

SEMAS South Africa
presents:
Our Brand Makeover



The Importance of a Brand...



- ▶ “A brand is a personification of a product, service, or even an entire company” - Robert Blanchard
 - ▶ A brand is...
 - A Point of view
 - A Customer value
 - A Competitive advantage
 - Engineered
 - Alive
 - Logic and Emotion

The good, the bad and the ugly...

- ▶ Several mistakes are made when it comes to branding and often these mistakes are not identified or even noticed

- ▶ **A brand is not just a logo, it is your....**

Identity

Strategy

Customer Engagement



Evidently....

- ▶ Make a promise
- ▶ Communicate your promise
- ▶ Keep your promise
- ▶ Strengthen your promise

Evolution of our brand..



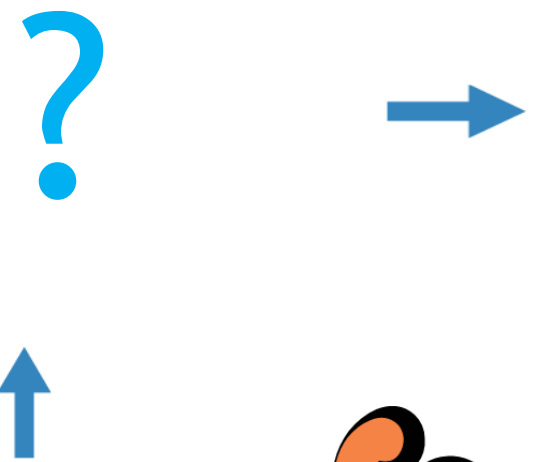
2005



2013



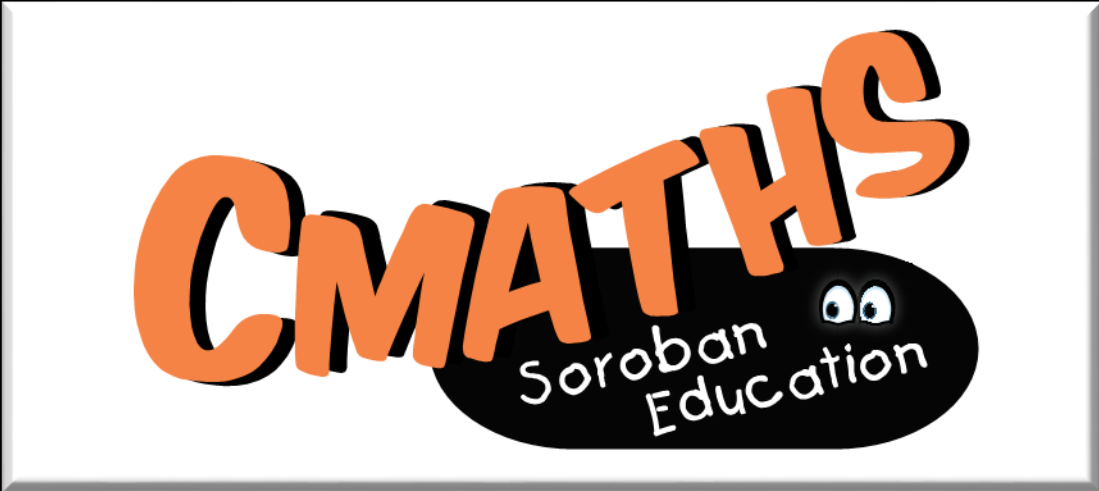
2014 - February - April



SEMAS South Africa PTY LTD is proud to announce that we are trading as...



WE HELP CHILDREN TO SEE  MATHS



► **CMATHS** is
an acronym for..

Calculation
Mental
Arithmetic
Tuition

with the **Help** of...
the **Soroban**

► **OUR BRAND IS MORE -**

VISIBLE

ALIVE

LOGICAL

EXPLANATORY