

# COGstrategy<sup>®</sup>

## IDEATION

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Methodology and  
Case Studies

**DISCOVER**



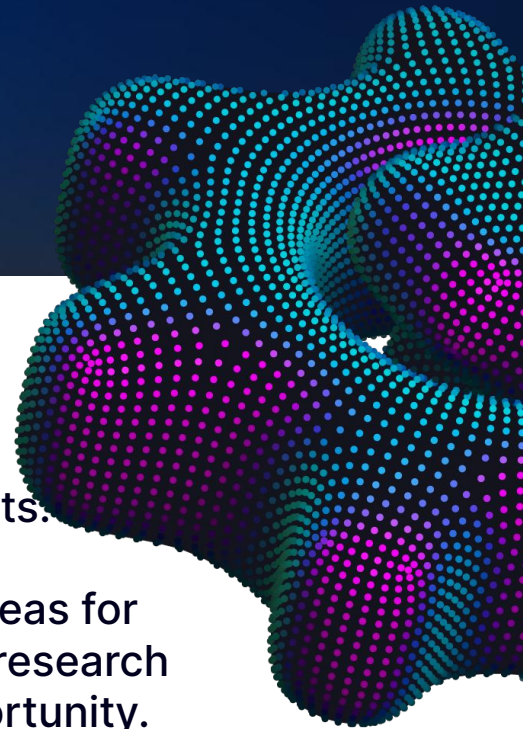
# THE COG STRATEGY APPROACH TO IDEATION!



This document introduces the COG Strategy approach to Ideation, and how we develop brands and connect them to our clients digital assets and online business touchpoints.

Our focus and our approach to generating dynamic and fresh ideas for our clients derives from forming originality through discussion, research and communication. We aim to build brand equity at every opportunity.

COG Strategy develop brands that harness the strength of emotion while communicating values and the core business offer. We also take this opportunity to provide Case Studies that showcase the brand solutions we have delivered our clients.





# SO, ARE YOU READY TO BUILD BRAND EQUITY AND CONNECT IT TO YOUR BUSINESS?

The COG Strategy focus is to build human value in your brand so it serves the business autonomously, like a person would.



**START!**

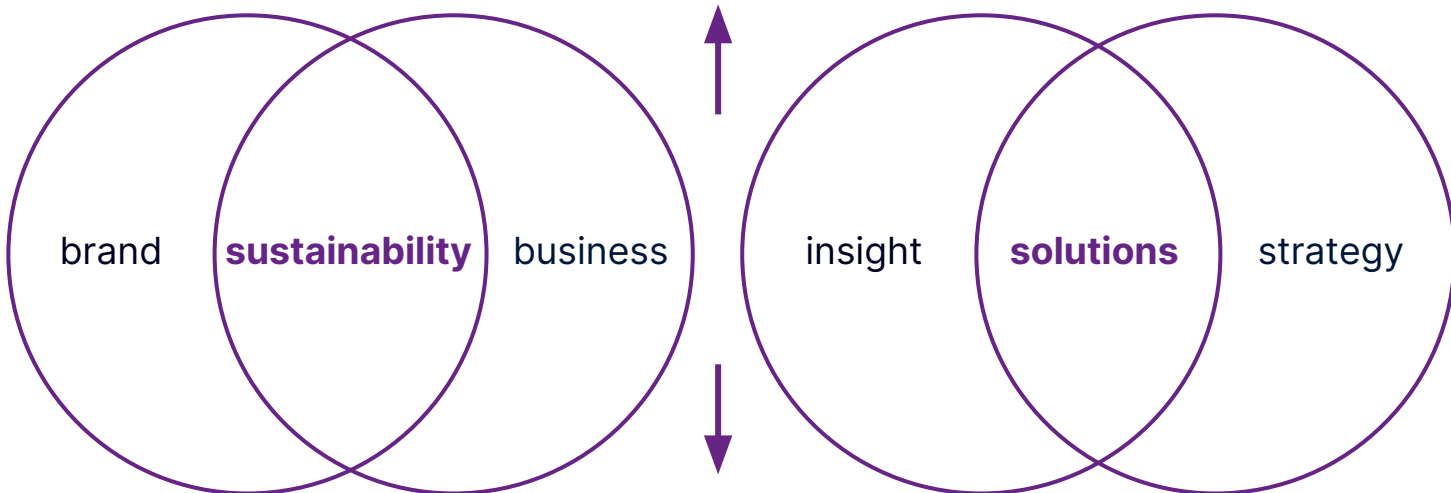




# **WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.**

We focus on emotionally considered thinking, innovative design systems and use tactical strategies to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

## **SUSTAINABLE BUSINESS MODEL**



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON  
FOR THE BUSINESS**



# COG STRATEGY

## WHY CLIENTS CHOOSE US



### PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue. This comes from delivering against the bottom line objectives but also building brand equity and company value.



