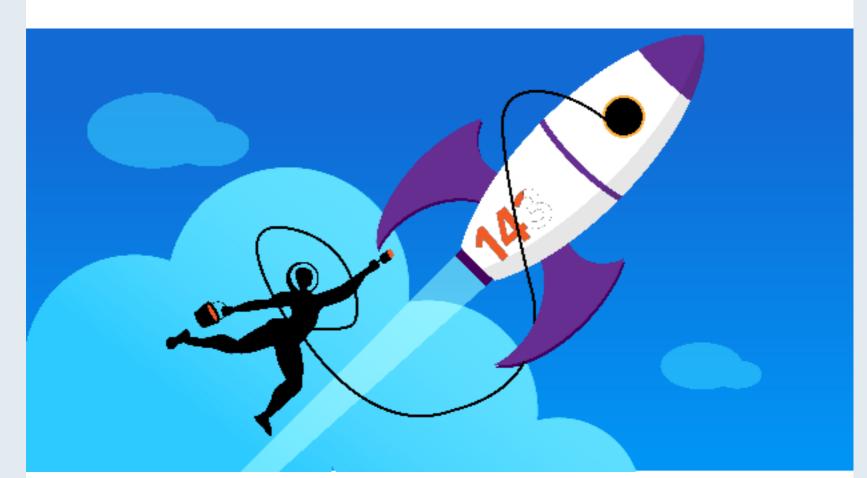


Branding News and Resources for High Tech and Med Tech Companies

Branding and the Rush to Market

by Paul Tepperman I Sep 11, 2018



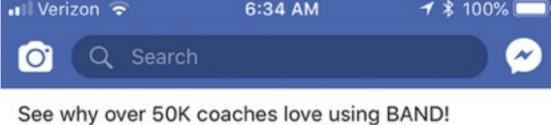
Companies devote a lot of time, energy, and resources developing a product. This can put a lot of pressure to launch as quickly as possible. Startups, companies with limited resources, or those having to procure additional funding can feel even more pressure to get to market quickly. But in the rush to market, brand development can get shortchanged. In place of a thorough process where brand strategy, positioning, messaging, and design are given the proper amount of thought and consideration, the process can often be truncated, with the color palette and fonts chosen, and the website developed.

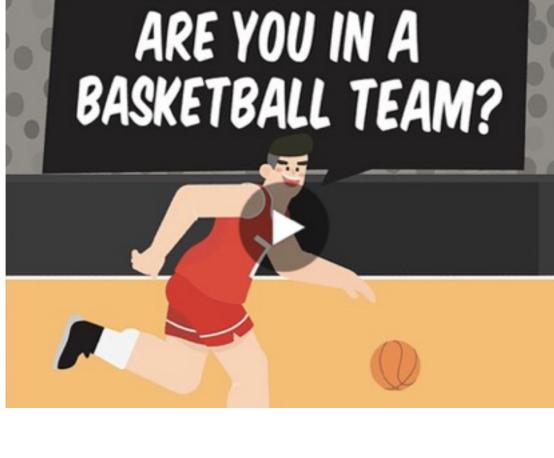
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basketball team?"

Know Your Audience





We've been involved with sports for our entire lives; as players, coaches and fans. And though this ad is aimed directly at our demographic, it misses the mark because it does not use sports jargon that we recognize. Never, in the history of

This Facebook ad invites us to check out their app by asking "Are you in a

time has anyone asked, Are you "IN" a basketball team? Seeing that the app is called "BAND" it seems likely that it was originally intended

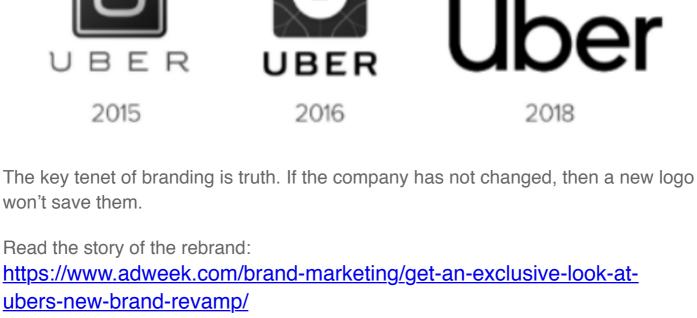
for people who are "IN" a band. Now that they're expanding into sports, they

thought they could change a single word to appeal to an entirely new audience.

purpose of telling the customer that you understand them and the language that

Jargon can sometimes get in the way of clear communication, but it does serve the

they speak. 3 Logos in 3 Years? Really?



https://www.fastcompany.com/90235065/uber-has-a-new-brand-again

https://www.dailymail.co.uk/sciencetech/article-6164637/Uber-kickstarts-second-

PR Daily

Fast Company

The Daily Mail

Read some of the reactions:

redesign-just-three-years-new-font.html

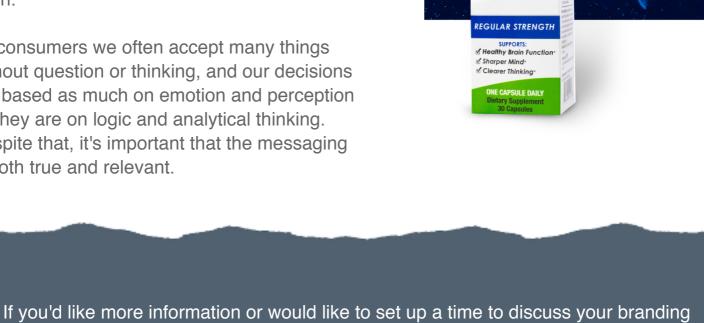
25042.aspx

https://www.prdaily.com/marketing/Articles/2 challenges Ubers new CMO faces

Jelly-fishy? Prevagen is a supplement that supposedly

improves memory. Its big selling point is that one of its main ingredients is a chemical found in jellyfish. Jellyfish? Why should we be impressed by that? They don't even have a Prevagen brain.

As consumers we often accept many things without question or thinking, and our decisions are based as much on emotion and perception as they are on logic and analytical thinking. Despite that, it's important that the messaging is both true and relevant.



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