

Service Snapshot: Brand Implementation

Bringing about a new brand identity is both an enriching as well as a challenging activity for organisations. Creating new visions and directions, energises and enthuses people. However, the actual implementation of brands can be a costly challenge.

Challenge

Brand and Design agencies will often be able to bring about new designs and messages about products and services that look good on presentations but are notoriously difficult to execute.

The exercise becomes costly when the Brand budget is suddenly impacted by unforeseen activities and changes required to support the brand implementation.

An organisation needs to introduce the brand through every level of its structure for the brand to really work. It is in this way that the customer will see and 'feel' the brand at every touch-point.

This means understanding the practicalities of changes required in:

- Behaviours of front-line and support staff
- Messages and communications internally and externally
- Modification of systems and processes to support the new brand
- Implementation of new document template systems to allow a seamless brand experience throughout the organisation and with external stakeholders
- Signage design and logistics assets need to be aligned

Ideally, for a brand launch, all of these elements come together at one time.

Often there are areas of the business that have been overlooked in terms of brand delivery, and these then

represent an additional cost to the roll-out.

Solution

At Penumbra we have experience in delivering brands globally for large organisations.

We understand the need to co-ordinate with global branches and partners in order to understand the disparate requirements of each particular region or market. Issues such as localisation, formatting and regulatory requirements are often overlooked.

We also know how to test and challenge a brand design, so that what is decided on by an organisation can be delivered in a practical way, without incurring hidden costs associated with unnecessary customisation.

We have strategic partners that work on Branding, Communications, Internal Communications and PR to help align and create a holistic approach to a brand roll-out.

We analyse all the touch-points in the organisation and assess what type of activity is required to support the brand experience.

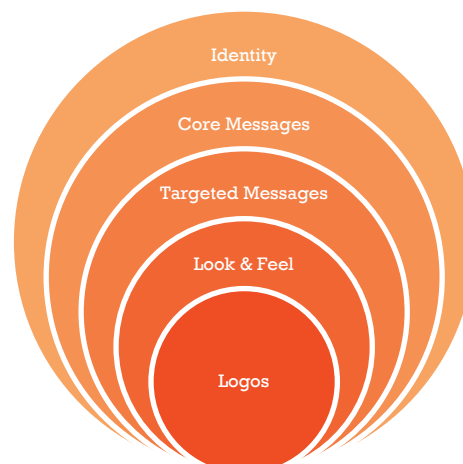
Penumbra has experience in delivering the Brand to all the desks in the organisation on the same day, having:

- tested and prepared all materials,
- worked with the people to take them through the changes required
- aligned with external agencies

Benefits

Working with Penumbra, organisations can harness our experience based on delivering brand solutions for large global organisations in different business sectors, in order to drive a brand implementation that will help you:

- Avoid cost overruns
- Align the business
- Drive value from your brand



strategy people performance

Penumbra is a strategic business consultancy. We bring clarity by using research to drive understanding and direction. We deliver success by balancing experience and innovative thinking.

Whatever your aspiration, we'll provide the tools, information and analysis to turn your strategy into operational reality, in a way that motivates your people to outperform the market.

Overview

Our expertise lies in helping our clients to execute robust strategies and deliver results.

We achieve this by combining a robust management planning system with a focus on people which drives alignment and commitment

We work in partnership with talented and committed leadership teams to help organisations build corporate value with a wide range of customised, cross-functional advisory programmes and services delivered from four complementary service groups:

Strategy

(Development, formulation, implementation and alignment)

Our innovative **Penumbra Balance** approach creates dynamism, drives and sustains momentum and makes strategy real for stakeholders

Organisational Development

(Behavioural issues)

We call our holistic approach **Balanced Motivation** which encompasses activities that improve performance both for the organisation and the individual

Research and Insight

Our stimulating **Clarity** approach draws on our business consulting skills to deliver a mix of business analysis and market research which provides compelling insights for winning decisions.

Operations

The Operations group brings all of our hands-on practical experience to bear on execution and delivery of results.

Our technology enabling approach called **Totality** facilitates business focussed services and solutions, aligned to business needs, for people, processes and tools.

Why Us?

Organisations turn to us when they:

- Want to find a new strategic direction
- Have created a strategy and now need to execute it
- Need to drive more value from existing initiatives
- Have a big issue to resolve, usually dependent on lasting employee buy-in
- Need to explore new ways to drive value
- Need a breakthrough result
- Are seeking measurable results

Our Experience

We have real world experience spanning 20 years with our clients. This includes working with:

BP, Citibank, Morgan Chase, WestLB, RBS, UBS, Bankers Trust, Kleinwort Benson, Coutts, Natwest, Intel, Nokia, Adobe, Kall-Kwik, Glaxo Smith Kline, Dupont, Pfizer, Savills, British Council, Clifford Chance, British Airways, Gillette, Unilever, Shell, Volvo,

Vauxhall, British Gas, TradeStation, MWB Business Exchange, Investors in People, University of Cambridge

On projects such as:

Strategic Planning, Strategy development and implementation, Culture change, Post-Merger Integration, Vision, Purpose and Values, Current State Analysis, Organisation Re-design, Transformational Change, Client Focus Strategies, Perception Studies, Client and Staff Engagement surveys, Global Rebranding, Know your Customer, Market Forecasting, Consumer Insight, Market Segmentation, Process optimisation, Lean/Six Sigma, Project Management, ERP Systems Roll-out, Market Research, Financial Modelling, Franchise Start-up Evaluation models, Cost Benefit Analysis, Implementation Alignment, Strategic Alignment, Complex Database development, Custom Application development, Supply Chain Optimisation

Covering diverse sectors such as:

Financial Services, Pharmaceuticals, Manufacturing, Energy, Mobile Telecoms, Travel and Tourism, Aviation, Property, Hi-tech and Business Services