



Specialist B2B Marketing Consultancy

CASE STUDY

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.



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-strong 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.