### OUR ABILITY TO DELIVER VALUE

Our focus is to build value. We approach brand development with the promise that our creative design and brand management services are loaded with value, and assets are easily absorbed by the business.



### CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



### PRIVATE COMPANY

COG Strategy is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



### EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Strategy to deliver, and the results speak for themselves.



### READY TO SCALE

COG Strategy has the inhouse professional team to meet the demands of any project size. We've got the firepower when it's needed.



# HOW COG STRATEGY CREATES RESULTS FOR EVERY CLIENT.

## CUSTOMER CENTRIC

We develop strategic brand story to connect both emotionally and logically with the targeted audience. We integrate product and services into human conversations.

## BUSINESS VALUES

Via research and insight we build creative solutions that define the core business ideals and values. From here we promote them in the right environments via the most appropriate methods via strategy lead campaigns.

## COMMERCIAL VIABILITY

Our approach ensures the brand delivers against commercial objectives and business orientated sales plans. Our strategy services are considered, and importantly deliver to support core business activities.

## VERSATILITY

A developed brand should in return provide a more sustainable opportunity for sales and marketing, and also deliver longevity in market positioning. We build strategic brands that are ready to scale, grow and adapt to new opportunities.



# IDEATION THAT DELIVERS

We select, connect, think, sift, transform, invent. We're a strategy agency forming original ideas.

At COG Strategy we're all about pursuing positive things that change the way people interact and respond using technology. When our clients use our ideas to deliver positive brand experiences it gives us a real kick.

## **WE START WITH A CLEAR BRIEF/ CHALLENGE**

The big idea starts with the definition of the challenge and the creation of a clear brief for everyone involved. The brief is a critical step as it will help ensure that there is clarity around what you're looking to achieve. During the briefing stage there are two key areas of focus: What are you looking to achieve? Who is your audience?

## **UNCOVER A COMPELLING INSIGHT**

We uncover a piece of sharp, compelling insight that encapsulates a real truth and problem to solve for the consumer. This is usually achieved through extensive research in relation to both the target audience and the overall product/ service category related to the campaign.

## **FIND THE BRAND CONNECTION**

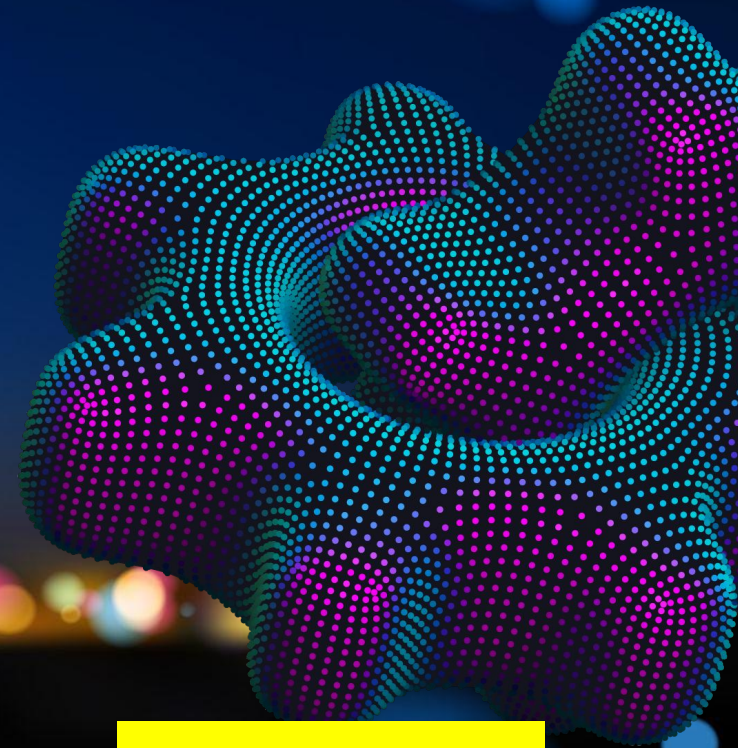
With insight discoveries we brainstorm ideas and solutions to challenge the consumer's problem or need. This strategic idea, combined with their insight, leads to the creation of new ideas and campaigns.

