

NEW ZEALAND

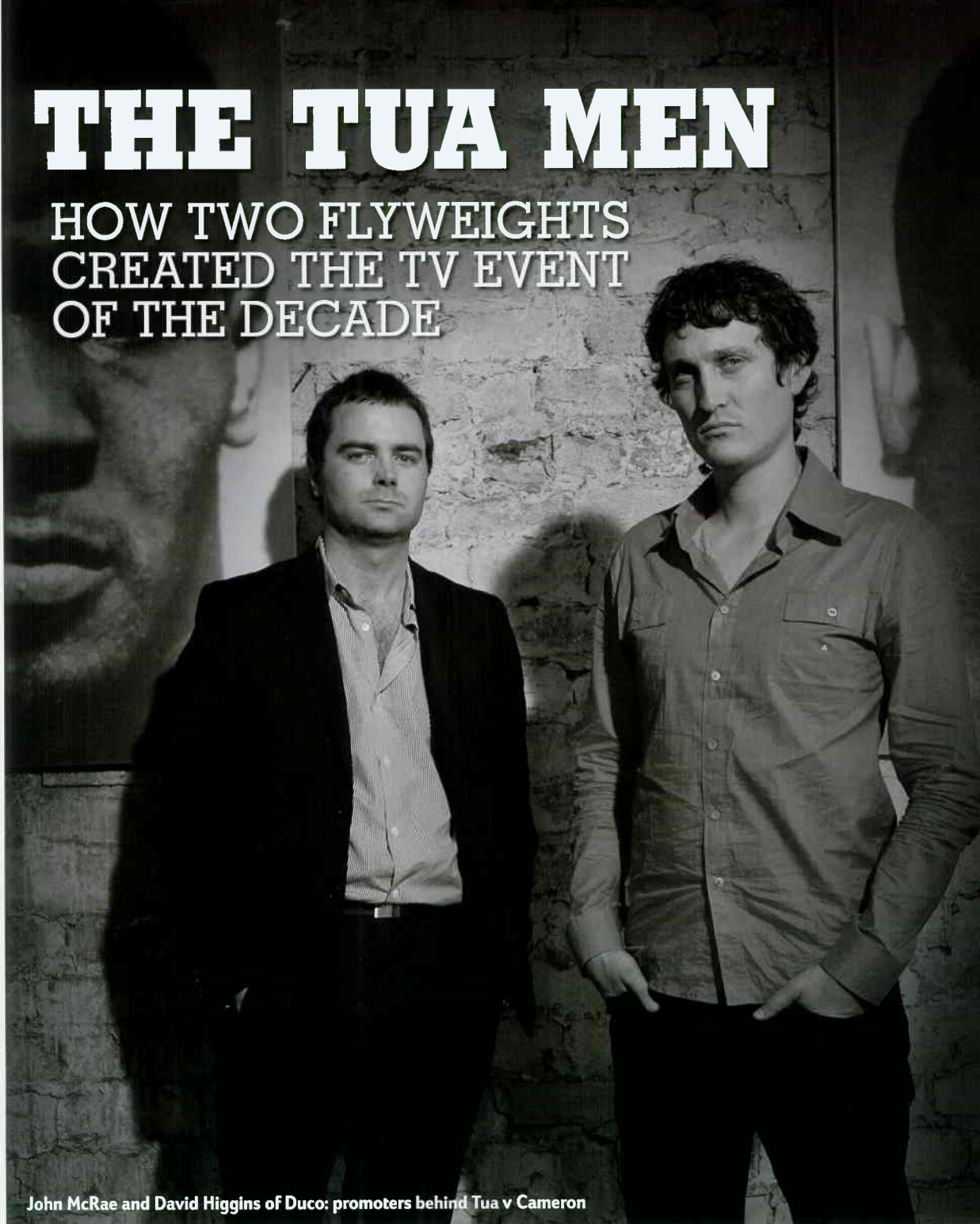
MARKETING

MARKETING ADVERTISING & MEDIA

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INNOVATION

THE TUA MEN

HOW TWO FLYWEIGHTS
CREATED THE TV EVENT
OF THE DECADE



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WHAT MARKETERS
PREDICT FOR 2010

TOTAL RECALL
HOW TO
CONDUCT A
PRODUCT RECALL

WEB SUCCESS
9 GOLDEN RULE
OF ONLINE
SELLING

SECOND BREAST
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WITH CANCER
ADVERTISING?

