

Based in Minneapolis, Continental Hydraulics provide advanced engineering solutions for the application issues their customers are facing across North America.

As a member of the Diplomatic Group in Europe, Continental were charged with achieving higher growth and productivity.

Challenge

Clarity was faced with a cultural differences internally with a reluctance to change. In addition, the company had no brand visibility, marketing strategy or online activity that was effective. With the directive to make Continental a player in the industrial and mobile markets in North America, Clarity faced up to the challenge.

Approach

With so much to do, Clarity focused initially on the internal culture, aligning the workforce to a new vision and purpose culminating in the 'pride inside' internal campaign. This first step helped employees to take ownership of their own culture in North America. Because Europe was seen as a threat that disrupted their way of working, messages had to be created and delivered to a lay the fears throughout the 90 strong workforce.

Next was to establish the 'four pillars of difference' within the brand proposition and create effective communications that consistently promoted these important and strategic values.

Outcome

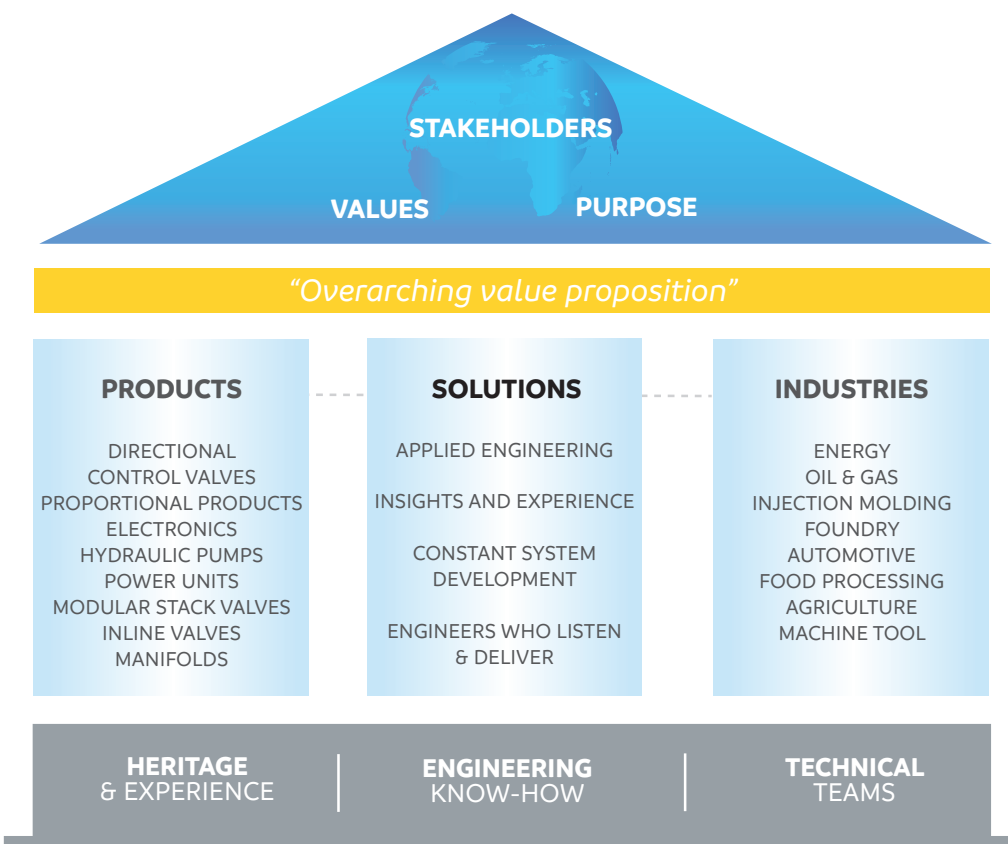
18 months into our work, Continental have re-established itself as a visible contender in their markets and have developed a confidence helped by a refreshed tone of voice. With active LinkedIn postings, distributor merchandise support, revised literature and a large exhibition in Las Vegas in 2020, Continental is on its way to healthy growth as a stronger united business.

Clarity provided:

- Brand strategy
- Brand identity
- Product naming
- Internal Comms
- Safety campaign
- Brand guidelines
- Literature
- PowerPoint
- Company presentation
- Conference branding
- Newsletter
- Social media
- Exhibition theme
- Distributor comms

Revised and created:

- Value proposition
- Purpose
- Values
- Strapline
- Tone of voice



Four Pillars of Difference

ENGINEERING EXCELLENCE

APPLICATION KNOW-HOW

PEOPLE WHO CARE

EASY TO DO BUSINESS WITH



CONTINENTAL HYDRAULICS
engineering in motion

ENGINEERED AND APPLIED SOLUTIONS

We're in the Renewable Energy Industry.

Turning innovative products into dynamic solutions for force and motion, hydraulics and electrical systems.



www.continentalhydraulics.com

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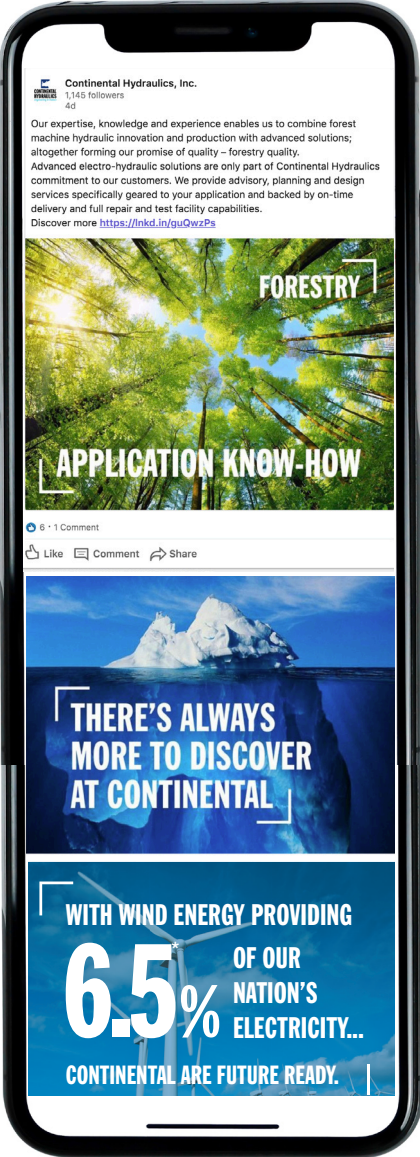


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ENGINEERED AND APPLIED SOLUTIONS

The future in motion.

growing forward

moving forward together →

CONTx | Insights worth sharing

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HYDRECO | Acquisition Brand Integration
ADVANCED HYDRAULIC TECHNOLOGIES



clarity | brand and change consultants

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