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Kite Completes Brand Work for UK's Axon Physiotherapy

New Brand Platform Key to Helping Axon Attract More Young Professionals and Athletes

SEATTLE – Kite Inc., a full-service brand strategy and design firm, today announced the completion of a new brand platform for Axon Physiotherapy. The well-established physiotherapy business based in England, turned to Kite earlier this year to help support its plans for expansion and growth in an increasingly competitive marketplace.

“To date, our brand has grown organically,” said Annabelle Devereux, principal at Axon Physiotherapy. “With the help of Kite, we’re taking a more strategic and proactive approach to establishing our brand and leveraging it to grow business.”

The company’s intentions are to expand its practice beyond physiotherapy into allied healthcare professions and treatments. And although Axon’s services are applicable for all ages and lifestyles, their goal is to increase the attraction of young professionals and athletes to address sports injuries.

“The new brand elements enable us to more aggressively increase this market share by conveying specific benefits that resonate with this audience,” said Devereux.

To more effectively reach this audience, Kite created a new brand platform built around the tagline “Health in Action”. The tagline is the focal point of a larger brand designed to: further contemporize the company’s image; reinforce the company’s competitiveness in the sports medicine marketplace; and capture the expertise, qualification and confidence of the organization. The company’s new website, also designed by Kite, demonstrates the benefits and the results of physiotherapy as more of a lifestyle approach, rather than a technical approach.

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“We wanted to create a brand that would reflect the company’s long term plan for the future, as well as reflect the level of professionalism and credibility that Axon Physiotherapy actually provides.” said Mary Weisnewski, principal at Kite. “Through extensive research that included customer surveys, interviews with key players, and review of the competitive marketplace, we were able to reveal the unique strengths of the company’s service and what clients valued the most. From this, we came up with a brand that communicates professional, personalized service for pain free and improved ease of movement.”

Kite Inc. is a Seattle-based full-service brand strategy and design firm passionate about building authentic brands for a diverse national clientele. Kite is focused on helping companies and organizations to reveal who they are and what they stand for, providing them with the tools to communicate clearly in ways that bring results and return on investment. From strategy development to integrated communications, Kite’s services include brand development, print and graphic design, interactive design, brand audits and benchmarking, positioning and message development, and naming. More information about the firm can be found online at www.kitebrandstudio.com.

Located in Billerica, Essex, England, Axon Physiotherapy specializes in hands on, focused manual physiotherapy for the treatment of both acute and chronic musculoskeletal conditions. With an approach that delivers high quality assessment and care, Axon works closely with their patients to develop a personalized treatment plan that best achieves a quick and effective recovery to get them back to full function at home, work or sport. With physiotherapy as the core of their practice, Axon also offers acupuncture, electrotherapy, aromatherapy, Pilates and massage. More information about the company can be found online at www.axonphysio.com.

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