

Uniting the corporate focus of a Top500 Australian entity

Founded in 1999 and servicing Australia nationally, Entity Solutions is a leader in the professional engagement services industry.

The Entity Solutions brand position in the marketplace was already strong and well placed, but the other business units were somewhat fragmented and required some clarity. The directors at Entity wanted to create a master platform and vehicle from which to achieve aggressive business growth objectives across all units, but also allow for further expansion into new frontiers.

Following an extensive brandmark exploration process, a master and sub-brand architecture system was developed to house a unified approach for all five business units.

An innovative sales and marketing kit was created to accommodate and address all target markets and audiences, with specific allowance for flexibility and adaptability of a broad library of documentation.



CLIENT	ENTITY SOLUTIONS
INDUSTRY	PROFESSIONAL SERVICES
BRIEF	STRATEGY / BRANDING / IDENTITY



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KEY OUTCOME

SALES GROWTH

REINVIGORATED SALES FORCE USE THE NEW CORPORATE MARKETING COLLATERAL TO TARGET NEW CUSTOMER ACQUISITION