

Student: Jody Box S5162813  
Tutor: Dr Angela Bowles  
Tutorial: Wednesday 9:00 - 12:00



2098MKT Branding & Promoting New  
Business Ventures  
BRAND STRATEGY ASSIGNMENT

## Contents

|     |                                                 |    |
|-----|-------------------------------------------------|----|
| 1.0 | Introduction .....                              | 3  |
| 2.0 | Brief Literature Review – Branding Theory ..... | 3  |
| 3:0 | Proposed Brand Strategies including: .....      | 3  |
| 3.1 | Brand Values .....                              | 4  |
| 3.2 | Brand Attributes .....                          | 4  |
| 3.3 | Brand Positioning .....                         | 6  |
| 3.4 | Brand Identity .....                            | 19 |
| 3.5 | Visual Identifiers .....                        | 21 |
| 4.0 | Conclusion .....                                | 24 |
|     | References .....                                | 26 |

## 1.0 Introduction

C & J Box (and son) Construction is an existing business that relies on word of mouth for business and does not invest in marketing, it has no existing logo or formal brand identity. John Box can be quoted as saying “I don’t know how people find us, but they do”. The company renovates, revitalises and restores Queenslanders (timber and tin homes) in and around Ipswich, Queensland. (Clarke, 2020) This paper seeks to examine the existing business and revitalise it by creating a logo and brand to make the company identifiable and widely known throughout Brisbane, Ipswich and surrounding areas. C & J Box (and son) Construction sits elevated in the Queensland renovation market in Ipswich, Queensland and can be attributed directly to the amenability of the owners and quality of the outcome.

Euromonitor (2021) advises that the retail value RSP of home improvement in the Australian market in 2015 was 5,284.4 million AUD. Euromonitor (2021) shows it sits within a growing market, in 2021, despite Covid-19 it recorded a projected growth to 6,688.5 million AUD. Anecdotal evidence from builders in the industry, is that the market trend has been steady work for all local builders during Covid-19 and there is an increased flurry of activity as the economy revives. There are similar small businesses in the market and trends are showing people are willing to spend more on their homes coming out of an economic crisis and therefore there is more than enough work around. The target market has been identified and the company branded in this paper to eliminate customers who would request smaller maintenance work. The target market is professional males and females who take pride in the Queenslanders they own in Ipswich, Queensland and have the desire and enough savings to invest on renovation.

## 2.0 Brief Literature Review – Branding Theory

Brands are tangible and appeal to your senses as the majority of the time, you can see them, feel them and or touch them (Wheeler, 2009). Branding is a discipline to build awareness and extend public loyalty (Wheeler, 2009). Branding has three functions, the first is to make a product or company stand out amongst its’ competitors, the second is to show authenticity and intrinsic quality of a product or service, the third is use distinguishing imagery and information to make the product distinct and have customers identify and connect with the brand (Wheeler, 2009., Top Hat, 2021). Wheeler (2009) advises that companies leverage branding to lead competition and give employees tools to reach customers. Wheeler (2009) elaborates that the process of branding can begin when you start a new company, create business cards, create a website, develop a new product or choose to revitalise a brand’s identity. Great brands don’t happen by accident they require careful analysis and informative imagination (Kellar, 2013). Positioning requires defining the ideal brand knowledge structures to determine points of similarity and points of difference to create the desired brand image (Kellar, 2013). Points of difference help to identify why someone should buy the product and points of similarity could be considered a reason why not to buy a product (Kellar, 2013).

## 3.0 Proposed Brand Strategies including:

“Marketing strategy” is described as a marketing logic; the business hopes to create value for its customers and a profitable customer partnership (Hazira, et.al, 2021). Hazira, et. al (2021) described marketing as an application of marketing principles, to the marketing and

promotion of an event. Hazira, et, al (2021) expand to say a more recent, broader definition provided by marketing as a process by which companies engage customers, create good customer relationships and produce customer quality. Stec (2018) advises “that brand strategy is a plan that encompasses specific, long-term goals that can be achieved with the evolution of a successful brand -- the combined components of your company's character that make it identifiable”.

### 3.1 Brand Values

Results from Delgado-Ballester et, al (2015) suggest that the effect of brand experiential value on brand equity and consumer-brand identification was higher than that of brand functional value. Delgado-Ballester et, al (2015) explains by contrast, positive Word of Mouth was more influenced by brand functional value. Furthermore, Delgado-Ballester et, al (2015) says the results also confirm that as consumers age, brand experiential value exhibits a significant higher effect than brand functional value on brand outcomes. Lin, et, al (2018) explain also that brand equity, that is to be seen as just and fair, is a key to adding value to businesses. Stronger brand equity can increase the long-term profitability of a corporation (Lin, et,al, 2018).

The C & J Box (and son) Construction brand has the slogan ‘Old fashioned quality, service and value’. This slogan represents the brand values. Currently, the company itself does not have many overheads in place for office space, administration or marketing. The workmanship is quality, with time taken to get the right outcome. It’s old fashioned in that it works on older homes and is a smaller traditional family run business. The brand is to represent these qualities, value for money and heritage.

| Brand Values |                                                                         |
|--------------|-------------------------------------------------------------------------|
| Purpose      | Renovate, restore and build Queenslander heritage homes.                |
| Mission      | To offer old fashioned quality, service and value.                      |
| Vision       | To establish a positive reputation delivering quality home renovations. |

Table 1: Brand Values

### 1.2 Brand Attributes

Brand image is a key component of customer-based brand equity, and refers to the associations a consumer holds in memory (Torres, et,al, 2009). Torres, et, al (2009) explain that the value of a brand, lies in what consumers have experienced and learned about the brand. Torres, et, al, (2009) elaborates that the resulting brand attributes held in a consumer’s memory constitute the brand image, and affect their behaviour. Further, Torres, et, al (2009) explains that brand associations are thereby important building blocks of customer-based brand equity, and marketers should aim to optimize the attributes and benefits that the brand is associated with by the consumers, satisfying their core needs and wants.

The brand attributes of C & J Box (and son) Construction consist of a logo, qualified tradesmen and finished quality house renovations and restorations around Ipswich, Queensland. The business is family owned and the second generation is evident in the branding logo where it says ‘and son’. As the PESTAL below demonstrates, the brand is subject to external restrictions and factors.

| PESTEL        |                                                                                                                                                                                                                                                                                                                                                                 |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Political     | <ul style="list-style-type: none"> <li>There are Planning Schemes in place that govern building works. Specifically on old Queenslanders and historic buildings.</li> </ul>                                                                                                                                                                                     |
| Economic      | <ul style="list-style-type: none"> <li>Covid-19 has had a negative impact on peoples budgets and despite a brands strength, they are unlikely to have the funds spare to do building work.</li> <li>Building, restoring or renovating a house is generally a big expense and the customers need to have the budget available in advance of the work.</li> </ul> |
| Social        | <ul style="list-style-type: none"> <li>The company s currently unknown as a brand as such, it is known as a service which is a construction company.</li> </ul>                                                                                                                                                                                                 |
| Technological | <ul style="list-style-type: none"> <li>The brand is not positioned well in the technological world. It only has a Facebook page and email that are not actively marketed.</li> <li>The company runs on the bare minimum of technology for administration tasks.</li> </ul>                                                                                      |
| Environmental | <ul style="list-style-type: none"> <li>The company work outputs are weather dependant some of the time.</li> <li>Environmental sustainable practices are an important consideration to the public.</li> </ul>                                                                                                                                                   |
| Legal         | <ul style="list-style-type: none"> <li>There is vast Building Regulations that must be adhered to.</li> <li>The company work must be carried out and supervised by qualified staff.</li> <li>There are insurance and building organisation requirements.</li> </ul>                                                                                             |

