

SA agency to rebrand Demartini

HKLM Johannesburg will be undertaking the global rebranding of leading international speaker and author, Dr John Demartini, it was announced last week. “We are very excited at the prospect, especially as Dr Demartini is internationally renowned and travels all over the world,” said Sean McCoy, MD of HKLM.

Added McCoy, “We are honoured that he has chosen a South African company to assess his current brand and suggest a rejuvenation of the Demartini brand.”

Demartini is a world-leading teacher, educator and author who is at the forefront of the burgeoning personal and professional development industry. His scope of knowledge and experience is the culmination of 35 years of research and studies of more than 28 600 texts into over 250 different disciplines ranging from psychology, philosophy and metaphysics to theology, neurology and physiology. He speaks over 300 days a year in fifty countries across the globe and is the author of more than 40 books.

Rejuvenation of an individual brand

This is the first time in its five-year history that the specialist design and branding agency will undertake the rejuvenation of an individual brand and, according to McCoy, it will be unlike anything the agency has ever done before.

“It’s a very different type of job for HKLM as in this case, the individual is the brand and in order for us to come up with a fresh, new image we really needed to get into Dr. Demartini’s DNA,” he explained

Moreover, while he is essentially the brand, there is a strategic need to build the Demartini Institute as the organisation underpinning the brand and ensuring longevity beyond its founder, incorporating a global network of people aligned to his methods of training and teaching.