

Branding & product development

BUSINESS-TO-BUSINESS CASE



Client: **Blue Vervet Ltd** IT Consultancy

Project: Branding, product development and business planning

Date: 2004 - to date

Brief: To work with the directors on business planning during the start-up phase including, undertaking a visions and values exercise, developing the company name and product range as well as key messages. Part of the challenge was simplifying the technical jargon and making communications easy to understand and user-friendly to a non-technical audience such as operations and marketing directors.

Outcome: The company was registered and successfully launched with the brand and product range in-place. Clear concise messages and communication pieces were developed.