Table 2: PESTEL

As the SWOT below advises there are attributes of the company that are strong and weak, there are opportunities for the company and threats as with any service.

| SWOT          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strengths     | <ul style="list-style-type: none"> <li>Extremely high quality workmanship for the price.</li> <li>Excellent reputation with previous customers, increasing positive word of mouth publicly.</li> <li>Excellent reputation with Council, so building and planning application process usually runs smoothly.</li> <li>C&amp;J Box (and son) Construction is a successful small business with a strong foundation to grow from.</li> <li>Construction companies are vital to any community (Sanchez, 2020).</li> </ul> |
| Weakness      | <ul style="list-style-type: none"> <li>Competitive Market, many builders in Ipswich area.</li> <li>Not highly marketed brand – work comes mainly from word of mouth.</li> <li>C&amp;J Box has specific small target market and consumer.</li> <li>Queenslanders are higher maintenance then new brick homes.</li> <li>Construction companies generate waste. In 2019 and 2020, 53.7 million tonnes waste was generated by construction in Australia (Ogunmakinde, et, al, 2017).</li> </ul>                          |
| Opportunities | <ul style="list-style-type: none"> <li>Creating a brand that can be known to the public.</li> <li>Increase marketing of the brand such as creating a website.</li> <li>There is a housing rental shortage in South East Queensland so many people will choose to buy and extend existing homes (Turner-Cohen, 2021).</li> <li>Brisbane is running out of land for new homes (Caldwell, 2021).</li> <li>Many owners of Queenslanders prefer to stay and extend their</li> </ul>                                       |

|         |                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | home (Neilson ,et,al, 2020). <ul style="list-style-type: none"> <li>• People are looking towards more environmentally friendly and sustainable housing outcomes.</li> </ul>                                                                                                                                                                                                                                                |
| Threats | <ul style="list-style-type: none"> <li>• COVID-19 means there is little budget in peoples' budget for renovations and house building.</li> <li>• Ability to scale up the company whilst keeping the personality and value of a small family run business.</li> <li>• New brick housing is being built and is in competition should people not want the hassle of living in a house while its getting renovated.</li> </ul> |

Table 3: SWOT

### 1.3 Brand Positioning

Research by Sirianni, et, al, (2013) explains that branded service encounters, in which frontline service employee behaviour is aligned with a firm's brand positioning, may positively affect customer response. John, Carol and Matthew are down to earth honest professionals putting in a hard day's work.

| The 7 P's         |                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product           | <ul style="list-style-type: none"> <li>• The product is a house building, renovating and restoring service.</li> <li>• The focus product is old Queenslander and historic homes.</li> </ul>                                                                                                                                                                                                   |
| Promotion         | <ul style="list-style-type: none"> <li>• The service does not offer promotions as that is not the nature of the construction industry.</li> </ul>                                                                                                                                                                                                                                             |
| Price             | <ul style="list-style-type: none"> <li>• The price is in the high end of the market due to high quality outcomes and generally cost the customer \$200,000 to \$300,000.</li> </ul>                                                                                                                                                                                                           |
| Place             | <ul style="list-style-type: none"> <li>• The office (home business) of the company is located in Ipswich, QLD.</li> <li>• The work is usually carried out within Ipswich, QLD but occasionally work occurs in Brisbane or outer Ipswich areas.</li> </ul>                                                                                                                                     |
| People            | <ul style="list-style-type: none"> <li>• The core company is made up of the Director and qualified builder – John Box, Senior Carpenter – Matthew Box and a work experience or junior tradesman. Carol Box and Jody Box complete minor administration tasks.</li> </ul>                                                                                                                       |
| Process           | <ul style="list-style-type: none"> <li>• The process currently is that John Box deals with speculation, quotes and enquiries. He processes the building and planning applications and is the qualified contractor and supervisor on site. Matthew Box predominately does the building work and a junior assistant carries out minor tasks under the direction of John and Matthew.</li> </ul> |
| Physical Evidence | <ul style="list-style-type: none"> <li>• The new logo.</li> <li>• A Facebook page.</li> <li>• A suggested website.</li> <li>• A home office.</li> <li>• Complete building work around Ipswich, QLD.</li> </ul>                                                                                                                                                                                |

Table 5: The 7 P's of marketing (The Marketing Mix)

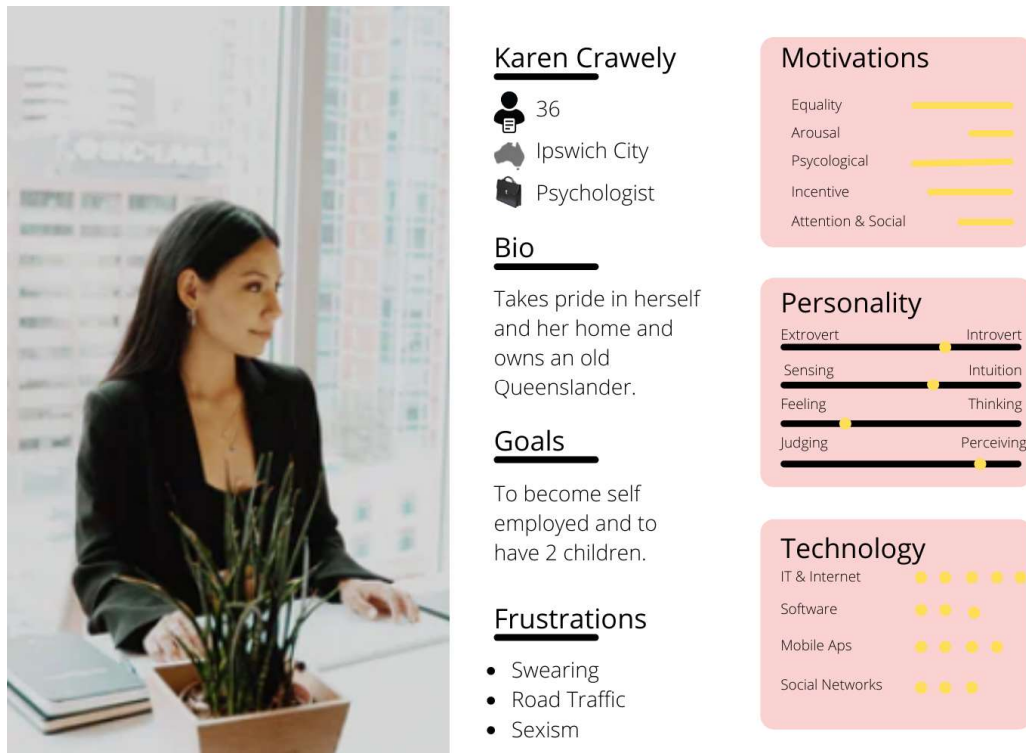


Figure 2: Persona

| Segmentation  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Demographic   | <ul style="list-style-type: none"> <li>Aged 35-50</li> <li>Male and female.</li> <li>Married or in a couple.</li> <li>White collar professionals in their role for more than 5 years.</li> <li>Average household earnings \$250,000.</li> </ul>                                                                                                                                                                                                                                                                                                                |
| Geographic    | <ul style="list-style-type: none"> <li>Roy Morgan (2016) research identifies, almost 60% of Australians 14+ have been living at the same address for five years or more. Queenslanders more inclined to move house within less than five years. 40.7% of the Australian population have been at their current address for a decade or more, and 17.4% have been living at theirs for between five and 10 years. Only 14.3% have been in their household for less than 12 months.</li> <li>Queenslander with home ownership in or near Ipswich, QLD.</li> </ul> |
| Psychographic | <ul style="list-style-type: none"> <li>Take pride in themselves and their home.</li> <li>Self starters and highly motivated.</li> <li>Highly social and enjoy dinner parties.</li> <li>Above average IQ and emotional intelligence.</li> <li>Enjoy historical homes and gardening.</li> <li>Enjoy travel overseas annually.</li> </ul>                                                                                                                                                                                                                         |
| Behavioral    | <ul style="list-style-type: none"> <li>Roy Morgan (2019) research suggests Australians are putting off, paying off and owning their own home. Roy Morgan (2019) expands that in 2008 53.2% were paying off their home by the age of 40-44 years old and in 2019 that figure dropped to 48.5% for the same age.</li> </ul>                                                                                                                                                                                                                                      |

