

## Case study 3 – multi-site brand implementation

### Project brief

The client, having already carried out a large exercise to choose a new corporate image, needed their new brand implemented across all areas of the business and launched to the staff, clients, stakeholders and general public alike.

In comparison to the existing and confused brand identity, the new image demonstrated a clean fresh approach and the client decided that reasonable physical work would be required across the seven sites held by the company, to ensure that the properties themselves fully embraced the brand.

### Planning

This work would be carried out by a small project team made up of staff from both the sales & marketing and facilities departments. The brand would effect and influence the following areas stationery, literature, website, external and internal signage, building exterior and interiors, reception areas, meeting / training / conference rooms, display equipment, workwear and ultimately staff morale.

A launch date agreed, individual tasks were allocated to ensure all areas were controlled and completed by the launch date, with ultimate control falling jointly to the Marketing manager and Facilities manager.

In addition to the delivery to one site of all branded goods with distribution from a single point, reception areas and meeting rooms required painting, re-carpeting, physical alteration in some cases and a major spring clean.

Statutory consent was required for the installation of some of the new signage as well as minor landscape alteration.

## Execution and control

Activities included the

- creation of a project plan and timelines
- sourcing, allocation and management of multiple contractors and in-house staff for refurbishment work
- co-ordination of the alteration work around building opening hours and ensuring adequate supervision undertaken
- co-ordination of spring cleaning of all reception / meeting areas
- organisation of the logistics for the distribution of newly branded materials to all sites and the removal and disposal in total of all items showing the old brand
- research and obtain all statutory consents
- co-ordination of the removal and disposal of all exiting site signage and the installation of new
- liaison with design team and full management team
- sourcing and purchasing of materials, furniture, equipment, new kitchen utensils and china (help portray clean and crisp image – brand colours)
- accurate cost management and compliance with budget
- on-site management and time synchronization for the 48 hours before launch of, painting contractors, signage contractors, vinyl fitters, cleaners, staff and logistics.
- ongoing work with staff groups to ensure that changes in culture fell into place and reflected the brand

## **Closing**

**Project timescale** 8 weeks

Although due to the nature of a launch like this, most items denoting the brand were actually installed or distributed in the four days prior to the launch.

**Overall project cost** £250,000

The brand was launched in October 2004 at an event organised for that purpose.

The joint project managers attended all sites on the day prior to the launch to ensure compliance and also to set up all individual staff members' desks with new business cards, example literature, introduction to the new brand information, corporate gifts and letter from the Chief Executive.

Although further work to introduce the brand to the wider market was required, all areas covered in the original brief had been satisfactorily completed within budget and within timescale.