



Specialist B2B Marketing Consultancy



Co Company:
Brand and Product Strategy

The Challenge:

Co Company was a medium-sized consultancy working at C-Suite level with blue-chip organisations to develop their people. Led by former McKinsey Director, and internationally renowned business author, Colin Price, the consultancy was well-regarded but lacking awareness and recognition for its innovative product suite.



Campaign:

We gave the Co Company brand a complete overhaul. We focused on the premium offer and empirical basis to the company's approach. We defined a clearer proposition and helped to productise the offer, with a clear hierarchy and all in keeping with the brand ethos. We re-designed everything: the brand, the website, every single product.

We produced new presentations, white papers, even hard-backed books covering Co Company's detailed methodologies and models. All of which helped the company to grow so quickly, they were snapped up by Heidrick and Struggles. Meaning we didn't just help the client sell, we helped sell the client.

