

FAIRLEY & ASSOCIATES

BDO CASE STUDY



“Fairley & Associates vision and experience has been key to the success of this project. It would not have happened without them.”

Julia Henniker-Heaton,
Director, International brand and marketing



CHALLENGE

BDO, the fifth largest accountancy network in the world, invited Fairley & Associates to advise them on the most appropriate brand and communications strategy to support the next phase in their development.

SOLUTION

Fairley & Associates worked collaboratively with BDO to evolve the brand strategy accompanying the network's move to a single global trading name. Building on BDO's promise of client proximity, the brand is now encapsulated in the idea 'what matters to you, matters to us', in that the network strives to provide the best possible advice and professional service.

We guided BDO through a competitive pitch process and design development. Greentarget rose to the challenge of evolving the identity to express the brand idea, while retaining existing brand equity. Our associate photographic consultant Claire Arroyo, custom built BDO's new image bank, sourcing images and handling negotiations with all suppliers.

Together with BDO, Fairley & Associates worked through the complex implications of global implementation. Every step was made simple and each member firm in every country was provided with complete implementation guidance. We developed a phased approach for internal engagement and external communications. To ensure both consistency worldwide and ease of local adaptation, we created complete kits with everything from podcasts to posters and presentations to press releases.

Every country was fully equipped to reposition BDO in its market in just six months, exceeding all expectations of what had been envisaged possible within the timeframe and budget.

OUTCOME

By January 2010 the network will have adopted a single trading name, BDO, dropping local member firm suffixes in all 110 countries. The refreshed brand complementing this change demonstrates the organisation's international capabilities and strength as an integrated global accountancy network delivering informed, consistent and quality advice worldwide.

CEO Jeremy Newman explained:

“Fairley & Associates approach was both strategic and pragmatic. Its collaborative ‘virtual team’ approach worked seamlessly with our in house team and provided us with additional expertise in an effective and integrated manner. This enabled us to refresh our brand from within, rather than have it refreshed for us.”

What we did

- Market positioning research analysis
- Brand strategy
- Information hierarchy recommendation
- Brand and phased communications messaging
- Implementation strategy and plan
- External communications strategy and toolkits
- Internal engagement strategy and toolkits
- Design agency pitch process
- Identity development advice
- Image bank creation
- Brand centre advice

