

Catering Academy
Corporate Re-Brand

The rundown.

By striving to provide ‘a personally tailored catering service’ across both the commercial and public sectors, Catering Academy has developed rapidly with a significant number of Blue Chip organisations instantly taking advantage of their hands-on approach and high quality bespoke service offer.

The business was flourishing but as with many fast track companies their branding and credentials had become out of sync with their evolving market position. The board acknowledged that the time was therefore right to redress that imbalance.

The challenge for us was to create a new brand style that not only captured their industry position but enhanced the commercial opportunities for the business going forward. Given was the need to maintain their well respected reputation within the industry and not dilute the heritage they had worked tirelessly to build.

By applying an integrated approach to their commercial re-brand we were able to seamlessly adapt their brand credentials. At the centre of the rebranding was their commercial need to present ‘tenders’ to win new business in a highly competitive sector. Therefore we used this factor and worked with the company to rebrand the company across all their corporate literature and new website. Significant investment was made into researching the market and their competitors to provide a sound platform from which to rebrand the business.

We also held internal workshops within the many divisions of the business to obtain vital ‘at the coal face’ opinion and grass roots buy in from the start. The results clearly represent Cube3’s dedication to providing an integrated marketing service that is not just ‘visual stimulating’ or ‘creative for creative’s sake’ but consistently coherent in its delivery; thus providing the client with a valuable ROI solution.

The rebranded tender documents have improved their new business conversion rate by over 33% and contributed to the company winning the highly coveted Sunday Times Fast Track 100 National 10th position for 2009.

Enter Cube³

The current economic climate has given many businesses cause for concern this year; with many opting for a 're-brand' as their last ditch attempt to give their sales target that extra boost. This however, is not the case for national independent contract catering company, Catering Academy.

After forming in 2004, Catering Academy have posted consistently impressive year on year sales growth figures, with their turnover at the end of 2008 reaching an inspiring £14.3 million.

Developing a brand forward for a successful company requires careful consideration and planning. On the one hand the business needs to look and feel like a leader within their specific sector, whilst at the same time we need to be protective of their heritage and not lose anything in translation.

Looking to significantly enhance their annual turnover for 2009, Catering Academy enlisted our marketing expertise to execute a comprehensive re-brand of their credentials to include a complete corporate overall and website development.

The Directors felt their market sector was changing and they needed a rejuvenated brand identity to keep up with the forward thinking ideology of their business.

Example of old brand style.



Time to get creative.

After researching the market and established brand styles of the catering industry, we set up workshops with selective groups of the Catering Academy team. From Directors to Kitchen staff, we ran interactive brand strategy days to establish concepts for branding direction that would take the company forward.

We also wanted to overhaul the company font style and logo layout to provide more flexibility in future, especially in digital applications. We did this by enhancing the logo styles and resetting the layouts and standardising the colour pallets within a clear and concise brand guidelines document.

Understanding the significance of 'first impressions', when tendering for new business was another key factor we established within the workshops. A stipulation of the rebranded tender response document required it to be flexible for the client's use. Basically, the client had to be able to add the text and main body of the proposal whilst maintaining the consistency of its overall presentation.

The process culminated in a 'high impact' presentation style synergistic to their sector and market. Inspiration was provided from Michelin starred chefs cook books such as Gordon Ramsey and Heston Blumenthal.

We used our creative innovation once again when it came to designing the stock finish for the proposal. For example, we selected papers to represent fabrics that related to industry textures, such as tablecloth and linen finishes extenuating the overall brand elements.

As with the updated corporate literature and tender documents, Cube3 re-aligned Catering Academy's online proposition to amalgamate the company's brand credentials a simple but highly visual newly branded website, www.catering-academy.co.uk

Assets.

Rebranding the logo & inside the credentials.



Head scratchers.

In order to complete a full, frank account of the project we had to include some of the challenges we faced...

The biggest challenge to overcome was a traditional board of Directors who where passionate and highly successful in their field. The nuances and careful handling of ego's and views is always a challenge but with this particular job there was heightened need for focus.

In particular the tender 'tool kit' had to accommodate the company credentials as well as the tender document itself, which could be up to 1,000 pages in length.

This was a sizeable challenge for the team as we had to create a flexible solution with a high impact carrier to deliver constantly changing requirements. We conceived a 'book like' box, representing a 'restaurant menu' and split out the credentials document to allow it to stand alone in its own right and not get swamped in the formal tender proposal. This allowed the company to also leverage multi-use for these particular documents and use it for other purposes such as DM and general sales tools.

We devised a scalable and interchangeable suite of templates that could then form the tender document and lift it from a 'standard' commercial document into something more considered.

A further challenge arose when creating the brand style for the credentials document. Our creative's had to ensure the credentials could be used as a standalone document and also integrate seamlessly into the main proposal. Taking particular care to ensure both created an equally strong impression.

Before the re-brand, Catering Academy had no 'official' credentials document, nothing to position their company effectively. We created an identifiable new brand style that used the mechanics of the credentials to illustrate the values of Catering Academy. This was done by splitting the areas and production of the business into, 'For Starters, For Mains, For Dessert and The Finishing Touches'.

Everything within the rebrand was set to be functional but consistent across all new brand guidelines and across all communication channels.

