

## REBRANDING FOR AN ENGINEERING DESIGN AND MANUFACTURING COMPANY

### | ABOUT OUR CLIENT ◀

Our client is a leading global engineering design, and manufacturing company which provides technology solutions catering to industries that include Oil & Gas Sector, Power Sector, Petrochemicals, etc. They have served the Oil & Gas industry for nearly four decades with their in-house engineering and manufacturing facilities certified by major International Operating Companies and accreditation organizations.

### | PROBLEM FACED BY OUR CLIENT ◀

Our client as part of their growth plans decided to participate in ADIPEC-2019 which was organized in Abu Dhabi from November 11-14, 2019.

To prepare for the exhibition the client was keen to have the older marketing collateral (like company profile and brochures) redesigned as well as some new collateral like front banners, retractable banners and rollup standees created.

The client was also keen to have the logo redesigned to give it a more contemporary feel.

### | OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

The key objective was to redesign and create the required list of above-mentioned collateral in a short timeframe.

# STRATEGY AND APPROACH USED

The client approached us just about a month before the exhibition and wanted all the deliverables at least five days before the exhibition.

We arranged a meeting of our designer with the client to understand their requirements. Based on the initial discussion, we conceptualized all the collaterals they would need. An iterative approach was adopted in designing the deliverables.

The challenges included the short timeframe ( as there were official holidays during this period), and the client was also keen to have the content of the collaterals re-vamped. What made the job difficult was the fact that there were a number of stakeholders involved with whom we had to coordinate & seek approvals. Our designer had to stretch to make the deliveries timely.

## KEY TACTICS

As a first step, we collected all old collaterals from the client and studied them. We decided to first redesign and freeze the logo ( as it was to be used on the rest of the branding collaterals).

Further, we decided the scope in discussion with the client as per below:

- **Company Profile**
- **Product Catalog**
- **Package Catalog**
- **Front Banners - 2**
- **EPC Projects Retractable Banner**
- **Modular Packages Retractable Banner**
- **Product Rollup Standee**
- **Turnkey Product Rollup Standee**

Once the scope was frozen, we designed the structure of each collateral with dummy content and then, along with the client, we curated the content for all the collaterals.

Also, the images provided by the client were not high resolution, and finding relevant images pertaining to the client's domain was quite a task in itself. We had to spend one full day at the client's office pulling relevant images for all collaterals and getting it approved from the client.

RESULTS ACHIEVED



LOGO

Before



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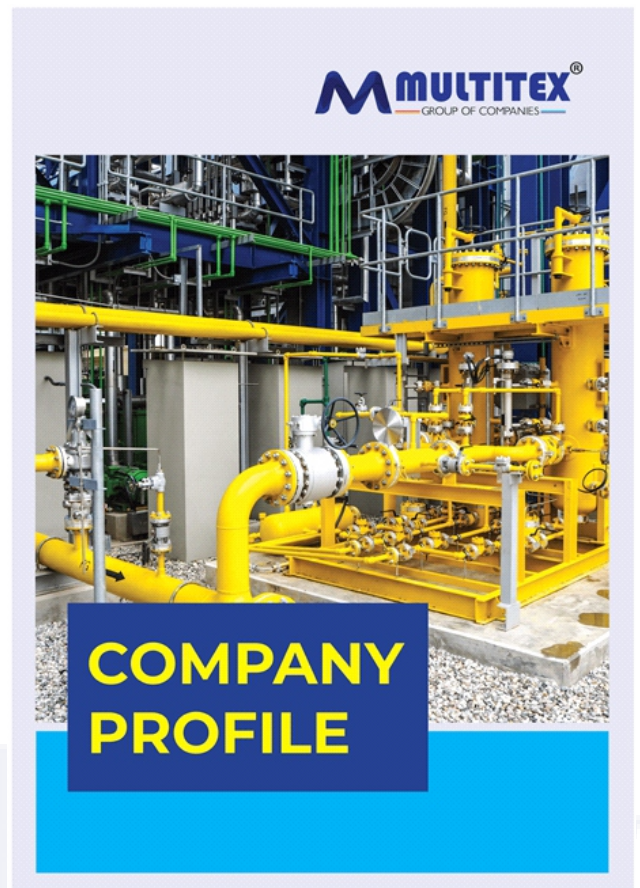
After



# COMPANY PROFILE

Before

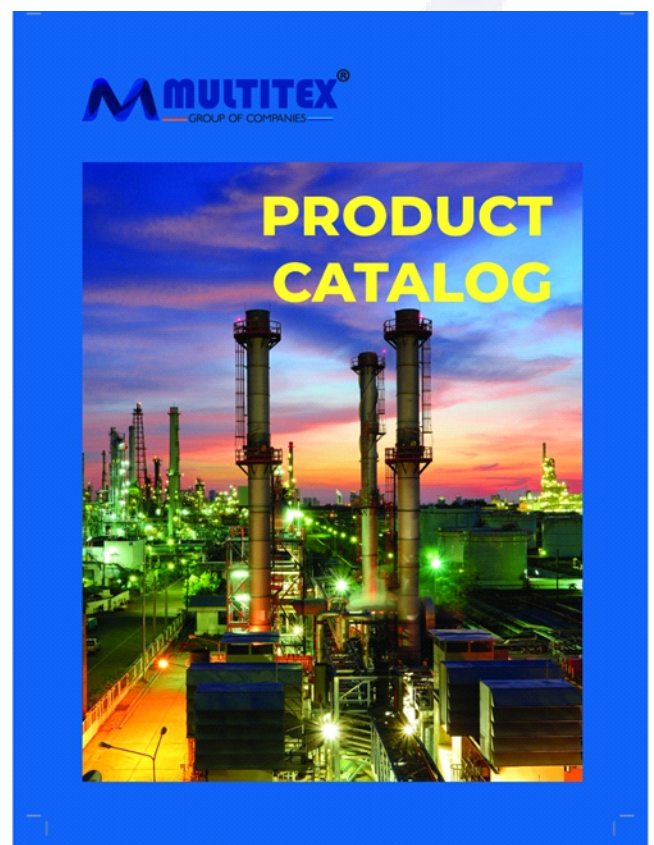
After



# PRODUCT CATALOG

Before

After





# PACKAGE CATALOG



**PACKAGE  
CATALOG**

**ADDITIONAL COLLATERALS**  
Front Banners



**A GLOBAL EPIC  
COMPANY SERVING  
OIL, GAS & POWER  
SECTOR**



# ADDITIONAL COLLATERALS



**A GLOBAL ENGINEERING & MANUFACTURING COMPANY SERVING OIL, GAS & POWER SECTOR**



## Retractable Banners



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# Retractable Banners

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