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From: Brian R Richards Ltd [brand@brrltd.com]
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BrrandNew

ISSUE

05

BRIAN R RICHARDS LTD | BRAND PERFORMANCE

New views on brand performance

OCTOBER 2006

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Dear Richard

Whether you're taking on national competitors or treading the global stage, the sheer proliferation of competing products and services makes brand distinctiveness an absolute must. In this issue of BrrandNew we look at how astute businesses can stand out in the crowd.

PACIFIC UNIQUENESS

The New Brand Frontier



By BRR Principal, Brian Richards

Do we see what they see? In the case of recognising and responding to our Pacific endowments, the answer is probably not. BRR Principal Brian Richards mounts his soapbox to wise us up about this untapped potential for adding value and distinctiveness to our business offerings.

[Read the full story \(reading time 4 mins\)](#)

STRIVING TO BE DIFFERENT

Wrapping Up Your Point of Difference



By BRR Senior Writer, Mike Hodge

In today's information-strewn landscape, having your brand stand out takes a strongly crafted and well-articulated point of difference. Strategist Mike Hodge explains why time spent teasing out your POD and wrapping a unique story around it pays dividends.

[Read full story \(reading time 3 mins\)](#)

COALS TO CALIFORNIA

Fresh Brand Thinking from Downunder



By BRR Senior Writer, Mike Hodge

Always in search of a new challenge, Brian Richards has accepted an invitation to the world's largest marketing bash to share some fresh brand thinking with the inventors of modern marketing.

[Read full story \(reading time 2 min\)](#)

SENSORY BRANDING
Living on the Leash of Our Senses



By BRR Senior Writer, Mike Hodge

As conventional selling pathways continue to clog up and identity protection becomes more challenging, companies are increasingly digging into the sensory bag of tricks to enhance their brand.

[Read full story \(reading time 4 mins\)](#)

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