

Marketing Transformation | Brand Identity, New Product Launch, PMO



Situation

New Corporate Identity Launch Requires Project Management To Ensure Consistency

After changing its name, a full-service commercial bank embarked on a major brand identity project to reflect its new image. With the brand defined, the company faced the massive task of developing and rolling out its new identity at every branch, on every ATM, and in every brochure, form and sign. The Senior Vice President (SVP) of Marketing and Advertising sought a project management expert from SolomonEdwards, knowing that a seamless rollout was required to protect the customer experience. The SVP was tasked with managing the rollout with few resources and no centralized project management office on an aggressive timeline.

Solution

The SolomonEdwards consultant provided an initial assessment resulting in the following:

- Defined a new project management structure with a central PMO of over 18 group leaders responsible for capturing brand and logo usage requirements across internal and external channels.
- Expanded the timeline by four months.
- Managed the design of the logo and 10 subordinate marks.
- Managed the rollout of the new brand identity system which included developing usage guidelines and creating an online center for digital assets.
- Supervised approval and production of signage, credit cards, website requirements, plus forms, brochures, and other assets, and developed communications plans for branches and partners.

Results

The bank executed a seamless rollout of the new corporate identity with consistent guidelines to ensure a positive customer experience and reaction to the new bank name and logo. Every potential logo usage was documented for consistent, easy application of branding guidelines to protect corporate identity.

SolomonEdwards created a project plan which included weekly reporting, an issues database supporting problem resolution, and executive briefings.

SolomonEdwards helped the bank impress customers with its new image, and laid the foundation for additional growth.



INDUSTRY:
Banking



DEPLOYMENT:
Individual

SERVICES:



Business Transformation

Communications

Marketing

PMO

Project Management

System Implementation