



Corporate Identity



Re-branding Campaign

What's in a name? When the original company was launched many years ago, the name Paradigm was established which embraced a new way of looking at the manufacturing systems market place. The only problem was that the name Paradigm became used by many others who shared similar sentiments, including some within the same market space. Anderson Baillie were engaged to review the existing positioning of Paradigm and then helped to launch the new company, 'Synchronomatic', which heralded a new chapter in the company's development. Anderson Baillie's communications strategy focused simply on the core assets of the business, its people. Starting from ground zero, a new identity was conceived, which was translated through to new stationery, company and product literature, web site and support collateral. To communicate the 'change' most effectively, both internal and external launches were project managed by Anderson Baillie. The internal launch consisted of an informal off site company presentation where actors were planted in the audience as new recruits. This approach helped

lighten the occasion and marked a memorable night to kick-start the company. When the staff returned to work on the Monday, the new company livery and collateral was in place. The external launch consisted of a new company information pack being sent to all existing customer contacts, including, new literature and Synchronomatic branded gifts.

"Driven by an extreme deadline, all elements of the new company launch were project managed by the Anderson Baillie team. The project was administered swiftly and effectively with the minimum disruption on internal resources."

Alan Cheesbrough, Managing Director, Synchronomatic

Branding and Design

Original photography, strong typography and associated imagery.

For a full overview of our Corporate Identity services visit www.andersonbaillie.com/design

