



Releasing your potential

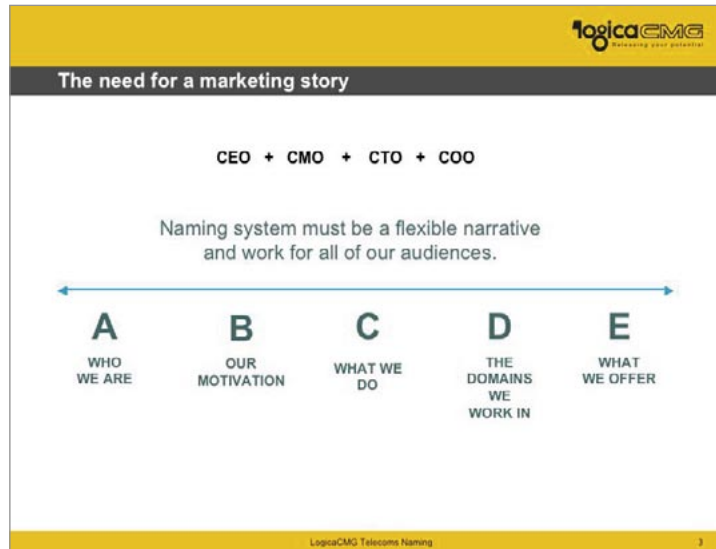
THINKFARM LogicaCMG CASE STUDY

Brand Identity

It's often the case that if you ask a number of key managers around an organisation to describe their company, what it does and who for, a number of different stories will emerge.

Thinkfarm helped LogicaCMG develop a clear brand position, messaging architecture and product naming system that resulted in them re-thinking their organisational structure.

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1.

Market Positioning

Sectors: Pioneers of SMS

A: Who we are: LogicaCMG Telecoms

B: Our motivation: Assuring innovation

C: What we do: We enable network operators, service providers and content aggregators to increase revenues, enhance customer loyalty and capitalise on the opportunities offered by convergence.

D: The domains we work in: Intuitive Messaging, Intelligent Charging, Content Enablement and Customer Intelligence Management

E: What we offer: A global track record in business insight and unique technology platforms combined with domain expertise.



Naming Guideline 1

Propositions:

- 1 Two words only.
- 2 Not including domain headings
- 3 Must be a descriptive. It must provide the customer with a prime face understanding of what you the proposition will deliver.
- 4 We suggest using the following simple rule as a guide: 'what' + 'why' or the reverse 'why' + 'what'

Examples to follow

Naming Guideline 1

Examples:

Current	Proposed
Central Management Station	Data Control
SMART Marketing	Marketing Insight
Next Gen (P) SMS	SMS Evolved
Music Portal	Music Portal
Foreign Subscriber Gateway	International Network

Background

LogicaCMG Telecoms is a specialist consultancy and supplier to mobile network operators and other related organizations involved in communications and content dissemination. A large proportion of the world's text messaging and video texts are transmitted using its software platforms.

Brief

The various departments that made up LogicaCMG Telecoms had developed a large array of products that sometimes had relationships with one another but were not obviously linked by name or consistently described as part of the company's overall offer to its marketplace. Thinkfarm was instructed to reach an understanding of the portfolio, and develop a naming structure for what existed and new products developed in the future.

Our Response

On hearing the description of the various business propositions and products, it became evident that we needed to step back a little and look at the overall description of the company, its offers and the benefits delivered. In short, Thinkfarm reassessed LogicaCMG's messages and communications strategy from a customer viewpoint.

Thinkfarm developed multi-level descriptors for the business – from 'elevator descriptions' to detailed product naming guidelines. The work was instrumental in reviewing the way that the business was organised as well – leading to a restructuring of the departments in line with the principal propositions to its key markets. A short while after the project, the Telecoms group was sold and now operates as a specialist company independent of LogicaCMG.

Thinkfarm reassessed the communications strategy from a customer viewpoint.

1. Slides from an indepth powerpoint presentation.

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