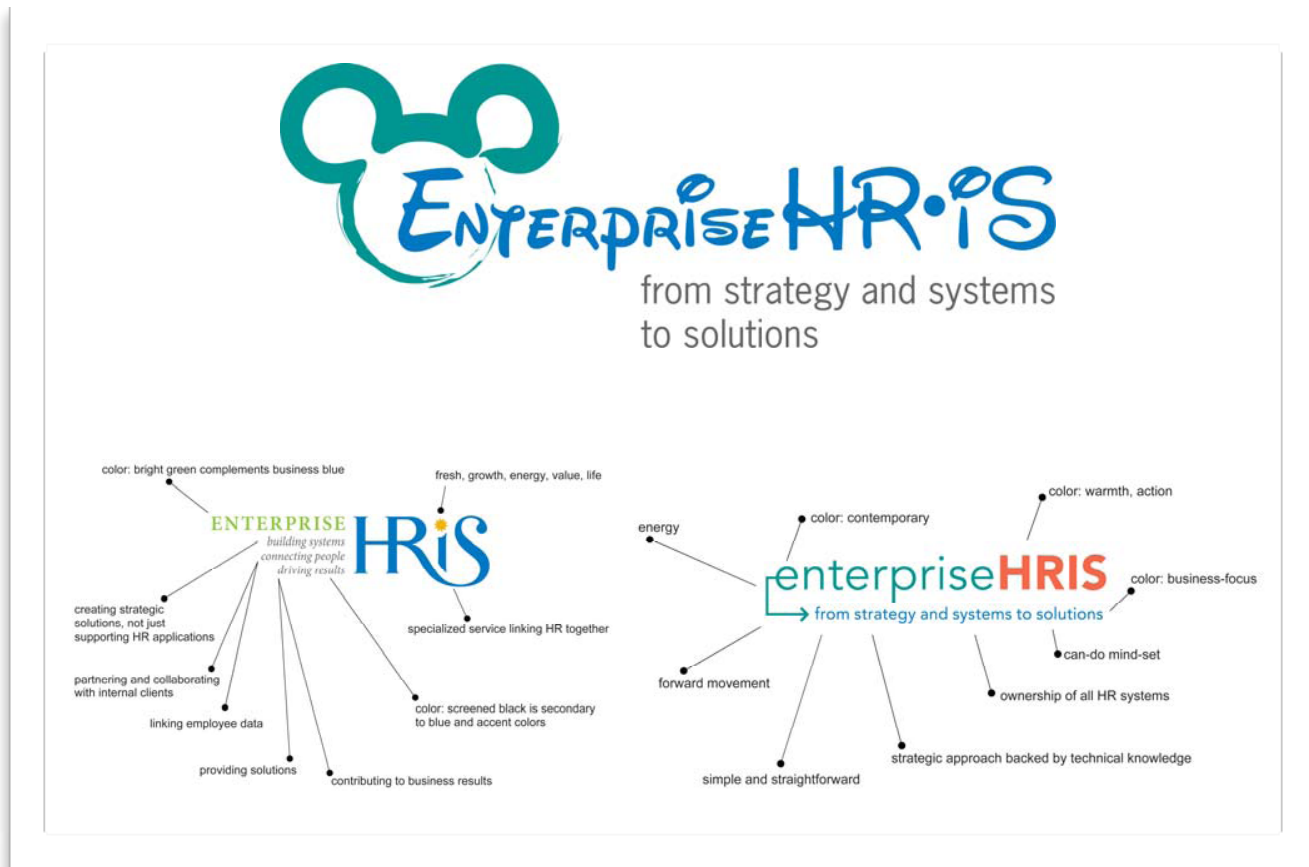


Dea McKenzie, project case study



Branding & Visual Identity

CHALLENGE: Developing and establishing an internal identity and brand for the business processing arm of a global entertainment conglomerate. Goals included changing perceptions of the group – its purpose and capabilities – and positioning the group as a strategic business partner rather than a tactical, data-reporting organization.

SOLUTION: A comprehensive discovery process and development of a visual identity, tagline, and communication materials. The discovery process included focus groups and executive interviews, among the department's own team as well as with its clients, to validate and explore perceptions and identify opportunities for improvement. The resulting data formed the foundation for several design concepts that included a logo and tagline, as well as a mission and vision statement, key messages, an executive presentation, managerial talking points, and announcement of the department's new identity. In addition, an ongoing communication plan was created, incorporating the identity and related behaviors into existing and new communication materials.