

BUSINESS LEADERS BULLETIN

MARKETING GROWTH STRATEGIES AND SUCCESS STORIES



Open day attendance up over 200% since rebrand

BISON helped The Big Cat Sanctuary stay true to their heritage **PAGE 4**



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Pictured:
Your Travel Group rebrand



WELCOME TO THE BISON BUSINESS LEADERS BULLETIN

In our target-driven world, it's easy to focus on the future and how we're going to reach our goals, but from time to time it's important to remember where we came from and what we've done to get to this point.



We had a timely reminder of this fact in June when we were fortunate enough to be on the D-Day 75th anniversary flight path as 34 Dakota airplanes flew in formation above BISON HQ. It was a heart-stopping, poignant moment which prompted us to reflect on the sacrifice and bravery of those who fought in the Second World War, as well as those on the home front. How the country came together during this time has helped us define ourselves ever since.

Allowing the past to shape character is important in branding too. As BISON is a brand with over forty years' worth of experience, it puts us in a good position to talk knowledgeably about brand heritage and how to use it to your advantage (see page 6).

And on the subject of building on past success, the more eagle-eyed amongst you will notice a new face on our 'meet the team' section. We expanded the team welcoming Alex to the BISON family in April, and he's been getting stuck into his new role as Print Finisher.

BISON takes to the skies for The Big Cat Sanctuary

Our Big Cat Sanctuary success story considers the challenges we encountered when developing a new brand identity while staying true to the charity's history.



The enjoyment we get from working with the sanctuary has led to us pledging to raise £5,000 for them in 2019.

So far, we've raised over £4,000. Thank you if you have donated – we're amazed and moved by the support we've received.

We knew we had to do something big, something that raised a significant amount of money for their vital conservation, education, welfare and breeding projects. As part of our fundraising efforts and for one big push, Jenna, Kai and I are taking part in a skydive at Headcorn Aerodrome in Smarden, Kent, near the sanctuary.

Since signing up for the skydive there have been moments (many moments!) when we've questioned our decision, but we're putting the nerves aside – backing out is not an option! I am proud to say, this level of commitment is part of the BISON DNA, and it has been since we were founded over forty years ago in 1976.

The unpredictable British weather has done its best to upset our careful planning and preparation. On the jump day, Sunday 7th July, in the middle of the heatwave, we had a morning of heavy rain and poor conditions. But these things happen and so we've rescheduled.

We'll now be skydiving on the 4th August; watch this space.

On a more positive note, there is still plenty of time to donate and all contributions are appreciated – every little helps! - www.justgiving.com/fundraising/BISONforTheBigCat

I hope you enjoy our heritage-themed edition packed with ideas for using past achievements to build a successful future.

Visit our website to find out more
www.madebybison.co.uk/news

Mark Bidewell
Managing Director

OPEN DAY ATTENDANCE UP OVER 200% SINCE REBRAND

BISON SUCCESS STORY: THE BIG CAT SANCTUARY



As well as being a brand that exudes quality and excellence, The Big Cat Sanctuary has a proud and successful history. So, when they approached us to develop an iconic new identity, a key part of their brief was for the new branding to pay tribute to the charity's heritage. It was a challenge we readily accepted!

The sanctuary had two strong identities: their founding name The Wildlife Heritage Foundation and The Big Cat Sanctuary, which had been created to provide a more public-facing name. However, the two logos conflicted with one another and didn't give the sanctuary a clear, defined brand to grow their outreach and fundraising.

"BISON combine approachability and competence with complete professionalism and skill in their work."

THE BIG CAT SANCTUARY

Home to over fifty cats, including tigers, lions and leopards, the sanctuary is a UK registered conservation charity, based in the heart of Kent near Smarden. Its core objectives are welfare, breeding, education and conservation. To support fundraising, they offer exclusive access to the cats, as well as luxury accommodation in the sanctuary.

DEFINE

At the start of the journey, we visited the charity to understand who The Big Cat Sanctuary were and what they did. This included a full tour of the sanctuary to see and experience everything as if through their customers' eyes. We then conducted research into the charity, and its objectives, before tailoring a proposal to suit them.

We brought the concepts to life with superimposed layouts, rationale, material samples and a clearly outlined proposed schedule of works. One of the challenges to overcome was how best to consolidate The Big Cat Sanctuary and Wildlife Heritage Foundation brands. Following customer research, we recommended that The Big Cat Sanctuary should remain the lead brand name as this was the most customer centric option.

CREATE

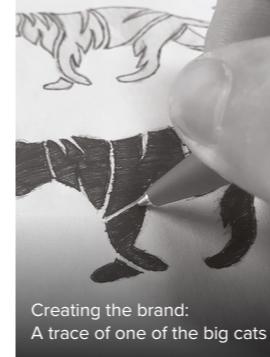
We set about creating an instantly recognisable icon, which incorporated both identities into one graphic that could be used on all marketing collateral. The tiger-shaped icon subtly includes the letters 'WHF' within the cat's stripes so that the heritage is still proudly included, whilst putting The Big Cat Sanctuary front and centre, as a bold and iconic public identity.

