



Design and Branding



The Value of Knowing – Branding

Lanner are recognised specialists in business transformation, helping organisations achieve quantifiable process improvements through the use of modelling and simulation software. Anderson Baillie were approached to reposition the Lanner Group identity, establishing the Lanner name and giving stronger definition to their services and range of products. The strategic process consisted of an intensive branding & corporate identity positioning exercise, resulting in a suite of successful corporate collateral that has strengthened internal understanding and customer appreciation of the company's core services, products and key business philosophies.

“Lanner needed a new identity to reflect how the business had evolved and to assist with the communication and positioning of our unique business proposition.

Integrated Marketing Communications

Brand development to support new company positioning strategy.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design

We selected Anderson Baillie based on their track record and reputation as well as evidence of a strong portfolio of corporate re-branding projects. We have been impressed by the strategic approach they undertook through the brand development process. ‘The Value of Knowing’ concept and associated corporate ID helped galvanise our own activity behind the new brand and it has become a major asset as the company moves forward to achieve its business goals.”

David Jones, Marketing Director, Lanner

