

LIM BROTHERS
REBRAND
DESIGN PROCESS



BRAND POSITIONING & OVERVIEW

Overview

Lim Brothers (LB) supply a large range of Asian food products to Asian supermarkets. They have approximately 1200 products which is enough to completely stock a supermarket. The products are sourced from China, Thailand, Phillipines, Vietnam, Cambodia and USA.

After going through Customs and MAF, the products are stored in their warehouse and then delivered to customers in a mix of branded / non branded vehicles. The branded vehicles are showing the products they sell to create demand, rather than portraying LB. Average turnaround time for complete range of products is approximately 2.5 months.

The products are generally well known by the consumers. Supermarkets are very familiar with the product range. Restaurants are still getting to know the products that LB have available. This provides a channel for marketing to. Other channels include caterers and making consumers/clients aware that LB stock the Five Flavour Profile.

Currently very little marketing is being done, especially on consumer side (other than branded vehicles). They provide a discount break to their clients, advertise sporadically on Chinese radio and in Chinese Media. They provide their clients with Moon Cakes in September as a Chinese tradition. LB also do some trade shows in Thailand, China, Germany and Phillipines.

Their sales are in the 7 figure bracket. This is mainly from supplying to supermarkets, but are starting to supply restaurants.

The types of products imported is generally a blanket approach, however they will import specific products requested by restaurants [but not for supermarkets].

Competitors

Soung Yuenn - smaller business but been around for 100 years. They are 'too Kiwi', have an old fashioned system and attitude

Ecly – Similar sized business with a larger product range. They are willing to go the extra mile with good customer service. However, they are aggressive and appear to be spreading their resources very thin.

Thai Ping – Have their own retail outlets. Been around for 50-60 years. They are very arrogant in their business.

Future competitors in food service area:

Gilmours, Bidfood, Service Foods, Y and Y, Oriental Merchant (AU), Ettasson.

Opportunities or pressures affecting the industry include the fact that Kiwis are more adventurous with food than many other cultures. Ethnic diversity has grown substantially in NZ. Digital technology will help a great deal with efficiencies internally and improve their infrastructure.

Target person for new business would be the procurement officer or owner of a supermarket. In a restaurant, this same person would be the chef. These are the people who are ordering and requiring the products. These people need to be reminded that LB stock these types of products and we should promote that LB are the 'go-to' place for all of their requirements. Delivery is reliable and quick with an easy way to order product. Restaurants always have urgent needs and LB are able to satisfy them.

Brand Positioning

LB started out in retail with three outlets. They began importing their own rice which resulted in big demand. They bought a liquidated import/export business and gradually grew the business to where it is now. Their current logo addresses the 'import/export' rationale, but as LB no longer export, this has become irrelevant.

Values: Friendly, Flexible, high Quality, Authentic, Integrity, Accommodating, Trustworthy.

The primary message is providing the customer with what they want, when they want it.

USP is: One-Stop-Shop catering for all your needs

This is different to LB's competitors because they have a trader type mentality. LB are not traders – they care about their clients and are very knowledgeable about their products.

Competition appears to be complacent where LB is hungry for business. New and existing.

Competition also appears to be arrogant as opposed to LB who likes to form a partnership type relationship with each of their clients.

How LB stand out is that they generally provide better quality products with much better customer service. Prompt delivery is key at LB.

This is the second time they are rebranding. First time was not at all strategic with little rationale or thought behind the meaning of the brand.

SWOT

Strengths: Range of products, quality of product, Customer service

Weaknesses: Doing things adhoc, Customer service can be improved, beginning to spread resources a bit thin

Opportunities: Improving Customer service, Improving infrastructure and resources, expanding product range, expanding into other markets (food service)

Threats: As a new entrant to the Food Service sector, LB are vulnerable to attack from competitors

LB have a very high customer retention. They prefer to upsell and retain their customers. Introducing some reward system (such as free freight over a specified amount) would be advantageous in maintaining these relationships.

