



ignite your brand™

EMOTION

'our clients are the STARS'
(Situation, Task, Action, Result)

Case Features - updated 2018

science+art=emotion

STAR - TIFFANY ST JAMES (We Transmute)



TECHNOLOGY CONSULTANT & SPEAKER

Situation

Tiffany works in all aspects of technology consultancy (as a sole trader) - mostly from a national strategic point of view for the government and large corporates. She felt like she was doing too much and had lost focus. She wasn't clear about the most important markets and the most important people she loved working with.

Task

We agreed to undertake a brand positioning workshop to find out where most energy could be most focussed.

Action

Together we established all of the main aspects of Tiffany's working life and identified the most important parts as well as clarifying why Tiffany did what she did each day - where she had the fun.

Result

In one day Tiffany was much much clearer about why she got up in the morning regarding her work/adventure life and which parts were the bits she loved most - laser focussed outcome.

EMOTION

1 - Tiffany St James, We Transmute - Brand Focus Workshop

"In the course of one day George helped me to distinguish which of my agenda's was most impactful and helped me deeply understand and articulate my purpose in a clear and new way, an extremely insightful and valuable day"

"The things I most valued from our session were: Your flexibility in the agenda and generosity of knowledge which allowed us to pursue elements that were interesting and useful to get us to our day's goal; Your insane amount of knowledge on connected agenda that contributed to my deeper and more meaningful thinking about my position; Your rigour in approaching the days remit, ensuring a clear focus for a successful outcome; Through your smart processes being able to clearly articulate my purpose; The brand-genius of nailing what I do for a living in two words that resonated with me so deeply.

Adventure-work is now a concept that I hold dear and am aiming for my 20 hour week, what with all the snowboarding this month – I think I've managed it!"

Tiffany St James, Director, We Transmute

STAR - GRANT PROPERTY



PROPERTY EXPERTS

Situation

Grant Property are a leading letting agent and investment specialist who helps high net worth individuals invest in safe property products and diverse portfolios within the residential property market. It is one of the few organisations within Scotland who help purchase, let and manage property to provide clients with a full investment package for clients living abroad.

Over the years, the company had grown its reputation within the student market, but in recent times moved into more high end property development. The brand needed a strategy, sophisticated messaging and new dynamic visuals to reflect this. Added to this, there was an opportunity for change due to a fast changing market, post recession.

In the past, the client had negative experiences dealing with creatives.

Task

We were invited in to explain how we would change their ID and how we would make the process much more painless.

Action

We instantly knew the whole client team had to play a part in the branding process to avoid subjective opinion, which we knew could be the jeopardy in this project. We engaged them in our 'Science' process, which achieved consensus and made the whole experience much smoother and simpler for all concerned.

Result

After the initial strategy stage, we created an adaptable identity, with which has breathed new life in the brand and will stand it in good stead for development over the next 5-10 years. This brand identity has now been developed over a number of communication media including; retail shop fronts, marketing material and online broadcasting.

EMOTION

1 - Grant Property - Brand Workshop & Brand ID

" Hi George and Bob, I would like to formally thank you and your team for the work done to date with our new brand. It was such a pleasure to see how you managed to engage all of our top team in the workshop and get the most out of them in one day, albeit a challenging and full day...we were all exhausted that night. I love what you have done with our lion and it is fab to see it coming to life as you promised...a job well done...lets get together soon to see where we can take it next"

George got copied into this email..."Hi Guys, Not sure if you are doing something with George but ignite did our rebrand last year and totally transformed our image both externally and internally, they are a joy to work with and the whole team are so proud now of the way we represent ourselves. I've also had lots of external validation, People are now aware of our offices and boards and our website it bringing in 10 times more business!"

Colette Grant, Director, Grant Property

STAR - ENTREPRENEURIAL SCOTLAND



SCOTLAND'S LEADING ENTREPRENEURIAL MOVEMENT

Situation

The existing organisation 'Entrepreneurial Exchange' had been going for over 15 years? and had continually developed into something much bigger, much more than a comprehensive network of business leaders supporting each other. It had grown to become an organisation passionate about growing Scotland far beyond its own borders. An organisation looking far out into the world, to the global marketplace in its truest sense. As part of the change it had been concluded 'The Saltire Foundation' would be a vital part in creating and supporting the seamless journey of the entrepreneur from spark to fellow.

The Saltire Foundation is a registered, independent Scottish charity whose mission is to find, fuel and spark the next generation of business leaders in Scotland. Entrepreneurial Scotland, now, more than ever, along with The Saltire Foundation, commits to find, inspire, develop and connect current and future high impact entrepreneurial leaders worldwide, to ignite economic growth in Scotland.

Task

A new Brand ID is required to reflect these new inspirational organisations for what they are now - a joining of all of the dots - a movement - a community who is passionate about working together to revolutionise the dynamic growth of the Scottish economy.

Action

We convinced the client that a Brand Workshop process along with a Competitor Analysis would be the way to start the project; this would provide the most comprehensive brief, which would make the creative visual solutions much easier to do and make it much easier for the whole team to buy into.

