

PROMOTE



Standing Out:

Jacques Duyver moves with society's changing times and trends

[SNAPSHOT] Outstanding Branding

COLLECTIVE ENERGY AND ENTHUSIASM HAVE DRIVEN THE SUCCESS OF THE ITEC BRAND INTO THE BIG TIME

BY JULIET KOEMAN

ONE DAY IT wasn't there; the next day it seemed to be everywhere. This describes the launch of the ITEC brand.

Although it may seem a simple thing to achieve, many companies manage to get it wrong. ITEC happens to be one of the companies that got it right—without the help of an advertising agency or any knowledge of brand-building or marketing.

But the story behind the success of the brand and what it has allowed the company to do goes beyond achieving maximum exposure and visibil-

ity overnight. It's a story about passion, people and true entrepreneurial spirit.

ITEC started off trading as Konica, but when Konica and Minolta merged to form what is now Konica-Minolta, using the Konica name was no longer an option. Undeterred, Jacques Duyver, founder and CEO, describes how they made the change work for them: "It was the catalyst that allowed us to put an idea that had been brewing for a while into action.

"We had seen a change in the market coming

[TACTICS]

COMPETITION, BEWARE!

FOLLOW THESE SEVEN TIPS TO LEAVE YOUR COMPETITORS IN THE DUST



As a business owner, your greatest achievement lies in trumping the competition to increase market share and expand sales. Here's how:

1. KNOW YOUR ENEMY.

If you don't already have copies of your competitors' advertising and brochures, and you aren't familiar with their key selling points, how can you successfully position against them?

2. MARKET YOUR SPECIALTY.

Once you know about your main competitors, identify what your company offers its customers or clients that's unique. If necessary, change your product or service, add features or deliver the same core product or service in a way that uniquely meets prospects' needs. Then, build your marketing campaigns around this central theme.

3. TACKLE NEW AUDIENCES.

If you've reached the maximum market share in a particular niche, try a new one. You may be able to add variations of your product that will stimulate sales from new customers. Or, you can launch a new media campaign targeting a different audience who may embrace your product or service with minimum changes.

4. OFFER MORE VALUE.

Some product and service providers traditionally compete based on discount pricing, but ▶

for some time – the rapid convergence of technology meant that customers were demanding a complete solution, and there is no single manufacturing company out there that can provide it because each has its area of specialisation. Trading under one brand name didn't allow us to offer the total solution clients were asking for, namely the best products from all the different brands."

The company went from being an office automation provider to one that offers clients the full range of solutions. After the launch campaign, ITEC grew its office automation division by 30%, but its biggest growth has been in new product areas.

So how exactly did a company that had never even had a marketing department get it right? Duyver talks about the collective effort, energy and enthusiasm that got all employees behind the campaign. Gripped with ITEC enthusiasm, employees increased the output of promotional material and relationship marketing events, dressed their technicians in branded clothing and branded all the paper they delivered to clients.

Staff, in their passion for the brand, even agreed to have their cars branded – Duyver was the first in line with his Mercedes SLK. "We figured that when people see an ad on TV they forget it, but they start to realise you are there when they then see all these other things everywhere they look," he explains.

The colour orange was the first thing to

be decided on. "In the IT industry you want something that is slick and professional, but also 'with it,'" says Duyver. "In the past, red has been one of the most popular corporate colours, but we felt it was tired and wanted something with a younger, hipper feel." So orange, with its stand-out factor and funky energy, became the new red.

The payoff line, 'Quality People, Smart Office Solutions' puts people first and combines this with the company's core business. "We originally had it as Smart People, Quality Document Solutions, but we thought this sounded a little arrogant, so we changed it around and changed 'Document' to 'Office' when we went into complete solutions," he explains.

"And once we had the payoff line, the logo was easy," says Duyver. "The funky stick-man with a document for a head represents the two important sides of our business – people and business solutions. It's our passion."

The creativity and passion have paid off. ITEC does an annual turnover of R750 million and Duyver is bullish about what's to come: "I think that in the next two years we'll be closer to a R3 billion organisation," he says, hinting at a major deal yet to be announced. The future looks as bright as ITEC's orange.

Gauteng's population represents **19.2%** of the total population of South Africa

[MARKETING] Ready, Steady, Go!

TRY THESE SEVEN STEPS TO SUCCESSFULLY INTRODUCE AND MARKET YOUR PRODUCT

BY KIM T. GORDON

YOU WANT TO bring a new product or service to market.

You've done your homework and decided on what you plan to offer; now all you need to generate is sales. Sounds simple enough, but every day, countless new product and service ideas are conceived – never to be born because they are not properly brought to market. Here's a seven-step guide to help you succeed in bringing your new product or service to market.

1. STUDY YOUR COMPETITION. Many business marketing classes teach participants how to perform a SWOT (strengths, weaknesses, opportunities and threats) analysis. Start by taking a serious look at your competitors. Make a list of the businesses that offer products or services similar to the one

you plan to launch. Even if you think your new product or service is entirely unique and without existing competition, it's important to put yourself in your prospective customers' shoes and imagine what they'll buy in place of what you plan to offer.

Once you decide who your competitors will be, review their marketing materials, including their ads, brochures and websites. Evaluate how your new product or service will stand up to what's already on offer, in what ways you'll excel, and which companies or their offerings pose the greatest threats to your success.

2. TARGET THE IDEAL CUSTOMER. To successfully launch your new product or service with minimum financial outlay, it's essential to focus exclusively on the prospects you