

Case Study

Black & Veatch Consulting

Sector: Civil and process engineering consultancy, GIS mapping consultancy

Market: Environment, Water, Energy, Infrastructure



Background

US owned international multi-disciplinary firm of Consulting Engineers.

Objectives

The first project was to provide all creative work for a United Kingdom and European advertising campaign for the client, then known as Binnie Black & Veatch.

As a result of this project, Shere was retained as the creative agency when the client underwent restructuring and needed to present a new brand identity and name to the market via a second campaign of international advertising.

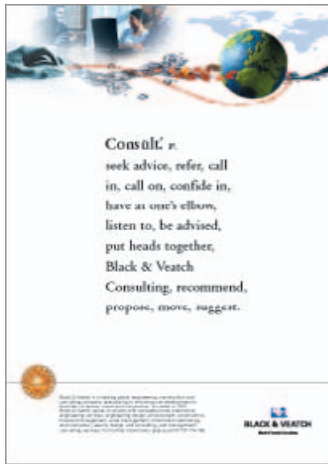
Shere were then briefed to develop the design and structural layout for the company's European Web Site and a range of other market communications.

Solution

Creative work for both campaigns of advertising required a detailed analysis of the competitive position of the company and its brand. The first campaign focussed on creating a distinctive "European" identity. The second campaign had to encompass the US parent 'Value Seal' and set a series of graphics that could also be used across all other market communications. It also had to address the re-branding issues for sister company Paterson Candy. The project additionally required a creative approach that would introduce the new Holding Company B & V Europe.

Shere then undertook the design project to implement the look and style for the Black & Veatch brand in Europe. The process established a family of visual themes, effectively sub-brands, for each of the company's Divisions. This involved templates for the new Web Site, exhibition materials and a new Corporate Magazine.





Results

The first advertising campaign proved highly successful in meeting the client's objectives of presenting a unique identity and clearly positioning the company as different and distinct in the marketplace, whilst communicating key messages about the breadth of their capabilities.

There's creative approach reflects Black & Veatch's global identity yet has unified all the different elements of the European operations with a distinctive brand style to all market communications material. This look is widely recognised across all key target areas, including existing and potential clients in the public and private sectors, industry commentators and advisors, regulators and legislators.



Client comment

"There have worked with us since 1999 when we asked them to create a new series of advertising images to improve our exposure in the marketplace. There are also retained to write, design and produce the Annual Review distributed to all our customers, media contacts and industry analysts. They also produce exhibition displays, corporate literature and our Web Site.

They have demonstrated a high level of creativity in the work they have done for us and the service they have provided has been consistently prompt and professional."

Dick Wearn

Marketing Manager