

Growing something brilliant

British Chambers of Commerce
corporate identity

Category

01 Corporate/Brand

Sub category

1.2 Design and implementation costs under £100,000

Client

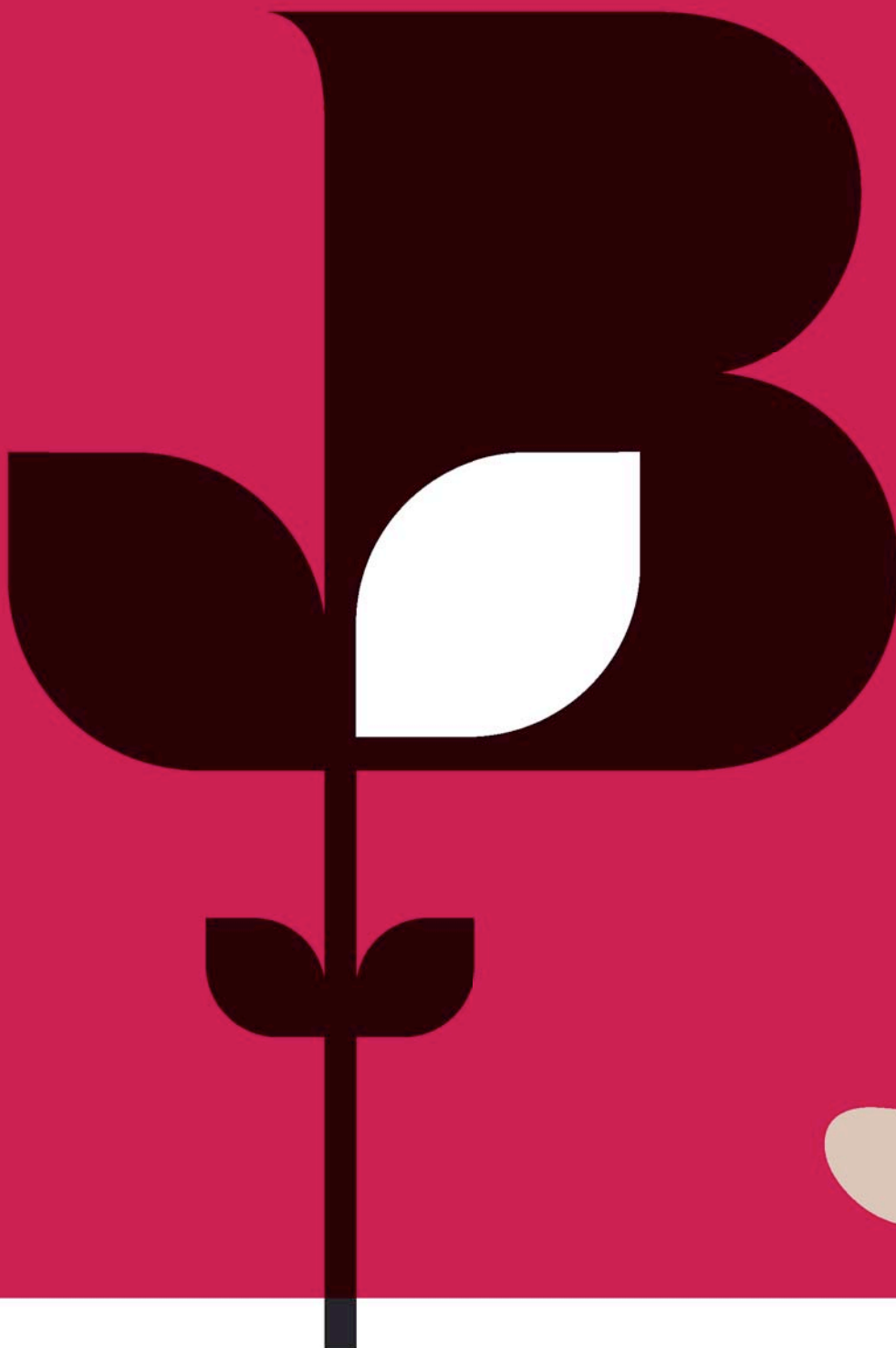
British Chambers of Commerce

Design consultancy

Elmwood

Date

June 09



Executive summary

Before



An outdated and outmoded acronym, synonymous with the 'blue blazer brigade at the country club'.

