

# COGprint<sup>®</sup>

## PRINT MARKETING

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Methodology and  
Case Studies

**DISCOVER**



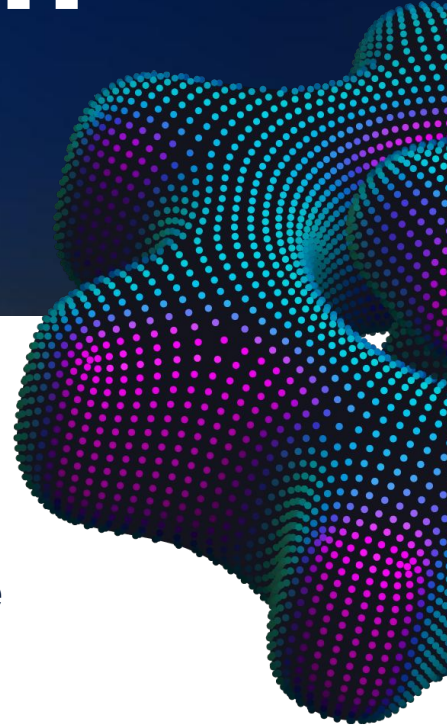
# THE COG PRINT APPROACH TO PRINT MARKETING



This document introduces you to the COG Print Marketing service.

Our focus is to ensure Australian small businesses and brands have the best advice, knowledge and support for the print marketing, printing fulfilment and distribution for their business and brand.

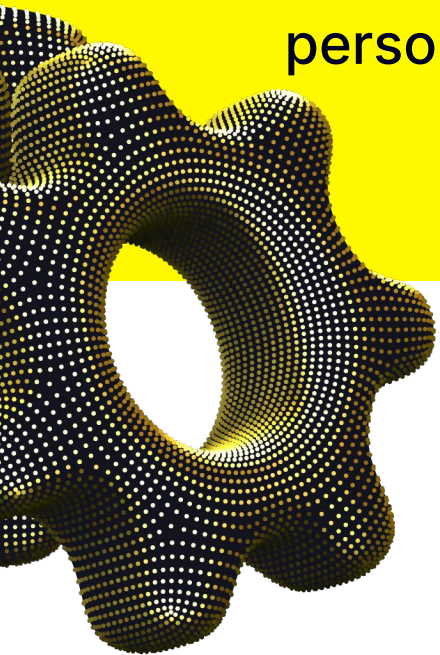
COG Print leads as a small business consultancy and operates as a strategic brand and marketing agency. Our approach is human first, connecting brand to business.





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

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



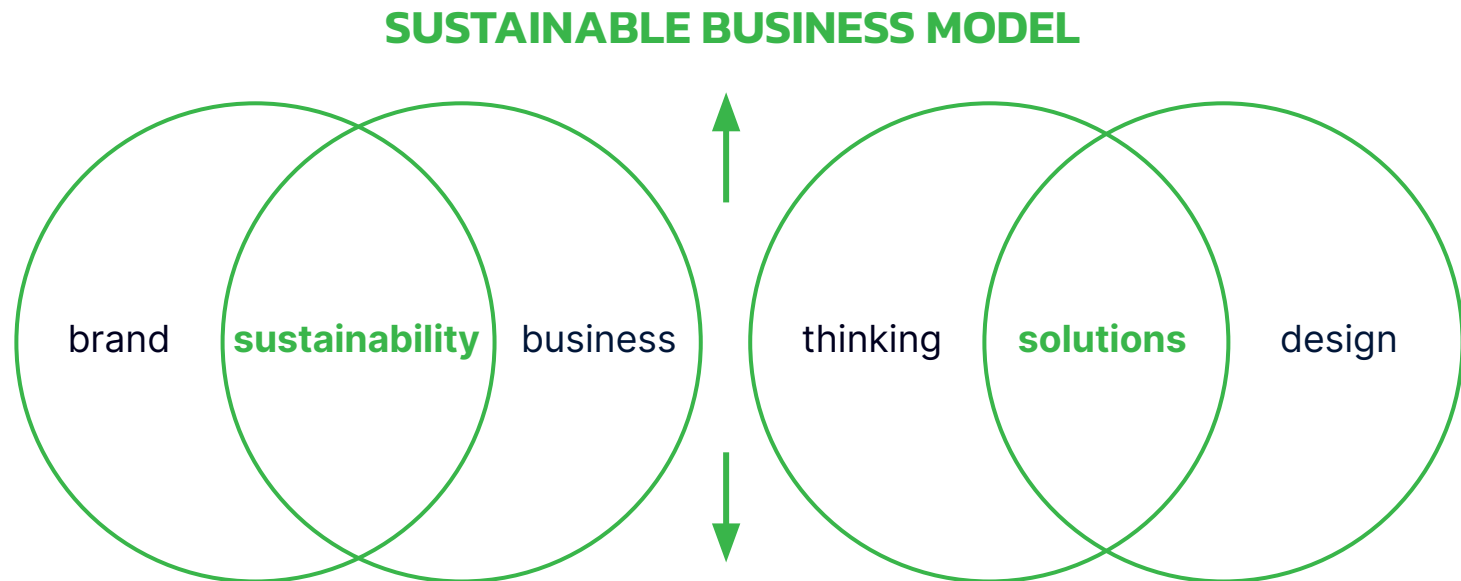
# START!