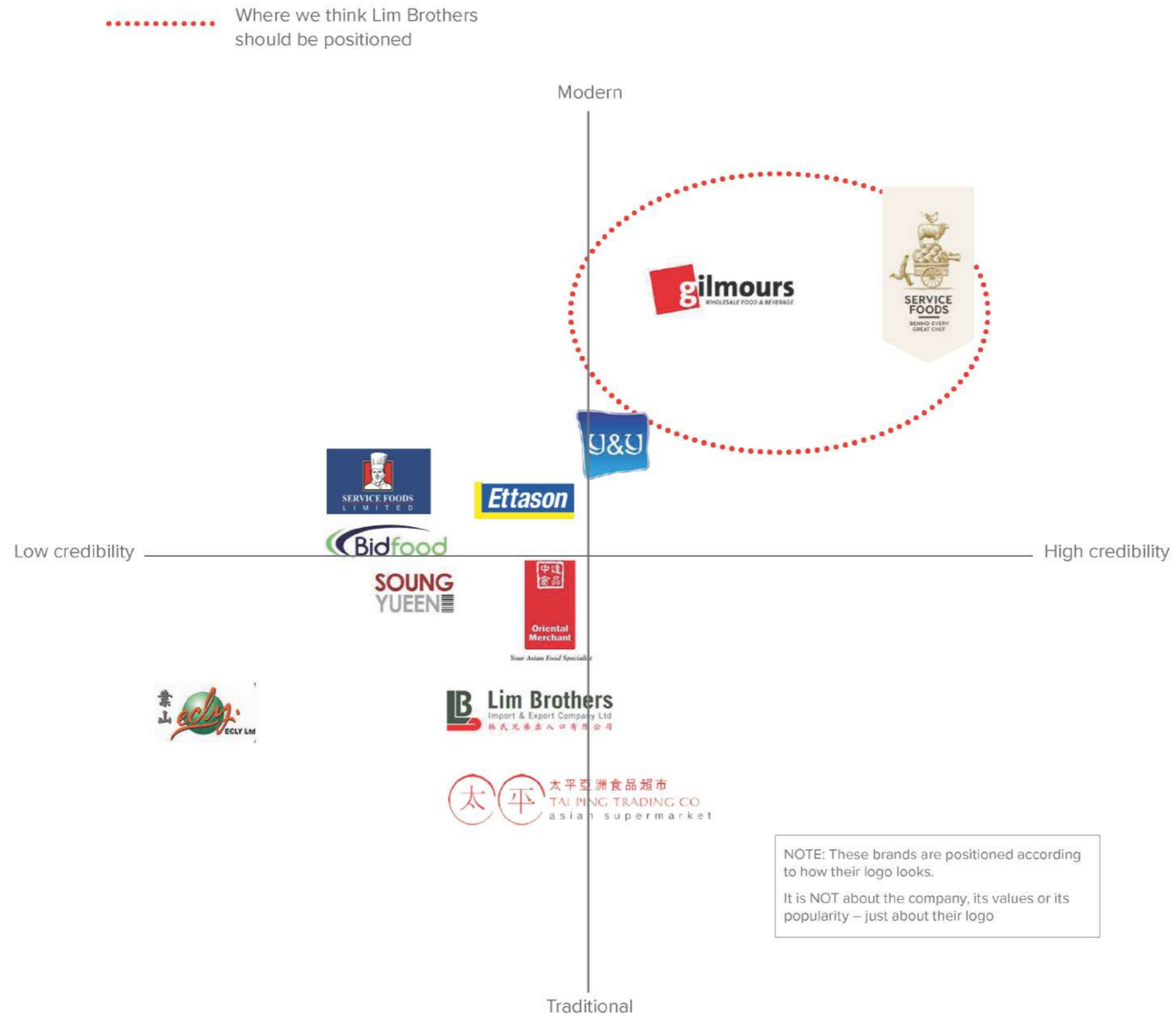
Brands that inspire LB

Air New Zealand – Kiwis think of AirNZ as their airline. There is an emotional attachment

My Food Bag – Nadia has made food a lot more accessible and helped people become more adventurous when cooking

ABC Tissue – A company well below the radar but sell big brands such as Cotton Soft toilet paper. They have used their resources extremely effectively and know their brands inside out.

BRAND POSITIONING & OVERVIEW



NOTE: These brands are positioned according to how their logo looks.
It is NOT about the company, its values or its popularity – just about their logo

MOODBOARDS



MOODBOARDS



CONCEPT 1

LIM
BROTHERS

CONCEPT 2





Lim Brothers

CONCEPT 5



COLOUR CONCEPT 1

Teal Blue

Meaning: from www.color-meanings.com

“Blue represents the Wood element and also symbolizes spring, immortality and advancement.”



Lim Brothers



Lim Brothers

COLOUR CONCEPT 2

Electric Green

Meaning: from <http://www.nationsonline.org>

"Green stands for growing, generating, sprouting, striving, refreshing, balancing, calming, healing, self assurance, foundation, benevolence, health, harmony, sensitivity, patience."