## **ARTICULATE THE IDEA CLEARLY AND SUCCINCTLY**

The test of how well a big idea will resonate and translate across channels is whether the connection between the insight and brand connection and the proposed execution can be distilled clearly and succinctly on one page. Ask yourself whether the idea would make sense when pitched in an elevator ride.



# WHAT IS A COG STRATEGY PARTNERSHIP?



**VALUE!**







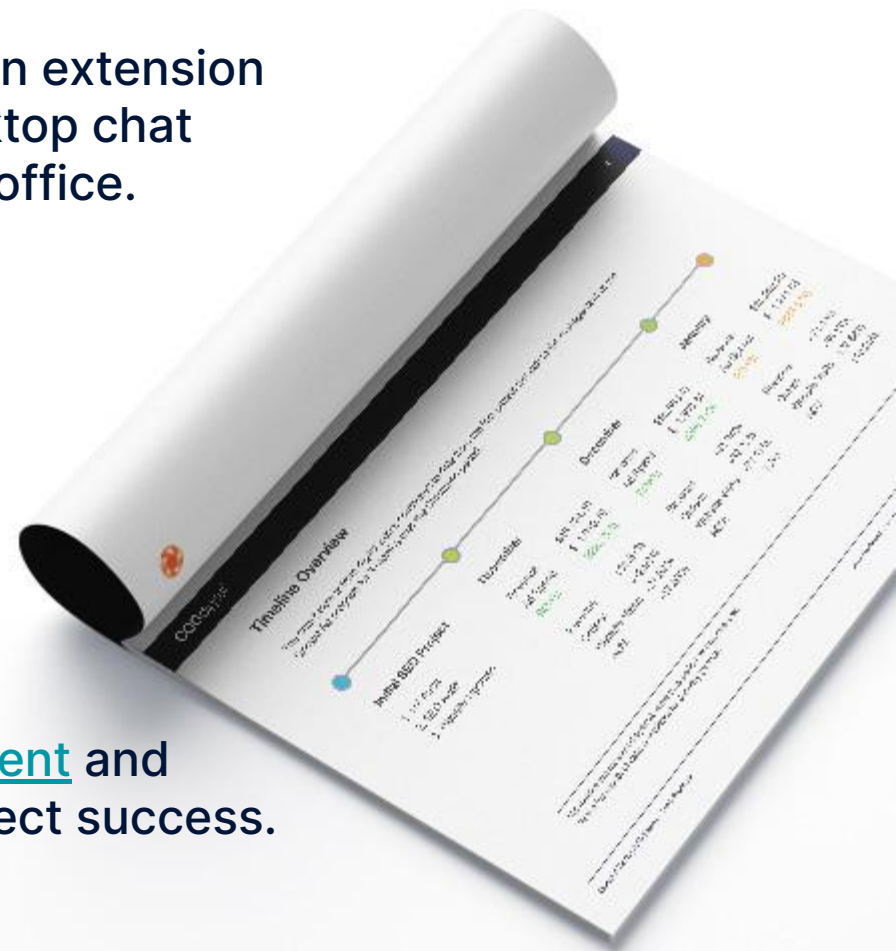
# CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our brand design experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in research, [strategy](#) and Methods in which gather and harness [insights](#) for our clients.

We also provide [business development](#) and aftercare long after we achieve project success.





# THE IDEAL MIX OF EXPERTISE.



## INTEGRATED DELIVERY.

At COG Strategy, we deliver advanced and integrated solutions allowing us to partner with strategists, copywriters, photographers, digital marketers with ease.