# **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.



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



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

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





# PRINT MARKETING THAT DELIVERS

COG Print understands what you require from your print marketing investments and the importance of having brand consistency across the physical printed collateral the supports the broader brand touch points and assets. We know small Australian businesses and we go forward with a best-effort mentality.

COG Print understand you're looking to partner with a trusted and experienced print agency that can provide a suite of design print and distribution solutions.

## LEARN ABOUT YOUR AUDIENCE

Understanding your audience, their preferences, and their consumer habits can help you make wise decisions about how to utilize print advertising.

## DETERMINE WHAT SETS YOUR BUSINESS APART FROM THE COMPETITION

More than likely, there's a handful (or more) of businesses offering similar services or products. Before you allocate your marketing and advertising budget toward print, you need to determine what makes your business unique to your competition. Knowing what sets you apart from similar businesses can help identify key points that should be addressed in your marketing and advertising.

## UNDERSTAND BASIC ELEMENTS OF GREAT PRINT EXECUTION

You don't need to become an expert in print advertising but it is important to understand some basic elements of what makes printed materials eye-catching and effective. Important factors to great print execution include clean and crisp design, quality stock, and well-placed images.

## KNOW THE IMPORTANCE OF QUALITY

Sometimes, quality is more important than quantity in the printing world. Low quality printed materials like direct mail and door hangers may end up in the trash with little consideration from potential customers.





# THE IDEAL MIX OF EXPERTISE.



## INTEGRATED DELIVERY.

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



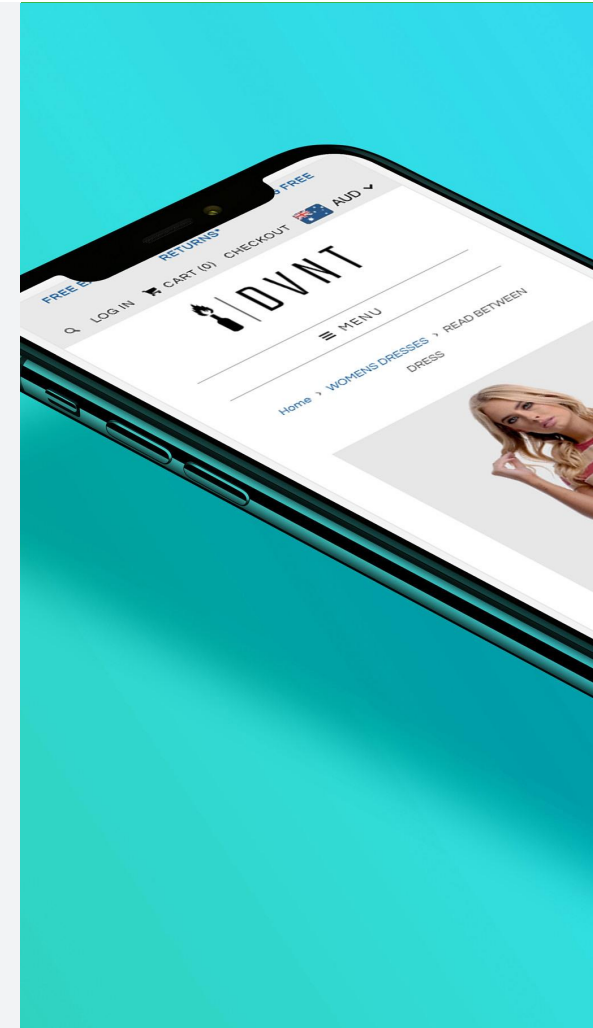
## FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Print 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.