Once the brand was approved, the next step was to protect this new identity. BISON prepared brand guidelines, which included colours and fonts and how, and how not, to use the logo. We provided a range of material samples and guided them through the options best suited to their requirements.

MAKE

We drew up an implementation plan, designed and printed marketing collateral:

- Business stationery, including business cards, letterheads and padded compliment slips
- Email signatures
- Presentation folders
- Park signage, including an eye-catching entrance, species boards and cat name plaques
- Acrylic logo stand-off for main reception area
- Adoption packs for specific cats, including certificates, note pads, posters, bookmarks, stickers and cat information
- Exhibition graphics, including premier roller banners with maximum visual impact
- Event marketing



Creating the brand:
A trace of one of the big cats



Policing the brand:
Guidelines *MadeByBison*



BEFORE

The sanctuary wanted to launch their new brand identity in time to promote their annual open day event and to make a splash with new signage for the big day itself. This meant working to tight deadlines, whilst not compromising on quality. Following the rebrand, the open day attendance was up by over 200%!

ACHIEVE

The new brand gave The Big Cat Sanctuary an identity to be proud of. They decided to launch their new image via social media and it received over four hundred likes on Facebook within twenty-four hours.

The sanctuary has since been the focus of BBC documentary 'Big Cats About the House' and are now splashed across Formula E racing cars. Developments that didn't seem possible just a few short years ago!

A LASTING RELATIONSHIP

The charity, its people and big cats really touched the hearts of the entire BISON team, and we're committed to getting behind them at every opportunity. For 2019, The Big Cat Sanctuary is the BISON Charity of the Year – see page 3 to discover the great heights we'll be reaching to raise funds for their great work.

Image Credit: Formula E/LAT



WHAT THEY SAY

Giles Clark, Big Cat Guru and star of the BBC's 'Tigers About the House', 'Ingenious Animals' and, most recently, 'Big Cats About the House', travelled all the way from Australia to take on the role as Director of Big Cats and Conservation.

"Mark and the team at BISON created a very successful range of designs to meet our advertising, branding and marketing requirements. This was a tough task given that we previously carried two logos representing our charity, which was a challenge to all concerned."

BISON executed a complete rebrand with concise precision. They combine approachability and competence with complete professionalism and skill in their work. The team are easy to work with, interpreting briefs well and delivering designs with a quick turnaround. We are over the moon with our rebrand and cannot recommend BISON enough."



Giles Clark
Director of Big Cats
and Conservation

THE DEFINING POWER OF BRAND HERITAGE

Every brand has roots and a story that can resonate and connect with clients. What's yours?

Heritage provides clients with the reassurance that a brand can be trusted



Whether it's a 10x15-foot shed like Harley Davidson, or a record shop like Virgin Group, every brand begins somewhere.

And, perhaps your brand was founded by inspirational people, just like Richard Branson or William Harley and Arthur Davidson, who instilled values that still resonate within their companies today. These links to the past and a brand's origins create a brand's heritage, and this heritage is a vital resource for connecting with clients.

Brand heritage can be valuable in these key ways:

- It enables brands to make an emotional connection with clients by showing it has the sort of values that clients relate to.
 - Building on a sense of nostalgia creates the notion that the brand carries with it values from simpler, more settled times.
 - Heritage also provides clients with the reassurance that a brand can be trusted because it's experienced, well established and carrying forward a long-held vision. This is so vital at a time when brand distrust is at an all-time high. This credibility and authenticity validates your brand's promise and justifies a premium price.
- Take another of our brand heroes, Lexus, the luxury car brand, which



As an entrepreneurial, customer-focused innovator, Branson is his own brand's ambassador at every opportunity.



The original Lexus mission: 'Relentless pursuit of perfection'.



Disney's 2018 film Mary Poppins Returns cleverly harnesses the nostalgia of the original.

Image Credit: Lexus.co.uk

Image Credit: Movies.ie

Image Credit: Jonas Fredwall Karlsson

Three ways to make the most of your brand's heritage:

1. People

People buy from people as the old adage says. Your brand should draw on and embody the values of those we admire, feel inspired by or trust.

Our brand hero Virgin, reflects the personality of its founder Richard Branson; in fact they are so closely intertwined that they are really one and the same.

As an entrepreneurial, customer-focused innovator, Branson is his own brand's ambassador at every opportunity. His story – leaving school early to start a magazine – has become modern-day folklore, and the moral of the story is that anything is possible: all it takes is innovation and the drive to succeed. Branson is the reason his brand continues to be so successful.

