

Profile



ASPIRE®

GREAT BRANDS
FOR GREAT COMPANIES



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



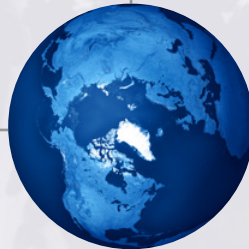
CONTACT

The journey began in 1963

All meaningful endeavours need inspiration; for Aspire we did not have to look far.

Our name and brand image are inspired by a group of University of Cambridge scholars led by New Zealander and Commonwealth Scholar Colin F Knox. They climbed and conquered more than 20 unclimbed peaks in Greenland in 1963. Their journey began whilst working out of the prestigious Cavendish Laboratory; among this group were leading thinkers who helped to create the age of technology in which we live today.

[> More about Greenland and CF Knox](#)



GREENLAND
72° 25' -25° 16'



ASPIRE®

Our journey

As it was for the founders of our ideal, our journey has been one of evolution, from a small consulting business to an established expert in brand strategy, image and design.

Established in 1996, our early clients included New Zealand Crown research institute ESR and Landonline, the survey and title automation project. Over time the suite of brands we worked on has grown to include icons such as the All Blacks and Super Rugby and in latter time's extensive work in the engineering area, with brand developments for an Australian icon, Wilson Transformer Company, CIGRE Australia, the global technical forum for large electric systems and visionary New Zealand global company PSC.

[> View our work](#)

Aspire's mission

world class, strategy led, marketing solutions

Working out of our offices in Wellington, New Zealand, Aspire has built a reputation as a strategy led, innovative marketing company committed to world class solutions. Our experience is extensive and our strategic capabilities place a particular emphasis on leveraging the digital age in our end-to-end brand solutions.

Our vision

great brands for great companies

To achieve excellence in a field, organisations need a cause, something that their team can be passionate about and committed to. For us, that's our vision: 'great brands for great companies and organisations'.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

The journey began in 1963

All meaningful endeavours need inspiration; for Aspire we did not have to look far.

Our name and brand image are inspired by a group of University of Cambridge scholars led by New Zealander and Commonwealth Scholar Colin F Knox. They climbed and conquered more than 20 unclimbed peaks in Greenland in 1963. Their journey began whilst working out of the prestigious Cavendish Laboratory; among this group were leading thinkers who helped to create the age of technology in which we live today.

[> More about Greenland and CF Knox](#)



GREENLAND
72° 25' -25° 16'



ASPIRE®

Our journey

As it was for the founders of our ideal, our journey has been one of evolution, from a small consulting business to an established expert in brand strategy, image and design.

Established in 1996, our early clients included New Zealand Crown research institute ESR and Landonline, the survey and title automation project. Over time the suite of brands we worked on has grown to include icons such as the All Blacks and Super Rugby and in latter time's extensive work in the engineering area, with brand developments for an Australian icon, Wilson Transformer Company, CIGRE Australia, the global technical forum for large electric systems and visionary New Zealand global company PSC.

[> View our work](#)

Aspire's mission

world class, strategy led, marketing solutions

Working out of our offices in Wellington, New Zealand, Aspire has built a reputation as a strategy led, innovative marketing company committed to world class solutions. Our experience is extensive and our strategic capabilities place a particular emphasis on leveraging the digital age in our end-to-end brand solutions.

Our vision

great brands for great companies

To achieve excellence in a field, organisations need a cause, something that their team can be passionate about and committed to. For us, that's our vision: 'great brands for great companies and organisations'.

- Established 1996
- Brand and marketing solutions
- Wellington, New Zealand based
- End-to-end solutions from strategy to integrated implementation
- Core team of seven experts in strategy, creative, design, copy, IT and consulting
- Full range of established quality partners in photography, videography, print production, signage and web development
- Proven innovator
- Clients in Australia and New Zealand in a variety of industries – recent focus on technical, power industry and engineering fields

Watch our 'great brands'
two-minute video here.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

Great brands

Great brands capture and convey an enterprises' competitive advantages, reputation and value. Over time each of these characteristics builds a brand's equity, which delivers a range of strategic benefits.

These benefits include supporting price positioning, attracting the right customers and employees and laying the platform for differentiated selling. A well positioned and promoted brand sits both at the beginning of a sales pipeline to attract the right prospects and across the whole customer experience to entrench the value you deliver.

A great brand has longevity and over time becomes recognised for its reputation, attributes, mission and in some cases its reflection of an organisation's know-how. Within your enterprise a great brand is also a rallying cry and a vision for your success to which your team can aspire.

