

Fortune 200 Asia-Pacific Conglomerate – we developed a multi-level branding structure methodology to help the client manage branding for its business groups and subsidiaries

Situation

- **Asia-Pacific conglomerate with ~50bn USD in revenue**, business spanning airline, tourism, logistics, IT, real estate, financial services and media
- Has **acquired many subsidiaries and brands** over the past years due to aggressive M&A strategy
- **PR issue at group level** has imposed risks and affected certain subsidiaries

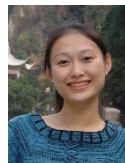
What we did

- Developed a **multi-level branding structure** methodology to support the multi-layer conglomerate (Group-Business Group-Sub Business Group-Subsidiaries)
- Conducted **B2B/B2C/Internal survey** to determine brand awareness/association/perception for group level and business group level to determine proper branding structure

M&S Expertise



Ye Hai



Cherie Zhang



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Impact

- On-going study and PR with board members next month...
- Expected to roll out the new branding structure end of year with new VIs and branding message to public...