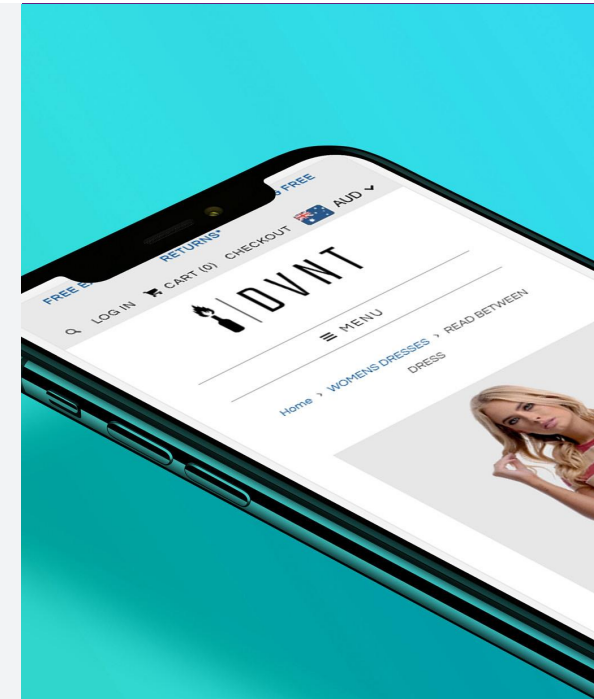
## FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Strategy is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



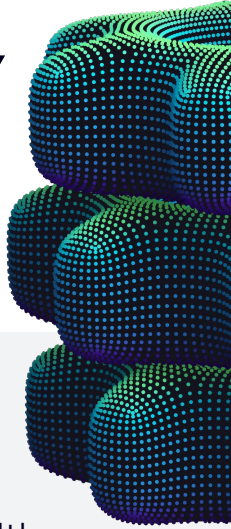
## TRANSPARENT ACCESS AND REPORTING.

We keep our clients align side us through all processes and deliver constant project updates. Plus, you have access to all creative assets and files on project completion.





# HOW BRAND CONSISTENCY HELPS YOUR BUSINESS



## **GENERATES FAMILIARITY.**

Brand awareness is name recognition. But being known is not the same as being known for something. In order to be a powerful brand, build brand familiarity: let your customers and potential customers know who you are, what you offer, why you offer this.



## **PURSUES CUT THROUGH.**

The concept in brand marketing titled “cut-through” is achieved via consistency. A brand with a presence stands out and is noticed within a crowded market. Having cut-through is a highly desirable quality for a brand to have, and over time it builds brand equity.



## **BECOME A COMPETITOR**

A brand in competition is a healthy one. It means it’s in market, working and communicating. If a brand is not competing it’s not doing its job as an autonomous sales agent for the business it’s representing.

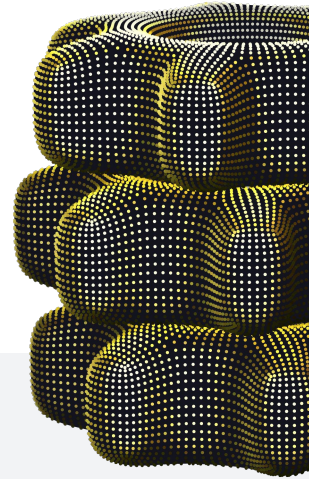


## **GENERATES EQUITY AND VALUE**

Ensuring a brand is consistent throughout its messaging, creative, positioning and in-market activities will build brand equity fast. And a brand with equity can offer more value to its customers and the business itself.



# HOW BRAND STRATEGY HELPS YOUR BUSINESS



## **DEFINED PURPOSE.**

People don't just care about product features. They care about aligning themselves with a brand that reflects their values and has a clear purpose. A brand strategy helps you articulate your core identity (aka your purpose, vision, mission, and values) and, most importantly, communicate it.



## **AN AUDIENCE THAT TRUSTS YOU.**

A brand is crafted by people's perceptions of you—specifically, their feelings about you. Having clearly identified values also helps here, but a brand strategy helps you take a comprehensive look at your entire brand ecosystem and identify opportunities to improve the customer experience and strengthen your relationship.



## **A DIFFERENTIATED BRAND**

Why should people choose your brand over others? What makes you different? If you don't have a clear differentiation, they won't. A brand strategy is key to help you articulate this. You must be able to succinctly answer these three questions to build a brand, Who are you? What do you do? Why does it matter?

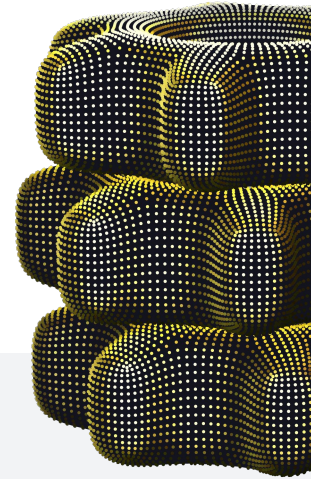


## **ENSURES GROWTH**

Once you've built your brand, the instinct is to preserve it. While this makes sense, your ultimate goal should be to grow your brand—intentionally and with purpose. This means doing whatever you need to fulfill your brand promise.