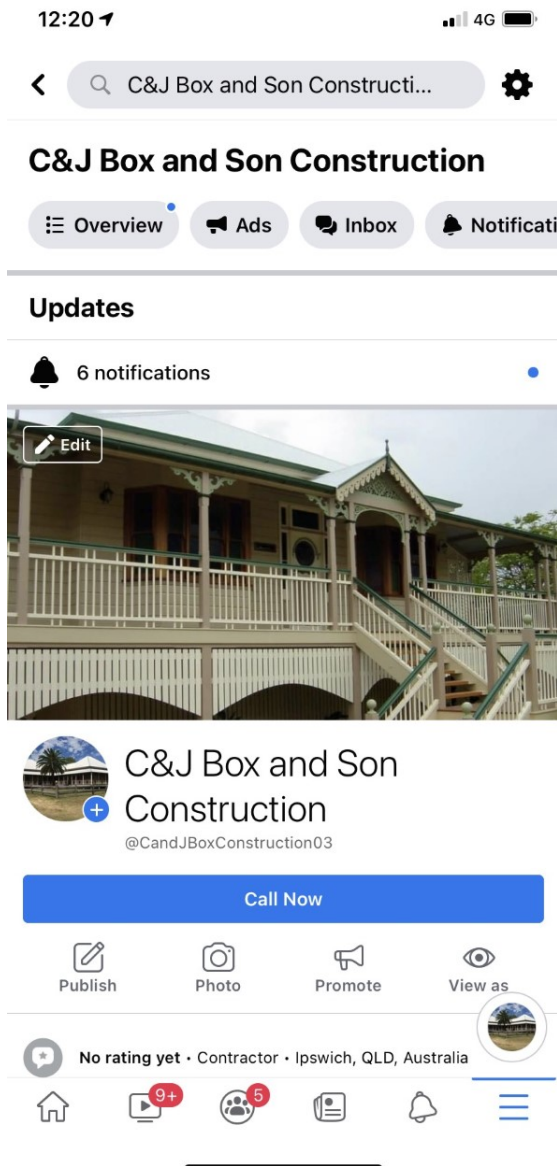
Table 6: Segmentation

The C & J Box (and son) Construction brand is aimed at young male and female upcoming professionals that own Queenslanders, take pride in their home and wish to carry out improvements. These professionals have a steady high income with savings in the bank to carry out the home renovation work. Anecdotal evidence from builders is the wife usually deals with the builder about construction outcomes.

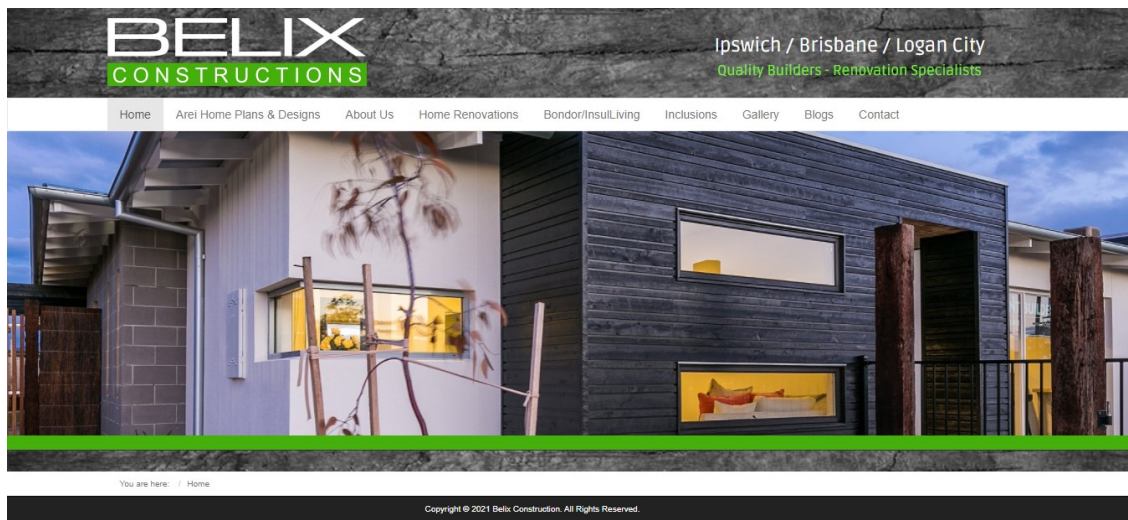
|                     | C&J Box (and son)<br>Construction                                                                                                                      | Belix<br>Construction<br>(Direct)                                                                                                      | JDL Informed<br>Construction<br>(Direct)                                                                                       | Hammond Home<br>Renovators<br>(Direct)                                                                                                                  |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Logo                |                                                                       |                                                       |                                              |                                                                      |
| Positioning         | A small family business delivering quality products. Not a large scale construction business. Unique tailored products. Located in the Ipswich market. | A small business delivering quality products. Do renovations and new homes but specialises in kitchens. Located in the Ipswich market. | A medium sized company operating for more than 20 years. New build and renovations of Queenslanders in the Brisbane catchment. | Small team of specialist home extension and renovators in North Brisbane. Delivers in South East Queensland. Deals with Queenslanders and wooden homes. |
| Target Market       | Males and females that own Queenslander homes in need of renovation.                                                                                   | Males and females that own Queenslander homes in need of renovation.                                                                   | Males and females that own Queenslander homes in need of renovation.                                                           | People that own wooden homes in need of extension or renovation.                                                                                        |
| Pricing             | \$200,000 - \$400,000                                                                                                                                  | \$200,000 - \$400,000                                                                                                                  | \$300,000 – \$500,000                                                                                                          | \$300,000 - \$500,000                                                                                                                                   |
| Brand Elements      | Logo, business card, work shirts, signs on houses undergoing construction and Facebook.                                                                | Logo, business cards, website, Facebook.                                                                                               | Logo, business cards, website, Facebook.                                                                                       | Logo, business cards, website, Facebook. Many YouTube videos.                                                                                           |
| Value Offerings     | High quality homes that people are proud of.                                                                                                           | High quality homes that people are proud of.                                                                                           | First class builder with streamlined process.                                                                                  | Boasts over 20 years in service.                                                                                                                        |
| Promotional Tactics | Strong positive word of mouth. (Extract 1).                                                                                                            | Website, Facebook Page and home                                                                                                        | Website and Facebook. Promotes a                                                                                               | Work towards meeting your needs and                                                                                                                     |

|                           |                                                                                                                                                                                                                                                                                             |                                                                                 |                                                                            |                                                                                                                        |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
|                           |                                                                                                                                                                                                                                                                                             | shows.<br>(Extract 2).                                                          | streamlined<br>service from<br>initial design.<br>(Extract 3).             | budget. A<br>business based<br>on trust.<br>(Extract 4).                                                               |
| Strengths &<br>Weaknesses | Excellent<br>reputation of<br>quality<br>craftsmanship<br>brings in work.<br>Not highly<br>marketed.<br>Strong base to<br>expand from.<br>Fewer employees<br>tend to mean fewer<br>jobs at once.<br>Waste products are<br>environmentally<br>disposed of or are<br>reused.<br>Eco friendly. | Strong<br>reputation of<br>quality<br>craftsmanship.<br>Moderately<br>marketed. | Can build new<br>and renovate<br>Queenslanders.<br>Moderately<br>marketed. | The company has<br>a small team. The<br>team is willing to<br>travel.<br>Multiple jobs can<br>be completed at<br>once. |

Table 4: Competitor Analysis



Extract 1: C & J Box (and son) Construction Facebook.



