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- Jeff Unger, Accounting Trainee at Merit Partners

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Margaret Seccaffien, Practice Manager
GPO Box 3470, Darwin NT 0801
or email: m.secaffien@meritpartners.com.au

To be eligible for the trainee program you must enrol or be currently studying a Commerce / Business degree with an Accounting Major. Applications close COB Friday, 24 November 2006.



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Client: Merit Partners Project: Brand Review and Marketing Directions

Task: Review Brand and Marketing for Merit Partners and deliver a new marketing strategy

Professional Partner: Boyanton's (design).

The challenge: To bring the firm's brand and marketing activities to life and align them with the personality of the company.

What We Did: We conducted a full brand audit of Merit Partners, interviewed a range of its clients then facilitated a workshop of the partners to understand their brand and potential future marketing direction. We didn't recommend they change their logo or their way of doing business – they were already successful. But we

did recommend they put some of their unique personality into their marketing materials so the rest of the world could share some of the great experiences that their clients already enjoyed.

Lessons: Merit Partners were well known by their clients for their personal and professional services. But there was a disconnect with their marketing materials, which were too corporate and bland and had no real personality. By developing a brand strategy, it gave their design agency a roadmap to align all marketing and communication tools with the "personality" of the firm.

P.S. You don't have to change your logo to move your brand in a new direction.