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WHY MOBILE
MARKETING'S
POISED FOR
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DESIGN HANGS
HOPES ON YEAR
AHEAD

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GUIDE TO DESIGN**

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60 SECONDS WITH

LYLE HASTINGS, PAPER PLUS

Lyle Hastings, the group marketing manager of proudly New Zealand-owned book/stationery store Paper Plus, lives in Howick, Auckland, and is married with two daughters. And he's just completely repositioned the brand. Time for a break, then.

The best sources of ideas are the people around you. Your team.

If I had more budget I'd do everything right now rather than waiting to implement campaigns over a long period of time. It should be all guns blazing, bells and whistles.

The toughest work challenge in 2009 was the complete repositioning of the Paper Plus brand across our entire 106-store network, covering the whole customer in-store experience, brand look and feel, sales proposition, all facets of marketing, advertising, PR and everything in between. Everything about the brand has been turned upside-down—it has been one of my career's most invigorating challenges to date.

My dream assignment is marketing manager for the Tour de France. Road cycling is something I love doing and the prospect of living in France and marketing such a world-renowned event would be amazing.

Regarding the recession it's another one of the many challenges on your way through life and you just have to navigate your way through it. We have been really fortunate to be in an industry where there has been strong growth despite the recession.

If I was wilfully unemployed I'd more than likely cycle my way around the world. I'd check out the action at some of the world's top cycling competitions, watch and help out on the sidelines or organise the riding tours that accompany them, starting with the Tour Down Under in Australia. Then I'd make my way to the Tour de France in Europe. I'd probably then settle down in France and wait for my dream job to come up because you wouldn't see me sitting still for too long.

THE OWNER-MARKETERS

WAYNE HUDSON, MARK GAVIN AND SIMON MARTIN

When technology and intellectual property law specialist Hudson Gavin Martin set up around two years ago, it needed to stand out. So it created a point of difference with a brave, witty approach to branding. *NZ Marketing* asks Mark Gavin about the firm's marketing.

Q Award-winning design and branding isn't usually linked with law firms. How has it helped your company?

We wanted to create a brand presence that would define the firm, as opposed to the individual partners. And we wanted a brand that spoke to the quality of the client base but also showed we were different. Plus we wanted to project a sense of fun, both externally and internally.

We pretty much gave Alt Group, our ideas company, carte blanche and told them not to feel constrained by traditional law firm branding. The theme they came up with was a theme of threes.

It permeates our core brand, website, office design (which was a collaboration with Stack) and even our office artwork. The brand and theme have quickly defined us and are a talking point with clients who find it witty, different and fun. And the awards Alt has won for our project have enhanced our profile in the creative sector and internationally.

Q Professional service providers have always thrived on word of mouth and existing cosy networks. Is that changing?

Positive recommendations to use a firm or particular lawyer are still important. Reputation is everything but so is delivering quality and adding value. Clients are less wedded to providers and follow people. Also, in this economic climate clients actively look for quality and value and a boutique offering like our own with 67 years of big-firm experience between us is very attractive to many. Traditional 'cosy networks' can no longer

be relied on—it's all about individual relationships, quality and liking the people you work with.

Q How important is the website to your marketing efforts?

It's important because overseas potential clients and law firms who are looking for local counsel need to see who we are and what we do. We use it to post legal updates and firm news but, importantly, it needed to reflect the brand. Often the first comment from a new client is about the website. It breaks the ice, is a talking point and says 'this firm is different'.

Q Where do you go to get fresh marketing inspiration?

Our area of law is all about ideas, innovation, brands and change so we are surrounded by inspiration. Alt continue to challenge and amuse us, so it's a perfect mix really.



Good things come in threes: Wayne Hudson, Simon Martin and Mark Gavin