Extract 2: Belix Constructions Website.



Extract 3: JDL Informed Construction Website.

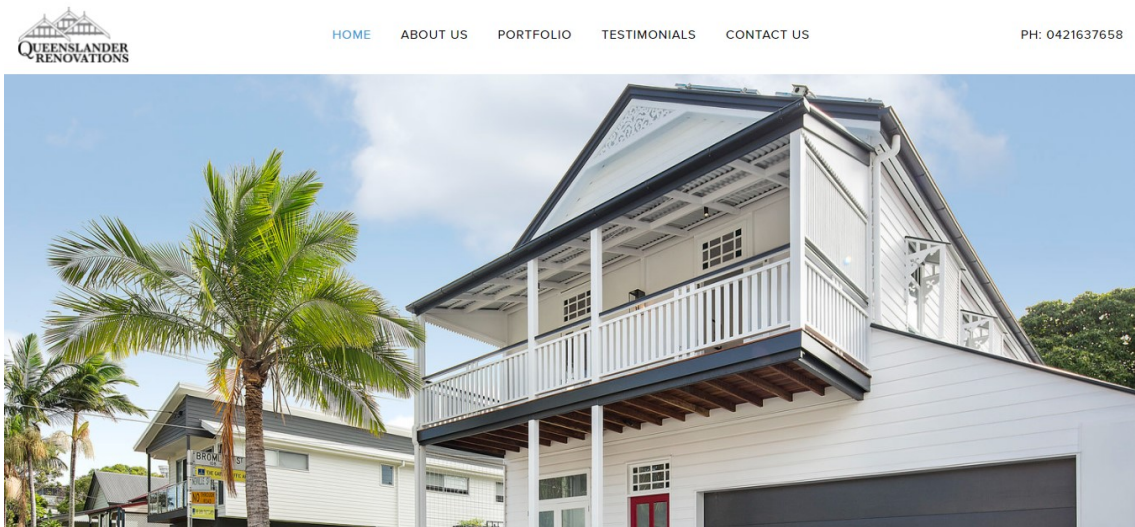


Extract 4: HHR Hammond Home Renovations Website.

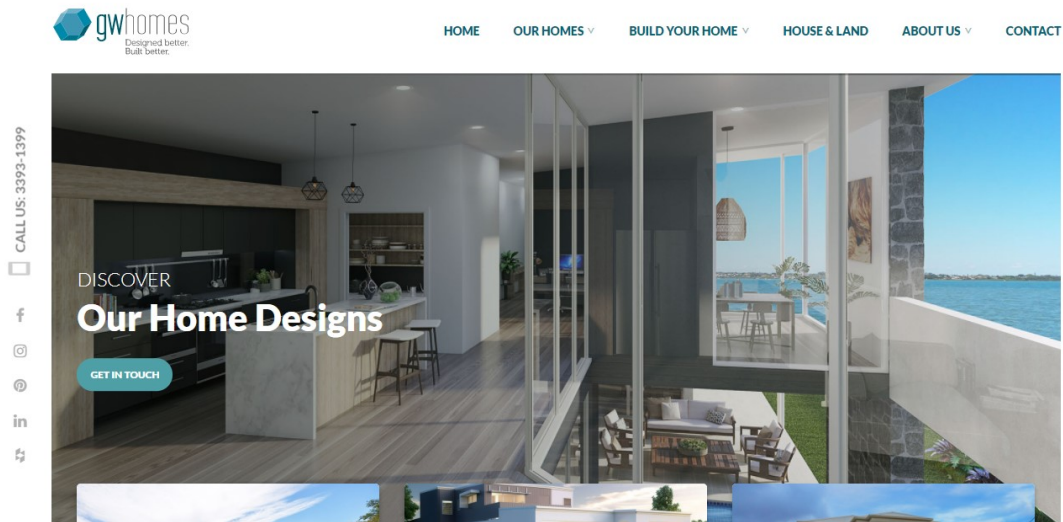
|                | Queenslander Renovations (Direct)                                                                                            | GW Homes (Direct)                                                                       | Redkem (Direct)                                                                                                                                           | J Edwards Carpentry (Indirect)                                                      |
|----------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Logo           |                                            |        |                                                                        |  |
| Positioning    | Queenslander home renovations and extensions. Preserve the home or add a modern twist. Based in Brisbane. Employ carpenters. | New modern brick and weatherboard (wood) constructed homes in Queensland.               | Small building company with approximately 20 staff including an interior designer. Extension and renovation specialist. Offer advice and renovation work. | A small single man operation that does moderate carpentry jobs.                     |
| Target Market  | People that own Queenslander homes in need of renovation.                                                                    | New home owners. Growing families on medium to high wage.                               | People that own wooden homes in need of renovation.                                                                                                       | Males and females that own wooden homes in need of maintenance.                     |
| Pricing        | \$300,000 – \$500,000                                                                                                        | \$400,000 - \$800,000                                                                   | \$300,000 - \$500,000                                                                                                                                     | \$100,000                                                                           |
| Brand Elements | Logo and website. (Extract 5).                                                                                               | Logo, business cards, website, Instagram, signs on site, vehicle branding. (Extract 6). | Logo, workshirts and website. (Extract 7).                                                                                                                | Logo and branding, work shirts. (Extract 8).                                        |

|                        |                                                         |                                                                                                                              |                                                                                                             |                                                                   |
|------------------------|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Value Offerings        | Highest standards of workmanship.                       | Modern finished homes with standard fittings. Many house type's available including large acreage residential and small lot. | Promotes themselves as the best custom renovation builder in Queensland.                                    | Maintenance inside and outside the home.                          |
| Promotional Tactics    | Value client satisfaction.                              | Promotes building since 1966. Gourmet kitchens and walk in robes.                                                            | Won small builder of the year in 2019, 2018 and 2015.                                                       | Strong word of mouth. Recognisable family name in the local area. |
| Strengths & Weaknesses | Average looking homes solutions that are not intricate. | Offers a variety of brick and weatherboard. Offers different sized homes.                                                    | Eco friendly. The red of the website is more compatible with a health & safety colour scheme than housing.. | New to the trade. Highly marketed.                                |

