

Richard Gee

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

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BrrandNew

ISSUE 07

BRIAN R RICHARDS LTD | BRAND PERFORMANCE

New views on brand performance

MAY 2007

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Dear Richard

In this issue of BrrandNew we examine some of the more notable evolutionary aspects of branding; namely the long overdue appreciation of 'womenomics', pushing the brand boundaries with shock tactics and developing websites that truly reflect today's customer wants.

WOMENOMICS

Synchronising Brands to Feminine Buying Muscle



By BRR Principal, Brian Richards

With 80% of the worlds buying decisions reputed to be made by women, are most branders presenting their wares with the right product attributes, presentation and back-story? Brian Richards doubts it and offers some food for thought on the subject.

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

FCUK, THE BRAND BOUNDARIES

Shock Brand Tactics at the Taste Extremities



By BRR Senior Writer, Mike Hodge

Raucy and outrageous, some brands deliberately flaunt convention to get noticed in this sales-soaked world. Mike Hodge examines some of the clever and clumsier efforts of brands that set out to shock.

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

BUILDING BRANDS THAT PAY

Nationwide Seminars this Month in Your City



May 22, 23, 24
Wellington, Auckland, Christchurch

Strong brands create sustainable margins with proven price premiums. Forget the text books, learn from the experts who do it- Brian Richards, Jeremy Moon, Rod Oram, Julian Moore and Andrew Hamilton. Covering all issues and opportunities relevant to brand development, actual New Zealand case models and hard facts. Sponsored by NZTE, this is a rare practical event not to be missed.

[More info and registration details](#)



STAND AND DELIVER

Website Essentials



By Leeanna Kohn, BRR Client Services

In this, the second in a series of articles on websites, Leeanna Kohn from BRR's Client Services looks at how customer demands for speed, simplicity, value and integrity need to be mirrored in website construction and presentation.

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



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