

**SECTION 4 - BENEFITS OF CORPORATE IMAGE POLICIES**

There are a number of reasons why businesses have spent their time, energy and resources attempting to achieve a unique and positive corporate image. These reasons include:

1. **INCREASE MARKET SHARE** - by projecting a positive image, a corporation hopes to influence the judgement of its potential clients and thereby win their business. Increased sales equates into increased investment interest which in turn leads to more business, more opportunity to attract a high quality work force, and the ultimate expansion of the corporation.
2. **DIFFERENTIATION FROM COMPETITORS** - in today's highly competitive global marketplace a company cannot afford to be mistaken for its rival or have its product or service mistaken for that of another company. This is the main reason why Banks have spent so much money on their corporate images. The Royal Bank and the Bank of Montreal for example, offer similar services. In order to maintain the business of their customers they therefore need to "look" and "feel" different.
3. **INCREASED COST EFFICIENCY IN PURCHASING** - by standardizing the company letterhead, business cards, forms, furniture, etc. a corporation can benefit from economies of scale. This is particularly true for large corporations with more than one office or plant. "A cost-benefit analysis conducted by the Public Service Company of Colorado in 1983 projected that the utility company could expect to save over \$600,000 net by standardizing all printed material, vehicles and signage during a five year identity changeover program. Bendix Corporation auditors found that after its identity changeover, the company had saved \$200,000 just by reducing the number of forms and invoices. And Hewlett-Packard, after standardizing its packaging, reported cutting its outlays in that area by as much as 50 percent. (Selame, p.25)
4. **IMPROVE INTERNAL MORALE** - if a corporation has the reputation of being a big, impersonal and unfriendly place to work it will have difficulty attracting and keeping good personnel. Furthermore, those employees it does maintain will unlikely work to their full potential. Corporations like J.Lyons & Company of Britain recognized the impact this reputation had on its productivity and therefore hired an image consultant to suggest means of improving its reputation. The consultants produced an image program that focused on making J. Lyons & Company seem smaller and more "human" - a company to be loyal to. (JAMES p.2)