

Great Design & Copy combined for the best marketing results

Many small-business owners understand that effective marketing coupled with attention to detail, good products and great service make a big difference in a successful business. A complementary critical success factor, and one that provides for long-term marketing impact, is to carefully craft “the brand.” Employing superior design and copy in business marketing materials will effectively build a brand and help a business gain optimum results. Take a look at one restaurant owner’s experience.

ONE CUSTOMER’S EXPERIENCE

Restaurant owners, like many business owners, generally are not marketing professionals. In today’s competitive market, business owners do not have the time to learn and execute the nuances of marketing and branding strategies. Such was the case with Vic Shi, owner of Vic’s Sushi & Thai Cuisine. Vic realized that the menu he provided customers was boring, lacked color and did not reflect the image he was working so hard to portray. He wanted the menu to convey his commitment to quality.

THE SOLUTION

He consulted with a manufacturing and marketing company with more than six decades of experience. The company’s Design Services Department worked collaboratively with the owner. The answers to the design questionnaire provided the team the direction needed for the new eye-catching menu. The owner was so pleased with the menu he decided the new look was the birth of the restaurant’s new logo.

THE RESULTS

The attention-grabbing design of the new brand helped establish a relationship between the business and its customers, prompting loyalty and, in turn, an increase in sales. The company helped the owner put the new logo on everything – leather trimmed menus, takeout menus, chef jackets, high-end server shirts, baseball hats, business cards, new signage and more. The carefully crafted brand promoted brand recognition, ensuring the customer’s instant connection to the logo. The bold, clear design gave the business a cohesive identity and a standout look that has been catching the eye of potential customers.

The brand created by the company and the simultaneous delivery on the brand promise by the owner and his team to provide excellent food and exceptional service, drove the need to open a second location. Vic, the restaurant owner, said, “I’m so thankful for this strategic business relationship. I focused on what I do best, delivering an excellent customer experience, and the company did all the work to create and promote my new brand. My customers have benefited. I love my new logo and brand. A successful business relationship just doesn’t get any better!”

About Safeguard

Safeguard provides integrated business and marketing solutions and a unified suite of services for a company’s go-to-market needs, and all are delivered with the highest level of service. We are an end-to-end, single-source provider designing, manufacturing, fulfilling and distributing from locations throughout North America. Safeguard uses a high-touch and high-tech combination of products, services and solutions. Safeguard Consultants have worked collaboratively with organizations to manage, market and grow their companies for more than 60 years. Our mission is to help businesses acquire and retain customers. Building your brand efficiently and effectively while streamlining day-to-day operations that’s the Safeguard way!

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DESIGN SERVICES

