

Adcheck gets a brand makeover

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Independent advertising monitor, Adcheck, has rebranded itself with a fresh new contemporary logo that reflects its position as SA's premier boutique provider of advertising and media information.



Angela Adamson

Adcheck is a stalwart of the SA advertising industry, with a history spanning 41 years. Throughout this time it's been identified by its trademark circular logo. This has evolved to now incorporate a bright pink circle where the colour slowly gradients into a brilliant orange. In the middle in a simple, uncomplicated font in crisp white stands the brand name, 'adcheck', followed by a definitive pink full stop.

"The new logo speaks to our brand personality as a fun, vibrant and friendly brand. The bright colours reflect our energy; the clear white lettering mirrors our agile, responsive and swift service while the full stop adds a touch of solidity to the logo, representing our professional and solid approach. It's bold, current and contemporary but with a nod to our past in the form of the circle

which goes back many years and the brilliant orange which has been in more recent years, which still remains present." explains Angela Adamson, Adcheck director.

BMI Research, a market research specialist with particular focus in the industrial and fast moving consumer goods markets in various sectors, including the retail market, is a partner of Adcheck. Adcheck tracks creative and adspend across TV, radio, print, outdoor and online media for advertising and media agencies, media owners and advertisers across all industries. It aims to enable its clients to make informed decisions and as such, personal service at management level is a core strength. This is illustrated in the use of images of the relevant staff members on its revamped website and new individual business cards.

"We have a renowned reputation in the industry, but going forward we're looking at really building the Adcheck brand and creating more brand awareness," adds Adamson, who is at the coalface of this exercise as the point of contact for all clients.

Some of those clients include ad agencies Joe Public, Ireland Davenport, Chillibush and Havas Worldwide; media agencies The Media Shop, Mindshare, Media Compete, Aegis and Starcom; and advertisers BMW, Apollo Tyres/Dunlop, Iwize, Mix Telematics, Toys R Us and Woolworths Food & Clothing.

Being able to quickly and efficiently gather accurate, relevant information, analyse it and successfully deliver it on time are the chief requirements of this specialist industry. Not only is Adcheck proficient in meeting this need, but also has the ability to link creative to adspend and track all advertising over a period of time, not only newcomers.

Continuous competitor tracking in this way is a vital tool in an environment where marketers have little time to check the advertisements of their competitors.

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AdCheck



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