

DELIVERY SUPPORT

The challenge

The five organisations which came together to form Consumer Focus did not have a name, proposition or identity. Quadrant was briefed to develop these over a three month period in 2008 to enable the new unified organisation, Consumer Focus, to launch on October 1st.

What did we do?

We put together a multi-disciplinary team, including brand naming and design expertise, to work together to meet the challenge.

We worked at pace through a process designed by ourselves, which included:

- ⊕ Board and senior staff interviews, name and design brief developments, a name development workshop
- ⊕ Name short listing and consumer research, staff research, recommendations, board presentations
- ⊕ Assistance in proposition development
- ⊕ Development and testing of a strapline
- ⊕ Design briefing, short listing, staff and stakeholder research
- ⊕ Board presentation / recommendation, design finalisation
- ⊕ Liaison with the internal team as required, but at minimal levels to enable them to devote attention elsewhere during the business transition.

What was the breakthrough for Consumer Focus?

A name, strapline, proposition and corporate identity agreed and endorsed by the Board and consumers on time and budget.

- ⊕ Variations to meet the national needs of the Scottish Welsh and Northern Irish parts of the organisation, including sourcing approved Welsh and Gaelic translations
- ⊕ Minimal amount of time spent by the transition team on name and identity.

'The branding looks great so you should be justly proud of the role you played in delivering that to a very tight timetable.'

Katherine Hathaway
Programme Director
Consumer Focus