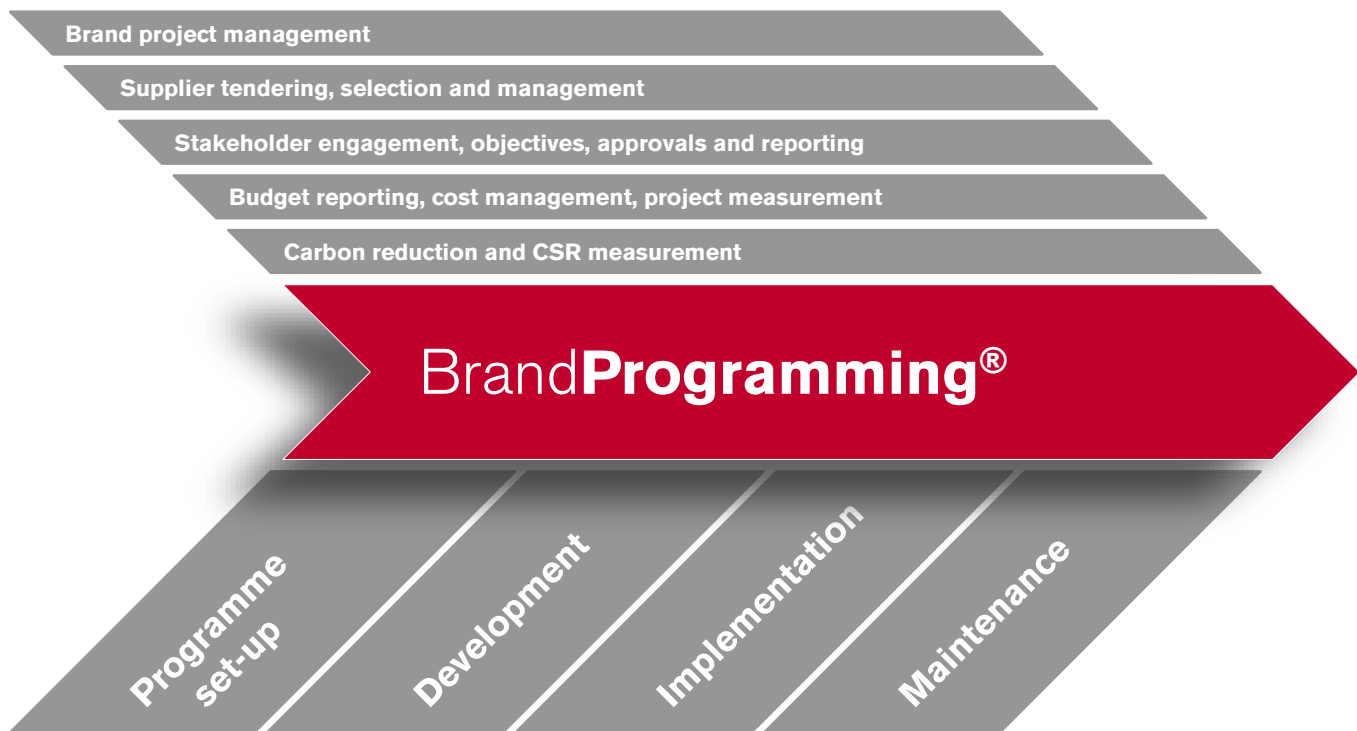


An introduction to our Brand Programming services

Integrity’s unique blend of services is called Brand Programming. We provide support to our clients in developing, implementing and maintaining their brand across every facet of their business, delivering consistent brand experience for staff and customers.



We’ve all been disappointed when we bite an apple that looked great on the outside but didn’t quite deliver the juicy crunch we expected. Many organisations give us the same problem – the experience we get, either as an employee or a customer, is so often different to what was communicated.

Integrity’s Brand Programming services support clients in developing, implementing and maintaining their brand across every facet of their business – ensuring consistency between every tangible aspect of a brand, and then by managing employee brand engagement we deliver alignment between ‘what you see’ and ‘what you get’.

Working in close partnership with client organisations and creative agencies, Integrity provide all the nitty-gritty project management discipline to bring creative and brand vision to life.

Our teams include experts from every field of brand change, from communication and engagement projects to retail store programmes; from on-screen and printed media to clothing, vehicles, signage and office environments. Our specialist knowledge across all areas of brand delivery enable us to fit seamlessly within the client and creative partnership.

So, whether you’re embarking on a major re-brand programme; fine-tuning your brand in response to business change, or refreshing your brand to improve clarity and consistency, Integrity can help you achieve your business goals. See how our Brand Programming services have helped these clients at our website www.integrity.co.uk:

- East Midlands Trains
- Tesco
- Virgin Media
- Volkswagen