After



Beyond a new vibrant identity, a metaphor and icon for business growth: B is for Business and Elmwood lets the B grow!

110%
increase in
sponsorship revenues

Funding is growing

- A 110% increase in sponsorship revenues from 2007 (pre) to 2009 (post launch)
- Sponsorship revenues rising 35% despite the recession from 2008 to 2009

175%
increase in roadshow
sponsor attendees

Attendance and participation are growing

- Number of sponsors' exhibition stands at national road shows rockets from 24 (2007) to 66 (2009) – an increase of 175%
- Attendance at the annual conference more than doubled between 2007 and 2009 – despite a downturn in the overall British conference market

100%
increase in annual
conference attendees

Local chamber converts are growing

- 11 local and regional chambers of commerce have voluntarily re-branded with the BCC master brand, funding the change locally

Executive summary cont

Before



55 different chamber identities

After



11 local chambers converted already



Reputation and advocacy is growing

A very blue world of fragmented local identities used to be the many faces of the BCC. Squeezed between well-organised and aligned business organisations like the CBI and the IoD, the BCC had little room to manoeuvre and little national visibility.

2 years and a bold re-brand later, David Frost, the Director General of the BCC is the very public voice of British business in the face of the credit crunch. He's a regular national media contributor on the health of British business.

And a renewed sense of creative confidence!

"The new branding has encouraged us to be more creative with all our print work and the messages we send out. We are continuously looking for more ways to reduce the image that the Chambers of Commerce is a stuffy old fashioned organisation but one that is fun and moving with the times. As a result we have recently implemented a new email marketing system to ensure our messages are branded, creative and eye catching. We have also joined Twitter to keep people up to date with what events they can find us at."

Steph Slade, Marketing Manager
Surrey Chambers of Commerce

Project overview



Interior branding



Brochures and reports

Our task:

Grow the ultimate business network

1. Outline of project brief

The new identity needed to:

- Capture the essence of the BCC's business objective: "Growing the ultimate business network" and stimulate growth of sponsorship revenues and attendance at the national conference.
- Communicate "what's in it for me?"; why join, attend and get involved.
- Act as an umbrella for the organisation which has a leadership role in driving change on behalf of its local chamber members, create cohesion and show leadership. Local chambers are autonomous and very independent so the new BCC identity should invite them to take part in this leadership drive.
- Add vibrancy, raise the creative bar whilst maintaining authority in its national media and government advocacy role for British business.

2. Description

The British Chambers of Commerce is a not-for-profit national body providing a powerful and influential network of accredited chambers of commerce across the UK. It has been growing British business for more than 200 years, providing businesses with practical support, useful connections and valuable access to new ideas and innovations. So even though the BCC is not-for-profit, it is powerfully placed to help those who are.

3. Overview of market

The British Chambers of Commerce was often seen as an organisation which runs formal dinners at golf clubs with grey haired middle aged men shaking hands with each other. As a result, the benefits of joining or participating in events were not clear and the chambers had struggled to attract more modern, entrepreneurial and dynamic members. Finally, the BCC represents the small to medium sized business – a very cost-conscious audience. They also have to compete with other organisations such as the CBI and IoD for membership, event attendance and share of voice through media coverage and lobbying of government.

4. Project launch date

Internal Nov 2007. External February 2008.

Project overview cont



launch brand cards



posters

Vibrant
Visionary
Authoritative
Embracing

New BCC brand values

5. Size of design budget

£67,000

6. Outline of design solution

The BCC had already defined their vision to make their network an essential part of growing businesses in the UK. Following a strategic consultation and the articulation of revised brand values (vibrant, visionary, authoritative, embracing), we developed a campaignable identity which felt more human. We also created guidelines to ensure consistency across other applications and worked with BCC's web agency to implement online.

Local chambers of the BCC can choose from three different levels of the brand identity. This is a pragmatic way of achieving consistency across all the chambers' communications.

