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# Brand and Brand Communication for business to business marketing

PROVIDING A COMPLETE TOOLKIT  
FOR THE B2B MARKETER

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// WE PROVIDE YOU WITH

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A toolkit to effectively support your marketing of **science and technology** ...to connect with specific customer and investor groups, fostering trust and confidence in your reputation & ability.



## PROFESSIONAL BACKGROUND // BINA KLOSE

Bina works as an independent consultant specialising in brand communication for science and high tech organisations.



Strategic direction on branding and implementation in the science sector include HortResearch, Forest Research and CSIRO. Work for non-profit organisations include a brand audit and brand direction for the New Zealand Coastguard.

Bina was co-founder of Auckland design agency SHAPE. Starting in 1992, originally her design team focused on product design, but soon expanded into brand communication and the delivery of effective marketing communications. During 2001 and 2003, Bina worked with the New York office of Saatchi & Saatchi on combined product and brand strategies for Procter and Gamble and Reynolds.

Bina was a member of the Government Taskforce, the Government Design Leadership Group and now the BBD advisory board. Member of the Tertiary Education Commission DESG steering committee. Member of the Unitec Design Management Advisory committee.

Trained as a designer and journalist as well as graduated with a Bachelor of Engineering (Germany). Member of the International Federation of Journalist and current Vice president of the Designers Institute of New Zealand.