Positioning and communication for a new corporate brand

CNC
Communications & Network Consulting

[→ Multi-Brand Communications]

Low public awareness of merger

A leading supplier of telecommunications systems was planning to merge three subsidiaries in similar fields under a new corporate brand. Although these subsidiaries each maintained close contact with their own customers, public awareness of them was barely non-existent. CNC was brought in to develop a suitable positioning strategy for the brand and communicate it to all target groups.

Corporate branding strategy

Evaluation of current communications

Guidelines for communication

CNC came up with a corporate branding concept for the new global brand. With the aid of an evaluation of the client's current communication work and its competitors, the key points for a communications strategy were identified. Based on this, CNC developed the brand and corporate identities, and the positioning strategy. A detailed plan of action ensured that employees and the public were informed of the impending merger at the appropriate time. A consistent image for the long-term was also ensured by developing guidelines on communications measures and customer contact and setting up a central communications platform.

Positive positioning

Winning new customers

The company successfully introduced the new brand to customers, employees, suppliers and other partners. The carefully-managed communications work actually allowed existing customer relations to be intensified. The merged brand proved to be highly effective in reaching out to new customers.