

## Case Study: Brand Strategy

---

Dual Logistics, Birmingham

### Introduction

Dual Logistics provide a fast and friendly courier service in the Midlands area of the United Kingdom, covering: Birmingham, Dudley, Coventry and Wolverhampton.

### Target market

After meeting with the client and sharing their vision for Dual Logistics and the brand they wanted to create, the Blackjack Media team fully immersed themselves into the project got down to work immediately. The very first step was researching and identifying the target market.

As Dual Logistics wanted to operate a low cost and flexible service, we identified their target market was generally going to be students and low income families.

### Brand positioning

After identifying the target market, the next step was defining how to position the brand within the minds of the target audience.

Brand positioning was an important element of our marketing plan. Brand positioning is the process we used to determine how to best communicate Dual Logistic's product attributes to their target customers based on customer needs, competitive pressures, available communication channels and carefully crafted key messages.

A positioning statement was crafted for Dual Logistics by following the steps below:

1. Selecting the target customer group to focus on
2. Developing a list of requirements, the customer group has and those requirements Dual Logistics intends to meet
3. Listing the product/service's benefits that uniquely meet these needs
4. Getting the word out to everyone by consistently communicating the positioning message in everything Dual Logistics will do for this customer group

The following positioning statement below was formulated:

To	local families and students who need a cheap and flexible service.
Dual Logistics is	a low cost, flexible local courier and accommodation relocation transport service.

That provides	same day courier service and supports student and house moves.
That's because	<ul style="list-style-type: none"><li>- we are a local service</li><li>- we are fast and reliable</li><li>- our long wheel based vans can take a maximum weight of up to 3500kg</li></ul>

## Brand identity

### Logo

During the logo design stage we focused on the first letters of the business name (D and L). We wanted to fuse the two letters together in a clever, but simplistic way. The idea was to use the letters to form part of a truck image. This concept worked very well and the vector we created shows the letters forming the front part of the truck in a creative way.

Different variations of the same logo were produced for the client so it can be used against different background colours and marketing collateral all described in a clear set of brand guidelines.



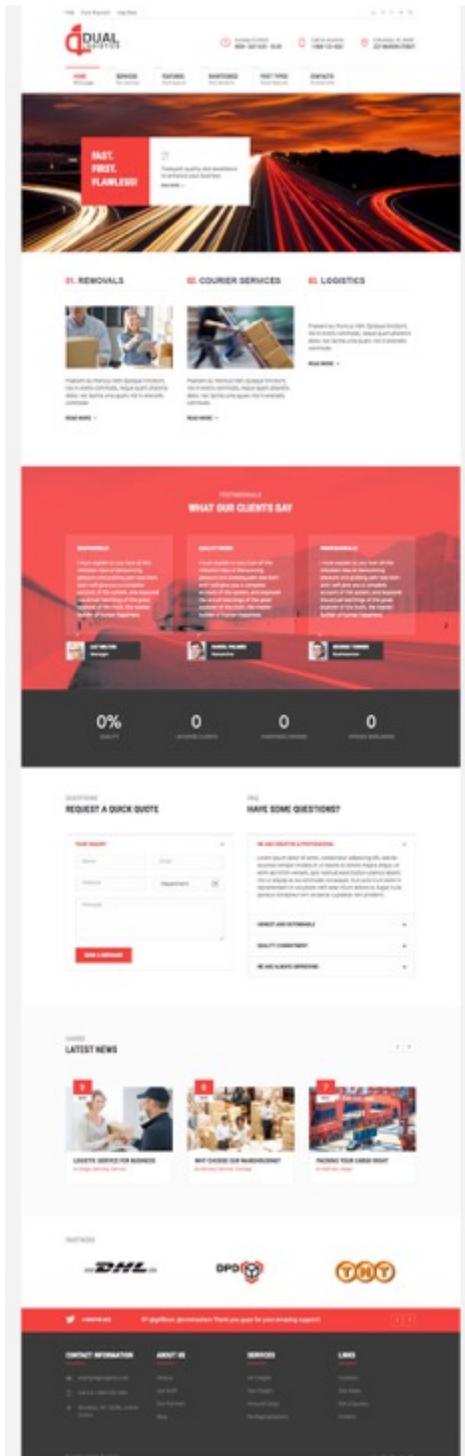
(Approved Logo)

An icon version of the logo was also created for use on digital channels such as social media pages that required the logo on a square canvas.



## Website

The final phase of the brand strategy development process was to design and build the Dual Logistics website and align the brand identity to it.



## Marketing collateral

### 1. Flyer



**FIRST  
CLASS  
COURIER**

Transport quality  
and excellence  
at your service...

## Removal & Courier Services

**House** relocation



**Student** relocation



**Waste** removal



### LOADING & UNLOADING

We offer trolley assisted loading, so you can load and unload your belongings into our van yourself with minimum effort.

Areas covered:

- Birmingham
- Coventry
- Dudley
- Wolverhampton



m: 07941 641 961 | e: [info@duallogistics.co.uk](mailto:info@duallogistics.co.uk)  
[www.duallogistics.co.uk](http://www.duallogistics.co.uk)

2. Business card