# COG PRINT

## WHY CLIENTS CHOOSE US



### PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



### PRIVATE COMPANY

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



### 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.



### EXPERIENCE ACROSS EVERY INDUSTRY

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



### CLIENTS REFER THEIR COLLEAGUES

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



### READY TO SCALE

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





# HOW COG PRINT CREATES RESULTS FOR EVERY CLIENT.

## CUSTOMER CENTRIC

We develop print collateral to ensure brand story connects both emotionally and logically with the targeted audience. We integrate print product and services into human conversations.

## BUSINESS VALUES

Via creative aesthetic and design elements we seek to define the core business ideals and values and then promote them in the right print marketing via the most appropriate methods.

## COMMERCIAL VIABILITY

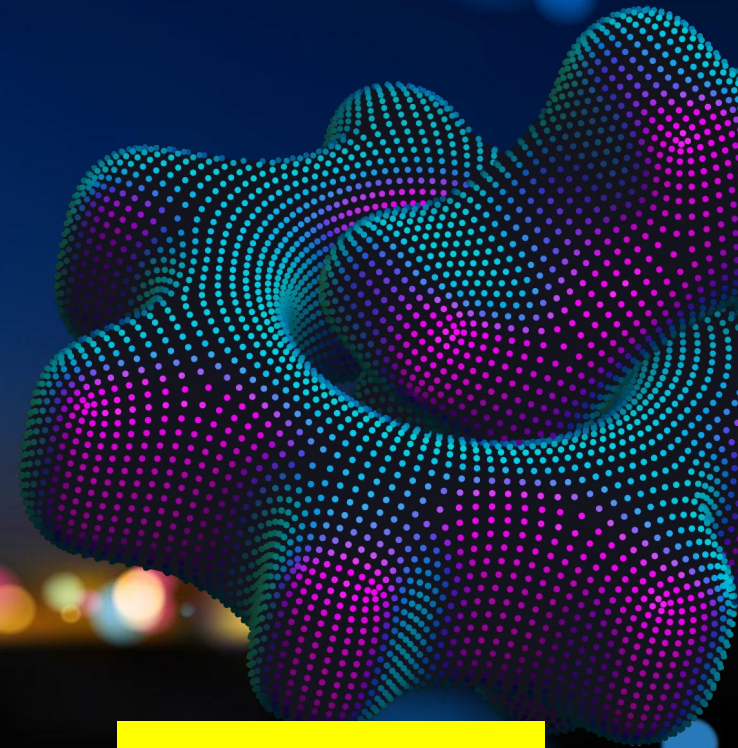
Our approach ensures the brand delivers against commercial objectives and business orientated sales plans. Our knowledge of printing considers our clients business and their customers.

## VERSATILITY

A print solution and service should in return provide a more sustainable opportunity for sales and marketing, and also deliver longevity in market positioning. We build brand ready to scale, grow and adapt to new opportunities.



# WHAT IS A COG PRINT 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.

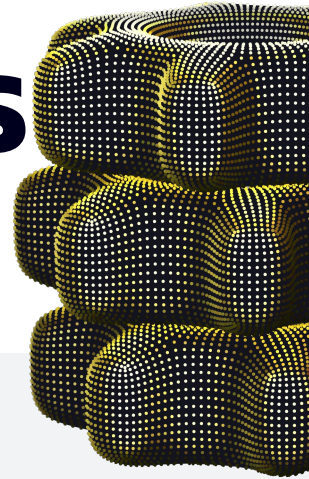
We're always updating on the latest in typography, [design](#) and colour trends, software, print and visual communications.

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





# HOW PRINT DESIGN HELPS YOUR BUSINESS



## **CORPORATE PRINT STATIONERY.**

Branded company stationery design is important because it not only identifies the business, but it is also an effective marketing tool. Focus on great print stationery and build brand equity!



## **BROCHURE AND CATALOGUE DESIGN.**

38% of consumers look first at products in catalogues before purchasing the product online. A large number of global brands still regard the catalogue as their premier sales tool.



## **DIRECT MAIL DESIGN.**

Direct mail is still a stronghold. In fact, it's hard to think of a product or service that couldn't be promoted through strategic direct mail design and marketing. A staggering 50% of consumers say print mail is more personal than the Internet. Being personal is still supremely important in marketing – welcome to Direct Mail.

