

Merging Companies: Re-brand in Three Months



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Merger re-brand

On 5th January 2012 a new company came into being. Two of the world's leading specialists in GRC, CSI Netherlands BV and su53 Solutions Ltd, merged to create the largest independent GRC (Governance, Risk & Compliance) consulting firm for SAP clients in the world.

The two companies had been working together for a number of years, and recognised that their combined expertise, capability and innovation would enable them to offer their clients the full range of GRC design, implementation and support services, and create a stronger business.

Both companies were eager to re-brand the merged business and create new marketing materials in time for the launch of the new merged company on 5 January 2012.

Seventy Three Design, working in partnership with aardmaan, was selected to deliver a new company name, re-brand, create new marketing materials and deliver a new website within three months.

Requirement: create a powerful new identity

The goal was to merge the two companies, build a powerful identity and integrate the new brand across media - sending out the clear message that the new company has gained strength and power from the merger and is a global leader in its field.

The project needed to assess the values and strengths of the two companies, focus on the business and market strategy, develop new value propositions and create powerful new messaging, including internal and external communications.

Solution: a new name – a new identity – a new website

We set out to understand the big picture before embarking on the design and production process. Research was commissioned and strategy workshops were held with senior management from the two companies.

On 4 November we presented our proposal to the management board, including our proposal for a brand new company name that would be appropriate to their market, the company and their values:

Integrac (*in-teg-ri-see*) the new word for GRC in business

"We selected Seventy Three Design on an ambitious and aggressively timetabled creation and launch of our merged company: many said it couldn't be done, but Seventy Three Design drove this hard and we achieved a brilliant and well received launch."

Martyn Proctor, Joint MD, Integrac

"Upfront we realised it would be a very challenging target to realise, but you made it! We have a terrific new name, a splendid looking website with good content, logo."

Werner van Haelst, Joint MD, Integrac

"I've been in sales & marketing for 25 years but I'd never seen such a clear thinking and rapid assessment of our optimum positioning."

Martyn Proctor, Joint MD, Integrac

"Our aim was to build a strong identity that would resonate with their market and that would be instantly recognisable."

Vicki Lovegrove, Director, Seventy Three Design



Case Study



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By 5 January, we created a complete package of material that harmonized design, messaging, and content: a new market-focused website, a restructured services portfolio, a reference library, customer information packs, a new corporate brochure, internal and external presentations, corporate guidelines, corporate templates, a calendar, business cards and more.

The new website, www.integrc.com is designed to be easy to use with a user-friendly CMS (content management system) that allows new content to be added with ease. Within a short time the site is well positioned in search engines, and has provided a good foundation for future growth.

- New company name and logo
- Messaging and value propositions
- Events material and support
- Website redesign

Outcome: positive feedback on strategic re-brand

The new company name and design concepts were very favourably received and unanimously approved by the management board, and received very positive feedback from their employees, customers and SAP once launched.

Feedback from Integrc's customers says it all: "The website and logo are fantastic... Saatchi and Saatchi couldn't have done better", and "Great name for the company. It's so hard choosing a great name but you've nailed it."

"Strategic insight and analysis was the secret to the project's success. It provided the foundation for creating powerful brand identity – appropriate to the market, the company and their values."

Gillian Hunter, Aardmaan.

"I can't overstate how pleased I have been with this - I'd recommend Seventy Three to anyone wanting excellent design creativity - and even more so if you're looking at a strategic re-brand."

Martyn Proctor, Joint MD, Integrc

"We won the contract on 6 October, presented proposals to the board on 4 November, produced material for 5 December and went live 5th January."

Vicki Lovegrove, Director, Seventy Three Design

www.integrc.com

Does your organisation require a strategic rebrand?
Visit www.aardmaan.com or
www.seventy-three.co.uk

