



Business Growth

Business Growth and Branding Programme

Anderson Baillie successfully completed its Business Growth and re-branding exercise for IT professional services and security consultants, Xinetica Ltd. The company-wide exercise involved creating a business model for Xinetica and reviewing their entire sales and marketing activities from the base line upwards. The process incorporated business analysis and strategy review through to reorganisation of sales and marketing management. Culminating in logo and brand redesign, the exercise included an overall review of Xinetica's future business strategy and marketing communications plans.

"Looking at our marketing strategy and old brand in such detail was a very worthwhile exercise which has enabled us to focus specifically on what we want to achieve and how we plan to go about it. We needed a structure to work around which is now in place.

Integrated Marketing Communications

The Anderson Baillie business growth model ensured that Xinetica's strategy and proposition caused maximum awareness in the security market.

For a full overview of our Business Growth services visit www.andersonbaillie.com/businessgrowth



The design of the new branding is key to our work and Anderson Baillie has certainly delivered the goods. The marketplace perception of the company and our services is critical in the competitive field in which we work – not only do we need high quality products and services, with a marketing campaign to back those up, but we also need to create visual impact that will last. The business model, re-brand exercise and marketing plan has given us a structure and focus for the future and an image for us to carry forward."

Jon Morris, Marketing Director, Xinetica

