

Indesit Company

A NEW NAME FOR A TRUSTED BRAND INDESIT COMPANY

Background

Merloni Elettrodomestici owns four strong brands that are recognised across the world - Indesit, Ariston, Hotpoint and Scholtes. In the past three years, Merloni's European market share has grown from 9% to 15%, making it one of the world's leading white goods manufacturers. When they came to us, Merloni's management team wanted to help their brands grow internationally, and become even more successful and popular around the world. Feeling that the Italian name didn't quite reflect the group's international ambitions, they made the decision to mark the company's 30th birthday by giving it a new, more international name.

Challenge

Enterprise IG's challenge was to develop a clear positioning, name and identity for the business that would work hard to unite Merloni's 20,000 employees. The new brand also had to have a strong customer-facing identity, as it would be more visible to consumers than the Merloni Elettrodomestici name ever was.

Outcome

We created a strong brand positioning for the company – 'Simply Better' – a reflection of its burning ambition to continually improve products and service to make customers' lives easier. 'Indesit Company' was chosen as the new name: it is straightforward and speaks of 'one company'.

The look we created for Indesit Company is warm and approachable to match its new brand values: innovative, respectful, ambitious, in touch and genuine. The combination of sky and darker blues, warm orange and white in Indesit Company's primary colour palette, gives the brand a bright, breezy, fresh feel. We created the 'line of continuity', an original design device that works across Indesit Company's communications to emphasise a message by pinpointing certain elements of an image or situation. As well as adding visual interest, its hand-drawn quality gives the new look a very personal feel. Optimism and entrepreneurialism are an important part of Indesit Company's



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culture, and we ensured that the new look and feel make this attitude shine through, whatever the application.

The new positioning, brand values and look were presented to staff at an internal launch in December 2004, supported by a brand book and brand video to help staff understand the new direction. Then we took an active part in a press conference in Italy, in January 2005, to introduce the new brand to the rest of the world.

Result

The Indesit Company brand is currently being rolled out to 20,000 staff worldwide and all key external audiences, after the successful internal and press launches.

“This branding programme enabled Enterprise IG to bring a large number of its core skills to bear - Branding Strategy, Positioning, Brand Workshops, Senior Level Consensus Building, Naming, Corporate Identity and Internal Engagement. It was a truly collaborative

effort, working very closely with the client at all stages of the programme, helping them on the next stage of their successful business journey. And the results are proving a winner, both with people inside the new Indesit Company, and with key external audiences.”

Philip Hodson
Global Client Director

