

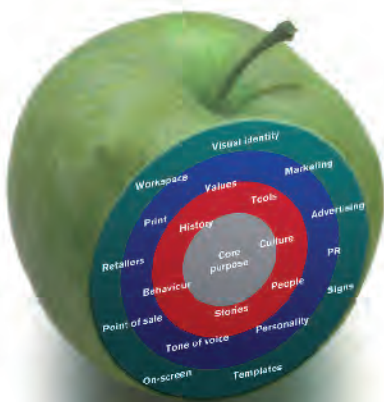
## A programme management approach to re-branding and developing brand consistency

We've all been disappointed when we bite an apple that looked great on the outside but didn't quite deliver the juicy crunch and taste 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 helps clients achieve consistency across every application of their brand identity, and alignment between their core business proposition, culture and values. This ensures the delivery of a harmonious brand experience as a whole, for both employees and customers.

Our specialist team of programme and project managers include experts from every field of brand change - from employee communication and engagement projects to retail store programmes; from on-screen and printed media to clothing, vehicles, signage and office environments.

Over the past ten years we've honed our delivery focused services into nine key disciplines that help clients at any stage in their brand journey: whether embarking on a major re-brand programme, (UK wide or global) or simply fine-tuning to improve clarity and consistency.



If you would like to know more about our services and capabilities, please contact Tanya Walch:

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