



Designing Demand | Case Study | Telekinesys/Marketingunity

Design project results in new brand name

Background

The company started life in 1996 as Telekinesys, specialising in web-based software applications for the print industry and building a substantial client base.

The challenge

In 2007 it was decided to re-brand and strategically re-position the company with the aim of extending their market to include corporate marketing directors.

The response

Following a *Designing Demand* mapping session that identified the key aspects of their brand design strategy, a branding company was appointed to undertake an audit of the current brand and future direction within the new, competitive environment. The objective was to articulate the core values and benefits of the new brand, positioning Telekinesys as a brand that would resonate with corporate marketing directors rather than the print purchasing managers with whom they historically dealt.

The outcome

The review led to the definition and implementation of the revised brand concept, architecture and future development of the brand to build recognition and credibility in its new market. More significantly, the process also resulted in the new brand name of *marketingunity*.

“ I recognised that we would need specialist support to build credibility within this design-conscious market... ”

'Targeting a design-conscious market needs specialist support'

Since its launch in 1996, Berkshire-based Telekinesys has built up a substantial client base across the print industry. Always at the forefront of its sector, in 2000 the company launched the UK's first web-based suite for marketing procurement.

Its specialist software platforms enabled businesses to manage their marketing campaigns, tracking information and efficiently managing and distributing content internally and externally.

With a staff of five full-time employees and a bank of freelancers to call on when required, Telekinesys was riding high.

However, by the end of 2007 managing director Chris Hopwood was keen to move the company forward by targeting corporate marketing directors rather than the print specifiers with whom they usually dealt.

"I recognised that we would need specialist support to build credibility within this design-conscious market," said Chris. "Around that time I attended a *Designing Demand* workshop and realised that the Generate programme was just what we needed to guide us through the company re-brand."

Designing Demand, a programme developed by the Design Council, funded by SEEDA and delivered by Business Link, helps businesses realise the potential of design to improve performance, as well as providing solutions for design in product, brand and business processes.

Ian Ferris, the *Designing Demand* design associate assigned to oversee the project, undertook a mapping session with Chris, at which they identified the key objectives as being:

- to review, define and evolve the brand identity to better reflect the new strategic objectives and market focus
- to position Telekinesys as a brand that would resonate with corporate marketing directors
- to articulate the core values and benefits of the new brand to the new target market through a distinctive, authentic and authoritative brand identity

From a short-list of brand design companies Chris chose Hampshire-based J2 Design to carry out the re-branding exercise. Led by Stuart Dawson, J2 undertook an audit of the company's current brand and future direction within the new competitive environment. They looked at how the company could be positioned and the most effective way of communicating the key qualities, values and brand messages to target markets.

"It was a really interesting and motivational exercise," said Chris. "We now have a definition of the revised brand concept which will stand us in good stead for the future. However, more dramatically, the project resulted in our new brand name of *marketingunity*. It feels like a new beginning for the company – we offer the same great service, maximising the return on marketing investment, but with a fresh, smart image."

Ian Ferris stresses that repositioning a brand into a very design-aware market segment could have been unviable without specialist brand and design support.

"The Generate programme helped the Telekinesys navigate their way through an environment which, for them, was new and uncertain in design terms," he said.

"Chris's foresight in engaging with the Generate programme has helped him maximise the impact of the re-positioning programme by creating a brand that is distinctive, credible and, most importantly, customer and market relevant."

Jackie Walker, regional programme manager at Business Link for *Designing Demand* in the South East, said it is clear that Chris has recognised the benefits design has brought to his business strategy.

She said: "We are confident that, through this programme, Chris will have the knowledge and experience to define and commission design projects with credible design suppliers himself in the future."

For more information about the Designing Demand programme contact design@businesslinksoutheast.co.uk or visit www.designingdemand.org.uk

Funded by



Delivered by

