Live Innovations Announces Plans to Rebrand

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London-based direct marketing firm, Live Innovations have announced their plans to expand in the near future, and reveal new branding.

Outsourced sales and direct marketing firm, Live Innovations have been operating for over three years offering their face-to-face marketing services. The firm specialise in one-to-one based marketing techniques because they believe this offers a superior level of customer service. They work with their clients to roll out effective campaigns that help to improve customer acquisition, customer retention and brand loyalty. The firm believes the services they offer have allowed them to grow and expand which is why they are planning to rebrand.

Following steady growth the firm have begun long-term plans for international expansion. Live Innovations is currently based in London but by 2017 the firm plan to have an additional branch in New York City, USA and by 2020 the firm also aim to open a further location in Melbourne, Australia.

As the firm begin to implement a growth strategy they have decided to evolve their brand in order to fit into the international market. Live Innovations have recently designed a new logo that they feel represents the brand and its international expansion. The firm have decided to keep the colours from their original logo, dark blue and light blue, to show consistency and to represent that although the firm is expanding they are still the same brand with the same core values. The firm have also included three 'bulbs' in the 'L' part of the logo which is to represent the connection between the UK, USA and Australia. The firm have also planned to re-design their website to fit this change and this will be rolled out within the coming weeks.

Live Innovations' Managing Director, Tom Harris is an Australian native and it is his long-term plan to return to his hometown and continue to expand the Live Innovations brand throughout Australia and other countries.

The firm are incredibly excited about the future growth and expansion plans and the opportunities that this will bring for the brand. Live Innovations are aiming to represent the positive change with their new logo and website which have been designed to reflect and represent the firm's exciting future.

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