Lim Brothers



Lim Brothers

BUSINESS CARD CONCEPT 1

Landscape

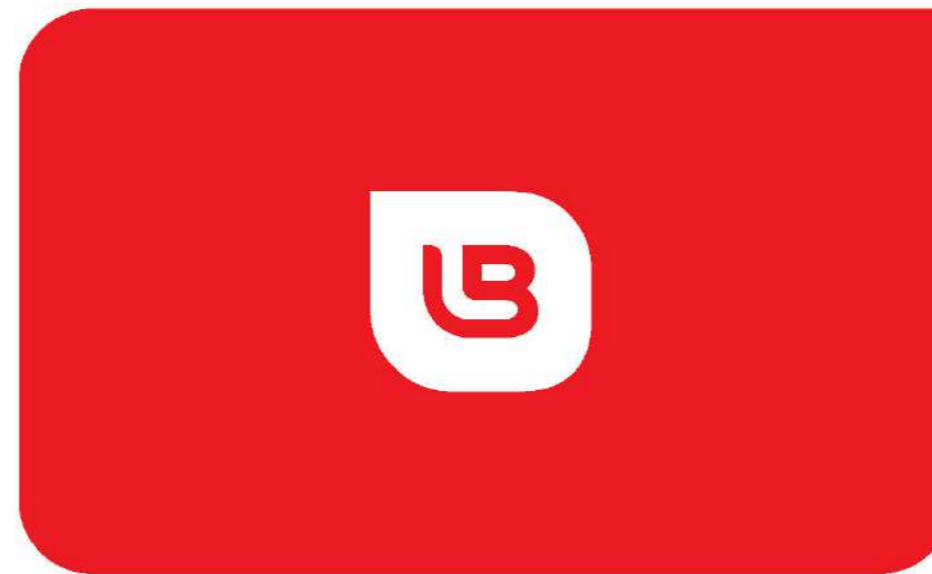


Portrait



FINAL LOGOS







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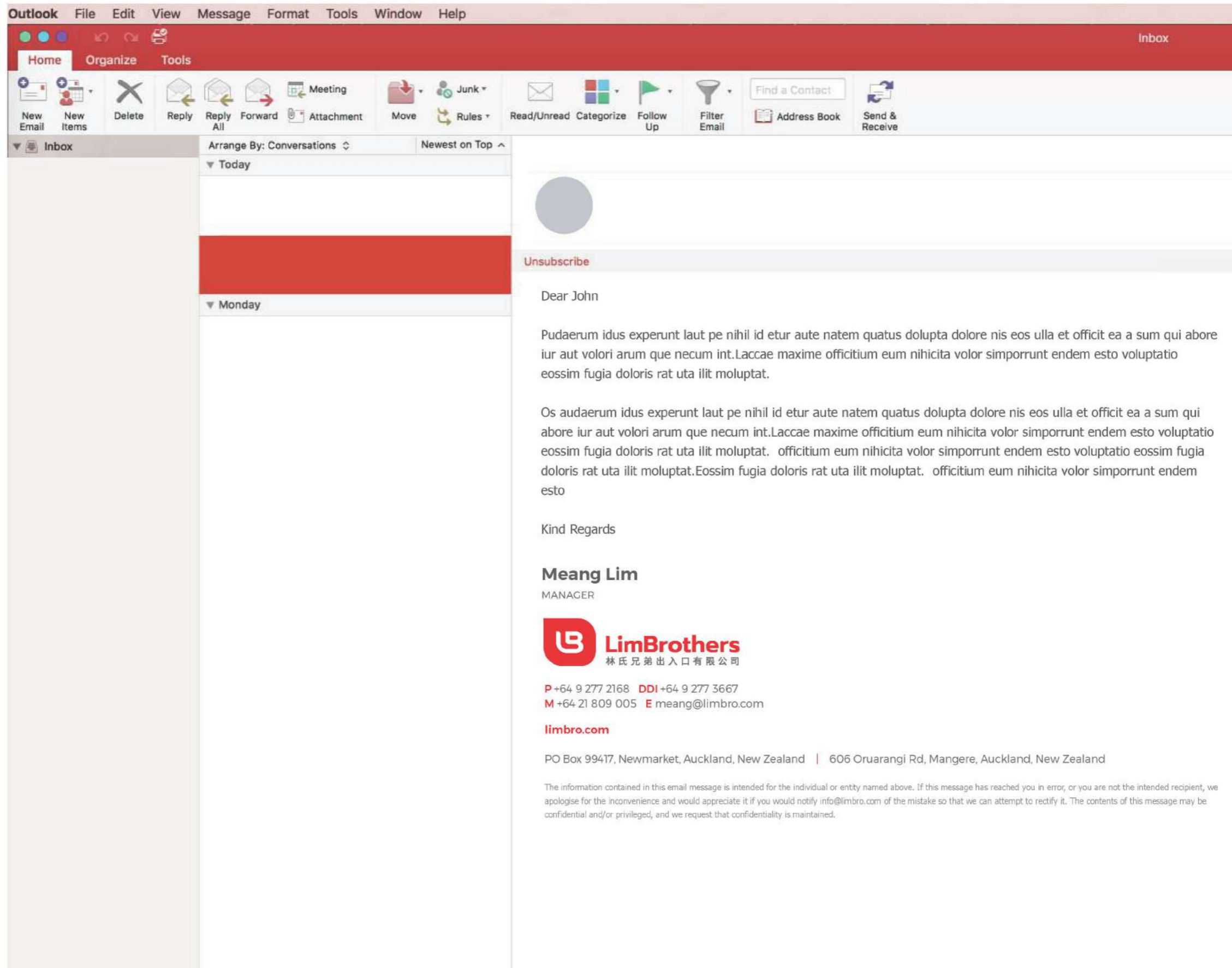
limbro.com 606 Oruarangi Rd, Mangere, Auckland, New Zealand



