

Your brand image in full bloom



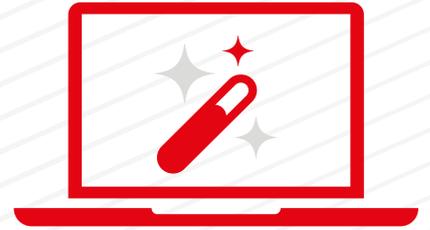
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Trust MBE Print & Marketing
Solutions to refresh your
business this Spring



Give your business a boost this Spring



A solid brand image can boost your business, helping you attract the right target audience, expand your customer base and ensure that your brand is easily **recognisable**.

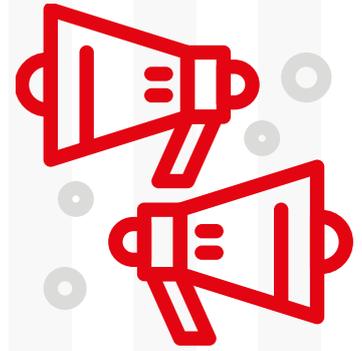
It should convey your brand's values, embody your story and help give you an emotional connection with your customers.

With the right **solutions** and the right business **partner**, you can **breathe new life** into your business. We'll help you evolve your brand image and communicate it across a range of print and digital assets that will help transform your marketing strategy.

Want to know more? Keep reading to discover some simple steps to help give your business the spring boost it deserves.



Make sure your brand image is consistent



Create a brand manual. This is the golden rule to ensure consistency of your brand image. Your brand identity should conform to the standards set out in the brand manual – no matter where it's used or who is using it.

Where to start

If you're not sure where to start, ask yourself the following questions:



What can and can't be done with your logo and other visual elements? Can it be used in colour and black and white? Does it reverse well out of a dark background?



What's your brand font and how should it be used across different outputs (printed items, emails, web page, social media etc.)?



How does your brand image and logo work on different media, such as **print, website** and **social media**?

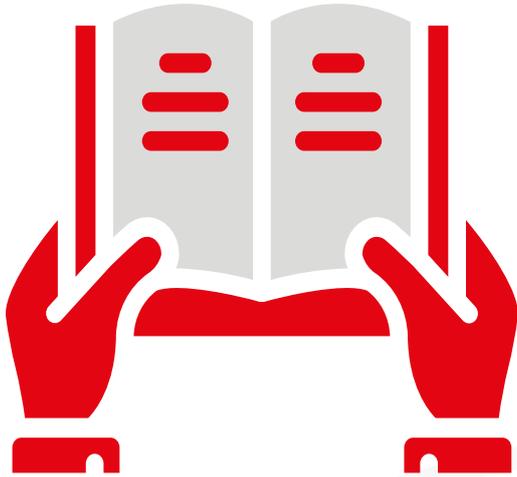


How are your brand values reflected in visual and verbal language? The latter will include your **vision, mission and values** as well as **key messages** and **tone of voice**.

These steps can't be missed if you're aiming to build the consistency that adds up to a solid brand image. But if you're still not sure why you should invest in your brand image, try to put yourself in the shoes of your customers. How many brands do they come into contact with every day? How many images do they see on social media? How many e-newsletters do they receive?

Making sure you can stand out in a crowd might feel daunting, but with the right resources nothing is impossible. That's where MBE's print and marketing solutions come in.

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Create messages people want to read

Engage. That's the **key word**. **People will listen to the story** you want to tell, but you have to engage them in the right way.

Your story, and the way you tell it, is a **key part** of your brand strategy. **Flyers, posters, brochures** and all the other tactical elements of your marketing campaign each have very specific visual and verbal codes. For maximum effect, **tailor your language to the medium**.

Creativity is another key pillar of your brand strategy. Here are some tips for creating effective marketing materials:



Build visual impact: Try different combinations of colours, fonts and graphics (always ensuring they are consistent with your brand guidelines) for an eye-catching layout.



Create a distinctive voice: Dare to be different with messages and create a style that reflects your brand values but isn't afraid of taking risks.

