

## PROPOSITION DEVELOPMENT

### 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  
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