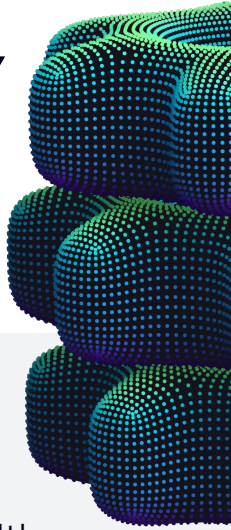


## **MARKETING PRINT DESIGN.**

Well designed marketing print design can mean the difference between a lost lead & a loyal life-long customer. Businesses that generate marketing create 67% more leads than those that don't.



# 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.



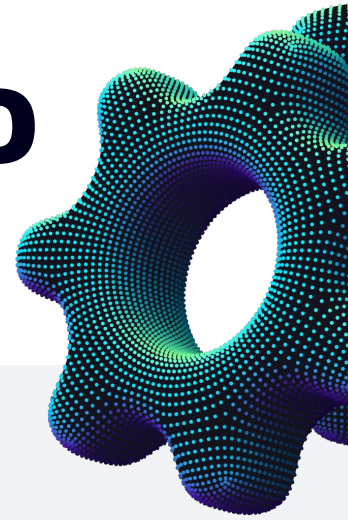
## **GENERATES EQUITY AND VALUE**

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 A MANAGED BRAND HELPS YOUR BUSINESS



## **SERVICE AND NURTURE INVESTMENTS.**

There's far greater ROI in keeping an existing customer than recruiting a new one, and a strong brand idea can optimize your marketing budget. Managing your brand will secure communication channels and strategies, all driven by time and money.



## **REAFFIRMS BRAND PROMISES.**

Your brand works as a glue, binding customers to your brand so they stay with you, grow with you, and tell others about your brand. It helps you identify your best customers and to direct special efforts against them.



## **ENGAGES THE TEAM**

Your brand works as a “North Star” that you're employees follow. As a result, employees feel more engaged, work harder for your brand's success, and become great ambassadors for your brand.



## **CREATES EFFICIENCY IN MARKETING**

A clearly articulated brand with identified assets and parts makes marketing more efficient and effective. Marketing needs to focus on selling brand or products and service. Once this is made clear, the focus can simply be on strategy and performance.