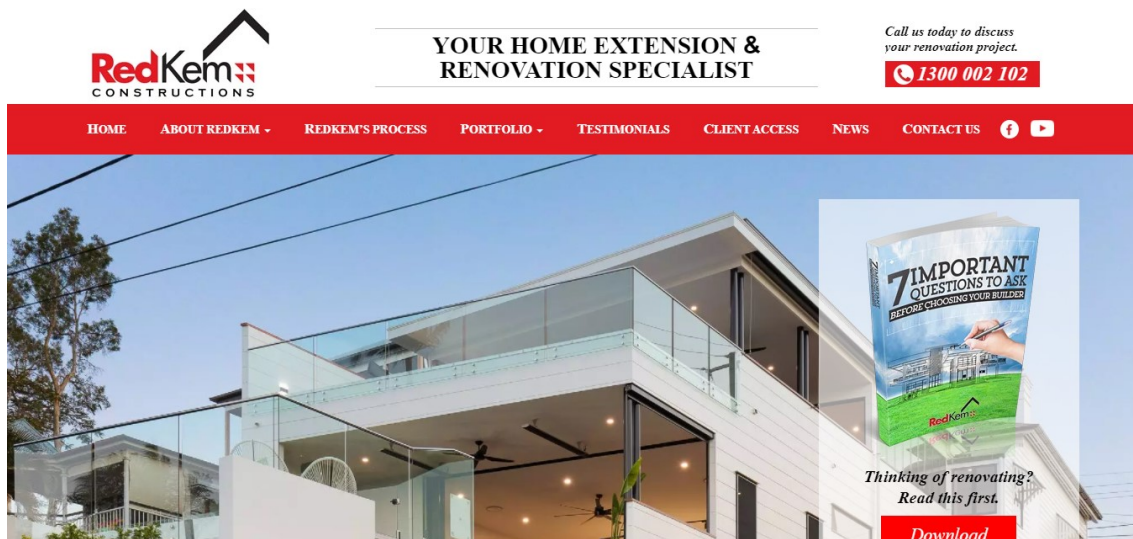
Table 4: Competitor Analysis (continued)



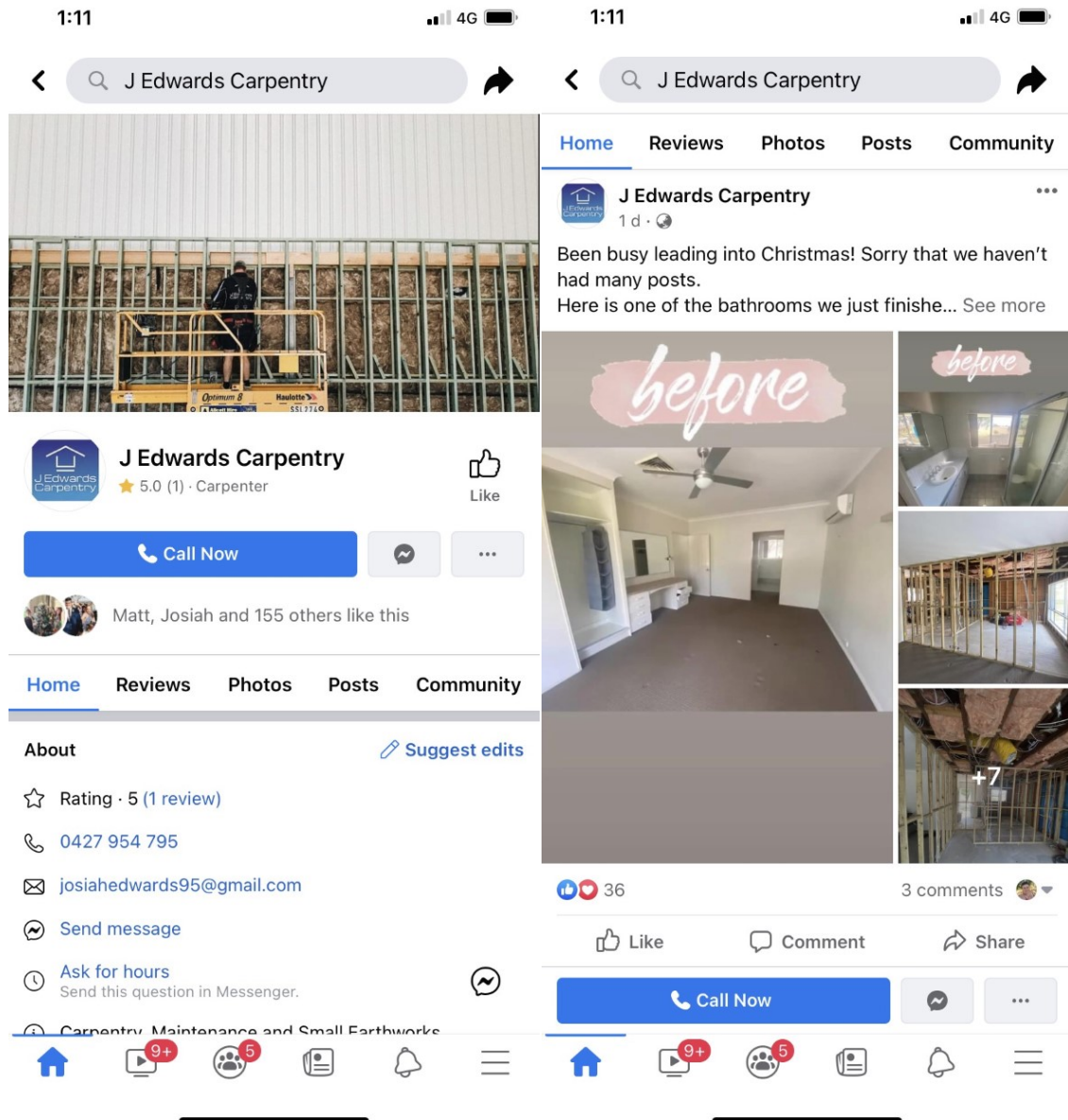
Extract 5: Queenslander Renovations Website.



Extract 6: GW Homes Website.



Extract 7: RedKem Constructions Website.

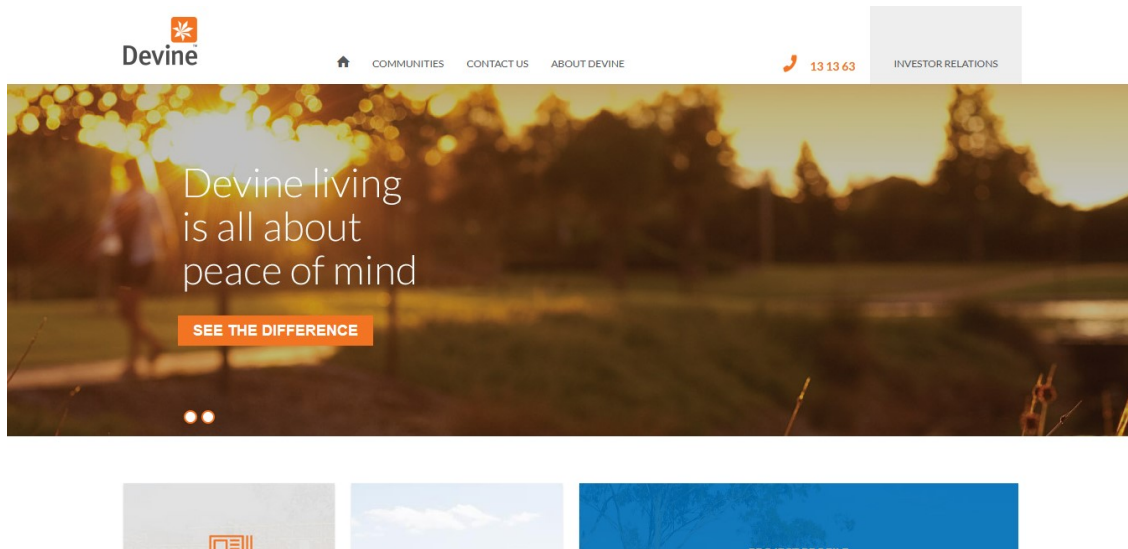


Extract 8: J Edwards Carpentry Facebook.

