

client

Asset management division of major financial services company

location

London, United Kingdom

further information

Chris Woolston

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Like people brands need to behave with integrity

services provided

- Corporate positioning
- Brand development

the challenge

Senior management wished to develop a stronger identity for their company within a major financial services group and to fine tune their proposition for both consumer and institutional audiences.

forward thinking inc were asked to review the strategic context and corporate brand positioning and develop recommendations to develop the business.

project scope

- Reviewed competitive environment and positioning as well as client strategy within the context of group strategy. This via a mix of desk research and internal and external interviews.
- Developed strategic framework
- Recommended a new corporate brand positioning, building on output from a series of senior management workshops
- Illustrated how the positioning could be applied to a range of strategy execution areas
- Translated brand positioning into brand behaviours and gave advice on how corporate culture could be developed to support the strategy, reinforce the brand and drive high performance
- Developed recommendations to reflect the new brand and culture in the company's head office building and oversaw a facelift of reception area, client meeting room floors and restaurants, to support key communication objectives

outcomes

- New corporate positioning successfully and enthusiastically adopted and evident in a range of communication materials and internal action programmes covering sales, product development, customer development, performance management and recruitment
- Client continues to aggressively grow assets under management and establish a reputation for dynamism and innovation in the sector

"forward thinking inc guided us through the intricacies of Brand Development and its link to strategy implementation in a revolutionary way. Their guidance has dynamically changed how we behave both internally and externally and has delivered real business results."

– Head of Marketing

client

Retail asset management company

location

United Kingdom

further information

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services provided

- Brand positioning development

the challenge

A major Retail and Leisure destination on reaching its 10th anniversary needed to re-evaluate its brand positioning as springboard for a series of commercial projects to develop the asset

**research insight**

We have conducted a host of research studies over the years. In traveling through the data, we have discovered the most telling insight of all. The research suggests that Bluestar demonstrates a unique capacity both to relax and excite visitors. It can provide a calm oasis, transporting guests from the stressful lives they usually inhabit, but also offering excitement and stimulation for the senses.

'Bluestar uniquely provides the opportunity for both within one location in a single city.'

relax

- is clean, safe, uncluttered and calming environment
- is welcome escape
- is welcoming and relaxing shopping experience

excite

- creativity within safe boundaries
- stimulation and new ideas
- a constantly evolving sense of theatre

positioning illustrated

These 4 images capture some of the key messages that we need to be clear on, which will form the basis of our positioning. We've also included one or two images below to show the look and feel.

not refreshing**refreshing****not refreshing****refreshing****project scope**

- Interviews with key players involved in the history and current management and development of the asset
- A series of client workshops to examine the core sources of differentiation to explore the dynamics of evolving community, consumer and retailer requirements
- Development of a new positioning logic and brand frameworks for every stakeholder group from employees to the local community and investors
- Development and production of brand guidelines
- Workshops to identify and flesh out 7 key strategic initiatives to drive the development of the asset over the next 5 years
- Refurbishment of the on-site management suite in line with new positioning, to dramatise the 'new beginning'

outcomes

- New brand positioning successfully launched to internal and investor audiences
- Key strategic workstreams successfully completed

client

German home appliances company

location

United Kingdom

further information

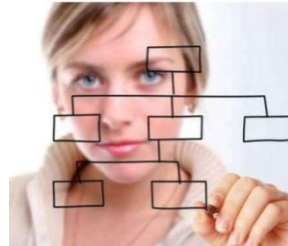
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brand frameworks
simple brand frameworks describe how the positioning is intended to work against key audiences



services provided

- Brand positioning development & implementation

the challenge

Our client, CEO of the UK Business needed a refinement of the Company's UK proposition as an 'organising intelligence' for a strategic plan to grow the business profitability over the next 5 years

project scope

- Desk research and interviews to examine the Company's history, strengths, weaknesses and opportunities
- A review of the extensive bank of UK brand and customer research available
- A senior management workshop to develop hypothesis and positioning drivers
- Development of a new positioning logic and brand frameworks for every stakeholder group
- Production of Brand Guidelines
- Design of launch materials for new positioning
- Development and launch of Brand Ambassador programme

outcomes

- New positioning launched successfully as cornerstone of a long term growth strategy for the UK business
- Continuing to roll-out implementation programmes including brand behaviours / culture development programmes

"We worked closely with forward thinking inc to develop our brand positioning for the UK. The result is a clear positioning that has been successfully implemented throughout the business. They brought to the project a thorough approach, excellent strategic and creative thinking and a great result!"

- Chief Executive

client

Global FMCG Company

location

United Kingdom

further information

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services provided

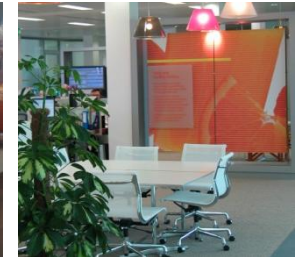
- Corporate branding & culture

the challenge

The client was refurbishing an iconic London building which has been their Global head office since the 1930's.

They had a clear corporate positioning for the company and wished the interior of the building to reflect this and their corporate values effectively.

forward thinking inc were called in to work with the project director, senior management and architect and interior design teams to give advice on how best to communicate brand and culture, through the building itself.

**project scope**

- fti carried out a tailored research program to identify how well the existing (temporary) HQ building communicated corporate positioning. The study threw up a number of issue and opportunity areas
- The next phase comprised a series of face to face meetings with senior management to more fully understand corporate objectives, strategy, positioning and values
- fti developed recommendations setting out a strategic branding framework
- the second step was to analyse the brand history, strategy, and positioning objectives of the company's top 25 product bands and make recommendations as to how these could be presented within the building in a way consistent with the overall corporate branding message
- The fit out team were briefed with the client and subsequently forward thinking inc. were retained to give advice on branding consistency and style, as the programme of works unfolds

outcomes

- Strong client senior management team buy-in to recommendations
- Enthusiastic support for product branding strategy from Global brand champions
- Brilliant execution

client

European Representative Association
for Major Industry Sector

location

Brussels, Belgium

further information

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services provided

- Strategic review
- Brand positioning

the challenge

This Brussels based association represents the major players in a key industry sector.

Its role is to promote the interests of the product sector to a broad range of stakeholders across Europe.

The association President wanted to conduct a strategic review of the sector and review and research brand communication.

**project scope**

- a comprehensive review of the sector across Europe to analyse key trends and identify opportunities, the evolving structure of the value chain, key decision making criteria and competitor dynamics
- Preparation of a strategic review presented and discussed with senior representatives from each of the 10 top players in the sector
- Development of a positioning logic for the category and guidelines for its execution

outcomes

- New positioning agreed and endorsed by the association and all member corporations
- Positioning guidelines developed and published
- Strategy and sector positioning paper presented at the European industry forum in Helsinki