

# **bretts bugle**

OCTOBER 2008

MOVING FORWARD: NEW BRANDING FOR A NEW ERA

we are excited to be launching a new bretts brand in october 2008. the decision to rethink our brand came about as a direct result of market research undertaken in the consumer sector earlier this year.

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## welcome to the new "bugle"

We are pleased to introduce our new look newsletter. We will continue to include the stories that matter to you.

If you would like to suggest future stories, or provide any feedback please email us [feedback@bretts.com.au](mailto:feedback@bretts.com.au)



Over the last few years, a number of individual logos have been developed to represent different areas of the business and the individual business units within Bretts. This actually served to weaken our brand message by adding text to a logo that could not be easily seen. And the issue was further complicated by an ambiguous tag line: "Much more than a hardware store". Much more, but what? Although perfectly clear to us internally – and our account customers – it didn't send a clear message to consumers.

In addition to the retail business being the one that is most impacted by unclear brand messages, it is also where we have the most opportunity to build a strong brand that can support our other business units – Frame & Truss, Doors & Windows, Wholesale and the Cypress Sawmill.

So the focus became building a strong brand for the Windsor retail store, further refining our message for consumers in particular, and taking

the opportunity is to tell people how we're much more than a hardware store. And as the

Windsor store location is at the back of an open air centre, we recognized that we would need especially strong branding to reach our target audience.

The research project began by defining who we wanted to talk to, outside of our important account customer group. And we built the following picture: Men and women living in a 4km radius of the Bretts store ("close to me"). People in singles, couples, families and across ages. Part of the local community. They like the thought of a family business in an anti-multinational kind of way. They're likely to be project oriented and would come in to the store on the weekend, most likely on Saturday at the start of the project. They have specific issues and they need to find a solution.

*Continued inside... how we developed our new Bretts logo.*



## message from the md

This month we are celebrating our 95th birthday. I'd like to take this opportunity to offer a sincere thank you to all our customers who have supported Bretts during the past 95 years. I hope we can continue to provide you with the service and quality that you expect; and that will allow you to continue this relationship for many years to come. We recognise that without your business we wouldn't be in a position to be celebrating such a major milestone.

Reflecting on the past 95 years has been interesting, but it's also provided us with an opportunity to think about the future of Bretts. Part of this process has seen a redesign of the Bretts logo. Much of this edition of the 'bugle' is devoted to the detail behind the reason we wanted to freshen the brand, so I won't tie this editorial up with more of the same.

We are confident that the underlying strength of the Australian, and in particular Queensland, economy will generate sufficient demand for housing to see us through any much talked about global recession. All the doom and gloom talk is certainly not hindering our plans for growth.

We have just committed to a \$400,000 state of the art computer system, ordered two new crane trucks which will arrive shortly and at the last board meeting approved the commissioning of a glue lamination line to start producing glue lam posts and beams at the sawmill. All these initiatives are designed to help provide you our customers with better service in the future. And all of this in our 95th year of existence.

*Bill Nutting Jr*

Bill Nutting Jr  
MANAGING DIRECTOR

## what the research showed: consumers looking for quality and service

It comes as no surprise: Our potential customers are looking for quality product, good advice, and all the better if it's from a family owned business. Here's just some of the comments we heard during the one-on-one research interviews:

"must have good specialist knowledge to survive this long"  
"service is pretty good"  
"better quality..."  
"know it from when we were kids (always lived in the area)"  
"real hardware"  
"poorly signed"  
"very good quality ... very good service"  
"the one I think of"  
"real hardware. stuff that lasts"  
"old Australian"  
"well presented outlet"  
"good quality product, have most things"  
"family is important, and good"  
"much keener on smaller, family owned"  
"anti-globalisation"  
"like to support a family business"  
"prefer the smaller guys to come back but..."  
**"don't like supporting multi-nationals - much prefer to support the local guys"**

## new logo development: our creative brief

Following the initial research phase, we then developed what's known as a "creative brief", which is an outline of the strategic direction for the development of any creative project. In our case, the development of a new brand. Our creative brief included the following elements:

### ULTIMATELY WHAT DO WE STAND FOR?

#### WHAT IS OUR BRAND PROMISE?

Real timber and hardware (applying across all the Bretts business units) and sharing the knowledge of everything you need to know about it.