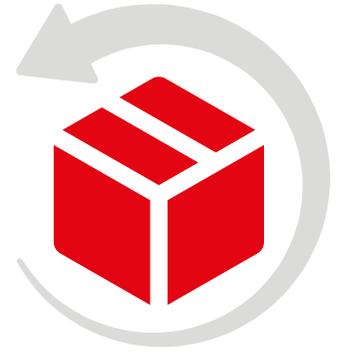


Speak to the needs of your customers: Creating the right match makes it easier to hit the target. Your customers' needs must come first, and your marketing materials should show them exactly how you can meet those needs.

Create a story people want to hear. Give your communications maximum impact with MBE's print and marketing solutions.

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Turn your packaging into an experience



What you're selling is a customer promise. The experience they will have when they buy your products. The way your products will make them feel.

And when they receive your products, the first thing they experience is your packaging. Think of it as **your brand ambassador**.

Here are some pointers to help you transform your packaging into part of your brand experience:



Beautiful design: The colour, the graphic style, the premium feel. The way you wrap and box your products lets you give free rein to your creativity. Mix these ingredients in the right way to make a brilliant first impression.



Sustainable materials: Being eco-friendly should be a crucial element of your strategic plan. Customers expect re-usable or recyclable materials and plastic-free packing. If you want to stay relevant you should go green as soon as possible.



Boost effectiveness: Create added value for your customers by including giveaways or personalised gifts that are on-brand. Consider introducing special packaging to mark anniversaries or seasonal periods like Christmas.

Create impactful packaging with MBE print and marketing solutions.

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Be your best online

It's undeniable. Taking care of your online presence today is **more important than ever**.

That's because online is where more and more **customers** are looking to get inspired and find what they want, **make choices** and purchase. And online is where you should intercept new customers by harnessing the most effective channels and tools available.

Here's the 'must-have' list for meeting your customers' expectations online:



Website: Intuitive, easy to use on all devices, impactful in terms of design and user experience, and optimised to ensure you're at the top of every relevant search listing.



E-commerce shop: Engaging, easy to navigate, high-performance, able to sustain heavy traffic and create conversions during seasonal peaks such as holidays, sales etc.



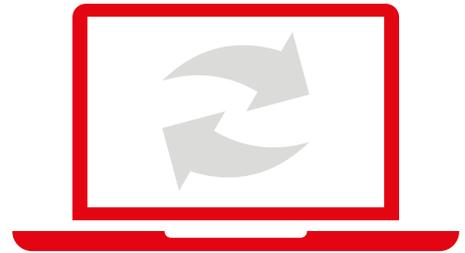
Social media channels: Be where your customers are. Make sure your social presence reflects their needs and values. Be engaging, consistent and customer orientated.

Of course life isn't all online, which is why you should be sure your marketing strategy includes a good **mix of complementary digital** and **offline tools**.

Enhance your online presence with MBE's digital marketing solutions.

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Be ready to refresh



Is the market constantly changing? Yes. What about you? You know you have to keep up, but how to do that effectively?

Your logo, your brand assets and your image need to **stay fresh and relevant to your target customers**, because their taste changes over time at **astonishing speed**, and a good **brand strategy** must be able to predict this, helping you to react at the right time.

Here are three tips to help you ensure you stay ahead of the curve:

Logo: Your logo must always be able to best express the values of the brand. Whether yours is a heritage brand or new to the market, always keep your logo modern and be prepared to evolve it in line with changing trends.

Social media: Spice up your communications with fresh creative ideas, riding the trends that are created on social networks.

Shop windows: If you have physical stores, schedule a regular refresh of your windows to highlight seasonal offerings and reflect your marketing campaigns, to ensure your shop front is always engaging and on-brand.

The **loyalty** of your customers depends in part on your **ability to renew yourself**. Updating your brand image doesn't mean being inconsistent with your identity, though. **A business that knows how to evolve to reflect the times** shows that it has its customers' needs at heart.

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