

Case Study: Brand name change for Maritime Holdings - now known as Hayleys Advantis



Client

Maritime Holdings Ltd. Now known as Hayleys Advantis Ltd.

Objective

Maritime Holdings, the transportation division of the Hayleys Group, with its origins in shipping, needed to **develop a new corporate identity** to reflect the diverse business portfolios the Company has acquired over the years, and to capture its transportation capability on land, sea and air.

Outcome

The new name, Hayleys Advantis, which reflects a modern, contemporary outlook for the company whilst the strategy going forward is to build the brand on its core capabilities. Advantis is derived from the Latin word "Adventus" which means, "to arrive".

Approach

In an extensive exercise spanning a period of 6 months, STING Consultant's subsidiary company, &Brand developed a corporate brand strategy, which led to the development of this new corporate brand.

"This was a very important exercise for us and therefore we involved all our senior managers in this process" explained Managing Director of Maritime Holdings, Mr. Mohan Pandithage. "We were taken through a process by &Brand, which involved understanding our core capabilities and on which the brand was built, with a strategy for implementation".

"Many companies would have looked at this as a mere superficial name change. However, Maritime looked at it differently and approached us. The opportunity was to be able to build a long lasting and enduring brand, and to do that you need to have a brand strategy that links with your business vision," says Ruchi Gunewardene CEO of &Brand. "You must have a core proposition rooted in the company and a long term business and brand strategy. This is where a company such as ours can provide strategic insights and the creative capability to build enduring brands".

"The opportunity is for Hayleys Advantis to establish itself as the premier company in the transportation sector in Sri Lanka. Whilst the company is already a leader in several sectors a strong corporate identity can provide significant benefits as it can attract better quality employees, it can be used to motivate and establish stronger links with current employees and create top of mind awareness amongst current and potential customers, all of which can create significant value to the Company" explains Mr. Gunewardene. "The brand must be able to capture the essence of the company and based on a focused strategy, enhance the value, which is what we set out to do".

Mr. Pandithage responding said, "As we were taken through this process we realized that this was not going to be a superficial change in our logo design or name. In order for the brand to endure in the long term, we have to live the spirit of the brand on a day-to-day basis. This way we are able to activate it and keep it alive".

"In corporate branding it is essential to have an effective internal branding programme, where the staff can live the brand, which then needs to be in synch with the external marketing programmes" said Mr. Gunewardene.

This project illustrates how Companies can create a brand in what is essentially a generic service. It is a capability, which Companies should be looking at acquiring when they operate in highly competitive categories.

&Brand has a tripartite resource capability, which it deploys into projects based on the needs. The strategic aspect, the creative capability and finally the technical capability (primarily in relation to packaging, printing and legal aspects). "There is no other company which offers such a specialist service for creating or repositioning brands in Sri Lanka. And as businesses such as Maritime begin to realize that they can maximize their intangible assets like brands through a strategic approach to business, specialist brand consulting services such as &Brand are well positioned to take advantage of that" concludes Mr. Gunewardene.