STATIONERY



EMAIL SIGNATURE

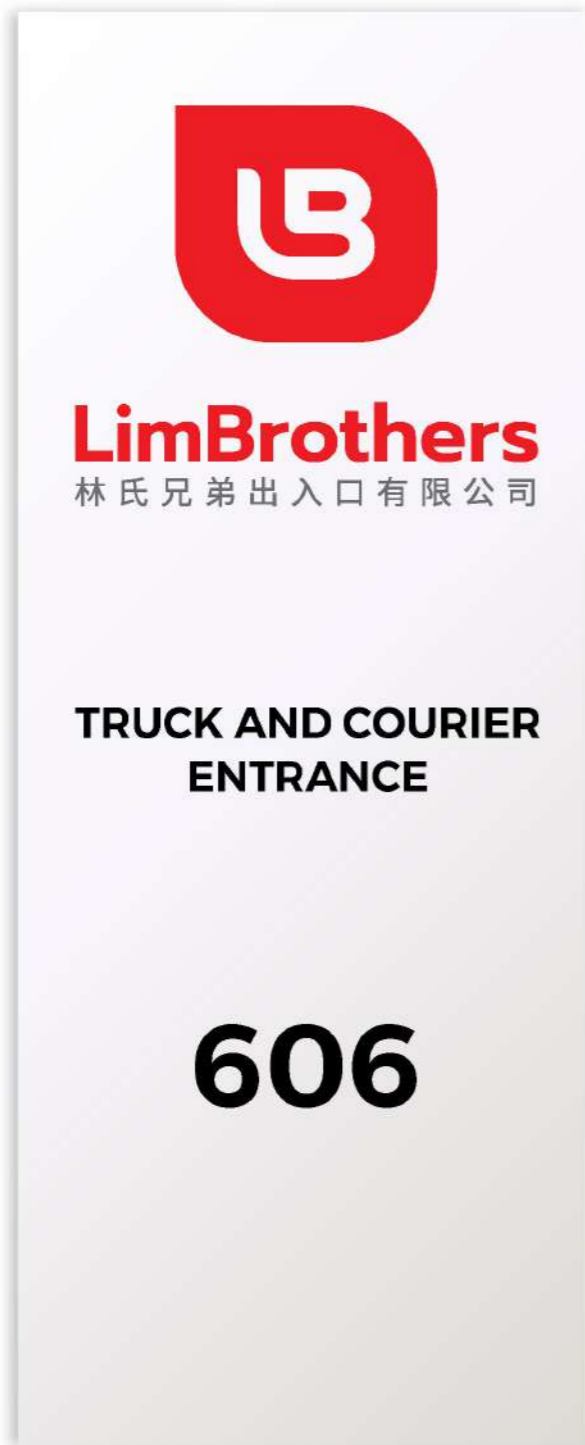


PACKAGING VISUAL



CONCEPT 1 - SIGNAGE SIZING VISUAL

3M



2M

LimBrothers
林氏兄弟出入口有限公司

1.5M

**TRUCK AND COURIER
ENTRANCE**

606



LimBrothers
林氏兄弟出入口有限公司

**TRUCK AND COURIER
ENTRANCE**

606



LimBrothers
林氏兄弟出入口有限公司

**TRUCK AND COURIER
ENTRANCE**

606

1.8M



CONCEPT 1

TRUCK AND COURIER
ENTRANCE

1.5M SIGN



RIGHT SIDE - MITSUBISHI CANTER 615



FRONT & BACK - MITSUBISHI CANTER 615



CAR SIGNAGE