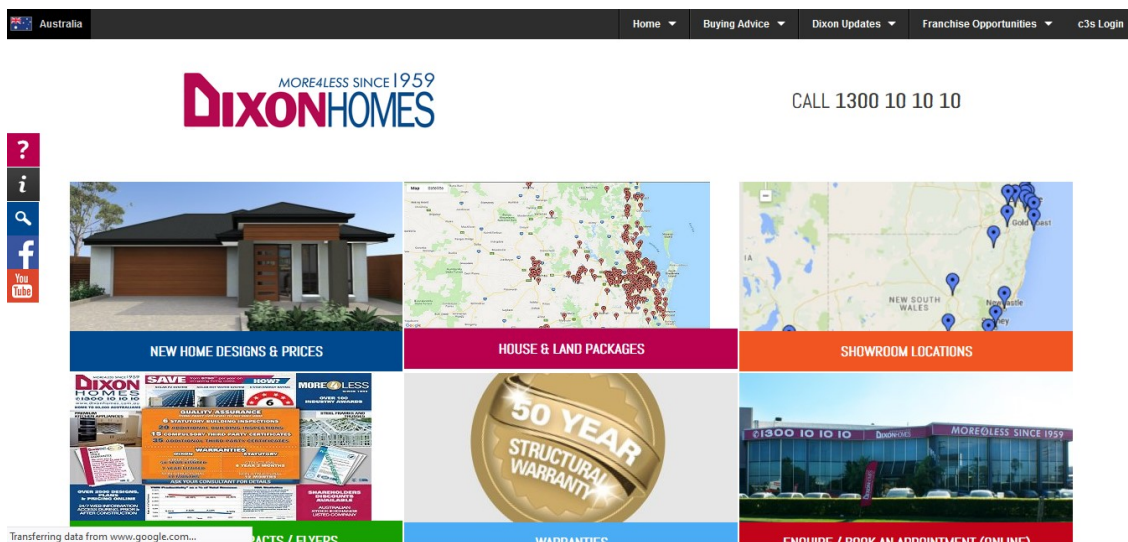
|             | Devine<br>(Indirect)                                          | Dixon Homes<br>(Indirect)                                                                    | Stocklands<br>(Indirect)                                                   |
|-------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Logo        |                                                               |                                                                                              |                                                                            |
| Positioning | Newly built brick house and land packages in QLD, SA and VIC. | Newly built brick house and land products. Australia's largest home builder with franchises. | Large national builder of new brick homes, retail, retirement and Leasing. |

|                        |                                                                                          |                                                                                                                                       |                                                                                          |
|------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Target Market          | New home owners. Multi aged due to diversity of product size.                            | New home owners. Singles and couples on medium wage.                                                                                  | New home owners. Multi aged due to diversity of product size and type.                   |
| Pricing                | \$500,000-\$700,000                                                                      | \$400,000 - \$600,000                                                                                                                 | \$500,000 - \$700,000                                                                    |
| Brand Elements         | Strong brand presence in the market. Website, billboards, brochures. (Extract 9).        | Strong brand presence in the market. Website, billboards, brochures (Extract 10).                                                     | Strong brand presence in the market. Website, billboards, brochures. (Extract 11).       |
| Value Offerings        | New brick homes. Known as Mc mansions.                                                   | New brick homes. Known as Mc mansions.                                                                                                | New brick homes. Known as Mc mansions.                                                   |
| Promotional Tactics    | Low deposit homes. Added extras in construction.                                         | Lower prices. Low deposit homes. Added extras in construction.                                                                        | Low deposit homes. Added extras in construction.                                         |
| Strengths & Weaknesses | Can buy in bulk for construction as many homes built by them. Extremely highly marketed. | Can buy in bulk for construction as many homes built by them. Extremely highly marketed. Website aligns itself with a budget product. | Can buy in bulk for construction as many homes built by them. Extremely highly marketed. |

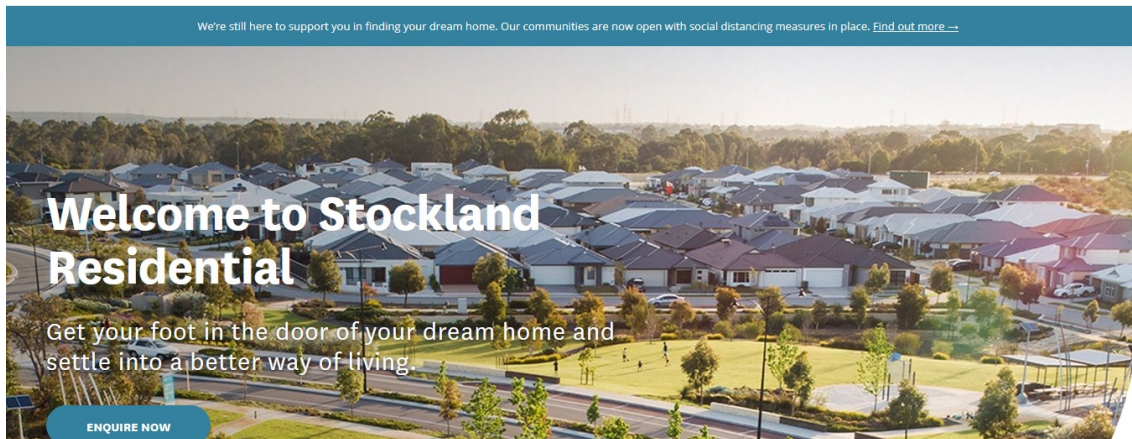
Table 4: Competitor Analysis (continued)



Extract 9: Devine Website.



Extract 10: Dixon Homes Website.



Extract 11: Stocklands Website.

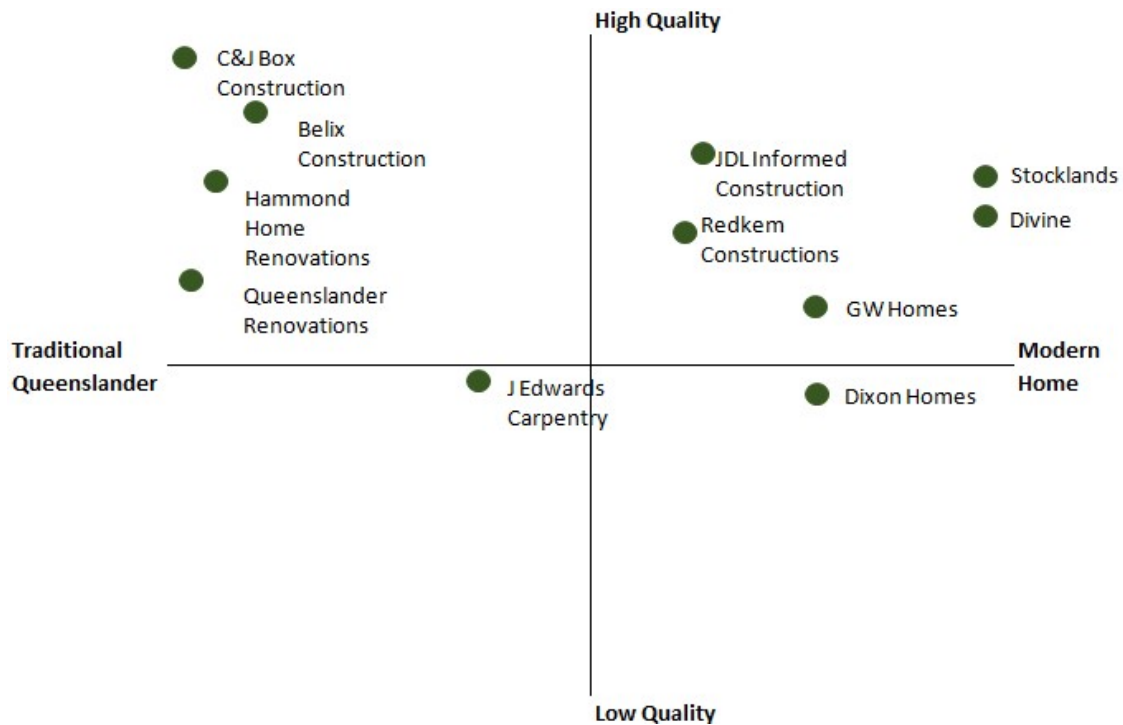


Figure 1: Competitor Analysis

The C&J Box Construction brand represents a housing construction, renovation and restoration service in Ipswich, Queensland, Australia. The Queenslander renovation market is unique in that it is mainly smaller businesses working on customised outcomes. The established builders in Ipswich are doing well and there is minimal completion between them, all have work on. The larger construction companies such as Stocklands and Echo Home Builder have a competing market segment but only provide new brick turnkey homes on mass. These companies are in competition with C & J Box (and son) Construction as they are owners who choose to move rather than renovate.

