

WhiteRhino[®]
EST. 1996

Creative
Agency

DESIGN • BRANDING • ADVERTISING • WEBSITES • SOCIAL

Capitalising on business innovation and thought leadership

RocheMartin is a leading provider of emotional intelligence products and consulting to equip a new generation of corporate and sports leaders - emotional capitalists.

What started as a branding and strategy project, the relationship has now spanned over 8 years, and continues to evolve in an ever changing landscape.

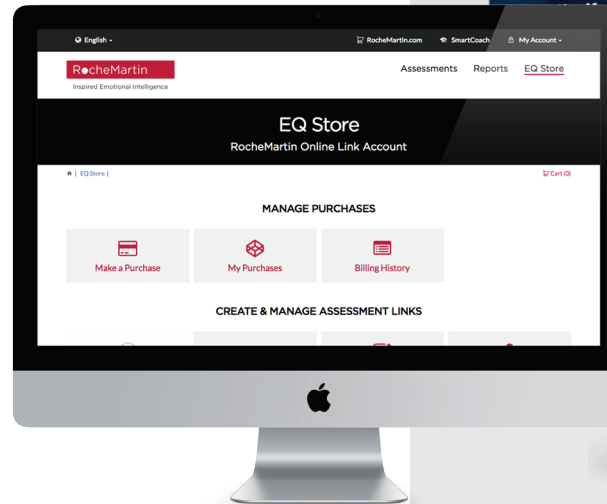
At the helm of the RocheMartin offering, is a comprehensive 360 degree online assessment tool for the new age of business. Users undertake an online 'Emotional Intelligence' assessment, with factors and parameters based on years of psychological data collated by Dr Martyn Newman, the founder.

Users assessments are self and peer assessed - the end result creates an instantaneous report, giving both user feedback and management valuable tools in assessing the leadership potential of respective candidates. This tool continues to be an industry leader in technology and functionality amongst a digitally disruptive world.

RocheMartin

Inspired Emotional Intelligence

CLIENT	ROCHE MARTIN
INDUSTRY	PROFESSIONAL SERVICES
BRIEF	BRANDING / DIGITAL / SOFTWARE



KEY OUTCOME

100K

USERS ACROSS 15 COUNTRIES

KEY OUTCOME

OVER 130K

ONLINE ASSESSMENTS COMPLETED