THE HUMAN NEED TO UNDERSTAND WHO YOU ARE, WHAT YOU BELIEVE IN AND WHAT YOU STAND FOR ARE FUNDAMENTAL. SO TOO IS THE NEED TO INDICATE THESE THINGS TO OTHERS.
BRANDING IS SO BLOODY OBVIOUS. WHEN ONE HAS AN IDENTITY ... LIFE GETS A WHOLE LOT SIMPLER
It never started out like this! When what is now Cato Brand Partners began its journey, part of our work was to assist companies to identify themselves. Mostly this was referred to as corporate identity. Fifty years on, the word ‘brand’ covers anything to do with being recognised, considered and hopefully understood. The whole world seems to be branded. Countries, cities, products, services, companies and even individuals are branded. Brands and branding are the business world’s most obvious contribution to popular culture. The impact of brands on our daily lives is unprecedented. In 1970 brands were typified and pretty much limited to everyday household goods. For most of us brands were the symbols of consistency, reliability and functional characteristics. In 2020 brands not only continue to convey these attributes, but they also reflect the persona and perception of those who choose and use them. Choice of brands often defines who we are in the eyes of others. Brands of cars, clothing, footwear, beverages, football teams are proudly worn and openly displayed every day by individuals of all walks of life and of all ages. It is in this brand world that Cato Brand Partners has found its existence. Through our partnerships with governments, corporations, organisations and individuals, we have contributed to their ability to make their company and brands prominent and make their business strategies visible. We are honoured to have experienced these opportunities and value the learnings.
that have built our expertise and experience. Having worked in almost every conceivable category of the commercial world, in over 100 countries has given us a wide perspective that few others have been fortunate enough to learn from. Our cross-cultural experience has provided insights into the new world and the more competitive marketplaces we inhabit. Mechanisms for doing business have changed and the expanded market place offers new opportunities. However as it has always been, it’s impossible to sell your products or services unless people know who you are, what you stand for and recognise your presence. Brands rule. The accumulated value of the brand is arguably today the single most important company asset. Its overall value can be measured in market share, added product value, product perception, product purchasing decision making, the ability to establish a presence in crowded markets, attract quality employees and ultimately find a permanent place and add real financial value on the corporation’s asset register. This issue of our journal serves to thank our clients and remind us of the extraordinary A to Z list of companies that inhabit our partnership history to date. As the world around us is being reshaped, we look forward to the opportunities and challenges before us. Our wealth of accumulated, diversified and multi-cultural market experience, provides us with solid foundations to contribute as partners in the development of the brands of tomorrow.
طارات دبي
Following: 

- **Grupo Éxito**, brush manufacturer, Mexico, 2010. 
- **ETCH Sparkling**, beverages, Australia, 2019. 
- **Endeavour**, medical institution, Australia, 2009. 
- **Epiderm**, medical research, Australia, 2006. 
- **eHealth**, online healthcare, Australia, 2010. 
exito
SIN LIMITES

Banda Dorada

152 mm | 2"
Cabeceando 1 Pieza
100% CÉRCA NATURAL

Para pinturas vinílicas, de aceite, lacas, barnices
hanyu group
汉字集团

opd ener
欧佩德博汇之能

opd
欧佩德

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Other available online issues of 'Experience' include 'Mr Li, the Bee and Us' which outlines the transformation of the Zhi Feng Tang brand and its application to all aspects of the corporation.

‘50 years of Packaging and Brand Identity’ is an international showcase of new and enduring works produced by Cato Brand Partners.

‘Brand Recognition Beyond the Trademark’ highlights the application of the broader visual language and how that maximises corporate expenditure to increase the brand’s presence.
NONE OF US ARE AS SMART AS ALL OF US
CELEBRATING 50 YEARS

50

CATO BRAND PARTNERS
DESIGNING TOMORROW’S BRANDS
SINCE NINETEEN SEVENTY