in the future.

BEFORE



AFTER



MAKE

The branded materials are all of a high quality, reflect The Dreys' sustainable values and its USP of being a woodland sanctuary. They use BISON white ink printing and painting on earthy, recycled brown craft papers, boards and timber stocks.

This new look was rolled out to all of The Dreys' marketing collateral, with BISON producing:

- Digital assets including a digital letterhead, email signatures, social media and website skins
- Leaflets
- Business stationery
- Signage
- Guest information materials
- Branded wine labels
- Vouchers
- Greetings cards
- Menus
- Bottle swing tickets

ACHIEVE

Within the first year wedding bookings increased by over 400% – with the branding contributing to this success.

A brand identity that Jackie and David believed in gave them a new-found confidence when it came to striking out and promoting the business, which has fuelled their expansion and growth.

WHAT NOBODY TOLD YOU ABOUT USING 'REAL WORLD' MARKETING TO BUILD BRAND TRUST

'69% of consumers don't trust advertising and 42% distrust brands, seeing them as part of the establishment and therefore 'remote, unreachable, abstract and self-serving'.*

The way to beat the decline in trust for brands and advertising is to make meaningful connections with clients in the real world. Much of the current mistrust stems from the sense that brands are remote and unreachable, but printed marketing materials are anything but. Whether it's a piece of direct mail, a printed newsletter or a hand-delivered invitation, all of these items tangibly reinforce a brand's promise the second they land in a client's hands.

This means that the opportunity to build trust with printed marketing is immense. Couple this with the high perceived value of a premium print finish and it's possible to create a

positive and memorable experience that leaves clients feeling valued. Here's why:

1. It's the thought that counts

A high-quality piece of communication can speak volumes and show clients that you care enough to invest time and budget into communicating with them. Much of brand mistrust is down to the 'pushy'* behaviour and data manipulation often adopted online. Trust can be rebuilt however, with a show of thoughtfulness that reaches out to clients and demonstrates how much they're valued.

2. The sum is greater than the parts

The power of successful printed marketing comes from paying attention to the details, including personalisation, crafted copy, imagery, colours, the quality of the paper stock and the finish. All of these elements amount to a great impression. If you have a successful meeting and leave behind your high-quality business card then you continue to build on your good image, long after that first encounter.

3. The power of association

If you've got a premium brand, or one with admirable qualities, then it's quite likely your brand has power

and values that people want to extend to themselves. Take Jaguar, Mercedes and BMW – drivers get behind the wheel of these cars because the brands' kudos rubs off on them and suggests that they're a class act, too. Similarly, a soft-touch, foil-finished invitation to a swanky do is just the sort of thing your clients might snap and post on Instagram, leave out on their desk as a talking point with their colleagues, or pin up on a noticeboard as a souvenir of a memorable evening, long after the event itself.

Find out how BISON can build trust in your brand through innovative brand communications. Call today on 01622 677 541 or email hello@madebybison.co.uk

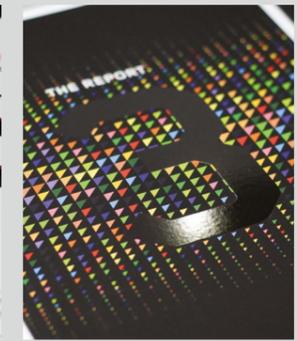
There are many finishes on offer that can give your brand a premium vibe and help build trust. The good news is that it doesn't necessarily mean a premium cost is attached. Here are BISON's favourite three:



Triplex and duplex

For a thicker, more durable finish, triplex and duplex also has the flexibility of adding extra depth with a contrasting colour. Consider pairing different finishes – smooth and glossy – for a really tactile experience.

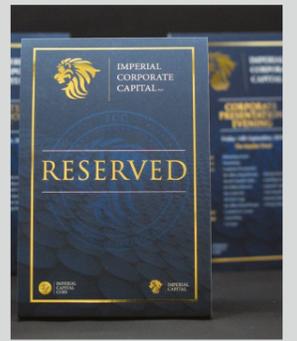
Ideal for invitations and business cards that create a lasting, premium impression.



