



# Well Connected

Representing and connecting  
South Bank organisations



Having outgrown its old logo and brand style, Business South Bank was in need of a fresh new look that reflected its importance and business savvy. But as a budget-conscious, not-for-profit membership association, they were unsure of the best way to execute this.

Business South Bank Executive Officer, Janine Watson, describes Business South Bank as a “Chamber of Commerce for the South Bank precinct. We look after the interests of the members in the area, but also fulfil a role of trying to connect businesses. Whether it is through networking or providing them

with information sessions. We act as a communication network for them.”

By facilitating the representation of and connection between organisations, Business South Bank plays a major part in South Bank’s continuing evolution.

“Our primary target market is the businesses in the South Bank precinct. The secondary target markets include local and state government, police and other business associations in the surrounding suburbs,” Janine explains. “Business South Bank’s area of interest is from GoMA to the Mater Hospital, which provides a very diverse group of businesses.”

“As the association has continually grown in size and importance since its inception in 1999, the time had come to do something about the stop-gap logo and marketing materials that had lasted us nine years! Tell has been a member of Business South Bank for some time and had always expressed enthusiasm for the opportunity to work on the association’s brand,” Janine says.

Tell brand and logo specialist, Gary Schmidt, describes the logo development process: “I would describe it as an ‘evolution.’ Sometimes it is quite difficult when a board is involved in the decision-making process because everyone has their own ideas and preferences, but Business South Bank were clear about what they wanted and brought their own ideas to the table for the evolution of the brand.”

Janine talks about the logo development process: “Tell seems to do the research on the company that they are working with. It is not just coming up with ideas for a new brand. I think they put themselves in our shoes and that is what works really well. Also small is good, because you do get that attention. I really like that with Tell, you get to meet the creative person and speak directly with them, whereas in a bigger organisation you would not have that at all.”

Anna Bligh unveiled the new logo with great fanfare at one of the networking functions. Then it was rolled out across all of our marketing collateral including stationery, signage, the website, newsletters and function invitations. Tell Account Manager, Clare Treston talks about the process: “The main challenge with the implementation of the brand refreshment project was that there were conflicting forces between Business South Bank’s desire for a high-end, professional look and a very tight budget.”

“We made suggestions to make Business South Bank’s dollars work harder,” Clare explains. “The newsletter is a classic example. By increasing the number of pages from two to four to allow for large images and engaging reading, and including member advertising, the newsletter is now produced at a cheaper price than the old one, but presents as a professional publication. Also the use of a economical but high-performance paper stock in a heavy weight gives it a quality feel.”



“Originally I wanted to be a psychologist because I was always interested in people and how people think. I thought marketing was quite similar in that you have to understand how people think to be able to potentially change their behaviour.”

**Janine Watson,  
Executive Officer,  
Business South Bank.**



“Tell are very prompt and are also friendly and really approachable. You never ever get that sense that you are a very small client or a big client. You just feel as if you are part of Tell’s family of clients. Even though we have got a very small budget, I have never felt that Tell has got all these other major important projects ahead of ours. So what, to me, is really wonderful, is that friendly attitude that Tell has.”

**Janine Watson, Executive Officer, Business South Bank.**





“Constrained by budget but not by style, the Annual Report proves the difference that good design can make.”

**Damian Gibson, Graphic Designer, Tell.**

With the successful rebrand of Business South Bank, the next step was to revitalise the Annual Report to reflect the vibrancy of South Bank and the business people behind it. Janine describes the briefing process: “Somehow we had to project a much higher level of professionalism than ever before, but without necessarily reflecting this in the budget, as that was really quite constricted.”

Tell Graphic Designer, Damian talks about Tell’s response to the brief: “The report was printed in much the same way as the previous year, with one important difference – design.”

“By structuring the document in a reader-friendly manner with large images, captions and testimonials, it became a really inviting and interesting read. Janine was great in that she really embraced our suggestions, and worked the document text and content around our ideas.”

Janine talks about the response to the Report: “Tell were spot on. It just looked sensational. It was exactly what I wanted. When the board saw the final Annual Report in one of the board meetings, they actually wanted it minuted that they were very pleased and proud of the end product.”

“I thought that was really great that the board had actually taken the time to make a notation in the minutes,” says Janine. “I cannot see the Annual Report being much different next year, because I think we have set a nice standard and I would like to continue with that.”

Since the implementation of Business South Bank’s new brand, marketing materials are consistent and representative of the professionalism of the organisation and the important work they do. 📌

TIP  
1

### Image is everything

“Make sure that you have got a really great library of photos to choose from. I know it is hard to choose the right photo, but it is nice to be in a position of choice rather than desperation,” Janine says.

TIP  
2

### Picture perfect

“Be prepared for how much work it’s going to be to produce an Annual Report,” says Janine. “Always allow an extra four to five hours per week more than what you thought. Don’t be too wedded to everything you’ve written because you will want to change it. The great copy you’ve written always looks different once it’s been formatted in a document with beautiful photos.”