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Ceonex White Papers

Corporate / Product Identity and Strategy

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Establishing a solid corporate identity is vital for companies in today s overcrowded market. Because consumers are increasingly overwhelmed by the number of choices presented to them, it is crucial to differentiate your product or service from the competition.

The Customer / Corporate Relationship: A Foundation for Loyalty

We have a tendency to personify things: it s a way to build a relationship with our surroundings and belongings. By unconsciously establishing a personal relationship to the corporations we choose to do business with and the products that we buy, we build a foundation for loyalty.

What is Corporate Identity?

Corporate identity merges strategy, culture, and communications to present a memorable personality to prospects and customers.   The term is closely linked to corporate philosophy, the company s business mission and values, as well as corporate personality, the distinct corporate culture reflecting this philosophy, and corporate image.

The main objective of corporate identity is to achieve a favorable image among the company s prospects and customers. When a corporation is favorably regarded this is likely to result in loyalty. If the corporate identity is the self-portrayal of a company, then the corporate image is the perception of an organization by the audience. The closer the corporate image is to the corporate identity; the closer the public s perception of a company is to how the company defines itself, making for superior corporate communication.

For example, most companies have access to the same technology. If they want to further distinguish themselves, the strategy must rely on another factor than technology: the user experience. As the audience s focus changes constantly, corporate strategies must move in the same direction as the customer.

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The consumer s impression of a company, or the corporate image, is highly influenced by how he or she experiences the company s products. The product identity, the sum of the products formal and functional properties, will help the user shape a mental image of the product manufacturer. Therefore the corporation needs to carefully plan what it wants to communicate through its product, and how.

Different Types of Corporate Identity

The type of corporate identity will determine the characteristics that link the product to its company or brand. According to Wally Olins, one of the world s leading branding consultants, there are three kinds of corporate identity. The identity can be monolithic, meaning that the whole company uses one visual style and that the consistency between the corporate identity and the product identity is very strong, the product reflecting the corporation directly.

The identity can also be endorsed where the subsidiary companies (brands) have their own style, but the parent company remains recognizable in the background. In this case, the link between the corporation and its different brands may take the shape of a common factor, tying the different brands together.

Finally, there is the branded corporate identity in which the subsidiaries have their own style, and the parent company is not recognizable. The products represent the brand identities rather than the corporate identity. All the same, a strong general corporate identity remains of great importance, as it defines the guidelines and strategies of the subordinate brands. Therefore the identities of the products of each brand are consistent with the main corporate identity and values.

How can a Company transfer its Corporate Identity into its products?

The public s image of a company is largely a result of the user s product experience, which should be supported by an effective communication system. The company s products are the items with the most impact on how the market perceives and interpret a brand or corporate image and identity.

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The Corporate Voice

The first step is to get a thorough understanding of the corporate voice is refining the brand s and/or company s identity (history, philosophy, vision, mission, and personality), its image and its strategies.

Next, the ideas and attributes mentioned above need to be translated into a design, or brand language.

Ideas → *language (design)*

When a brand language is agreed upon, the last step is to transfer this language to products.

Language → *products*

Some companies rely entirely on their products when it comes to expressing their core values. Properties like seriousness , creativity , user friendliness , or even market leader must be conveyed carefully through the web pages overall design and structure.

Communicate Corporate Identity Through Product Identity

Products are the most important spokespersons for any brand or company. Therefore, the key to defining your corporate identity resides in how well a company communicates its visions and values by means of the identity and image of its products, always keeping the target audience involvement in mind.

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About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients to create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity.

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Headquarters
Address: 189 Beaver Street, Suite 204, North Adams, MA 01247
eMail: inquiry@ceonex.com
Phone: 00 1 413 663 9798
Website: www.Ceonex.com

Client Quote

"...outstanding design work and timely implementation... a fabulous website that accurately captures both our mission and spirit..."

W. Michael Draper, CTO, NetworkWorld, Inc.