Result

A very successful launch and they now have an inspirational, flexible brand ID which better reflects the new organisation (we are now working on a website)

EMOTION

1 - Entrepreneurial Scotland (BW, COMP ANALYSIS & BRAND ID)

" George and Bob, let me take this opportunity to thank you and the team for a job well done. The process you took us through made the job so much easier than it would have been otherwise. We have felt recently you have become more of a business partner than a supplier, always working alongside us to see the big picture, so thank you for that too. I must say, it is encouraging to find small companies like Ignite share the same drive and determination as the larger organisations - it's this passion along with your creativity and your willingness to see things from an international perspective which we felt made the difference on this project.

Also, I really valued your help and support on when working on the video for the launch, and was glad to see you enjoying the process as well. Please keep doing what you do, and let's see where we can take it all next"

Sandy Kennedy, CEO, Entrepreneurial Scotland

STAR - WOOD GROUP Plc



OIL SERVICES COMPANY (Public Oil Services Company with 7bn Turnover & 45000 employees)

Situation

Wood Group is an international energy services company with around \$7bn sales, employing about 40,000 people worldwide and operating in more than 50 countries. The Group is built on Core Values and has three businesses – Wood Group PSN, Wood Group Kenny and Wood Group Mustang – providing a range of engineering, production support, and maintenance management services to the oil & gas, and power generation industries worldwide. Bob Keiller, CEO of Wood Group and his team had spent the last 3 years rapidly expanding the company and needed ways to help bind the team. We were commissioned to create a new symbol which unified all of the companies which fell under the parent brand.

Task

To update our brand Identity to reflect the changed Wood Group Company and its values

Action

The CEO bought into our process of creating a robust brief (through our strategy programme, prior to doing anything creative). This was the key difference and the main reason for the success of the project. The creative work we did reflects the point of Woodgroup; 'their value of values'.

Result

They now have a robust, flexible brand ID which continues to unify the organisation

EMOTION

1 - WOOD GROUP Plc - Brand Strategy (BW, COMP ANALYSIS & BRAND ID)

"The Wood Group family of brands were disjointed and not reflective of our values. We needed a new brand identity that would promote a unified, cohesive Wood Group to both customers and employees. We engaged with more than a dozen agencies internationally to pitch for the project and, after an extensive process, we selected Ignite Your Brand based on their infectious enthusiasm and passion, their flexibility to work to tight deadlines, and their deep understanding of what's required to develop a great brand identity. George and the team bring fantastic energy to the process. They led a brand workshop and competitor analysis which really helped us to define our brand personality and crystallise our USPs. Working closely with our team they took us through a process of narrowing and refining initial concepts to developing a final solution that really answered our brief. The new brand has been hugely popular – The strong aesthetic is reflective of our dynamic culture and the flexibility of the design allows us to continue to develop and expand the brand in the future. Our internal audience have embraced the new identity and it's helping us to create a more cohesive team across all our businesses. It's enabled us to have a unified market presence, making it easier for our customers to understand our business, and the alignment to our values has allowed us to tell the story of our culture as a true differentiator. Ignite Your Brand's down-to-earth, collaborative approach make them very easy to work with and their enthusiasm and passion for their trade means you'll get great results and have some fun along the way!"

The Team, Head Office, Wood Group Aberdeen

STAR - LANDBASE - CHINA



DISTRIBUTOR (Importing European goods into China)

Situation

Landbase was created to provide a better food experience for the fast expanding upper middle classes of China. At the point of engagement, Yu Zhou and his team were starting to gain traction within Shanghai's major supermarkets and corporate economy to supply this safe, healthy food for this young emerging professional market. They had a very basic brand Identity which didn't reflect the quirky organic products they were starting to distribute throughout China.

It became clear to Yu Zhou and the Landbase team, European expertise in building brands for companies in Europe would be required, if the real authentic essence of what they were trying to do were to be conveyed. It was also important for the team to start to establish a brand beyond a wrapper for other brands - it needed to stand up in its own right. To this end, early discussions included Landbase having its own shops in the very near future.

We were engaged to work through a thorough brand strategy programme prior to engaging in any creative work which resulted in a far deeper understanding of the whole business and the brand it is going to be.

We are currently working on retail space design for prestigious shopping centres within China's major cities

Task

To create a logo

Action

We convinced Ethan and his team to go back a few stages and check the brand ethos, and uniqueness before they undertook any creative work. And suggested they would learn a lot about the process so they could use themselves in the future.

Result

They now have congruent brand identity which is going to be developed as we move into 2015/16. We are currently working on designing their new retail stores in China.

