

The Valmova name is derived from the company's tag line, "Valves with More Value". Valmova manufactures and sells directional control valves, previously manufactured and marketed within the central Danfoss Group (€5.1bn).

Challenge

As part of the Danfoss Group, a new company formation, name and brand needed to be created to exploit their proven markets. The need for a dynamic brand was a high priority together with a host of communication collateral.

Approach

Based on a sound marketing strategy, Clarity pursued and implemented a rigorous process to establish a brand name that was distinctive and had visual impact.

Outcome

Valmova sounds like a place we would like to visit, so we used this connection engaging postcards to gain awareness and visibility. Everything from name generation, brand creation, online presence to internal communications and value proposition were developed and implemented by Clarity. This dynamic enterprise based in Brazil and India, was managed by teams in Italy.

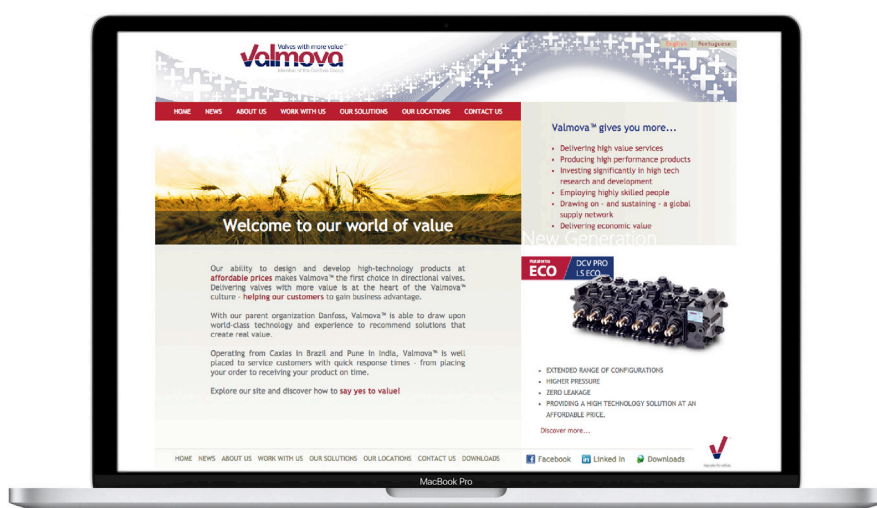
Clarity provided:

- Naming
- Workshops
- Brand strategy
- Strapline
- Logo development
- Visual identity
- Tone of voice
- Identity guidelines
- Literature
- Website
- Presentations
- Safety branding
- Signage

Revised and created:

- Purpose
- Values
- Principles
- Promise
- Story
- Strapline
- Public statement
- Internal brand

 **Delivering advanced control solutions through improved technology and innovation.**



Target Zero.
 Internal Safety Brand