2. The original mission

If you stay true to the brand's original mission, formula or recipe it tells clients that the values and vision driving the brand are still the same, and that they're consistent and unwavering.

Take another of our brand heroes, Lexus, the luxury car brand, which

launched back in 1990 with the mission of the 'Relentless Pursuit of Perfection.'

Now, nearly thirty years later, the brand is evolving from luxury brand to a luxury lifestyle one in a bid to attract younger buyers, whilst still staying true to its original customer base.

3. Provenance

This is all about providing clients with the opportunity to connect with where the brand began. Whether it's a particular location, an historical setting or a particular ethos, these factors all present the occasions for positive emotional associations, trust building and connecting past products with your current offering.

Disney's 2018 film *Mary Poppins Returns* cleverly harnesses the nostalgia of the original. Disney resisted the urge to use sophisticated animation, and instead stuck with the brightly coloured cartoon characters that could have stepped straight out of the 1964 original.

The Jungle Book and *Beauty and the Beast* are other remakes from Disney that appeal to their core audience of children, but also use the nostalgia factor to appeal to parents and even grandparents.

What values drive your brand and how can you use your brand's heritage to build trust? For an informal chat, call today on 01622 677 541.



BREAKING THE SLEEP DEPRIVATION MYTH

THE MIRACLE MORNING BY HAL ELROD

Are you a snoozer? It's fair to say that the first action many of us take each morning is to reach for the snooze button.

Snoozing has certainly been my morning routine for as long as I can remember, I am most definitely not a morning person, or that's to say I wasn't until I read *The Miracle Morning*.

It's not an exaggeration to say this book has been a complete game changer for me. My days now begin at 5:00am sharp, yes that's right, 5:00am! Instead of snoozing, I fling back my covers and by 5:03am I've brushed my teeth and I'm ready to take on the day. I absolutely devoured this book, usually it takes me a couple of months to make it to the final page, but I read this one religiously in under two weeks.

The Miracle Morning's central idea is that the first hour we're awake is the rudder of the day, setting us on the right course. By getting up an hour earlier and devoting time to myself I get a holiday every day. I now start my days happy and on a high. This me-time is structured around SAVERS:

- Silence – five minutes
- Affirmation(s)
- Visualisation
- Exercise
- Reading
- Scribing

Miracles do happen

I found that by setting off my day in the right direction it takes a lot to knock it off course. The end result is I can never have a bad day. Bad things might happen, but my first hour has been amazing, fulfilling and productive.

Breaking the sleep deprivation myth

I now believe that there's no such thing as sleep deprivation, but I didn't always feel that way: I used to think losing out on sleep was my greatest pain – that I'd rather run a marathon with a broken leg than have a lack of sleep.

The Miracle Morning challenged me to think again, arguing that no one suffers more from sleep deprivation than children – except on Christmas Day when they rise early, after just a few hours' sleep, full of energy and excitement. I realised that if I decided that a lack of sleep was going to ruin my next day, then that's what would happen. I just needed to create a way to look forward to getting up – to make every morning exciting, like Christmas Day!

Since this eureka moment two months ago I have woken up between 4:00am and 5:30am full of energy without fail, regardless of the amount of sleep I've had. I have also broken my personal best time for running 5km and swim five times a week, at 6:00am.

How to have your own miracle morning

- Start your day an hour early – no snoozing!
- Drink a pint of water, wash your face and brush your teeth first
- Me-time SAVERS for an hour every morning
- Every day is Christmas Day – you can't fail to have a good one
- Don't be a slave to the sleep deprivation myth

Check out Arnold Schwarzenegger's 'Sleep Faster' video on YouTube (the speech that broke the internet).

MARK'S
RECOMMENDATION



"BISON supported us, not just with printing the promotional material, but they also recommended some really eye-catching ideas. They turned a challenging project into a huge success by helping us to create superb awareness to a footfall of over 600,000 people, which generated over 700 competition entries"



Sam Bromley

Senior Marketing Executive,
Leeds Castle

LEEDS CASTLE TAKES ITS 900 YEAR CELEBRATIONS TO BLUEWATER

The challenge

As part of a year of special events, the Carnival of History in July celebrates the 900 year anniversary for Leeds Castle. To promote this milestone at Bluewater, Leeds Castle asked us to create an interactive, eye-catching customer experience to really pop and showcase 'The Loveliest Castle in the World'.

How BISON supported Leeds Castle

We worked closely with the marketing team to provide creative and 1:1 client support as we produced:

- A seamless fabric backdrop for maximum visual impact
- Interactive character cut-outs
- Bespoke literature stand for DL leaflets
- Large lockable storage cabinet with an acrylic, branded panel
- Custom-made iPad stand cover
- Die-cut character masks for family interaction

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:

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