C & J Box (and son) construction has a Facebook page but unlike most of its direct competitors does not have a website and does not invest in other external advertising. In respect to C & J Box direct competitors they have similarities in that they all have an existing Queenslander house to start renovations on and all have professional websites. Jun & Park (2017) advise online web searches have played crucial roles in influencing consumers' purchasing decisions. It is really only the quality of the product outcome that proves different. C & J Box is the highest quality. The indirect competitors are doing well also in trade however are in a slightly different market. J Edwards does not have the capacity for full renovation and rather does maintenance so the jobs aren't as high priced and consist of building cupboards, fences and similar.

### **3.4 Brand Identity**

The Queenslander is affectionately called a 'timber and tin' home as that is the prominent materials used for construction (Clarke, 2020). Clarke (2020) elaborates that the houses are elevated on stumps and are bare or have screened or open windows, the panels give tantalising glimpses into veranda spaces and front rooms. Neilson, et,al, (2020) found that Queenslanders are valued on multiple levels: as place making features, as aesthetic pleasure, and as climatic comfort. Neilson, et,al (2020) extends that while maintaining an older home involves a substantial amount of time and money—available mostly to the middle-class and middle-aged groups—this is viewed as fair considering the benefits of living in a Queenslander. A Queenslander blends and complements the gardens it sits in and the partially climatic environment of Queensland.



Figure 3: Brand Mood Board

The typical renovation consists of a raise and restump, enlargement of internal living areas by knocking down walls, new kitchens and bathrooms with added ensuites and expanding the veranda around the whole home. The figure below shows a typical complete renovation. It shows a small minors cottage that has been completely transformed into a large family home.



Figure 4: Complete Renovation

### 3.5 Visual Identifiers

Literature suggests that brand personality derives from many factors, including brand name, product attributes, advertising, logo, and package design. (Labrecque, et,al, 2011). The name C & J Box (and son) Construction depicts a small family business, more likely to produce a customised unique product compared to the mass production of similar products that are the result of larger building companies.

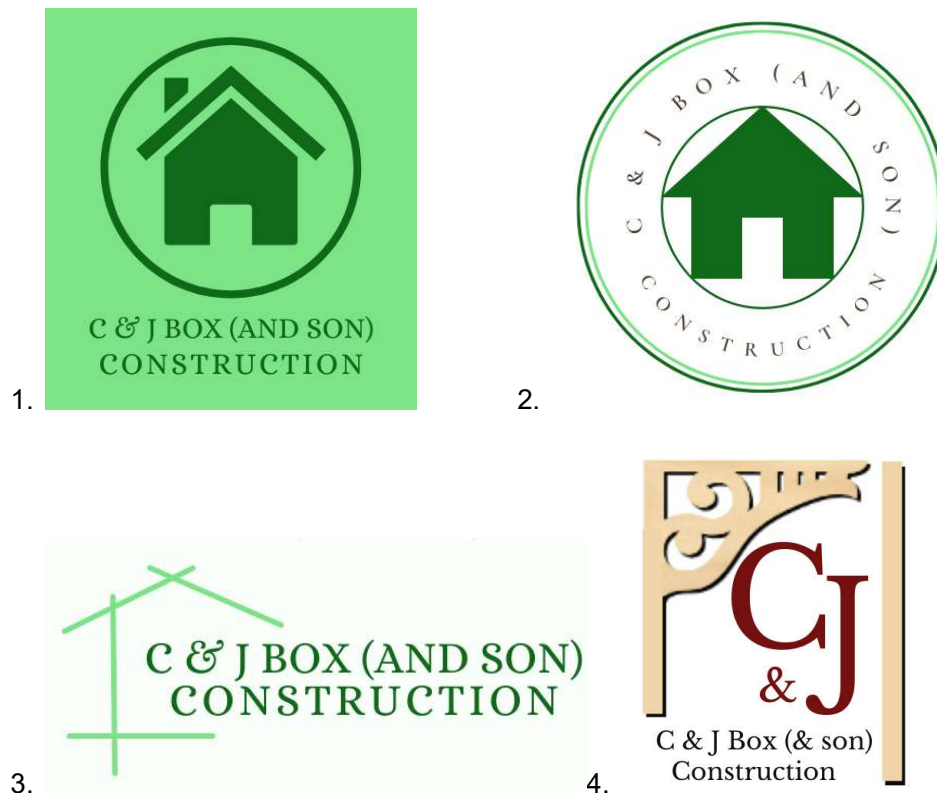


Figure 3: Brand Logo Development

In the development of a brand logo there was much iteration. Number one, above was rejected as it was too overwhelmingly green. Number two was rejected as the font was difficult to read. Number 3 was rejected as it was similar to other branding and not really imaginative. Number 4 was rejected as the colour scheme and style was reflective of something produced in the 1980's.



Figure 4: Chosen Logo

The chosen logo is depicted above. It kept the naming and created a more modern circle with the lettering. The image icon is of a house and makes the brand instantly recognisable.



Figure 5: Brand Colour Palette

Colour plays an important role in establishing brand personality says Labrecque .et .al (2011). When examining the concept of brand personality researchers have developed a scale on how it establishes self expression and association. Brand personality can affect people's preference and usage and can instil loyalty and trust (Labrecque .et .al, 2011). Labrecque et.al (2011) expands that colour becomes significant to the brands identity and brand recognition. C & J Box (and son) Construction's colour palette is based on the earthy, nature inspired colours or green and brown. Greens primary association is with nature and the feeling of security (Labrecqu .et.al, 2011). The green was also chosen for its association

with the environment as the Queenslander is built very open and engaging to the outdoor environment. Green is associated with nature (Labrecqu, et, al, 2011). Brown brings with it a sense of strength and reliability (Cherry, 2020). Black which has been used as an accent colour for fonts stands for sophistication and glamour (Labrecqu, et, al, 2011).



Figure 6: Topography of the Logo

The topography chosen for the font of the logo is 'lovelo black'. It is modern, crisp and easy to read when adapted to the logo circular shape.



Figure 7: Brand Business Card

The logo and colour scheme can then branch out to other artefacts associated with the company. The business card above shows the logo clearly on the left. The statement 'old fashioned quality, service and value' again is reflective of the company's personality. It uses

the colour scheme green and black with a green Queenslander in the left corner. The logo part of the business card is embossed to give a higher class and quality identity to the brand.



Figure 8: Branded Work Shirts.