What makes up a great brand?

Building a great brand takes time and begins with careful, strategy led positioning that is then integrated in a suite of items that convey your image and story externally and internally. Once integration has been achieved, governance and careful maintenance protect the investment and external promotional activities grow its profile.

Each of these attributes are crucial in achieving brand equity and realising the benefits of a great brand.

Aspire brand services

Position and integrate

Aspire employs the unique think-imagine-aspire methodology to 'position and integrate' your brand.

[> Visit our website for a deeper explanation of this service](#)

[Watch this 2min video for more](#)

Raising your brand's profile – reach and connect

Aspire's unique 'reach and connect' service can help you to grow the profile of your brand with your target audience, ensuring that the crucial goal of brand awareness is achieved. This service provides end-to-end, integrated solutions in old and new media.

[> Visit our website for a deeper explanation of this service](#)

Protect your investment

Protecting the substantial investment you make in your brand is a strategic activity.

Aspire can help you to put in place the maintenance and governance programme you need to ensure success.

[> Visit our website for a deeper explanation of this service](#)



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Profile

Watch a two-minute video for a summary of profile, history and work



Some of our signature projects are included here. Click the buttons to view more on each.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT



Great companies and organizations

Aspire has found that every great brand is unique. In our work with a wide variety of industries, companies, and organizations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)

Activities:

Iconic Australian based, world class provider of transformer solutions

Services:

Designed and led the brand development



Specialist Consultants to the Electricity Industry



Some of our signature projects are included here. Click the buttons to view more on each.

Watch a two-minute video for a summary of profile, history and work



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT



Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Activities:

New Zealand inspired, global consulting firm for the power industry

Services:

Designed and led the brand development through two evolutions



Some of our signature projects are included here. Click the buttons to view more on each.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give

> [Visit our website for case studies, history and work](#)

Activities:

Australian chapter of global technical forum for large electric systems

Services:

Designed and led the brand development and provided a range of marketing services



Profile

Watch a two-minute video for a summary of profile, history and work



Some of our signature projects are included here. Click the buttons to view more on each.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES




CONTACT



Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Profile

Watch a two-minute video for a summary of profile, history and work



Activities:

Global brand for promoting New Zealand education to the international student market

Services:

Created global portal newzealandeducated.com and worked extensively with the brand

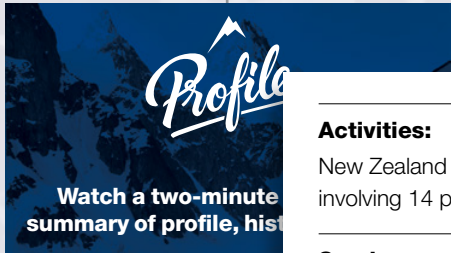
to view more on each.



Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Profile

Watch a two-minute summary of profile, history and services

Activities:

New Zealand amateur rugby championship involving 14 provinces across the country

Services:

Designed and led the brand development and campaign for the launch of the competition



Specialist Consultants
to the Electricity Industry



Some of our signature projects are included here. Click the buttons to view more on each.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT



ASPIRE

Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Some of our signature projects are included here. Click the buttons to view more on each.



Activities:

Iconic New Zealand brand for the national rugby team

Services:

Led and designed versions of allblacks.com and the allblacks.com/jp multilingual website



Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Activities:

National tourism operator providing national motor home services

Services:

Designed and led the brand development



Some of our signature projects are included here. Click the buttons to view more on each.



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

Great companies and organisations

Aspire has found that every company's journey towards a great brand is unique. In our 20 years we have worked with a wide variety of industries, companies and organisations. Many of these companies really are great companies, and we see it as our mission to give them brands to match.

> [Visit our website for case studies and more about our history and work](#)



Some of our signature projects are included here. Click the buttons to view more on each.

Activities:

Large scale IT project that automated and digitised New Zealand's land survey and title system

Services:

Developed and led the brand strategy development and promotional programme deployment



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT



HOME



OUR JOURNEY



GREAT BRANDS



GREAT COMPANIES



CONTACT

**Start your
own journey**



For all enquires please contact

Colin Knox

Managing Director

p: +64 4 471 2738

m: +64 27 440 3790

e: colin@aspire.co.nz

skype: colin.knox.nz

Postal address:

Aspire Marketing Solutions Ltd

PO Box 25036

Panama Street

Wellington

New Zealand

Physical address:

Aspire Marketing Solutions Ltd

Level 1, CityLink House

53 Boulcott Street

Wellington

New Zealand



ASPIRE[®]