EMOTION

1 - LANDBASE - Brand Strategy (BW, COMP ANALYSIS & BRAND ID)

"Working with IYB was a fun and exciting experience. Our business is growing very fast in China, and we were looking for a new Brand ID for our company - to match the brand we have developed into. We had a clear idea of how we wanted to develop the brand, however, IYB led me to a clearer understanding of our values and strengths - and the real benefits we could offer to our clients. I was very satisfied with the projects that IYB had completed. The new Brand ID is so unique and beyond my expectations. And the best benefit George offered me is, that he not only 'sold me a fish', but he also 'taught me how to fish'. We are looking forward to meeting you in China George and cannot wait to get on to the next stage."

Yu Zhou, CEO, Landbase Co. Ltd

STAR - PORTAVADIE MARINA



MARINA & LUXURY RETREAT

Situation

Portavadie had been developing their marina and retreat over the last 5 years to create something exceptional, in a remote part of the west coast of Scotland and hadn't developed the brand position, look and feel or the marketing in some time.

Task

To update our brand communications to reflect the current Portavadie.

Action

We engaged the client in a brand workshop and then did a little bit of work on website competitor analysis before working on the overall brand look and feel, including photography, copywriting, website, brochures, advertising, display and voucher scheme. This initial 'Science' work has helped the client build a stronger brand, from the foundations up.

Result

They are now clearer on what they do well and are now reflecting this new brand in the brand identity and communications.

EMOTION

1 - Portavadie - Brand Strategy (BW, COMP ANALYSIS & BRAND DEVELOPMENT)

"Ignite have worked with Portavadie on our Brand identity, Website design, Photography look and feel, Marketing collateral and Internal collateral, and have been invaluable in directing and supporting Portavadie in all of this. Initial comments on old website included; "not easy to navigate with poor or not enough imagery; too much content; and doesn't represent the true quality of all Portavadie offers as a 5 star destination." Feedback since the new website was launched includes: "great look and feel; easy to navigate; great imagery and content; and a stunning website which reflects the quality and range we have found there"

We have seen an increase in enquiries, bookings, time spent on the website and a significant decrease on our bounce rate. The new collateral has had a huge impact on the team. As an example; our new gift vouchers which look stunning and feel higher in quality, are now created and delivered with pride. And we receive the 'wow' response from our guests frequently.

What is always important for any company you work with is, they must understand your product and service deeply and with Portavadie our range of products is broad and varied. Ignite truly understands all Portavadie offers and work tirelessly with us to create beautiful collateral which reflects the stunning, inclusive destination we are.

Looking forward to our next chapter working with Ignite with the creation of our new Spa and Leisure Centre, opening in summer 2015"

Bridgeen Mullen, Head of Sales & Marketing, Portavadie Marina

STAR - EXO TRAVEL



ASIAN LUXURY AND ADVENTURE TRAVEL COMPANY

Situation

Asia has been capturing the imagination of visitors for centuries. And for the past 20 years and more, Exotissimo had been helping their clients discover exactly why. With local teams in every major Asian destination, they seek out, refine and deliver a diverse range of immersive travel experiences for a global audience. EXO now has more than 700 people in Vietnam, Myanmar, Laos, Cambodia, Indonesia, Thailand, Japan and China.

However the brand identity did not reflect this - the brand had become dated and too business focussed. The name was no longer strong enough and had overtones of the exotic in the wrong way. And over the years the market had changed and developed, with a lot more, smaller competitors in the space selling direct to customers. The way the brand had to be projected needed to change to be more dynamic, innovative and much more emotive.

Task

To create a new website and check the relevance of the current brand name 'Exotissimo'

Action

We engaged the whole top team in a brand strategy workshop; run from Edinburgh over Skype, to help all the stakeholders understand the depth of what was required. And why the current name was not appropriate. Once this was complete, we created a new Brand ID, and are now working on the new website.

Result

EXO now have an up-to-date brand which reflects this pioneering company. And we are now starting work on building in the emotion and rich, experiential proposition to the whole brand.

EMOTION

1 - EXO Travel - Brand Strategy (BW, COMP ANALYSIS & BRAND ID)

"The work you did on our brand, from the brand strategy workshop delivered over skype, to the competitor analysis really helped us get to the final outcome easier...it was always going to be a challenge with so many vested interests but we got there! What we now have is a very flexible new brand identity that everyone here feels very positive about. We are now starting to feel the benefits of our new simplified, more punchy and sophisticated brand image, and would definitely recommend you to organisations looking to refresh or reinvent their brand. We're looking forward to working with you and your team on the next phase of the project, which includes developing the website..."

Mark McCardie, Group Marketing Manager, EXO Travel



INSURANCE, CORPORATE INSURANCE AND FINANCIAL SERVICES

Situation

George Stubbs Insurance had grown and developed its services and market share and needed to reflect this new stronger, more comprehensive company.

Task

To re-position George Stubbs to be larger and more experienced

Action

To take GS Insurance through an inclusive brand strategy programme to help them articulate who they are and what makes them different. And then create communications to reflect this.

Result

We created much more awareness of who this Group is internally and externally.

