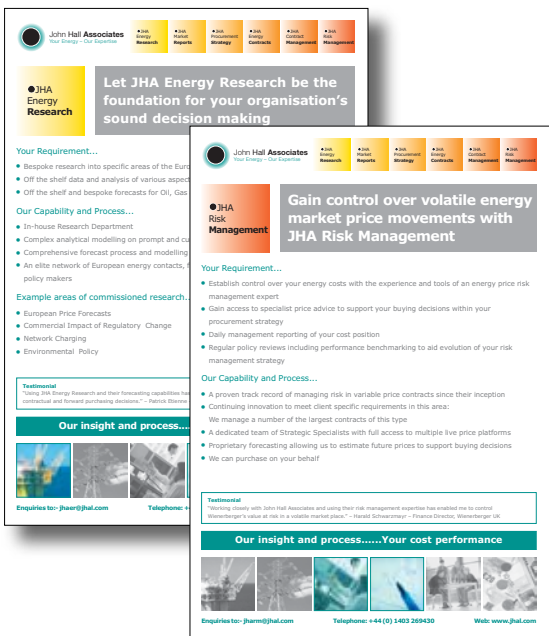
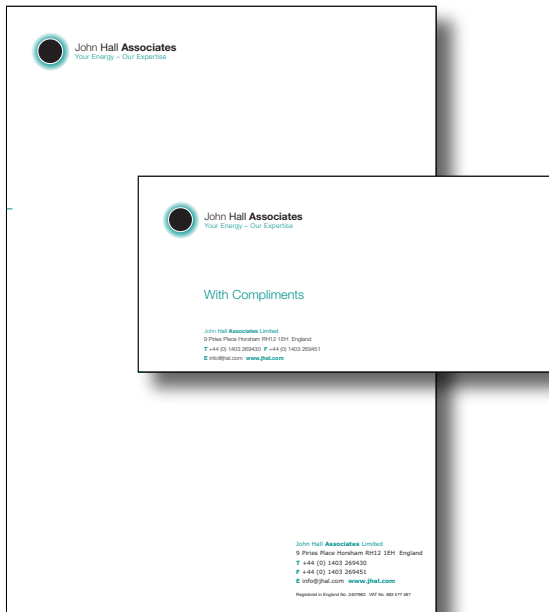


Case Study

John Hall Associates

Sector: Energy Management & Procurement

Market: Client base includes a mix of national and multinational companies as well as public sector organisations across all business sectors. This portfolio represents a managed energy spend in excess of 1.5 billion euros.



Background

John Hall Associates (JHA), following a strategic review, concluded their marketing focus must be enhanced, their brand identity refreshed and new tools for sales and promotional purposes created.

Objectives

To evolve the JHA brand, its proposition and identity, towards a simplified and distinctive positioning that both explained the traditional energy management services and additionally placed emphasis on their procurement services.

Solution

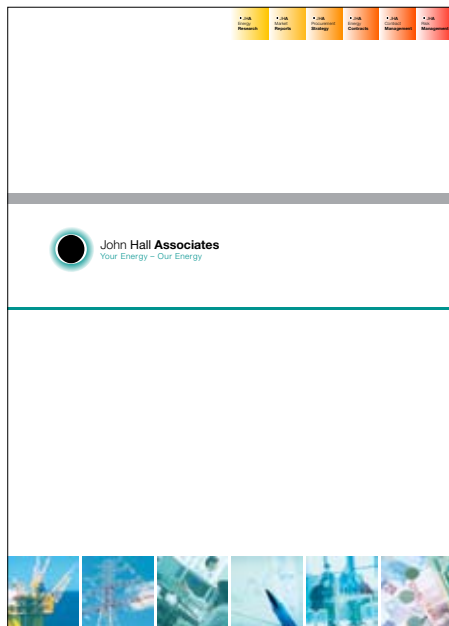
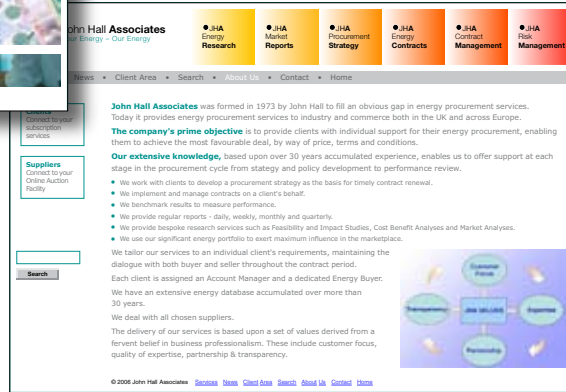
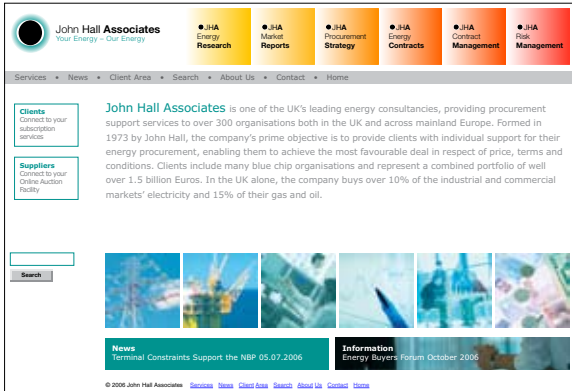
To determine the most effective way forward, Shere conducted a **SHERE Plan** workshop with key stakeholders in the business. Shere identified several opportunities to improve the communications used by the business to enable easier understanding of the benefits delivered by JHA.

Shere's key recommendation was to distinguish the services as six "boxed" products and associate these with specific images representing the business areas concerned. We advised that the products be presented in such a way to be clear they could be purchased as stand-alone as required, or within a total package.

The JHA logo and name had strong equity, so it was essential to retain a clear link to the existing identity. However, the JHA identity as a whole needed modernisation.

Results

The new proposition for the services and the updated visual identity has brought consistency and clarity to the entire brand. The branding has been expressed throughout all outward-facing communications.



Client comment

“When discussing our objectives for improved marketing, there’s approach was not to go straight to design ideas. Through the workshop they ran, we were able to identify an entirely new way to present our services. The process was not easy as this step-change was the first major evolution in how we present to our market for many years. The end result has been very well received throughout our organisation and our client base.”

Clive Ferrey

Director of Marketing, John Hall Associates Limited