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Date: 30 / 06 / 10
Ref: Press Release

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Believe in brand new biz-R

Devon based design & branding agency biz-R has announced a complete relaunch after rebranding itself as Believe in. The company has also relocated to a new studio in Exeter.

biz-R recognised the potential of Exeter as a new base offering a vibrant City business community with excellent amenities and transport links. The move comes as part of a wider vision for the future.

Taking a more strategic based approach to the growth of the business, the rebrand successfully repositions the company allowing it to build on recent achievements and past successes, and create new opportunities for the future. The new business development strategy will be highly focussed on attracting and developing high calibre accounts both in and out of the region.

'After 14 years in business, biz-R as a name no longer represented who we are and said little about the business we're in', explained Blair Thomson, Creative Director, 'After a lengthy renaming process Believe in was chosen for its clear and creative brand appeal and its ability to be integrated into a unique language-centric approach. i.e. Believe in branding, Believe in the tooth fairy etc. Our aspirations for the agency have continued to heighten and we can now concentrate on taking the business to the next level in Exeter'.

History of the company

biz-R was established in 1996 as an independent design & branding agency. Working in partnership with brave clients to deliver engaging, provocative and effective brand experiences driven by ideas and solid research. biz-R's expertise covers branding, identity, print, packaging, illustration, art direction, digital, advertising and environment. Their client base includes The Dartington Hall Trust, Riverford Organic, University College Falmouth, Schmoo, Clive's Organic and Aveda.

Recent award successes include; Cream Awards, Creativity Awards and Robert Horne's Shout Award.

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Believe in™
press

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Believe in
Branding

Identity variation & expansion

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Believe in™

Believe in™
design, art direction
& branding

Believe in™
ideas

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Believe in™ press

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Believe in
Exeter

New office & signage

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Believe in home



Believe in signage

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