

Case Study: Corporate Branding for Aitken Spence

&Brand creates new corporate identity for Aitken Spence



The new Aitken Spence corporate brand identity, whilst standing out as a distinctive design concept, is also able to be leveraged to meet the company's own business goals and objectives.

"When we critically looked at our corporate branding we realized that we had so many subsidiaries each with its own identity which was diffusing what we stood for" said Mr. Rohan Fernando, Director of Aitken Spence who spearheaded the project. "It was this, which forced us to look for a specialist brand consulting company to help revamp our corporate brand, and we approached &Brand".

&Brand which is an associate of STING Consultants is Sri Lanka's first brand consulting company, which has a fully integrated capability of providing brand strategy with identity creation.

"The way we approach projects of this nature is not just to come up with a nice design. Our challenge is to be able to provide a holistic brand which captures the essence of the company and which can be leveraged to impact all its stakeholders, resulting in tangible value addition" said CEO of &Brand Ruchi Gunewardene.

"To do so, we had a team of strategic marketing consultants which in this instance was led by Sue Evans to study what the opportunities of value creation were. Once this phase was over, we were able to identify how the creative end product should fit into these opportunities. From here we built a holistic concept which becomes a dynamic and living brand as employees then begin to live it".

The idea that Michel Nugawela (Director of &Brand) came up was, to develop a signature identity which uses various components from the original signatures of the two founder Chairmen of the company. It is a contemporary design which immediately straddles the distinguished 138 year past with the future path the company intends to charter, which has a focus on the service industry.

"The highly inclusive process that &Brand took us through was really useful to our entire management team" said Mr. Fernando. "As we followed the step by step process we saw individually and collectively how we could leverage our new identity amongst our individual diverse business sectors as well as how we could bind it all together through a unique and consistent vision for our company. We saw that it was actually possible to create greater value to our business, through the various new initiatives that we have now put into place to support what our brand stands for".

"This has been one of the most challenging assignments that we have undertaken as it involved working with so many different groups of people within a large and complex organization" said Mr. Gunewardene. "We are very happy with the end result, which is not just the new brand logo. More than that, we are extremely pleased at the way the company is living the brand on a day to day basis and have taken on board what it means to be an Aitken Spence brand ambassador. This is the most important benefit that can be gained by bringing strategic processes and thinking into such assignments. Its not just a new design on the same stationary !" concluded Mr. Gunewardene.