Identity

We developed a logo that's become known as the growing B. It sits atop a leafy stem, symbolising business growth. The idea of a network is captured by the vine, which can be extended and 'grown' across communications and visually link items together. The colour palette is vibrant and the fonts were a mix of the classic Beaufort (reassuringly authoritative) and the modern Gotham (vibrant and dynamic).

In brochures, we use the growing B in an iconic way. It interacts with the photography (or illustrations), inspired by the brochure's contents.

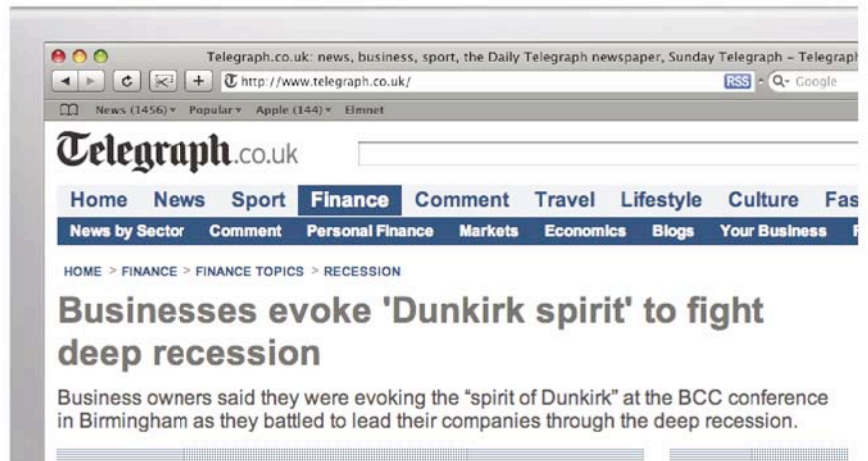
Launch brand cards

The vine runs all over the cards. They're highly interactive: the notches cut into them means that an individual pack can be turned into a structure like a tower or pen pot. If people work together with more than one pack, they go wherever their imagination takes them.

Website

The website features all the key elements of the brand identity: the growing B, the vine and the navigational panels are curved to look like stylised leaves.

Summary of results



A healthy and dominating voice of British business in the national media

From
£109,000
sponsorship revenue in 2007

To
£230,000
sponsorship revenue in 2009

A blooming revenue stream from sponsorship from £109,000 in 2007 to £230,000 in 2009. A great ROI with design paying for itself twice over in this first instance.

National event participation grew from 528 to 1,145 in 2 years despite the recession environment and the pressure on cost-conscious SMEs' budgets.

Already 11 local chambers have re-branded, showing a steady trend of 'wanting in' and Elmwood, with the BCC, is successfully encouraging more chambers to follow suit, despite the recession. Many other chambers are experiencing an increase in interest from their business members in using the new British Chambers of Commerce logo on their website and stationery.

"I can't really be more specific about who because it has been a whole range of our membership, not people in one specific area. I think this is because the new logo is more aesthetically pleasing. It is also more modern so I think more people are happy to feature it. They are mainly requesting it for use in two areas – their website and their headed paper. I think recently there has been a rise in people wanting to be associated with the chambers because it is seen as a credible organisation."

Marketing Officer, local chamber

Enviably standout

"CBI complained that our new branding of the event on the terraces of Houses of Parliament was too overpowering and that their own brand was being overshadowed as a result!"

Jodie Parker, Marketing Executive, BCC

A revitalised membership structure

"We have seen a rise in the number of marketing organisations, print and design agencies, web designers etc. from the creative industries. It is important that we have a variety of companies in our membership. Having a wide variety of companies creates a really nice buzz at events as there are more ideas being produced and more people being able to help each other out."

Marketing Officer, local Chamber

From
528
participating in national events in 2007

To
1,145
in 2009

Research used

no

ad campaign

no

PR campaign

no

PR promotion

Client's own

The British Association of Conference Destinations (BACD) 2008 British Conference Venues Survey (BCVS)

Other influencing factors

No other marketing factors: no ad campaign, no PR campaign, no promotional introduction. Elmwood was in fact tasked to introduce the brand work at various regional launches (brand road show).