# HOW DIGITAL STRATEGY HELPS YOUR BUSINESS



## GLOBAL REACH.

Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labor-intensive. However, digital marketing happens on the Internet, which means that the reach you can achieve with it is immense.



## LOWER COST.

Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies.



## EFFECTIVE TARGETING.

Digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. There are many different options of targeting such as through keywords for search engine optimization (SEO), pay-per-click (PPC), or through demographic information on social media.

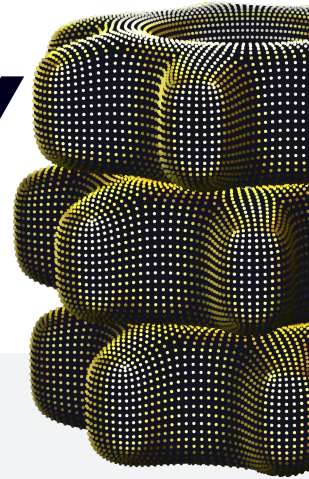


## INCREASED ENGAGEMENT.

One of the most important advantages of digital marketing is increased engagement. Digital marketing is designed to be highly engaging by default. Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click.



# HOW BUSINESS STRATEGY HELPS YOUR BUSINESS



## ESTABLISHING DIRECTION

A business strategy will first and foremost set the direction for your company. With a clear direction, your business will have something clear to work towards. While it might be your dream to be the biggest supplier of a certain product, a business strategy will set this as a clear target to aim towards.



## AVOID COMPETITIVE CONVERGENCE

Companies without a business strategy will often look at their competitors for 'best practice' and this can lead to competitive convergence. It can become impossible to determine between the companies and the market can become diluted. Implement a unique plan that will make you stand out from the crowd instead of just following trends.



## MEASURE SUCCESS

Without a business strategy, it can be difficult to measure success because you won't know what you are trying to achieve. A business strategy will set targets that will allow you to measure success by comparing yourself to them. This can help to keep you focused on success and ensure that you are constantly progressing.



## INCREASE SATISFACTION

A business strategy can keep your employees focused and driven. A business strategy can set the goals for a company and in doing so ensures that there will be an increased level of satisfaction amongst employees. Retain talent to ensure growth continues!



