

# Brand review projects Directors' vision

## Background

Harlow Group has been bending sheet metal into interesting shapes for over thirty years. Their expertise, financial strength and portfolio of multi-national customers had been steadily built on.

## The challenge

The strength, ambition and professionalism of the Harlow Group was not being reflected in their brand communications.

A fundamental re-evaluation of their position in the market and their medium to long-term business objectives was required, along with the need to take their image way beyond that of a traditional engineering company

## Brand evaluation and definition

Following a brand review, candid input from the directors and some customer feedback research, we introduced a new identity to properly reflect their characteristics and ethos, which rolled out across all marketing communications and signage, including a complete refurbishment of their buildings.

## The outcome

The success of Harlow's investment can be summed up by this quote from Vince Cable, former Secretary of State for Business Innovation and Skills on a visit to the factory:



“I have only been here a short time, but I am massively impressed”

