



The Client - AMP

AMP is a leading wealth management company with more than 3.4 million customers and 3,900 employees in Australia and New Zealand. AMP is also Australia's largest retail and corporate superannuation provider with more than \$AU129 billion in assets under management.

The Challenge

In 2000, AMP was to embark on an acquisition-based growth strategy within the next 18 months and had decided, tentatively, that the time was right to commence the evolution of the company's brand identity. Firstly however, AMP felt it was necessary to unify the visual messaging strategy across all five sectors of the business; sectors that had up to that point operated almost autonomously.

Research told us that while AMP was still highly regarded in rural Australia (very much the birth place of the company in 1849), the rest of Australia saw AMP as a faceless insurance institution instead of the modern financial services company it had become.

In essence, the company lacked a cohesive branding strategy that would bring together the separate business divisions to speak visually with one voice; and to a much wider audience.

The Solution

We started by creating what was fundamentally a completely new AMP visual language and applied it firstly to marketing communication within parts of the Australian 'Financial Services' division; this being the largest promotional

touch-point with AMP customers. With this successful first phase, the model was implemented into all other retail divisions and finessed to accommodate points of difference.

The Brand Evolution

Through our understanding of the company, its culture, its future vision and, importantly, our in-depth knowledge of the essential requirements of any brand evolution, we knew the new identity had to reflect a modern progressive company without losing any of the heritage contained in the old identity.

Once achieved, the new identity was placed throughout all previously designed corporate communication as well as environments and signage.

The logistics of going about the AMP brand evolution in what was essentially the reverse order to that of a traditional re-branding exercise (i.e., visual language first, brandmark second) was considered a great achievement by the heads of AMP ... however, a brandmark designed correctly and strategically should harmonize with any well-designed visual communication.

The Outcome

Almost 10 years on, the AMP visual language has had two make-overs; but the AMP brandmark today is as fresh, adaptable and relevant as on the day it was unveiled. As should be the aim on all brand evolutions, the brandmark has been able to grow with the company over this period and through multiple identity reviews.