

smarte

Intelligent Urban Environments



Future focussed building automation providers, Smarte, invested in an innovative brand refreshment to stay at the cutting edge.

Smarte manage and facilitate the building of intelligent urban environments through the automation of light, climate control, security and entertainment. Smarte Directors, Michael O'Loan and Nick Puttick love the innovative side of their business. "Building automation is one of the best areas to be in to innovate, outside of classic IT, which is getting saturated," says Nick. "We're at the cutting edge of new technology," says Michael. "It's great to provide better lifestyles and working environments for people through innovation."

Over five years Smarte has established itself as a leader within Brisbane's niche building automation market. With plans for further expansion, a professional new brand to accurately represent the company was required. "We are pushing on to the next phase in our company's development," says Nick. "This includes targeting new customers who don't know us. A polished, new brand is a great way to introduce ourselves properly."



"When we go out with fresh looking business cards and everything branded the same way, it gives people a level of trust, without even knowing who we are."

Michael O'Loan, Director, Smarte.



As part of the brand refreshment process, Tell identified targeting architects as a more economically feasible strategy than targeting end users. Architects are renowned as trend-setters and early adopters of new technology and likely to be decision-makers on high-end projects that would benefit from automation.

A confident, business-like, approachable and adaptable logo was designed to translate across Smarte's multiple services. "The inclusion of prismatic foil on the logo's 'e' shifts colour dependant on angle and the light that strikes it," says Tell Graphic Designer, Gary Schmidt. "This represents Smarte's innovative high-tech services and also communicates a level of prestige." The Smarte brand refreshment has been leveraged to inform and excite current and prospective customers. Marketing communications featuring uncluttered design and high-quality photographs, focus on the benefits of the Smarte-enhanced living and working environment.

"The whole process that Tell delivered and the results they have produced are fantastic," says Nick. "You never get the chance to make a first impression a second time around," says Michael. "When we go out with our fresh looking business cards and everything branded the same way, it gives people a level of trust, without even knowing who we are. It's very important when you are trying to get your foot in the door and especially important with the high-end projects we are working on."

"It has been terrific working with Tell," says Michael. "They have fresh ideas and are a young and energetic team. Their professionalism and quality of work is exemplary. We will continue to use them for a consistent approach to our marketing and our business." "I think that the next phase is going to be particularly interesting – promoting our new brand through on-going marketing," adds Nick. ☺

TIP
1

Marketing is constant

Smarte see marketing as a constant and continual activity essential to their business. "Do not stop marketing at any point," says Nick. "Regardless of company size, marketing gives you a competitive edge."



Nick Puttick & Michael O'Loan, Directors, Smarte.

TIP
2

Recognise the value of your brand

"It's hard to understand the value of branding before you have been through the process," says Michael. "A brand is something that you can look back upon and you think, 'I'm glad we built that brand up', because then you realise how valuable a brand is. People are naturally consumers of brands, but they are not naturally suppliers of brands. I think it is a great process for a business to go through and to get to a stage where they are actually supplying a brand to a market."