



“

Our brand became a catalyst for our corporate transformation, and we built brand recognition to propel growth.

Isabelle Joulot

VP Communications

50%

cost savings



Challenge

The 10-year-old **brand promise no longer accurately reflected the company**, which had grown organically and through acquisition.



Solution

A **comprehensive, audience-centric redevelopment of the corporate brand identity platform**, driven by the internal team and bolstered by strong employee marketing, supported the company's new position and strategy.



Result

The project was completed on time within an aggressive six-month timeframe, at roughly half the cost of a typical corporate rebrand. **Employee engagement increased, and corporate marketing and communications efforts were amplified** by employee brand ambassadors.