Soft-touch finish

Provides a velvety feel that is hard to put down, a complete contrast to the feeling we get from an unwanted email or an intrusive sales call.

Use it for brochures, business cards and thick, sensory invitations or add in some contrasting gloss spot varnish.



Digital foil finish

The shine and sparkle delivered by digital foiling technology offers premium brands the flexibility of short runs to reach a select target audience.

The individual personalisation of each and every item is a world away from a generic email or a sponsored advert appearing on your social media feed.

*www.marketingweek.com

MARK'S RECOMMENDATION



"IF YOU'RE TIME POOR AND WANT AN EASY-TO-READ BUSINESS BOOK TO DIP IN AND OUT OF, THEN EAT THAT FROG IS FOR YOU!"

EAT THAT FROG BY BRIAN TRACY

This book is a handy bite-sized guide with twenty-one practical and doable steps that will help you stop procrastinating and get more of your important tasks done.

"If the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that is probably the worst thing to happen to you all day long."

Put big rocks first

I came across, and was blown away by, the concepts in this book a few years ago when I attended a time management course, where the speaker demonstrated 'putting big rocks first.'

He started to fill a jar...

...eleven big rocks down we all agreed, 'YES, the jar is now full and there is no more space!'

He produced some pebbles from beneath the table and repeated the process, each pebble found its way in between the gaps of the big rocks.

Surely the jar was now full! Alas he started adding sand to the jar, and to

our surprise even added a glass of water! He then posed a question: "What would happen if we do exactly the same but in reverse order?"



You can guess the moral of the story... In life if we start the day with all of our little tasks, by the end of the day we've run out of time for the big rocks.

He recommended *Eat That Frog* as it explores this idea in a fun way using the metaphor to explain why we should

first tackle the most challenging task of the day. The book shows how to zero in on these critical tasks and organise your day. You'll not only get more done in less time, but tick off the right things too.

BISON Eat's That Frog

I loved the book so much that I bought a copy for everyone in the team, with the promise of a night out on BISON if they all read it within a set timeframe.

The rules:

- Read a chapter a day
- Talk as a team for five minutes a day

The team not only met the challenge, but one of the members even came in on their holiday for the daily discussion

so as not to hold everyone up! It has been a game changer for me, the team and so naturally BISON. In fact, every morning the team not only talk about their rocks/frogs for the day – but they happily embrace and execute them first!

If you're time poor and want an easy-to-read business book to dip in and out of, then *Eat That Frog* is for you.

Mark Bidewell
Managing Director, BISON

Find *Eat That Frog* on Amazon.

There is also a great video on Youtube by the author of the rocks concept, Dr. Stephen Covey "First Things First"



BRANDED OFFICE GRAPHICS AND SIGNAGE IN LESS THAN ONE WEEK!

The challenge

Create and fit bespoke branded office graphics and signage in less than one week.

Ensure quality was not compromised and deliver the project on time and in full.

How BISON supported Causeway

- 1:1 customer support
- Creative support
- Installation
- Acrylic wall graphics on stand-off locators
- Contour cut circular logo
- Hanging ceiling boards
- Wall graphics
- Reserved parking signs

"We wanted to 'wow' an important client who was visiting our HQ at short notice so we reached out to BISON.

We knew the deadline was tight but we felt reassured throughout the process that BISON would deliver on their promise.

The team arrived smartly dressed in uniform, were polite, professional and very tidy, nothing was too much trouble – this was important as the work (which looks fantastic) was carried out during office hours whilst our team were working."

Dave Gilchrist, CEO
Causeway Onboarding Centre

MEET THE TEAM



MARK BIDEWELL
Managing Director



JENNA BIDEWELL
Client Success Manager



CHRIS CASS
Production Manager



CLAIRE BROMLEY
Client Success Adviser



MATT BARNES
Head of Creative



KAI BOHANNON
Large Format Specialist

COME AND SEE US



BISON create and produce innovative and bespoke printed graphics for brand communication. Come and visit us to meet our friendly, dynamic team and to find out how we can help you achieve your growth goals.

To arrange a visit please call Jenna or Claire today on:

01622 677 541

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