



How the merger between 2 Financial Services companies succeeded towards creating a single brand strategy.

The client...

Swiss / US / UK Re-insurer (8000 employees in UK, US, Switzerland and Tokyo)

The issue...

"We need one market facing brand" - acquisitions had created two cultures / brand positions.

What we did...

Supporting the central marketing team, we established firstly the case for one brand position built on core organisational values. We then facilitated a process whereby the current core values set was identified and linked to brand positioning. The new strategy was subsequently embedded through the utilisation of a balanced scorecard methodology supported by a company wide staff communication programme.

What happened as a result...

18 months after the interventions, employee opinion survey showed greater understanding of company marketing strategy.

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