

brandgraphica™

Energise

Client

BSI Product Services
(British Standards Institution – Global)
BSI Product Services has the capability to test a huge variety of products such as construction, fire safety, electrical and medical devices. It identifies technical requirements for testing and certification worldwide.

Project

Swing Tags Creative Platform

Description

We helped the organisation to use the full leverage of the BSI name and its prestigious Kitemark® to launch a range of products and services worldwide. We created the 'Swing Tags' as an Energise Communications Programme to enable the brand to connect more effectively with its many and varied audiences. The programme was so successful it quickly became synonymous with the Identity worldwide. It includes: web sites, interior design, advertising, brochures, vehicle livery, internal communications, direct mail, merchandise, television commercials, signage & exhibitions.

Results

BSI successfully launched several Kitemark® Service schemes in the UK and promoted many other services. 250 projects were completed over a three year period and the organisation continues to use the mark.

Client Quote

"A unique vehicle, the very shape of which suggests 'quality control', enabling engagement and communication with the many consumers and technical audiences in one powerful voice. Excellent!"

Marketing Manager
BSI Product Services

Please turn over

Get the full story, talk to
Brandgraphica today

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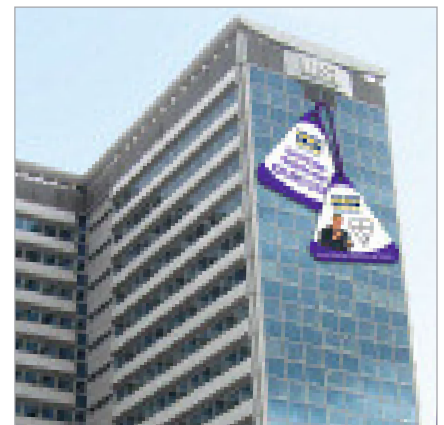
More samples for the Swing Tags Energise Platform.

Background

The original concept for the Swing Tags platform was born out of a web site project. BSI Group had recently improved its web site on behalf of all its businesses. Brandgraphica had been requested to assist BSI Product Services to populate its new pages by the group.

The Swing Tags platform was an uninvited, proactive pitch by Brandgraphica that happily coincided with the client's development, unbeknown to us, of a strategy to maximise the leverage of the BSI name and Kitemark®. An excellent example of what can be achieved when there is perfect synergy between business plan and brand plan.

a unique language developed to convey benefits to many audiences in a single style



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