

Impacts : Aitken Spence Case Study



Rohan Fernando : Director of Aitken Spence PLC

- “ We now understand the importance of going through a structured and disciplined approach to our branding exercise – its not about a logo change. There is so much more to it”
- “This was a vital process that was important in creating top management awareness”
- “As result of the work you did we undertook a huge amount of process improvements. This is now an on going activity and we have to continue to do so in order to deliver on our brand.”
- “It created a lot of employee motivation – to live the brand”
- “And it created the impetus to go that extra mile to deliver better service to our customers”
- “The brand became a powerful marketing tool for us, and 5 years later we are still talking about it and using it.”

Impacts : Hayleys Case Study



Tanky Wickramaratne : Former Chairman Hayles PLC

- “ The brand as a rallying point was not well understood and therefore it was never used effectively – except for placing the old logo in various places”
- “What STING Consultants was able to do very successfully was to help us to pull together the various elements of what we are and set that into the brand”
- “Once you articulated what the brand was all about, it enabled us to bring our diverse businesses under a consistent Hayleys umbrella and then transmit that equity to our stakeholders”
- “This exercise made us internally conscious of our skills, ethical practices and environmentally friendliness – which are a unique set of values amongst Sri Lankan conglomerates”.
- “As this involved senior management, they were made aware of the brand which is what Hayleys was all about”.
- “Its an important aspect of bonding for the employees – awareness of the brand creates motivation to act in accordance with it”.