EMOTION

1 - GS Group - Brand Strategy (BW, Competitor Analysis) Brand ID Update, Stationery, Sales Brochures, & New Website

"In 2012 we recognised the opportunity to re-brand and consolidate the various parts of our business into the identity of one Group. This opportunity and the actions required to achieve our goal was crystallised for us by IYB who worked hard to understand our essential nature, (why we do what we do), and what we wanted to say to our customers (existing and prospective), staff, suppliers, and peer group.

Over 12 months IYB led us through to a clear understanding of our future proposition and then from there to how the proposition would look visually and in the refinement of our behaviours and practice. The project culminated in the highly successful launch of our new GS Group brand in Autumn 2013 which was universally well received by all constituencies. One less expected effect was the change in the perception of us by our suppliers and peer group which helped re-position us within our professional marketplace.

Our re-branding project offered the opportunity to create a new set of Core Values which we have used externally and internally to drive quality values and ensure the customer is always placed first in all we do.

The folk at IYB are friendly, challenging, tenacious and supportive."

Bill Petrie ACII, Chartered Insurance Broker, GS Group

STAR - SIMON HOWIE



SCOTTISH BUTCHER

Situation

Simon Howie needed a brand refresh

Task

To work with the marketing team to create a brand re-fresh

Action

- brand review
- new packaging
- video support

Result

- total re-position of Simon Howie in the marketplace (with some of the products flying off the shelves - and now being copied by competitors)

EMOTION

1 - SIMON HOWIE - Brand Strategy & Packaging

"I've worked in marketing for 12 years and can honestly say the service offered by Ignite is the best I've ever come across. Particularly in terms of creativity, project delivery and willingness to go out of their way to help.

I started working with Ignite in 2010, when the brand needed some work. I had a clear idea of how I wanted to develop the brand, but Ignite created something which surpassed my expectations, taking my brief and making it a reality, whilst adding their own creative and talented flair. Being in a fast moving industry, projects can often come up unexpectedly and require delivery to tight timescales. Ignite have gone above and beyond on many occasions to deliver projects with little notice and always with a smile. I now see Ignite as an extension of my own internal team and find my meetings with them inspirational and fun".

Emma Loftus, Marketing Director, Simon Howie

STAR - BLACKWOOD GROUP



HOUSING, SUPPORT AND CARE ORGANISATION

Situation

Growing competition for services following Government changes to housing and care. The selection and purchasing power now lies in the hands of the customer, which stimulated much more competition. The result is; this type of organisation needs to be much more entrepreneurial.

Task

To engage the team in branding for the commercial world

Action

- brand workshop
- website competitor analysis
- new website

Result

- A more cohesive marketing tool which projects the unique character of the organisation with 'friendly' values at its core. This, combined with a far more business focussed team has created a much more commercial enterprise with a more sustainable future

EMOTION

1 - BLACKWOOD - Brand Strategy

"Hello George, I would like to thank you and Bob for the outcomes document...the engagement from our team on this 'inspirational' brand day was spot on. It really helped them get their heads focussed on our target market, and what they should be providing for them - this is not something they had ever done before. And it was really helpful for them to see it all written down!

This kind of exercise is crucial for organisations who need to focus more on their whole brand, especially for the 'Third Sector' who are having to become much more entrepreneurial in their approach. This workshop avoids the risks attached to creating new business streams without prior preparation and planning. In fact I'd recommend it for every business in every Sector.

Now lets get on to the next stage!"

Steve White, CEO, Blackwood Group

more on next page...

BLACKWOOD GROUP - FEEDBACK 2



EMOTION

2 - BLACKWOOD - Brand Strategy (BW, Competitor Analysis) Brand ID Update & New Website

"Margaret Blackwood Housing Association (MBHA) realised the need for a complete rebrand as part of an organisation wide change programme in 2011.

We enlisted the services of Ignite Your Brand not only because they came highly recommended, but also because it was clear that George and Bob had the same "customer first" values as we did.

IYB truly impressed us with a brand awareness and strategy session which highlighted who our customer is, what they look like, what their lifestyle is like and really defined who our target market are. We had immediate engagement and buy-in from management after the session. This was a huge undertaking in itself as MBHA was established in 1972 and recognised that today's customer has different needs and aspirations.

Staff were excited by the new direction we were moving in and with the help of IYB, understood the part each of them play in the success of Blackwood - something they did not consider before the session.

With a new structure came new values which IYB helped us determine. These 4 core values now underpin everything we do and relate directly to our Business Strategy.

Our branding keeps getting stronger and as we move into more competitive times for social housing and care, our brand and what we're about is what makes us unique. This is what will sustain us financially and win new business.

Blackwood is a different place to be now and has a new lease of life which is evident in our services, our staff and our communications. Thanks to IYB we think and behave as an innovative and "sexy" company - words not normally associated with housing and care but IYB showed us how it can work on any level and opened our eyes to a fresh approach.

I have already recommended IYB to other housing associations as not only do they understand your business, they understand people."

Colleen Robertson, Marketing and Communications Manager, Blackwood Group



ITALIAN CAFE BAR

Situation

"We want to be a restaurant that provides great value, but not cheap, and stylish but not pretentious like Harvey Nichols - you were recommended to me, how can you help?"