# BRAND STRATEGY CASE STUDIES

SEE THE RESULTS



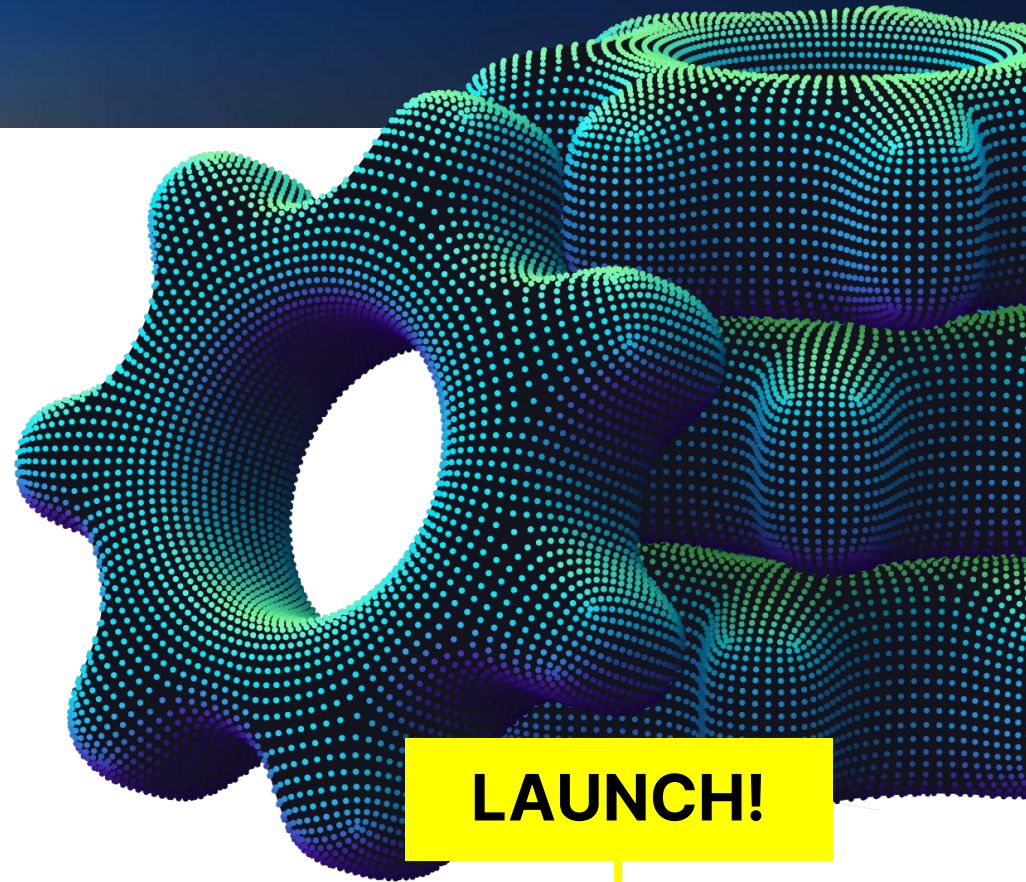
**DISCOVER!**



# BRAND AUDIT



**BRAND: FIDUCIAN**



**LAUNCH!**







# STRATEGIC BRAND AUDIT

## THE BRIEF

Fiducian approached COG Strategy with a brief to perform a Brand Audit prior to a total company rebrand. The Fiducian Brand Audit is a measure of a brands performance against key business objectives and evaluates industry presence. The COG Strategy Brand Audit would supply detailed insights that would support the rebranding projects including corporate identity, website and digital platforms, outdoor media and company division branding.

## ABOUT THE BRAND & BUSINESS

The Fiducian Group Limited is an ASX-listed specialist financial services organisation that continues to deliver premium wealth services and solutions for our clients and solid returns for our shareholders. Our securities are quoted on the ASX under the code FID.

## THE RESULTS

A comprehensive review that enabled the client to disseminate accurate information to key stakeholders, internally and externally. This delivery formed the spine of critical briefing and scoping for suppliers to the broader rebranding process, and also enabled justification to the company board to why the business should invest in rebranding and the development of new brand assets.

