

# BEcause Australia unveils new identity based around brand love

Sydney based brand experience agency rebrands

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## SUMMARY

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As well as giving the agency a fresh, distinctive positioning – “Be Live. Be Loved.” – the new identity is also designed to better reflect BEcause’s growing range of work across experiential marketing, communications, digital and social media and live creative technology.

“Brand love, not brand awareness, is what creates real brand desire, loyalty and advocacy,” says Meredith Cranmer, Managing Partner of BEcause Australia. “Live brand experiences are a fantastic way to kick start love affairs between consumers and brands, and turn them into lasting relationships.”

The new identity uses heart-shaped icons, which double as play-shaped buttons and arrows, to create a flexible set of brand assets representing brand love and brand action.

As part of the rebrand, BEcause has unveiled a distinctive new website, full of useful guides, downloadable ebooks, and other content for clients interested in brand experience.

“Clients are constantly looking for new ways to create magical, memorable and meaningful live brand experiences, and live creative technology is a rapidly growing area of our business,” says Richey. “As an agency, we’re at the forefront of this space and it’s a key focus for us moving forward.”

BEcause Australia works with a range of clients including brands such as Woolworths, Casella Family Brands, Sanofi, AGL and Danone.

**ENDS**

**Media Contacts**

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#### RELEVANT LINKS

 BEcause Australia Twitter

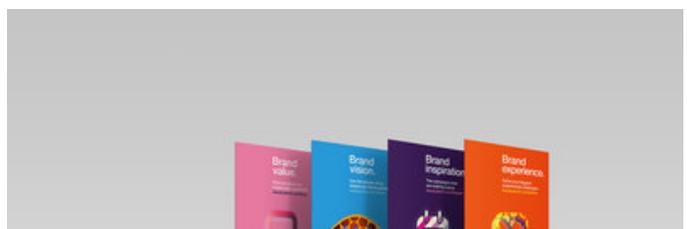
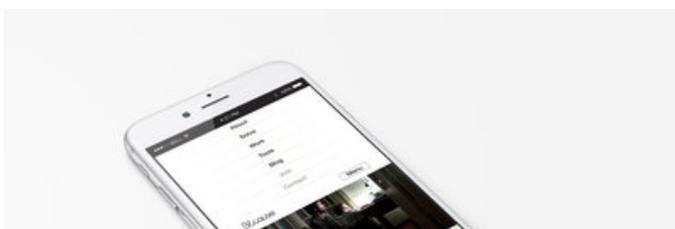
[http://www.twitter.com/BEcause\\_Aus](http://www.twitter.com/BEcause_Aus)

#### QUOTES

*“Brand love, not brand awareness, is what creates real brand desire, loyalty and advocacy. Live brand experiences are a fantastic way to kick start love affairs between consumers and brands, and turn them into lasting relationships.”*

— Meredith Cranmer, Managing Partner of BEcause Australia

#### IMAGES





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## ABOUT BECAUSE BRAND EXPERIENCE

BEcause is a live brand experience agency, dedicated to enhancing Brand Love.

We create meaningful, memorable and magical live brand experiences, designed to drive consumer desire, loyalty and advocacy.

We combine smart thinking, inspired ideas and passionate delivery to create magical live moments.

Using relevant digital, mobile and social technologies, we help brands nurture Brand Love by extending face-to-face conversations into long-lasting relationships.

We work with FMCG brands and public sector bodies, across all kinds of live, retail and leisure environments, from the UK to Australia.

Our philosophy is simple: BE Live. BE Loved.

[Contact us today](#) to find out how live brand experience could enhance love for your brand.



BEcause Brand Experiencepressroom