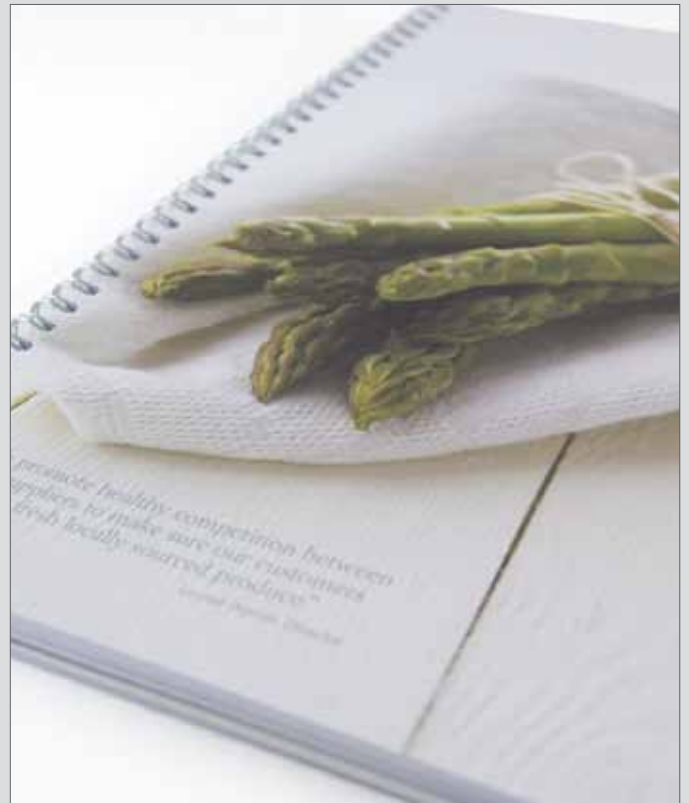
Assets.

Tender Document.



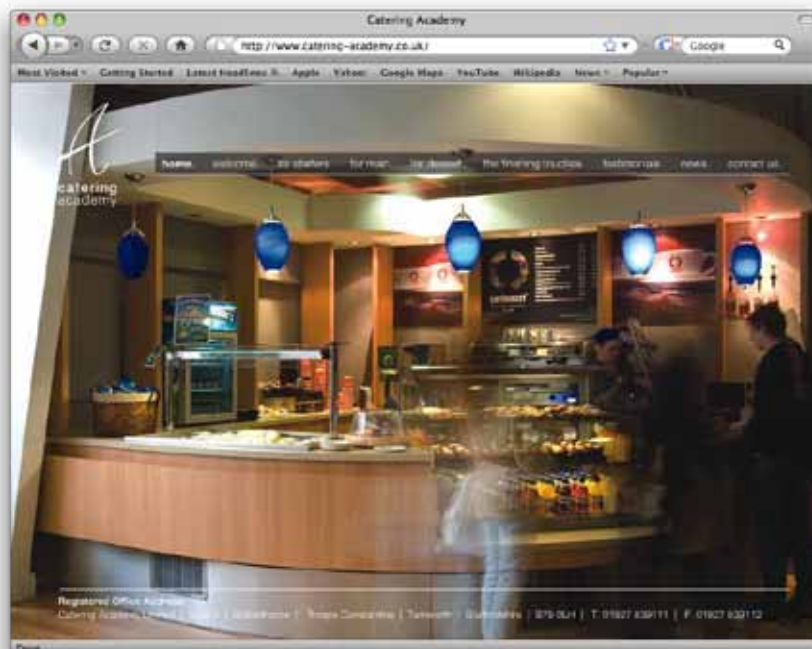
Assets.

Tender Document.



Assets.

Website.



The results are in.

The success of the re-brand can be measured by the company's increase in turnover for 2009. Figures show that Catering Academy's annual turnover increased by a further £6 million, taking them to £20 million at the end of 09.

This was attributed to a consecutive number of new business wins, in which the re-branded corporate literature was used; predominately at pitch stage where 'the face' of the company is presented to potential customers. Over 14 new contracts were won over the course of 09, in the Educational and B&I sectors; reiterating our intention for a proposal that was adaptable to all markets and potential customer requirements.

The launch of Catering Academy's re-brand was assisted by a high impact communication strategy to regional/national, business and industry press.

A prominent indicator of the company's increased success following on from re-brand can be identified in this year's Sunday Times Fast Track 100, in which Catering Academy ranked 10th nationally.

<http://www.fasttrack.co.uk/fasttrack/leagues/dbDetails.asp?siteID=1&compID=2717&yr=2009>

This again, was a result of Cube3's rebranding as a supporting marketing tool to aid with the awareness of the company nationally.

Fast Track 100 Press Article



Client quote.

**Kevin Cannon,
MD Catering Academy comments:**

“The success of the company’s dynamic service stems from the loyalty and quality of our team members and our continual commitment to the use of fresh food sourced from our network of local suppliers.

“Our new brand identity gives us a fresh gateway of communication in which to engage with our clients. It establishes Catering Academy as a leading catering facility provider for the UK business and educational sectors; further strengthening our commercial proposition – proof of which has been significantly evident this year.”