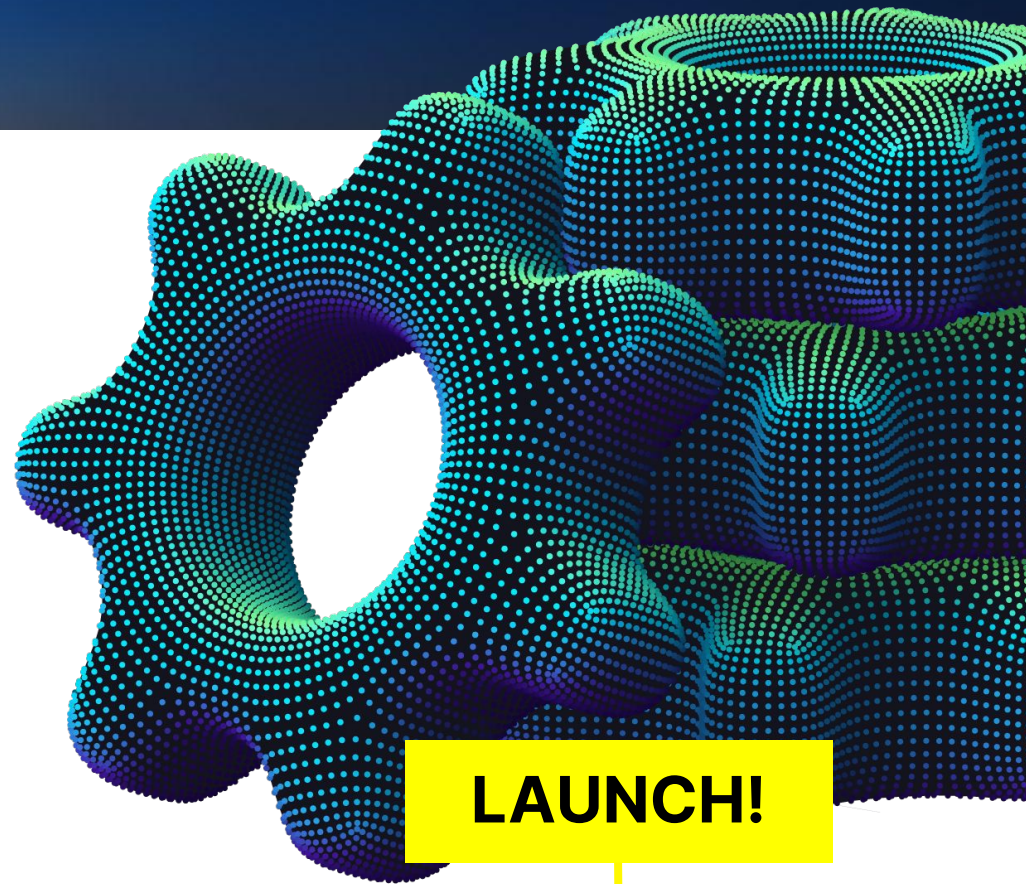


# BRAND STRATEGY



bodyfit  
Got It In One

**BRAND: BODYFIT**



**LAUNCH!**





# BRAND STRATEGY

## THE BRIEF

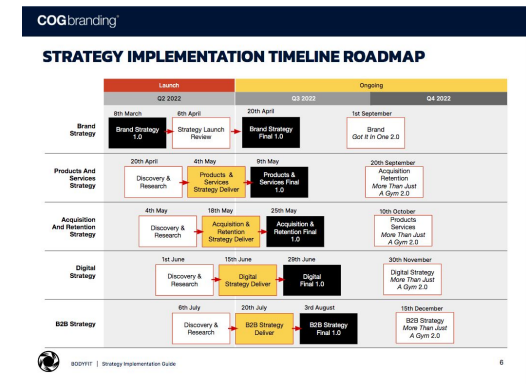
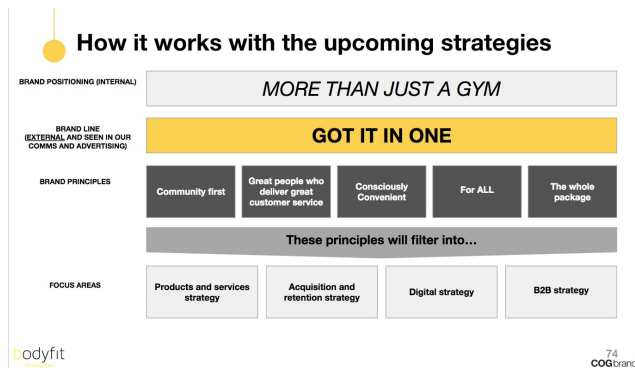
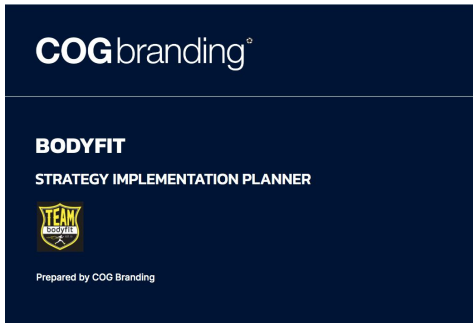
Bodyfit approached COG Strategy with a brief to deliver a brand strategy for for the Bodyfit brand, which would also form an integral link to a broader strategic review the business. The business has many smart industry professionals driving forward, though with little consideration to brand and strategy the brand had achieved growth that gradually ensured the brand and marketing communications had become unmanageable and at times detrimental to the border business efforts.

## ABOUT THE BRAND & BUSINESS

Bodyfit are a group of fitness centres across Sydney. A all round offer focused on providing everyone a safe, welcoming and fun environment to exercise in. Bodyfit understand value for money, first class facilities, your wellbeing and a friendly smile from our team are important to you. Bodyfit are devoted to making a difference.