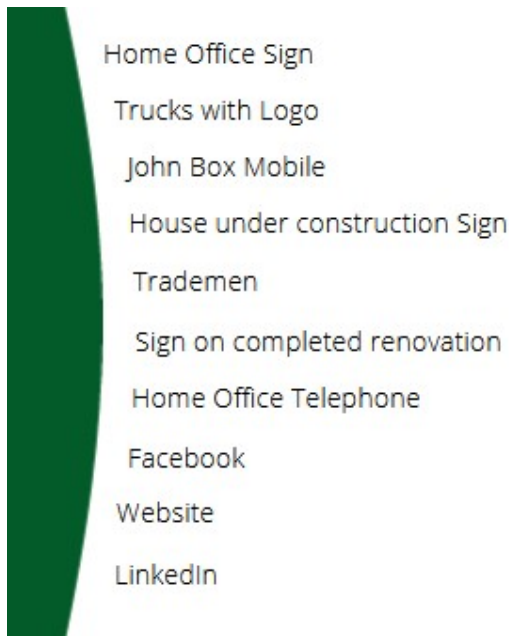


Figure 9: C & J Box (and son) Construction Touch Points

You should have the customer considered priority in all company touch points (Survey Monkey, 2021). Further, Survey Monkey (2021) says “customer touch points are your brand’s points of customer contact, from start to finish”.

#### 4.0 Conclusion

This paper has sought to create a brand to potentially market a small family owned Construction Company with the view to upscale and revitalise. The paper identifies what branding is and explores the brand strategies including, brand values, attributes, positioning,

identity and visual identifiers. The paper amongst other matters explores the company's position using a SWOT and PESTLE analysis, identifying that the strong base of the company makes it prime for marketing. The paper exposes the company competitors finding that there are 5 smaller businesses operating in the Ipswich area, larger businesses operating in the Brisbane area that are direct competitors. Indirect competitors consist of companies creating homes out of brick and a different market. The consumer and target market in this instance are the same and a market, and is aimed towards a female, aged 35-50, probably married and on a medium to high income. They also have an existing Queenslander that they take pride in and choose to extend and renovate. Finally a logo was created to make the brand identifiable and have something the public can relate to.

If C & J Box (and son) Construction is successfully up scaled using branding and marketing John and Matthew could employ and oversee additional staff on jobs, and have the job completed quicker. They would lead the competition in Ipswich, Queensland in quality workmanship and company scale. In conclusion, the existing C & J Box (and son) Construction company fits and is positioned quite comfortably in a lucrative market. The only real threat to branding and marketing the business is too being too widely known and having a good a reputation leading to more speculation and quotes than the business can deal with. Also, scaling up would require employment of external staff and may jeopardise the values of the company which are 'old fashioned quality, service and value' by reducing quality and perception of the company if not overseen adequately.

## References

- Caudwell, F, (2021) *Brisbane running out of land for new homes, with less than 3 years supply*. Brisbane Times. Retrieved from <https://www.brisbanetimes.com.au/politics/queensland/brisbane-running-out-of-land-for-new-homes-with-less-than-3-years-supply-20210728-p58dnm.html>
- Cherry, K, (2020) *The colour psychology of brown*. Very well mind. Retrieved from <https://www.verywellmind.com/the-color-psychology-of-brown-2795816>
- Clarke, A. (2020). At home among the Queenslanders. *Architectural theory review*, 24(1), 110-112. <https://doi-org.libraryproxy.griffith.edu.au/10.1080/13264826.2020.1785612>
- Delgado-Ballester, E & Sabiote, E (2015) Brand experimental value versus brand functional value: which matters more for the brand? *European journal of marketing*. 49(11/12), 1857-1879. <https://doi/10.1108/EJM-02-2014-0129>
- Euromonitor PLC (2021) *Home improvement market sizes*. <https://www-portal-euromonitor-com.libraryproxy.griffith.edu.au/portal/statisticsevolution/index>
- Hazira, M., Alagas, E., Amin, M ., Zamzuri, N., & Zairul, M (2021), The best practice of marketing strategies for the Malaysian business event industry from experts' perspective, *Journal of hospitality and tourism ilnsights*. ahead-of-print. <https://doi-org.libraryproxy.griffith.edu.au/10.1108/JHTI-09-2020-0178>
- Jun, S & Park, D. (2017) Visualization of brand positioning based on consumer web search information: Using social network analysis. *Internet Research*. 27(2) 381-407. <https://doi/10.1108/IntR-02-2016-0037>
- Wheeler, A. (2012). *Designing brand identity : An essential guide for the whole branding team*. John Wiley & Sons, Incorporated.
- Labrecque, L., & Milne, G (2011) Exciting red and competent blue: the importance of colour in marketing. *Journal of the academy of marketing science*. 40, 711–727. DOI 10.1007/s11747-010-0245-y
- Lin, M. (2019) Understanding the impacts of corporate social responsibility and brand attributes on brand equity in the restaurant industry. *Tourism economics : the business and finance of tourism and recreation*, 25(4), 639-658. <https://doi-org.libraryproxy.griffith.edu.au/10.1177%2F1354816618813619>
- Neilsen, V., & Pojani, D. (2020) Perspectives on built heritage preservation: a study of Queensland homeowner in Brisbane, Australia. *Journal of the house and the built eEnvironment* 35, 1055–1077. <https://doi-org.libraryproxy.griffith.edu.au/10.1007/s10901-020-09767-z>
- Ogunmakinde, O., Sher, W & Maund, K (2017) *Circular construction: opportunities and threats*, Project manager centre for excellence, University of Maryland
- Survey Monkey (2021) *How to identify your customers touch points*. Retrieved from <https://www.surveymonkey.com/mp/identify-customer-touchpoints/>
- Torres, Anna. (2009) Assessing brand image through communalities and asymmetries in brand-to-attribute and attribute-to-brand associations. *European journal of*

- operational research* , 195(2), 1055-1077. <https://www.sciencedirect-com.libraryproxy.griffith.edu.au/science/article/pii/S0377221708002026>
- Rintoul, D., Hajibaba, H., & Dolnicar, S. (2016). Comparing association grids and “pick any” lists for measuring brand attributes. *International Journal of Market Research*, 58(6), 779–793. <https://doi-org.libraryproxy.griffith.edu.au/10.2501/IJMR-2016-052>
- Roy Morgan (2016) *Australians not sold on moving house*. Accessed 28 November 2021 from <https://www.roymorgan.com/findings/6899-australians-not-sold-on-moving-house-201607210902>
- Roy Morgan (2019) *Important life events are happening in later life*. Accessed 28 November 2021 from <https://www.roymorgan.com/findings/8126-state-of-the-nation-sotn-media-happening-later-in-life-september-2019-201909090413>
- Wheeler, A. (2009). *Designing brand identity : An essential guide for the whole branding team*. John Wiley & Sons, Incorporated.
- Sanchez, C (2020) *What is a SWOT analysis for a construction company?* Blaksheep creative. Retrieved 9 December 2021 from <https://blaksheepcreative.com/digital-marketing/construction-company-swot-analysis-explained/>
- Sirianni, N. J., Bitner, M. J., Brown, S. W., & Mandel, N. (2013). Branded service encounters: strategically aligning employee behaviour with the brand positioning. *Journal of marketing*, 77(6), 108–123. <http://www.jstor.org/stable/43784338>
- Stec, C (2018) *Brand strategy 101: Essentials for strong company branding*, Hubspot. Retrieved from <https://blog.hubspot.com/blog/tabid/6307/bid/31739/7-components-that-comprise-a-comprehensive-brand-strategy.aspx>
- Top Hat (2021) *The four core functions of branding*. Retrieved from <https://builtbytophat.com/four-core-functions-branding/>
- Turner-Cohen, A, (2021) *Rent crisis means single Queensland mum will be homeless by the end of the month*. News.com.au. Retrieved from <https://www.news.com.au/finance/real-estate/renting/rent-crisis-means-single-queensland-mum-will-be-homeless-by-the-end-of-the-month/news-story/3ea6dd20bcc39f097036e2b127256124>