- happy food (happy to come in and eat lots of good food, happy to come back again and happy to recommend friends)
- more good quality food in you belly - not little pretentious portion

Task

Help us be the best at Fresh, Simple, Italian in Edinburgh

Action

- brand workshop
- website competitor analysis
- positioning
- brand ID, interior design (welcome in tone), packaging for food to go, usual napkins, cups etc. photography, website, launch material
- marketing strategy

Result

- Centotre has become one of the most successful restaurants in Edinburgh
- We are now developing the concept further

EMOTION

1 - CENTOTRE - New Concept (following successful Brand Creation of Centotre)

"Grazie for a very focused, at times therapeutic but most of all constructive session on Wednesday. Victor and I had many ideas for the future direction of centotre but after four hours of working through the options we were left with a much clearer plan for our future. We're raring to go. We need to pencil in a date for Stage 2"

Carina Contini, Director, Centotre, Fresh Simple Italian Cafe Bar

2 - CENTOTRE - Consolidated Brand

"Hi George, everything is going really well, both with the business and with the family. I am now ready to talk about growing the brand... when can we get together"

Carina Contini, Director, Centotre, Fresh Simple Italian Cafe Bar

STAR - KITCHENS INTERNATIONAL



KITCHEN PROVIDER

Situation

- we have just amalgamated four companies into one and all of the offices do things differently and look different; we need more consistency and need to look like a top kitchen provider

Task

- find a way to get all the directors in one room to agree the standards and then re-position the company through Brand Standards, Brand Strategy and Positioning

Action

- conduct brand workshops - spend time in the same room agreeing who we are
- conduct website competitor analysis
- develop and support marketing strategy
- produce a new advertising campaign
- redesign brochures / post cards
- redesign pop up displays
- redesign website and then launch

Result

- a more sophisticated, more congruent company with much better focus

EMOTION

1 - KITCHENS INTERNATIONAL - Brand Strategy

"Hi George, I just wanted to thank you for the work so far. One of the key indicators came up in a fairly influential meeting I had last week in London. Due to the Brand Strategy work we have done to date, I was able to articulate how our market was behaving, what the competitors are up to and what are target customer really wants from us. It was an invaluable position to be in"

Paul O'Brien, Managing Director, Kitchens International

2 - KITCHENS INTERNATIONAL - Sales Increase

"Our turnover for the first two months of 2008 has increased by more than 25%. A number of factors have been responsible for this but prime amongst them has been the fact that Ignite has helped us become more brand-aware and enabled us to target our market better. They've played a big part in our company's development"

Jim Geddes, Joint Managing Director, Kitchens International

STAR - RUSHY GLEN



HOLIDAY LET CONCEPT FOR 5 STAR COTTAGES

Situation

"Our cottages concept is unique, there is nothing else like it out there. There are planning restrictions that govern much of the outside but we want to build cottages that are as high level on the inside as you would expect in a 5 start hotel. People are sitting on land and would like to realise the potential of it - our product is perfect for them - how do we sell this?"

Task

Ignite the concept and take to market

Action

- conduct brand workshops - spend time in the same room agreeing who we are
- conduct website competitor analysis
- produce presentation templates for the sales team
- design sales brochure

Result

- a clear articulation of the brand concept and positioning
- growing interest in the cottages (with greater interest for 50+ cottage schemes)

EMOTION

1 - RUSHY GLEN - Brand Strategy

"Thank you both very much for a very enjoyable and stimulating day on Thursday. I have been dying to experience one of your Branding Workshops ever since George talked about it all in the context of GLM way back but it really did exceed my expectations. Your enthusiasm, clear thought and straight talking really helped us focus on what we are trying to achieve and have certainly helped me get the product and market clear in my mind. I was exhausted by the time I got home. Looking forward to the report and, dare I say it, another one for GLM sometime!"

Ian McKee, Director, GLM, Chartered Building Surveyors; Architects; Project Managers

2 - RUSHY GLEN - Concept Brochure

"George, the brochure is going down really well, it just far more professional than anything we could do and really supports the selling of the concept, I'm going to speak to the team about getting you to do the website, thanks a lot for the big effort"

Doug Lawson, MD, Rushy Glen

STAR - GLENMOR



GLENEAGLES SEASONAL OWNERSHIP

Situation

"We need a company who can help us sell Glenmor and Gleneagles at the same time through our direct mail strategies - Glenmor focused"

Task

- to communicate the Glenmor and Gleneagles proposition to new markets to net phone enquiries
- and ultimately get new customers to stay over at Gleneagles (more Gleneagles sales) and engage in a Glenmor presentation

Action

- produce new mailer (within Gleneagles marketing strategies and new Identity guidelines)
- advertise the new spa (£8m investment)
- make the mailer luxury to reflect the proposition
- make the cost of proposition clear

Result

- x amount of telephone enquiries (only real influence by IYB)
- x amount of visits to take up viewing offer (managed by Glenmor sales team)
- x amount of sales of Glenmor concept (managed by Glenmor sales team)

EMOTION

1 - GLENEAGLES SEASONAL OWNERSHIP - GLENMOR - UK Mailer

"Hi George, Just a quick note to pass on my thanks for the mailer, it looked fantastic, and we were really pleased with the quality and finish, more importantly we have met and surpassed our targets. I will give you a call in the next day or so about the next phase"

Nigel Roberts, Glenmor Sales Director, The Gleneagles Hotel

We are now working on new mailers to cold lists. They are to be posted out by August 2008.