# PRINT MARKETING CASE STUDIES

SEE THE RESULTS

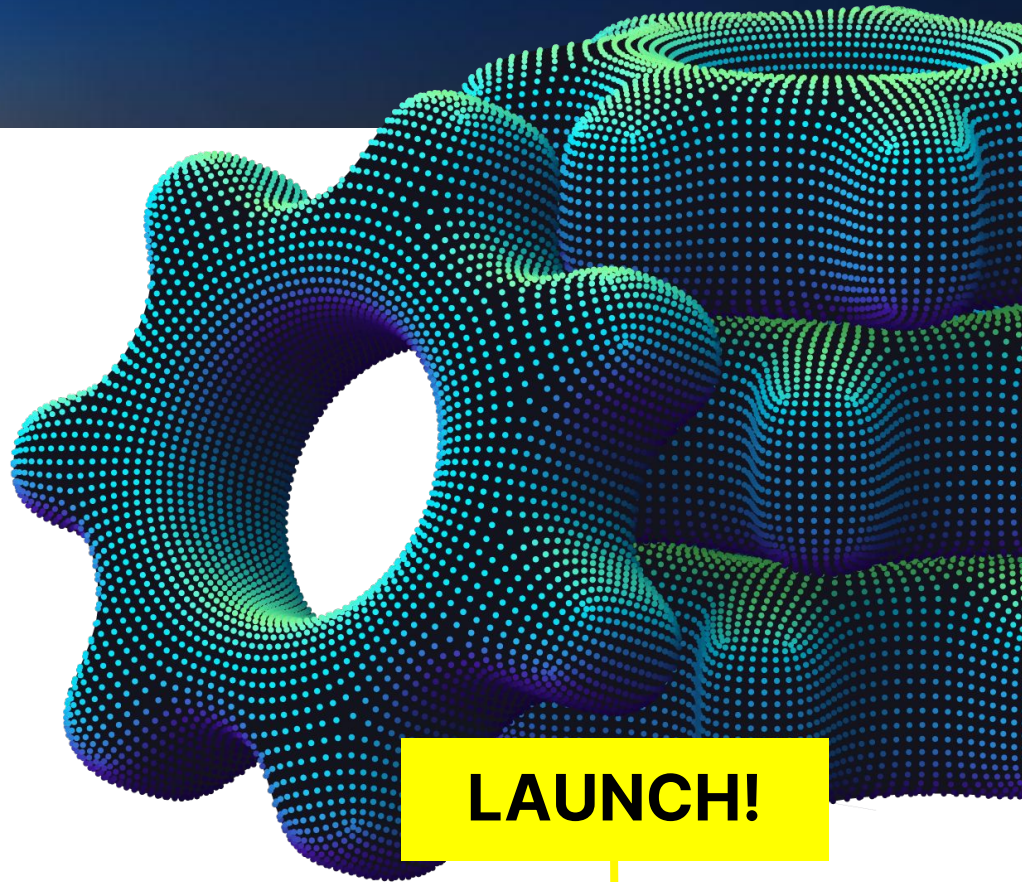


**DISCOVER!**

# EVENT SIGNAGE



**BRAND: RED BULL**



**LAUNCH!**







# EVENT SIGNAGE

## THE BRIEF

Red Bull approached COG Print with a brief to deliver the signage for the Red Bull Cliff Diving World Series. A neat, clear and concise delivery of event and wayfinding signage was required by the [Red Bull](#) brand and their international cliff diving event at the Hawkesbury. At a high level the wayfinding and event signage solutions for the Red Bull Cliff Diving World Series required strict adherence to the brand guidelines and corporate identity.

## ABOUT THE BRAND & BUSINESS

Red Bull is an energy drink sold, an Austrian company created in 1987. Red Bull has the highest market share of any energy drink in the world, with 6.790 billion cans sold in a year.

## THE RESULTS

Huge attendance under bright blue sunny skies... Success! Elite cliff divers turned up to compete by diving from up to 27m in the most respected World Series Diving Event in the world. Divers jumped from a platform at a height ranging from 26–28 m (85–92 ft). The Hawkesbury event was one of a limited number of venues around the globe, and with record attendance and media attention COG Print were proud to have played part in a Red Bull Global event.