#### HOW ARE WE DIFFERENT TO THE COMPETITION?

They have a friendly attitude.  
*We are friendly with our genuine knowledge.*  
They work in hardware.  
*We live and love hardware.*  
They can help you with things.  
*We can help you with your renovation or building.*  
They are a corporate.  
*We are family owned.*  
They are big and faceless.  
*We are big in experience and contacts.*  
You ask, they will show you the item.

*You ask, we will talk about your project with you.*

They are a supermarket.

*We are a specialist with credibility and experience.*

#### HOW CAN WE PROVE THIS?

A family owned business over 95 years.  
People who have worked here for years.  
Come back next time and you'll see the same staff members. And the next time.  
We've brought some of those past sensibilities (importance of service, knowledge) with us.

#### WHAT ARE OUR BRAND ASSETS OR SYMBOLS?

Red box.

#### WHAT SHOULD INFORM THE DESIGN?

Hardware.  
People who can help you with how to do it.  
We'll help get the perfect fit.

### WHAT RESPONSE DO WE WANT TO STIMULATE IN OUR CUSTOMERS?

Strong brand recognition.  
Clear understanding of differentiation  
More visits to us, in preference to the competition.

### AND THE RESULT:

Down-to-earth, simplifying.

### WHAT MUST BE INCLUDED IN THIS COMMUNICATION?

Red box has strong recognition value with our current customers must be retained.

A brand message which is clear and engaging.  
The tagline says exactly what we do (timber and hardware) and implies a specialist knowledge.  
The accompanying graphic supports the message and is friendly.  
And the chosen type style reflects the heritage of the company, while still being clearly legible even at a small size.



## looking back: our history



BC Brett & Co is incorporated and a Pine sawmill established at Emu Vale near Warwick.

Brett & Company formed and a head office set up in Eagle Street in Brisbane city.

Bretts Wharf is constructed and the first vessel, the 11,628 oil tanker MV Australia, docks.

60 perches of land is purchased on the corner of Ernest and Grey Streets, South Brisbane to house the newly formed steel division.

Inglewood Sawmills Pty Ltd, a Cypress sawmill still operated by Bretts, is purchased.

More land and buildings are acquired in Merrivale Street, South Brisbane, to house the expanding steel division.

Bretts installed the largest and most advanced Plywood manufacturing machinery in Australia at a cost of over \$350,000.

Flooding inundated large parts of the Windsor property incurring over half a million dollars worth of damage, as well as massive damage to South Brisbane hardware store.

Last four blocks on northern side of Newmarket Road at Windsor are sold.

Timber processor, Mouldings Pty Ltd at Underwood, is acquired.

Bretts Steel division is sold to Metalcorp.

Windsor site redeveloped into present multi use facility and freehold sold to ING Property Trust.

Bretts Design is sold to Maxi Industries, to allow the company to concentrate on the core business of building materials.

Bretts Glass and Aluminium established in rented premises at Hamilton.

1913 1918 1921 1923 1926 1929 1932 1936 1942 1946 1949 1950 1954 1966 1970 1974 1976 1980 1985 1989 1993 1998 1999 2001 2005 2006 2007

Brisbane Sawmills established at Newmarket Road, Windsor.



Brisbane Sawmills is purchased by BC Brett & Co and adjoining land is acquired to house the new Hoop Pine mill.

The first Hardware store opened at Grey Street and further land is purchased at Windsor bringing total area to 35 acres (incorporating what is now Downey Park).

Yarraman Pine Pty Ltd (a Hoop Pine sawmill) is purchased from the Queensland Government in a consortium that included Finlaysons Timber.



Within days of the Japanese attack on Pearl Harbour, Bretts Wharf is requisitioned by the US Army and not returned to the company until 1946.

Bretts Timber Agencies Pty Ltd established a warehouse in Sydney to wholesale the growing range of Bretts manufactured timber products in the southern states.

The Glass department is established at Windsor.



A decision was made to take space in both the shopping centres at Indooroopilly and Brookside and hardware stores commenced trading.

