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1 August 2011

Deadline enters 15th year with refreshed identity

Adelaide-based online software development company, Deadline, has started the new financial year with a refreshed identity, repositioned brand values and another new staff member.

Sean Heylen, Deadline Managing Director said after 15-years a refreshed brand identity was necessary to move the organisation forward.

“It was timely for us to assess our position within the marketplace and align our brand identity and organisational values to match what we have become,” said Sean.

“Deadline is not your typical website development company; we create custom-made online software tools that power business growth and improve efficiency—and we wanted our brand identity to reflect the leading position we hold within the marketplace.”

Deadline partnered with design agency WDM to complete the comprehensive rebranding process.

“It was a strategic decision to collaborate with an external agency because it offered a different perspective which helped us to achieve a refreshed look and feel. The team at WDM did a great job for us,” said Sean.

Progressively rolled out over the last 12-months the new branding, including a new logo, website and office fit out, collectively reflect the specialised services and tools Deadline delivers.

“The new branding represents the online space within which we work in an innovative and contemporary way”.

The process has also involved realigning the organisation’s core values. Visual graphics outlining these values are highlighted on the walls of Deadline’s CBD office, reinforcing what the organisation is about.

“Internally we now have excellent clarity about who we are and what we stand for and this has helped us to acquire more clients,” said Sean.

To further support the business’ new identity and repositioning, Deadline has added a Marketing Assistant to its team of 12 staff.

Emily Clark joined the business at the beginning of the month and steps into the newly created role to focus on marketing Deadline’s services while also offering a marketing perspective to Deadline clients in strategic planning sessions and during their projects.

Prior to joining Deadline, Emily was Marketing Assistant at Westfield Tea Tree Plaza. This diverse role saw her manage promotional and advertising campaigns, email database acquisition and market research. Emily holds a Bachelor of Commerce (Marketing) and a Bachelor of Arts (English).

“With the launch of our refreshed identity, now is the ideal time to bring on board a marketing professional to help further Deadline’s growth,” said Sean.

“Emily will play an integral role within the Deadline team, her professional expertise will also allow us to offer our clients the added value of marketing advice.”

ABOUT DEADLINE

Deadline was established in 1996 and is one of South Australia’s leading online software development companies. Creating custom online business solutions, Deadline helps its clients do business online and create their own unique online space. For more information visit www.deadline.net.au

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