

Richard Gee

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

ISSUE 06

BRIAN R RICHARDS LTD | BRAND PERFORMANCE

New views on brand performance

FEBRUARY 2007

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Dear Richard

In this issue of BrrandNew we thought you might be interested in our take on the implications for brand communicators and designers of some of the ethical issues that are increasingly driving consumer choice generally and through the newer media specifically. We also take issue with the way some people dress up the branding business.

GROWING WASTE-LINES

Designing for Our Ethical Environment



By BRR Principal, Brian Richards

As ethics and environmental concerns enter the mainstream of consumer thinking and buying habits, designers need to challenge the old patterns and stretch beyond their client briefs. BRR Principal Brian Richards puts on his well-worn sustainability hat to explain why.

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

STICKY, NOT STUCK

Getting to Grips with the New Web Tools



By Leeanna Kohn, BRR Client Services

The brave new world of Web-based capability is giving considerable impetus to consumer demands for integrity in products and services. In this, the first of a series of BrrandNew articles, avid consumer Leeanna Kohn from BRR's Client Services evaluates the newer applications of the Web from a user perspective.

[Read full story \(reading time 5 mins\)](#)

IT'S HUMAN BEHAVIOUR, NOT ROCKET SCIENCE

Understanding People as the Heart of Branding



By BRR Senior Writer, Mike Hodge

Mike has a bee in his boxers about people who wrap branding up in 'breakthrough' theories and formulas one step removed from quantum physics. To his way of thinking, branding is largely about having an empathy with, and an instinct about, people.

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



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