

REACHING VERY SPECIFIC OR VERY DIVERSE AUDIENCES

**WE HAVE LEARNED THAT
IT IS CRUCIAL TO
UNDERSTAND YOUR
AUDIENCES AND TRULY
FOCUS ON THEM IF YOU
ARE TO RELATE,
COMMUNICATE
AND SERVE THEM WELL.**

VICTIMS SUPPORT BRAND /

HOW DO YOU RELATE TO A WIDE RANGE OF PEOPLE WHO DON'T ALWAYS KNOW THEY NEED YOU?

Many people who may need the services of Victims Support don't see themselves as victims, and don't always feel comfortable seeking help publicly. The sensitivity for this new brand for the Ministry of Justice was a difficult landscape to navigate, but the results have been allowed to speak for themselves. DNA managed to brand and express the revitalised service so that victims, their friends and family are better aware of the service and can all feel much more comfortable getting information, advice and support. The brand was instantly successful (research has shown all audience comfort levels with the Brand and Communication have improved) and is a vital part of supporting many New Zealanders in difficult times.



DNA can define and design every aspect of the experience customers have with your business – your products, your brand, your service delivery, your retail and online environment – ultimately helping you win and grow customer commitment.

We champion insight, questioning and challenging information until we get to the heart of the issue. We use a mix of strategy and creativity to resolve issues and deliver customer experiences that are integrated and relevant. We have a unique mix of services, but only ever apply what your situation demands.

Our services cover insight/strategy, brand/experience and online/interactive. Regardless of the project (large or small) our services typically fall within four key steps:

1 / Define the issue

**Customer Experience Audits
Brand Audits / Health Checks
Insight and Research
Retail Experience Audits
Stakeholder Facilitation
Channel Audits
User Needs Analysis**

2 / Devise the approach

**Business Strategy
Brand Strategy
Brand Architecture
Retail Strategy
Culture Shaping Strategy
Online Strategy
Solution Definition**

3 / Create the experience

**Brand Creation
Brand Engagement
Brand Experience
Stakeholder Engagement
Product Engagement
Naming
Brand Environments
Cultural Engagement
Interaction Design
Interactive Design
Website Design
Content Creation
Development
Site Promotion
Optimisation / Usability**

4 / Measure the return

**Brand Management
Brand Audits / Health Checks
User Testing
Research / Effectiveness
Optimisation**

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