## THE RESULTS

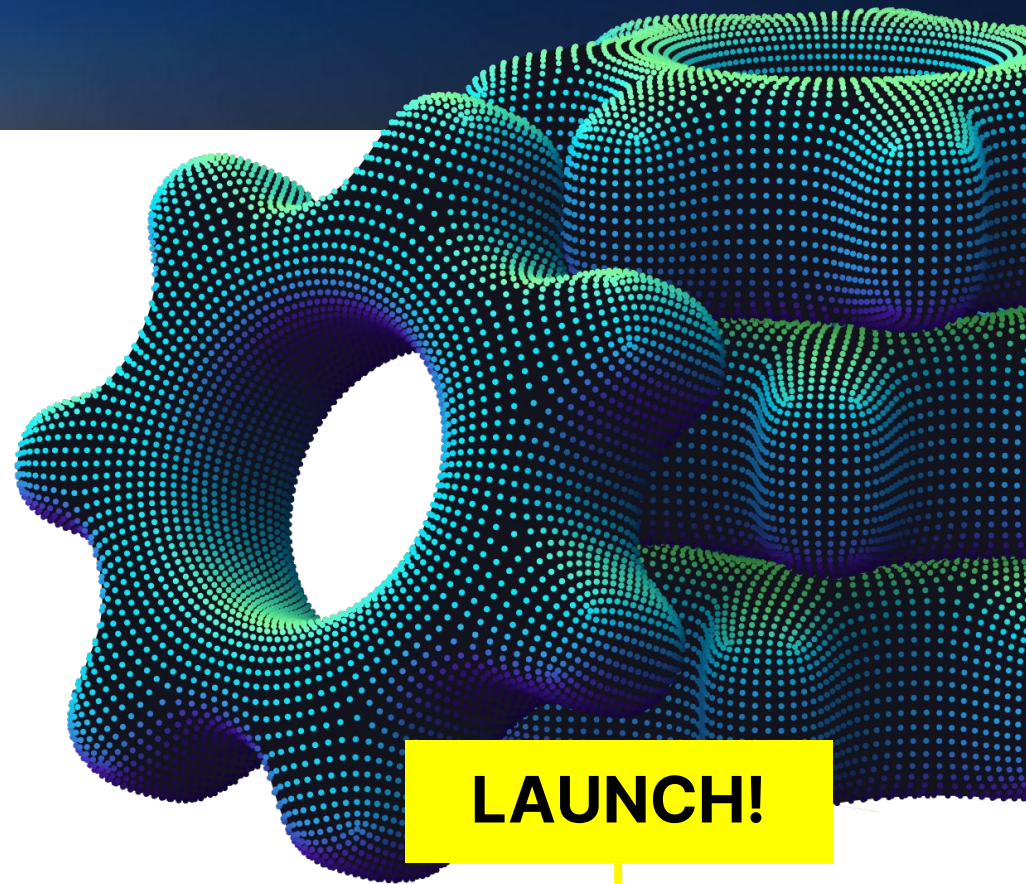
A complete through-the-line considered brand strategy complete with brand architecture clear value set. The Bodyfit Brand Strategy was delivered with a implementation guide for the business to successful onboard the brand strategy and provide the team support.



# PRODUCT DEVELOPMENT STRATEGY



**BRAND: DIAB**



**LAUNCH!**





# PRODUCT DEVELOPMENT STRATEGY

## THE BRIEF

Diab Sweden approached COG Strategy brand strategist, Luke Sullivan, with a brief to develop a product strategy for one of Diab's key composite materials, Divinycell. Composites can be bent, curved and joined together in an almost limitless range of geometric configurations. Further, their durability and weather resistance mean less maintenance and cleaning cost over time. Potential applications for these high-strength, weight-saving materials are limitless.

## ABOUT THE BRAND & BUSINESS

Diab – A World Leader In High-Performance Composite Core Materials. Diab has been at the leading edge of composite core material development for over sixty years, supplying a wide range of markets including marine, wind energy, transport, aerospace and industry.

## THE RESULTS

The knowledge gained from Diab head office on sub-cultures and NPD development was enlightening and important for then to understand that while Divinycell is a superior engineered composite material, not all markets are aligned with the same thinking. The Divinycell product is now widely used on a variety of surfboard and watersports equipment, and has enabled Diab to influence new markets with their broader products and services and continue their global growth as a composites market leader.

COGstrategy®

DIAB SWEDEN  
PRODUCT STRATEGY

COGstrategy®

DIAB  
SWEDEN

Making your products stronger, lighter  
and more competitive.

COGstrategy®

VAST  
POSSIBILITIES

Light and strong

Significantly reduce weight and increase stiffness while still  
maintaining strength.

Freedom of design



**WE'VE DELIVERED PROJECT SUCCESS  
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS  
SPECIALISTS READY FOR NEW  
PARTNERSHIPS.**



# CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting support and results like these case studies is only a phone call away.

If you're serious about developing your business and brand to allow an autonomous brand serve your business like a sales agent — you must consider your brand development, the brand story and its ability to engage emotionally with your target audience.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

**(02) 9523 6007**

**[Enquiries@COGbranding.com.au](mailto:Enquiries@COGbranding.com.au)**

# **BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.**



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