

Specialist B2B Marketing Consultancy

TP Group: Launching a new brand

The Challenge:

TP Group is a professional services and technology company with global contracts in highly regulated markets. From life-support systems aboard the UK's nuclear submarine fleet to space and satellite systems, TP Group operates in some of the most demanding environments on earth and off it. We were asked to help the group launch a new brand.



Achieve together

Thrive on knowledge sharing, help each other and deliver projects as one team. toproup is an amoning collection of people working across locations, domains and inclustrian. Between us, we cover an incredible range of ability, inrovindige and experience. From submarines to satellites, software to a tablesothed, sales to amonthe data, from The Salest to Socialind, there can be few organizations an diverse and copable is **Transit**.

Working together, sharing our knowledge and expertise, operating as one team, we can deliver great outcomes for one another and our customers.



The Strategy and Campaign

As the company continues to expand rapidly, by acquisition and new capabilities, so the need for a consistent image and representation increases. We helped TP Group to create and share their new brand vision and values across the company's 500-stroing workforce. A new Brand Book tells the history of the company and its successes, and a suite of freshly designed materials helps to reinforce the promise of the TP Group around the globe.

With a bolder brand presence, TP Group continues to flourish and establish itself as a leading international player across defence, energy, space, and intelligence & systems.





If you think we can help your business please contact: hello@engage-marketing.co.uk

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