STAR - SCOTTISH BALLET



PRODUCTION COLLATERAL

Situation

"I need Scottish Ballet to be recognised as a Scottish Brand. And I need consistency across all of the productions no matter which audience seen them. The first project will be 'The Nutcracker'. I need an improved sales performance for all productions including 'The Nutcracker'"

Task

- produce a corporate look and feel for the various productions
- create the Brand Image for 'The Nutcracker' as a master template for all other productions
- compete directly with pantomimes for the Nutcracker

Action

- produce marketing literature for the production; posters, fliers, programme, invitations
- we built the production into the stationery - so the production could be promoted more effectively at the time of any specific production
- create illustration to communicate the panto style experience

Result

- massive increase of uptake of this production -17% on the year before
- style created for 'Scottish Ballet' productions
- a much larger audience became aware of the organisation through the production branded stationery

EMOTION

1 - SCOTTISH BALLET - 'The Nutcracker' - 1st Concepts

"George, thank the team for me, the Nutcracker designs and the illustrations are gorgeous, and, the illustrator, Anne Ross Paterson is hilarious...what is she on? - loves drawing crowns eh!"

2 - SCOTTISH BALLET - 'The Nutcracker' - Post Production

"The Nutcracker has gone down really well George. There is a definite increase of people attending this ballet... early figures suggest as much as 15%... have you seen the reviews in the Scotsman?... "ballet or panto", see you next wednesday to talk about Romeo & Juliet."



PRODUCTION COLLATERAL

Situation

The world's leading airport company, serving over 150 million passengers each year.

- Insight indicates that the current approach to current naming strategy lacks relevance as far as the customer is concerned
- Inconsistent approach to the naming and signing of car park products; use of multiple brands offering little value to customers i.e. a mix of operator names (i.e. NCP), operator names (i.e. APCOA) and operator 'brands' (i.e. Pink Elephant) and four car park operators across seven airports with no uniform strategy or management including different terminology across airports, i.e. Short term & Short stay for the same concept - and even differences within individual airports has resulted in confused customers

Task

- streamline the signing for car parks nationally to make the customer experience much better

Action

- clearly communicate the range of parking products on offer in a consistent manner
- to use terminology that best conveys the type of parking at a location
- facilitate access to parking products
- provide proposition that more clearly meets the needs of customers
- reduce signing costs

Result

- much clearer, structured car park communications

EMOTION

1 - BAA - Car Park Signage

"George, the car parks are now clearer, there is a more consistent communication of products on offer... this has been a more cost effective approach to delivering signage for BAA car parks... and there is a clearly defined hierarchy of products which has made it easier to communicate simply and at all levels... much more effective"

Nick Webb, Head Of Marketing, Travel Services, BAA

This work is ongoing, but 75% of the work is now in place - and has taken 3 years



LAUNCHING IN-DESIGN

Situation

"Need launch material to launch In-Design at the International Advertising Festival"

Task

- position In-Design to be the No1 page layout package
- steal share from main competitor and market leader (Quark Express)
- create high impact launch material
- grow awareness of In-Design and its features
- position as a 'creative' product
- get the material to Cannes within very tight deadline

Action

- design a packaging system to get all collateral to Cannes on time and in one piece
- design display panels, t-shirts, posters, monitor cards, invitations for launch
- make all the material create and consistent

Result

- successful launch of In-Design
- dramatic shift in uptake
- In-design is now the industry leader

EMOTION

1 - Adobe - In-Design Launch

"Bob, just a quick note to thank you guys for getting the work done so fast, well done and it looks great. I know I don't give you lots of time to do things, but this one really was exceptional... thank George for me as well"

Barbera Hamilton, Product Manager, Adobe Europe

Over 7 year relationship before the European office moved back to the States working on all kinds of campaigns, from sales brochures to product packaging and Exhibition Display - Since then we have worked on projects for the UK office.

