



Breaking News

The success story continues at Barnett Waddingham with this recent financial year (18/19), they have achieved double-digit annual revenue growth, representing a stand-out performance in the risk, pensions, insurance and investment markets.

17% YOY Growth

49% Growth in last 3 years

A brand refresh and visual identity for the UK's largest independent provider of actuarial, administration and consultancy services. This established company has now 73 partners and over 1200 employees across 8 UK offices.

Challenge

In 2016, Barnett Waddingham (BW) was faced with changing and challenging markets. Recognising that their existing brand identity required more than a facelift, it needed a refresh that went deep within the organisation. Renaming the business at that time was given as an option and the potential to shorten to BW in the long term was also a considered.

Clarity was employed to bring a clear case for change and a strategy on how to implement this across the whole business in these crucial times of rapid change.

Approach

The understanding for all was at the core of our strategy – starting with an audit, it became a highly collaborative process, interviewing the partners within the business and from the clients perspective too. Our findings showed that although the brand was alive, it was not thriving – we needed to help BW develop and craft a story that would drive it forward for the future in a sustainable way.

Revitalising the brand meant building a clear proposition to clients and employees and it was not only about the who, what and how, but more importantly, the why.

Working closely with the Management Board, Clarity helped revive and develop the BW purpose, principles and values. These core elements helped to create a strong foundation on which to build a unique and engaging story told through their promise 'to do the right thing'.

Outcome

The value of the brand refresh has been enjoyed and delivered across the business, enabling employees to work closer together with common purpose and energy.

Ellipses within the new logotype represent various aspects of the business and are used within the BW customer and employee presentations. This compelling story is built on a solid foundation of principles and values.

The new strapline 'beyond the expected' helped to connect the communication dots whilst supporting a fresh, dynamic logo. This new project has delivered a much needed spark within the business, delivered through the 'beyond' employee engagement campaign developed by Clarity.

Clients can expect a more confident presentation and delivery of the brand across all touchpoints. As part of the ongoing brand programme, Clarity continues to advise and contribute value for BW and are constantly looking to develop their relationship.

From a £66m turnover to a £99m turnover in three years is a testament to BW's focus and professionalism within their markets.

Clarity is proud to be a part of their continued success.

Clarity provided:

Research and interviews
Naming exercise
Workshops
Brand strategy
Visual styling
Logo development
Visual identity
Tone of voice
Identity guidelines
Literature
Internal walls
Practice areas branding

Revised and created:

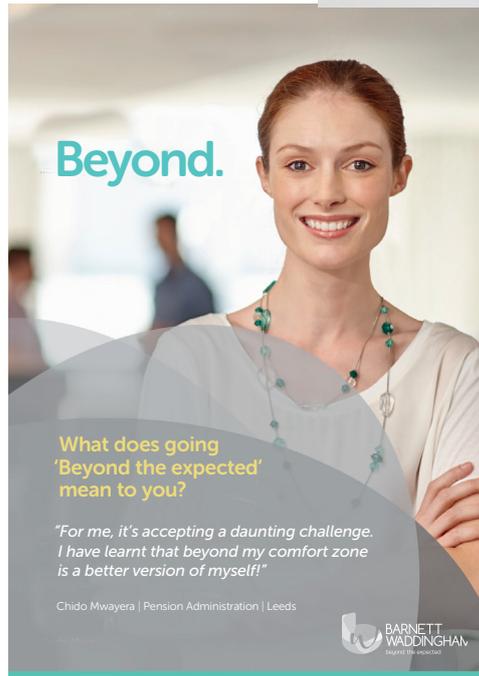
- Purpose
- Values
- Principles
- Promise
- Story
- Strapline
- Public statement
- Internal brand
- Tone of voice & visual imagery guidelines





RISK | PENSIONS | INVESTMENT | INSURANCE

beyond.



confident commitment
 buzz inspiration insight
 feeling valued enjoyment
 extra mile **together** focused
 brave fun self improvement
 involvement job satisfaction