## EVENT SIGNAGE

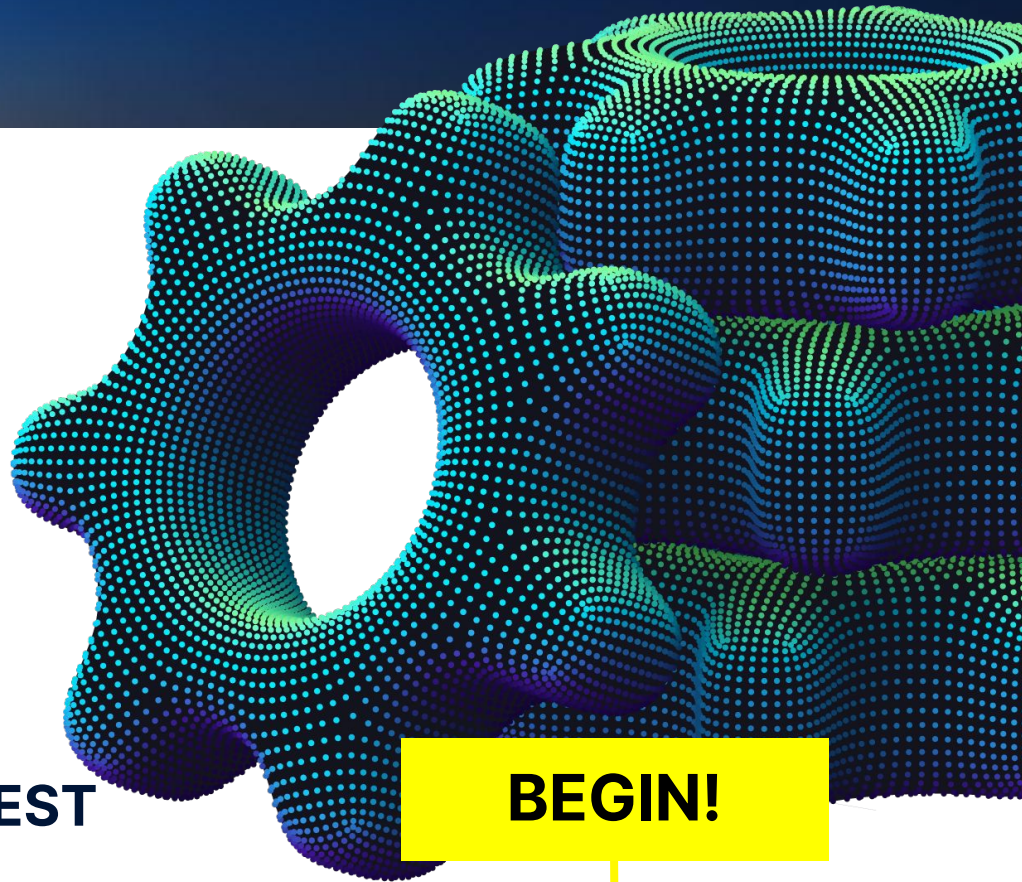




# BOOK DESIGN AND PRINTING



**BRAND: SEA URCHIN HARVEST**



**BEGIN!**





# BOOK DESIGN AND PRINTING

## THE BRIEF

Deliver the creative direction, design and printing fulfilment for a coffee table book. The book's key focus is to educate the brand's new and targeted audience on the range of recipes and food options available when cooking with sea urchin. The book is to be sold, and also a promotional collateral for events.

## ABOUT THE BRAND & BUSINESS

[Sea Urchin Harvest](#) is an award-winning Australian family-owned business that specialises in diving, processing, and selling fresh Sea Urchin Roe. We are located on the South Coast of New South Wales, where there is an abundance of premium Sea Urchins.

## THE RESULTS

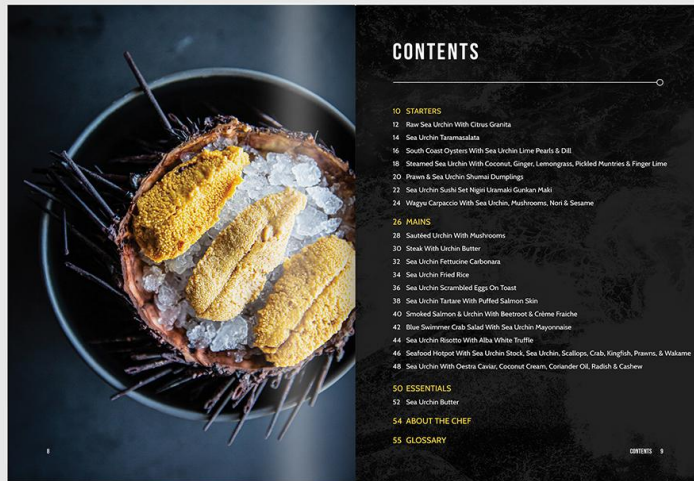
The first print run was divided into two inventory pools. The first for online sales and the second for event distributions. The online stock sold out within a week of going live on the website, and the event distributed all copies within the first hour of the event. With recognition coming renowned from chefs and the broader cooking community, the Sea Urchin Harvest brand is growing in popularity.







