



Manufacturers: The Search for a Consistent Corporate Identity

TR Cutler, Inc., September 05, 2005

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Consistent Corporate Identity for Manufacturers

PR9.NET September 05, 2005 - A muddled corporate identity can hinder success in the marketplace. Manufacturers that have a confusing corporate identity impact their success. In contrast, well known corporate manufacturing identities including graphics, design, and color are used to demonstrate successful corporate identity.

Those responsible for maintaining an organization's corporate identity or looking to expand their communication assessment skills should work with key identity strategists at least once per year and audit the messages once per quarter. There are few public relations and marketing firms that have manufacturing expertise and the generic "cookie-cutter" approach to branding does not apply to manufacturing.

It is best if there the firm has several strategic alliances that can be tapped to test the message consistency. Color Gurus, like Henrietta Ortiz, of Bold Consulting, noted that is ideal if a PR firm can pool resources from SEO (search engine optimization and web marketing) specialists to print media PR, to mass media PR, and all other arms of brand identity outreach. Corey Wenger, the nation's only Lean Manufacturing based SEO, Key-Position, agreed that you have to have all creative parties "on the same page." Roger Meloy of Cincinnati-based Focus Marketing specializes in work with Manufacturing Software firms, also finds the cohesive and holistic approach to a marketing strategy essential in developing a consistent message.

According to Dean Schmidt, Program Manager with TR Cutler, Inc., "Beyond the visual components of branding are the actual words, taglines, and descriptions of a manufacturing company or product. There can be no vacillation in these consistent product and company identity message."

TR Cutler, Inc. (www.trcutlerinc.com) is the leading manufacturing public relations firm worldwide and has developed a cohesive and integrated market branding program with the hallmark of consistent identity.

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About TR Cutler, Inc.

Professional Marketing Firm reaching the Manufacturing Community Worldwide

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