

yellowpencil sharpenings



Welcome to our **July 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 that we think is exciting, creative, inspirational or just simply interesting and we hope you do too.

July Feature Project

Bending the rules to shape the future.

If ever there was a product for the times - this would be it. In a world dominated by natural forces, it's easy to see the impact that moving ground has on the rigid concrete piping that runs beneath our cities and countryside.

The benefits of replacing this fragile network with a stronger, longer-lasting and **FLEXIBLE** product are surely obvious - even to those cities and towns fortunate enough to have escaped the ravages of a destructive earthquake, like that suffered by Christchurch in February 2011.

FrankPKS New Zealand is a Christchurch-based company which manufactures a complete range of large bore Polyethylene (PE) pipes and fittings using a unique extrusion process first developed in Germany in the 1960's.

FrankPKS produce High Density Polyethylene (HDPE) pipes, fittings, manholes, inspection chambers and tanks which are used in wastewater, stormwater, irrigation, bulk water handling, hydroelectric, geothermal and ventilation applications.

The flexible nature of the manufacturing process and the polyethylene product means an unlimited opportunity for both rural and urban infrastructure to customise wastewater, stormwater and irrigation solutions to suit the changing demands of local environments.

Yellow Pencil has developed a brand strategy to communicate a single message through media, internet and trade-show forums - ***the future security of our local, regional and national infrastructures depends on a shift away from historical and traditional thinking towards a flexible, solution-based approach.***

www.frankpknsnz.com





sharpthinking

I started my own business thirty years ago this month, in July 1982.

Over the past three decades I have completed many thousands of design, advertising and marketing projects while sharpening the brands of a diverse range of clients.

While the commercial and social environment has changed dramatically since I started, many of the basic principles that I have built my own brand reputation on have not. Here's a few :

- *Your brand is still the single most important business asset you will ever have.*
- *The amount that you overspend your advertising budget by is still directly proportional to the amount of money you waste by paying for professional advice and not taking it.*
- *You cannot download common sense, awareness, creativity or experience from the internet.*
- *Two complaints, comments or opinions out of three thousand customers still do not constitute a 'trend'.*
- *Mission Statements are still a complete waste of time and should be replaced with Brand Statements. No one cares what you 'aim to be tomorrow' - they care about what you ARE today.*
- *There is always something that you can tell your customers in a newsletter.*
- *The most effective and valuable advertising spot is right in front of your customer - not necessarily right in front of you.*

Nick Hawes

Managing Director • Creative Director • Brand Director

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