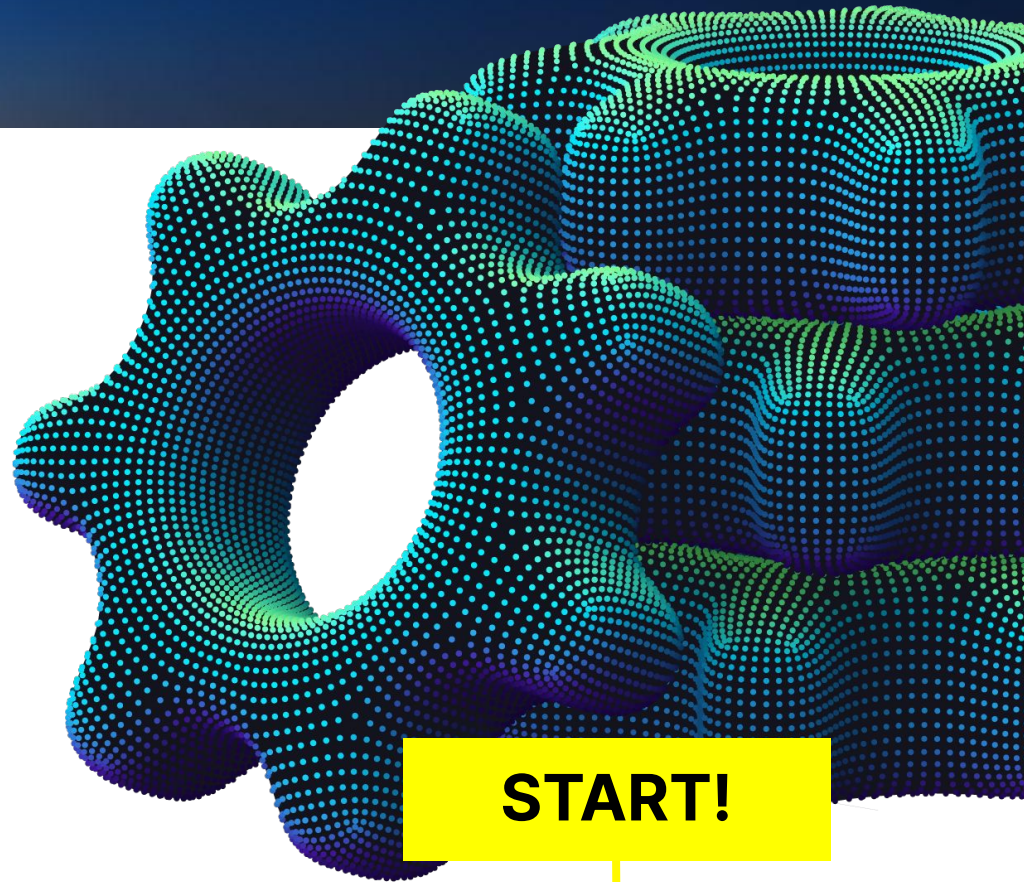
# BOOK DESIGN AND PRINTING



# VEHICLE WRAP DESIGN, PRINT AND INSTALL



**BRAND: BLUE BUILD**



**START!**





# VEHICLE WRAP DESIGN, PRINT AND INSTALL

## THE BRIEF

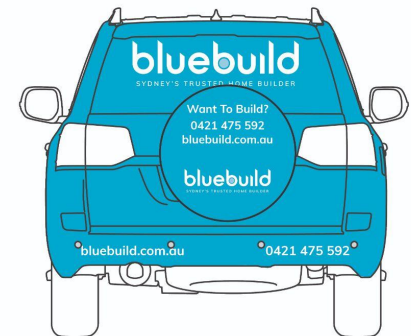
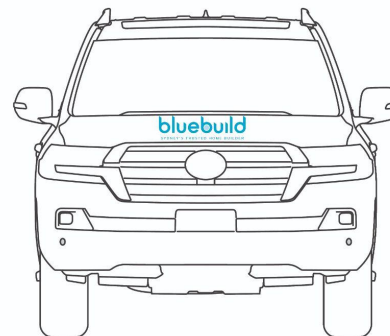
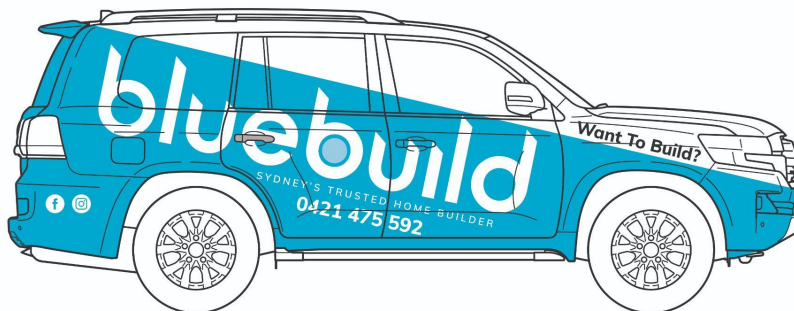
Deliver the creative direction, design and print and installation for a fleet of vehicles for the Blue Build company cars. The books key focus is to educate the brands new and targeted audience on the range of recipes and food options available when cooking with sea urchin. The book is to be sold, and also a promotional collateral for events.

## ABOUT THE BRAND & BUSINESS

Blue Build are a full-service home builder offering a wide range of customisable services to fit all of our customers' needs. Located in the Sutherland Shire and servicing broader Sydney with customised home building and renovation services.

## THE RESULTS

A first class and logical execution to vehicle signage and car wraps for your typical tradesman vehicles.







# VEHICLE WRAP DESIGN, PRINT AND INSTALL



# 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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