

Article topic: General interest

December 2009

It's goodbye to purple and orange as Target goes green!

Don't worry you're not seeing things - Target has added some zing to its marketing with a fresh new look for 2010. The rebrand incorporates many of the things we feel make us unique as an accountancy firm and marks a new phase in our development as an owner-managed business.

"In many ways the rebrand marks a fresh optimism for Target and its clients following the financial ups and downs of the past 18 months," Managing Director, Keith Seeley, explains.

"We're looking forward to a new economic dawn, post-recession, through which Target can continue to grow and expand. There's no doubt that the next few years are going to be challenging as the Government readjusts its balance sheet, but we believe we've got the right team in place with the skills and business acumen to ensure our clients get the best possible advice and achieve their aspirations," he said.

"To put it simply, we don't just talk numbers. We are business advisers as well as accountants, so there is commercial depth to the advice we give. It is vital that this forward-thinking approach is seen in all aspects of the business and the rebrand is an essential part of this."

As part of the launch, which includes the creation of a new logo and website, People and Business has been rebranded to Target HR Consultancy. Debbie Taylor, who has headed up the sister business since 2005, explains that the name change was right as it compliments the integrated nature of the services Target offers.

"One of the major differences between Target and competitor firms lies in the breadth of services we offer, in combination with what we like to call our 'business nous'," she said. "Taken on their own these service areas are not unique, but it is rare for accountancy firms to offer the combination of services, including HR consultancy, as we do."

"The rebrand of People and Business brings the Consultancy in line with the rest of the group and emphasises the seamlessness of our services," Debbie adds.

With its six segments, the new look Target logo has been designed to represent the integrated nature of our six different service areas - audit and assurance, business services, tax planning, corporate finance, financial management, and HR Consultancy.

The new website also includes Target's 'wealth builder' – a key concept that the team has developed with its entrepreneurial clients over the past few years. This strategic planning process assesses where the business is now, where the owner wants it to be and their personal goals within that and, lastly, how we can help them get there.



It's goodbye to purple and orange as Target goes green!

2 of 2

Keith adds that the rebrand consolidates Target's various acquisitions over the years: "As well as looking forward to the future, the new brand is a celebration of everything we've achieved as a business over the past 11 years," he comments.

"From an original team of three we've expanded into a £14m turnover business, with 180 staff and offices in Bath, London, Reading and the Midlands – as an owner-managed business this is an achievement we are extremely proud of and we feel it equips us with the knowledge to help others grow.

"It is an exciting time for Target and, although the past year has thrown up some challenges, we remain high on the accountancy league tables and are in a great position to build on this going forward," Keith explains. "The new logo reinforces this ambition and ensures we have the brand strength and recognition to drive the business onwards and upwards in the future."

For a fresh perspective on the challenges and opportunities that face you, please speak to a member of the team.