A hardware store is opened in Wharf Street, Ipswich.

A decision is made to dispose of small hardware stores and develop two major stores on either side of town to combat the likely arrival of warehouse retailers.

The Grey Street Hardware store and head office are demolished and businesses relocated to make way for World Expo '88.



Bretts Wharf closed and construction commences for redevelopment into multi residential facility.

All hardware stores, excluding Windsor, are sold to Hudsons Building Supplies.

The Nutting family purchase the remaining shares not owned by them in a friendly take over.

Bretts Frame & Truss established in rented premises at Hamilton.

Wholesaler Trans Global Timbers acquired from former Bretts employees David and Margaret McIntyre.

# YOU'RE INVITED

join us  
in celebrating  
95 years talking  
timber and  
hardware

At Bretts, we are also excited about our major promotion this month, which will be the launch pad for 12 months "celebrating 95 years talking timber and hardware".

It all begins with "Bretts Big Birthday Bash" on Saturday October 18. This is a major promotional event. On the day there will be a number of 'family-fun' activities taking place outside the store and in-store a sales promotion and competition which will run for a month.

We welcome all our account customers to the party and hope you can join us in celebrating 95 years talking timber and hardware.

And don't forget, every time you spend \$10 or more in-store, you can win instant prizes or enter our major prize draw for a dinner party at your home for up to 8 people, prepared by Culinary Olympic medallist, Chef John Perraton — valued at \$1500!

## CELEBRATING



## YEARS TALKING TIMBER & HARDWARE

For expert advice on projects big or small  
there's always been one place to go.

# **bretts**

**HOMEZONE CENTRE**  
142 NEWMARKET ROAD  
WINDSOR. OPEN 7 DAYS

# **bretts** **BIG BIRTHDAY BASH!**

**Saturday 18th October  
at the Homezone Centre from 10am**

**95 Birthday Bargains  
in store all month!**

Hi Neighbour. For 95 years, Bretts has been the place where locals come for a specialised range of competitively priced timber and hardware, with expert advice on projects big or small. Now it's time to celebrate.

### YOU'RE INVITED TO THE PARTY.

We're kicking off a big year of celebrations with Bretts' Big Birthday Bash. Bring the kids for the bouncy castle, birthday cake, sausage sizzle, balloons, face painting and lots more.

### WIN A DINNER PARTY IN YOUR HOME WORTH UP TO \$1500 PLUS INSTANT PRIZES.

Just spend \$10 or more in one in-store counter sale to enter our major prize draw — a dinner party at your home for up to 8 people valued at up to \$1500. Enjoy a three-course meal prepared by a Culinary Olympic medallist, Chef John Perraton, premium cocktails and wine, all served by professional wait staff and cleaned up at the end of the night! Plus hundreds of instant prizes to win all month.

### 1 MONTH OF 95 BIRTHDAY BARGAINS!

Pick up a birthday bargain at Bretts from Saturday 18th October to Sunday 16th November and talk to us about your renovations or next building project.

 **bretts**  
let's talk timber & hardware

Kitchen & Bathroom • Building Products • Doors & Windows  
Decking & Flooring • Door Handles/Locks • Gardening & Outdoor  
Electrical • Paint & Accessories • Home & Storage • Timber Products  
Tools • Safety & Accessories • General Hardware

For full Terms and Conditions, go to [www.bretts.com.au](http://www.bretts.com.au). Entries open at 7am AEST on 18/10/08 and ends close of trade on 16/11/08. Entry is only open to in-store counter sales of \$10 or more in a single transaction to Queensland residents over the age of 18 with a valid email address. Limit 1 scratch card entry per purchase. Retain original receipts for all entries, clearly showing date/time and store of purchase.

 **bretts**  
let's talk timber & hardware

**Timber + Hardware**  
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Windsor Qld 4030  
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Homezone Centre  
142 Newmarket Road  
Windsor Qld 4030  
Phone: 07 3361 0777

**Manufacturing**  
Cnr Barcham Street  
& Curtin Ave West  
Eagle Farm Qld 4009  
Phone: 07 3623 0122

**Bretts  
Transglobal Timbers**  
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