

WhiteRhino<sup>®</sup>  
EST. 1986

Creative  
Agency

DESIGN • BRANDING • ADVERTISING • WEBSITES • SOCIAL

# Energising the transformation of a B2B consultancy

In a very competitive B2B landscape, competitors were going to market purely on a price driven offering. TTEG needed a genuine point of difference and a binding proposition for the business as a whole.

We developed an overarching messaging system to reinforce the added value of the TTEG value proposition and supported that programme with a comprehensive overhaul of the brand identity, sales and marketing collateral and digital platforms.

**TRANS  
TASMAN  
ENERGY  
GROUP**

CLIENT	TTEG
INDUSTRY	ENERGY / UTILITIES
BRIEF	BRAND REFRESH / COLLATERAL



KEY OUTCOME

## KPI's ACHIEVED

ARMED WITH A NEW LIBRARY OF SALES SUPPORT COLLATERAL, A REINVIGORATED SALES TEAM QUICKLY ACHIEVES PROJECT TARGETS EXCEEDING MANagements EXPECTATIONS AND FORECASTS.