

Bw Brand workshop

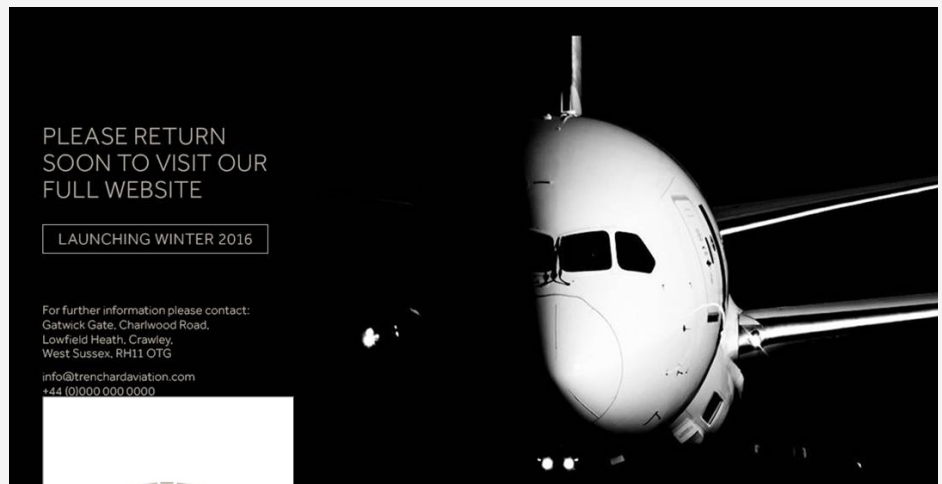
About brand workshop from Four

At Four we believe that at the heart of truly successful communications lies a clear and compelling brand platform, the foundation on which all marketing activity is based.

Our brand workshops are created to develop this in a truly collaborative way, bringing together senior management teams and facilitating discussion.

We start with an immersion into the commercial ambition and consider any available or paid for research (we will also often commission our own stakeholder research in advance to do a perceptions report on your brand). We consider the competitive set and segment your target audience to ensure that we can establish their needs and their buying behaviour.

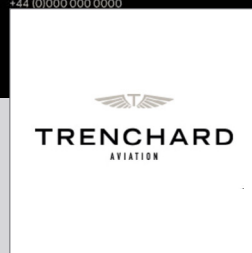
We challenge and prioritise your brand values, and armed with this we can establish how to activate this proposition, both externally and internally, as well as define the key channels required. Any subsequent actions and briefs are commissioned in the clear knowledge that there is a clear strategy and rationale behind them, with a consistent and carefully crafted brand essence.



PLEASE RETURN
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FULL WEBSITE

LAUNCHING WINTER 2016

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Case study

Trenchard Aviation

When private equity partnership Graphite Capital approached us, they were in the process of building a business in the highly regulated sector of aircraft cabin maintenance. Graphite's plan was to acquire a number of highly successful independent businesses and bring them together as a group, capable of delivering their skilled resource across international markets with a sense of scale and ambitious growth.

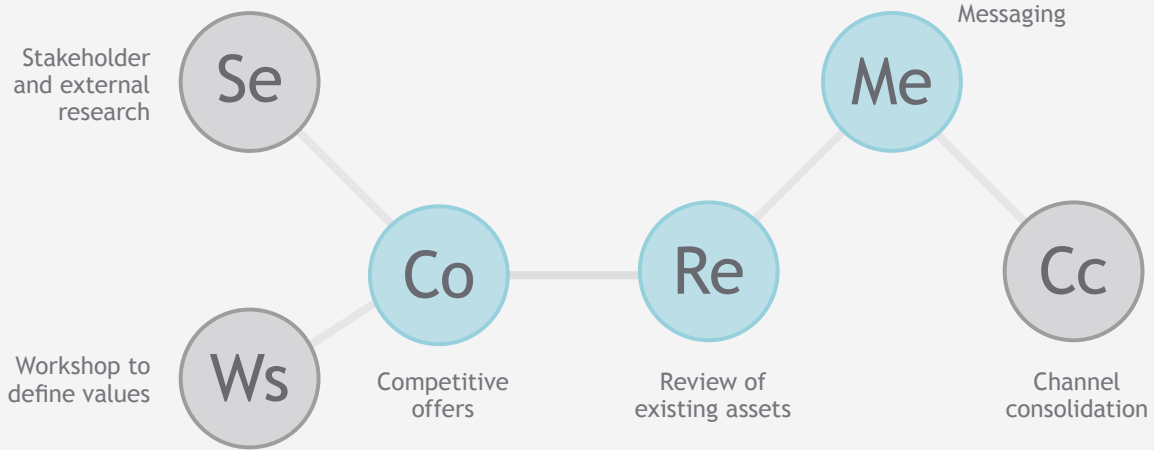
Four started the process by drilling down into the values of each of these companies, defining a set of common delivery benefits in both service and skills that would form a common denominator across the group. Within this we segmented the needs of their customers and how the migration from independent supply partner to a group would provide added value and additional revenue streams.

We also created a master brand - Trenchard Aviation - beneath which this family of business could sit in a common look and feel. This enabled them to operate independently and at the same time migrated them into a powerful combined group of services. Each of these companies was provided with a clear toolkit to ensure that they followed a series of clear guidelines as to how to present themselves visually and verbally to ensure they presented the relationship in a positive and consistent way.

"Four have provided us with a clear brand structure to support our growth plans, particularly in enabling Trenchard to establish itself as an international cabin services group in the lucrative developing markets of Asia."
Mike Innes, Graphite Capital.

Bw Brand workshop

How it works



Pricing



Silver package
A one day workshop including preparation and facilitation.
£3,000 - £3,500



Gold package
A two day workshop including analysis and messaging
£5,500 - £7,000



Platinum package
A two day workshop with additional analysis and in-depth asset review
£8,500 - £12,000

Other products from Four

Bc Brand champions	Im Issues management	Sc Social content and assets	An Animation	Pe Penetration testing
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Ev Events creation and management	Aw Awards
Pt Presentation training	Mt Media training	Cv Corporate video	Po Podcasts	Ac Accessibility

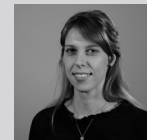
Contact

If you would like to find out more please email FourElements@fourcommunications.com

Key team members



Piers Bracher,
Client services director,
Piers leads the brand workshop programme with a wealth of sector experience across travel, property, finance, retail and luxury brands..



Amy Chevis,
Associate director
Amy's role is to support and run the project management side of the workshop programme as well as lead and analyse the stakeholder interview process.



John Scully,
Group creative director
John provides the critical link between brand strategy and creative development, focussing on developing brand identities and campaign concepts.