

Your brand is an intangible but highly effective way to create visibility, recognition and sales in today's world of highly competitive commerce. Protecting a strong brand on the Internet requires effort and expertise. Brand Attention has a great deal of experience in advising on branding, rebranding, and brand protection.

#### Brand awareness

Generating awareness of a brand begins with determining the company image. Our consultants work with clients to build a highly visible web presence to establish your brand, using a well designed web site but also making use of shopping search engines and local search facilities, such as Google Local.

#### Protecting your brand

Promoting a successful brand is a great achievement but Brand Attention consultants are never complacent. We recognise the continued threat from plagiarism and phishing - the 'stealing' of brand names and web content. Our monitoring and legal teams advise us on breach of copyright, stolen IP, cyber squatting, and passing off. We also view domain name protection as a vital part of our service to maintain brand integrity and reputation.

#### Positioning is vital

A successful campaign can establish your brand deep within the minds of your clients. The right branding will also appeal to potential customers who perceive the business as reliable, innovative, familiar, and friendly.

#### Rebranding campaigns

The world is a rapidly changing place and many companies, even those with a strong brand presence, find it effective to rebrand at some time. Moving away from an established image to reach out to new customers and opportunities can be an inspired move, generating renewed awareness and extra sales. Our experts in rebranding advise you every step of the way.