STAR - BEDLAM



RE-POSITIONING & RE-BRAND

Situation

"I want the team to work together better... we are one of the best companies who do paintball... we are not the cheapest for paint... but we have really good facilities... some of our competitors lie about their facilities... and our safety standards are high... we just need to get more business"

Task

- get everyone in a room to agree our brand, get them working together better

Action

- engage in a brand workshop
- and competitor analysis
- articulate what the customer really wants (experiences, not paint)

Result

- 7 new game zones have been created, with better articulated scenarios; they include Dr Who (with daleks), Lost (with full castle), Hijack (with double decker buses)

EMOTION

1 - BEDLAM - Brand Strategy

"Hello George, just wanted to give you a bit of feedback from us on the brand workshop. The team felt the day was very educational, enlightening and fun - good to get a whole perspective on what branding is, oh, and the food was great, but that was down to us, ha ha. After you delivered the workshop document we had more clarity. You helped focus and position us as a brand. Let's talk about the next stage"

Roman Rock, Managing Director, Bedlam

Bedlam have recently spend in excess of £30k on improving their Zones and Scenarios. This was one of the main requirements of the re-positioning articulated from the Brand Workshop and Competitor Analysis.

STAR - THE ROYAL YACHT BRITANNIA



MAILER

Situation 1

"we are fully booked, making great profit from the best corporate clients ever

Situation 2 - 8 months later, post honeymoon period

"George we need more of the two things you talked about; "more sales & better sales!" a lot of our regular potential clients are just not buying (A+B's) , and the top corporate sales which give us more profit (Super A's) think we are too expensive, what should we do?"

Task

- produce new brochure (but before that communicate with the customer)
- target new and existing customers to gauge level of interest and inform them
- increase awareness of the whole proposition
- purge database

Action

- small tactile mailer to 1000 new and existing customers
- include new photography
- made it easy to fill in reply paid

Result

- really high percentage of response from high end market
- increased sales
- streamlined database

EMOTION

1 - THE ROYAL YACHT BRITANNIA - Direct Mail

"The direct mail campaign you worked with us on this year has had a fantastic effect. The overall response was in excess of 30% sent back requesting more information. The best bit was the quality of the replies, which was excellent, with over 50% coming from our desired list of corporate companies. Already we have had events booked which has generated four times the cost of the mailer in revenue"

Angela Stewart, Head of Corporate Events, The Royal Yacht Britannia

STAR - THE ROYAL YACHT BRITANNIA



RE-POSITIONING & RE-BRAND

Situation 1

"OK, we have had a fab response to the mailer, lets get this brochure finished"

Task

- help to get us more sales at the highest level

Action

- George to experience the corporate event in two situations (to fully understand the offer)
- review communications - brochures, website, exhibitions, stationery
- re-position TRYB as the best corporate experience of its kind
- change collateral; what TRYB did was not reflected in the communications
- rationalise the corporate structure (evening events versus the day events) and how they should communicate differently
- produce pre-brochure pdf, mailers, brochure, exhibition stand, advertising and corporate folder

Result

- increase in good sales to Super A's & regular A's and B's
- 30% response to mailers - 50% coming from top A's
- 25% up on sales
- customers are convinced they are getting what they are paying for "TRYB is no longer seen as expensive to its clients" - seen as value for money

EMOTION

2 - THE ROYAL YACHT BRITANNIA - Events Brochure

"The new brochure we launched last year has been a huge success, and rate of conversion from brochures mailed to new enquiries has definitely doubled... in comparison to this time last year, our bookings are up by more than 40%, which is a huge increase for any industry sector... I felt this success was worth putting in writing to you George, and just wanted to say thank you for your friendly support and advice over the last few years and we look forward to working on more marketing projects with you"

Angela Stewart, Head of Corporate Events, The Royal Yacht Britannia

We continue to help TRYB - The relationship spans 5 years - Our latest project is to promote the New Royal Deck - Launch date is October 2008

STAR - CAMERON ROSS



FORMAL WEAR BRANDING

Situation

"Cameron Ross are the worlds largest supplier of gents highland wear and selling more every year.

Business to business

We want to expand into the gents formal wear market

Be seen as "the best" - in garments as well as supply / delivery - create an aspirational brand

All without alienating current highland wear customers

Task

- employ an agency who understands the strategies of Cameron Ross
- to re-align the brand identity and create a clear communication platform for each market.

Action

- competitor research (evaluating and appraising all the other brochures in the market)
- create mood boards for new marketing collateral
- 35k worth of photography - managed by us and client - our part was research venues, models, photographers, employ, organise and art direct
- create high end brochure, exhibition material, launch material and trade based website to reflect the Cameron Ross brand

Result

- Cameron Ross has maintained its position as the worlds largest supplier of highland wear and now supply more formal wear than highland wear.

EMOTION

13 - CAMERON ROSS - Brand Strategy

"Our first full season has been a great success, establishing Cameron Ross throughout the UK and requiring us to extend our Glasgow factory and open a new distribution centre in England"

Richard Freedman, Managing Director, ACS

We are currently working on the 2008 Brochure.



SPIN OUT FROM CENTOTRE

Situation

"I need to develop my business without the operational headaches of the existing restaurant. And I want to be able to have something of much bigger worth to give us much more financial freedom - then I can create a new project!"

