

Case Study

Rutherford Webb Plc

Sector: Personnel, Financial

Market: Human Resources, Accountancy



Rutherford Webb

Innovative, Integrated Payroll Solutions



payrite[™]

payroll for professionals



staffpay.net

paying staff on the dot

Background

A leading payroll software and systems specialist.

Objectives

The company had been trading for many years under the original identity and required a review of their brand and communications for its flagship product, 'Payrite', - a new identity for the Rutherford Webb corporate entity, their Internet service, 'Staffpay' and their off-site service 'RW Bureau'.

Solution

Shere conducted a 'SHERE Plan' review followed by a comprehensive brand development process. The resulting identities, straplines and design styles are complemented by written 'brand values' and positioning statements that are used throughout all market communications. Key objectives for subsequent advertising, direct marketing, exhibitions and PR are:

- Create awareness of the new brand identities.
- Communicate the new brand propositions and reinforce core values clearly to the target audiences.
- Clarify the relationship between RW and Payrite through creative design and the application of brand usage guidelines.
- Remind customers and potential customers of the functionality of Payrite and the provenance of the brand.

Results

Successful re-branding providing a platform on which increased success has been built.

Payroll for Professionals

Payrite® is the award winning system, created by payroll people to be the professional's choice. Unsurpassed functionality and a reputation for first to market innovation – you also have the assurance of quality through ISO 9001 TickIT and full IMIS certification.

Proven – delivering solutions to complex payroll requirements in the private and public sector for nearly 20 years.

Powerful – intelligent automation ensures tasks are completed swiftly, accurately and easily.

Modular – building your payroll capability as needs demand. Simple integration with other systems via open architecture.

Training – comes with a full training package to help you get the most from your system.

Support – expert, friendly advice from qualified payroll professionals.



For a FREE trial CD and information pack, or to arrange a demonstration at your office, please telephone **01342 834242** or email info@payrite.co.uk



Client comment

“We were slightly surprised when we first briefed Shere because of their questioning approach. They actually challenged conclusions we had reached concerning the branding and marketing of our company and our product portfolio.

They implemented a ‘*SHERE Plan*’ process to assess the situation in relation to our business. Their findings and subsequent recommendations changed our views.

Shere then developed a completely new branding approach for our company and our products in the accountancy software services environment. The projects were professionally done and the outcome, new identities and market communications have been very successful.”

Sue Rutherford

Partner