



MEDIA RELEASE

Travellers Choice members embrace opportunity for brand facelift

3 August 2018: **You don't need to watch *Beauty and the Geek* to understand the impact of a makeover, which is why a growing number of Travellers Choice members are now engaging with one of the company's most valuable marketing support services: a brand redesign.**

More than 20% of Travellers Choice members have now worked with the company's marketing team to refresh or re-think their agency's logo – a service included as part of their annual membership fee.

General Manager - Marketing Robyn Mitchell says one of the reasons agents are revamping their corporate branding is to ensure it works equally well in the digital and off-line worlds.

"Typically when a Travellers Choice agency launches its own website using our Site Builder technology or embraces our group's emailing marketing platform, they take the opportunity to reassess how their logo presents in the digital environment," says Mitchell. "Sometimes a logo that was created a decade ago will look dated when incorporated into a website featuring a highly contemporary look and feel.

"In those cases members can then work closely with our in-house design team to give their brand a face-lift. It's simply about ensuring every element of their agency's marketing is fresh and best-positioned to attract customers."

Other catalysts can be a change of ownership or a desire to create a new logo that more accurately reflects an agency's target market.

City Beach Travel & Cruise Marketing Manager, Greer Hancock, says that after 20 years with the same logo, an update was "well overdue".

"Our old logo didn't really communicate the fact that we are a boutique agency that appeals to a high-end clientele looking for luxury products," says Hancock. "Travellers Choice's graphic designer helped us create a more stylised logo and then applied it to all our communications, including digital marketing, stationery and travel documents.

“Not only did the new logo generate exceptionally positive feedback from customers, it has also been warmly embraced by our team because they feel it now better reflects who we are and what we do.”

Mitchell says Travellers Choice has also seen a trend for members to incorporate major milestones – such as anniversaries – into their logos in order to promote their longevity, experience and ties with the local community.

“In many cases these redesigns are not projects a typical agency would consider if they were faced with the additional costs, time and effort required to engage an external graphic design company.”

For more information on Travellers Choice please visit www.travelagentschoice.com.au.

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