

CASE STUDY: EDGILIS

Industry: Technology

Innovation gets a new name

Acian Technologies came to us as a self-styled 'innovation consultancy'. It was already an SME success story, practically doubling in size year on year since being founded in Singapore in 2006. But in 2009 the management team recognised the need for the business to step up to the next level in order to attract the best regional talent and to compete on a more equal footing with larger, more established consultancy networks. This demanded a new brand name and identity that would signal a new force and philosophy in the sector and attract the very best people. We were only too keen to get involved.



CASE STUDY: EDGILIS

Industry: Technology

Attracting future 'agents of innovation'

The new brand vision and identity was first launched internally and to existing clients, before being applied across all business touchpoints, from a newly designed website to marketing literature and – crucially – recruitment materials. The new look allowed Edgilis to stand out from the established brands at recruitment events and more effectively attract talent with its bold new category thinking in which the company's people were valued as highly skilled 'agents of innovation'.

