

yellowpencil sharpenings



Welcome to our **February 2012** newsletter - aimed at giving you a glimpse into what just one of our clients is doing with Yellow Pencil to sharpen their brand right now. We've chosen to feature one client or project per month that we think is exciting, creative, inspirational or just simply interesting and we hope you do too.

February Feature Project

We buy, we sell...it's not rocket science!

Penny Lane is one of New Zealand's leading independent record stores, spending much of the last fourteen years building up one of the largest collections of top quality second hand records, CDs, DVDs and collectables in the South Island.

They have a well-earned reputation for paying top prices and going 'the extra mile' to find the rarest and most sought after items to add to customers collections.

With well over 50,000 items now in stock, the Penny Lane store at 430 Colombo Street in the revitalised Sydenham shopping precinct is a magnet for customers from around New Zealand and the world who are seriously into music, movies and much more.

In a competitive and volatile retail environment, Penny Lane realised the need to establish a strong, dynamic and unique brand identity that could not only reflect the passion and energy of their business, but also appeal to a wide range of customers with an eclectic range of tastes and interests.

Yellow Pencil took a vibrant 'comic-book' approach - choosing to design a cut-through brand identity that portrayed a dynamic energy along with a visual 'quirkiness' that would stand out as unique in a busy retail environment.

The new identity has been progressively and successfully rolled out through advertising material, store signage, point of sale, t-shirts and new website. This was fortunately all achieved during a particularly difficult trading period for Penny Lane which saw two of its Christchurch stores destroyed by the earthquakes which struck the city in September 2010 and February 2011.

The development and launch of the new website meant the business was able to continue communicating with new and existing customers throughout this time - giving Penny Lane a strong on-line direction for future growth.

It's this focus on 'connecting' with their loyal customers that has positioned Penny Lane at the forefront of their market niche - **with more exciting developments ahead.**



Brands grow strong when a company has pride in their business. A business grows strong when a company has pride in their brand. Once companies understand and accept that, it makes perfect sense to celebrate milestones which highlight that success. This month, one of Yellow Pencil's long-time clients, **Laservision Eye Clinic**, are marking fifteen years in business offering precision laser eye treatment to New Zealanders.



Naturally we are as proud as Laservision to be celebrating this event and have designed a special commemorative logo which will be used on all the company's marketing and advertising collateral throughout the year.

www.laservision.co.nz

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