Task

- create a cafe bar that is young and vibrant
- make sure the menu is smaller and easy to operate
- get someone in to manage this one to allow us to expand quicker

Action

- brand strategy workshop to define who we are going to be
- competitor analysis
- interior design
- brand ID, interior design, culture pack, napkins, crockery, photography, website, launch material

Result

- "Zanzero - Winner of the Best Modern Italian Restaurant, Metro 2007 Scotland"

EMOTION

1 - ZANZERO - Brand Strategy & Launch

Post Centotre Business Development

"Grazie for a very focused, at times therapeutic but most of all constructive session on Wednesday. Victor and I had many ideas for the future direction of centotre but after four hours of working through the options we were left with a much clearer plan for our future. We're raring to go. We need to pencil in a date for Stage 2"

Post Launch and Honeymoon Period

"Hi George, we are now making profit, thank god! - it is really starting to shape up. This has been much harder than Centotre. The next location is going to be more like what we agreed in the Brand Workshop... we need much more lunch time business"

Carina Contini, Managing Director, Zanzero, Zingy Fresh Simple Italian Cafe Bar

STAR - INDEPENDENT WOMEN



NEW BRAND

Situation

"I need an agency that can grow our brand with us" As a relatively new start up Edinburgh Investment Consultants saw an opportunity to extend their fledgling business: offering financial advice to women, from women.

Task

To create an identity that encompassed a softer feminine side with a strong professional message. Then rolling this out as timing and the clients budgets allowed.

Action

Starting with the initial identity, Ignite created a range of material including stationery, web site, signage, promotional material and brochures. All delivering a consistent, strong but friendly brand message.

Result

Independent Women will celebrate 10 years of business this year and in that time has grown from a small start up to now operating with a staff of 12.

EMOTION

1 -INDEPENDENT WOMEN - Brand Strategy & NEW Brand

"Dear Bob and George, I would like to formally thank you for all the hard work related to creating our new brand. I know I have said it already, but I would just like to say we are thrilled with all the work, it has really given us a focus and makes us really confident in selling our services. From the initial branding work through to the final new logo, brochure, invites, exhibition material and website it has been a seamless and enjoyable process which we are all glad we participated in. Please thank your team for the effort and the fantastic results. Already we are picking up new business from the top women in the business sector."

Lesley Collins, Managing Director, Independent Women

STAR - MORHAM & BROTCHE



QUANTITY SURVEYORS

Situation

M&B have been going for over 15 years since reforming. The brand has organically grown over the years from a traditional base to a company ready to take things dynamically forward as we head out of the recession. The company has around 14 employees (up to 20 before the recession). The directors and associate directors have a huge amount of experience and are now ready to go to the market in a much stronger way. The projects tend to be one off (around 2m refurb projects ideally) and focus mainly in the historic buildings and the like.

Early on we established there may be a value gap in the perception of M&B (seen as expensive, not value for money). This is not a problem for some (they know what the value is anyway) but is for many (probably new younger members of external teams with less experience - or just new people with no visibility of the extent of M&B service). M&B felt they would like to do some customer focus study. M&B also outlined they can save a client a fortune if they are allowed to do a deep analysis.

Task

Help us to find the best way forward

Action

We recommended a strategy (science programme) in order for the team to learn what makes up a brand - in real depth.

Result

Initial wins include a far more centred organisation - all singing from same hymn sheet - now aware of what a brand is and why!. The competitor analysis has allowed the team to see themselves from distance and helped them decide on a far more 'Vision' based direction over the next 5 years.

EMOTION

1 - Morham & Broatchie - Brand Workshop

Awaiting feedback - now starting new Brand ID (July 2016).

"Alan & David & Team"

STAR - SUSSEX HOUSING & CARE



HOUSING PROVISION AND CARE FOR THE 3RD SECTOR

Situation

A new and emerging team had been pulled together over the last 3 years and needed some sense of direction with the brand. Along side that the 3rd sector had undergone some radical changes which affecting the government funding support. This meant these kinds of organisations had to become far more commercial - there was now a substantial pressure from competitors and reduced funding. Ignite Your Brand were contacted to see if they could shed some light on what the brand needed.

Task

Help us get some vision for the brand.

Action

We recommended they undertake some brand strategy work to help define 'why' they existed and what they did that was going to be competitive. They commissioned a brand workshop and competitor analysis which highlighted the shortcomings of the brand communication.

Result

A new direction and new spirit has emerged from even this initial work.

EMOTION

1 - Sussex Housing & Care - Brand Workshop & Competitor Analysis

"I should like to send you my heartfelt thanks for such an excellent day yesterday. This came at exactly the right time for the team (I wonder if that might have been planned....) as we move from thinking about internal improvements to how we develop and grow.

Of course the day was challenging, of course it was stretching and of course it was occasionally unsettling – that is the joy of learning, shaking off the old preconceptions and carefully testing and taking on new theories, constructions and concepts.

I cannot express how much I enjoyed the day, how much fun it was and what a privilege it was to share it with my wonderful teammates. You have given us the gift of enjoyment and the challenge of growth. Thank you so much George – I, for one, love you. Rebecca"

Rebecca Shaw, Operations Director, Sussex Housing & Care



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