



# Story #6

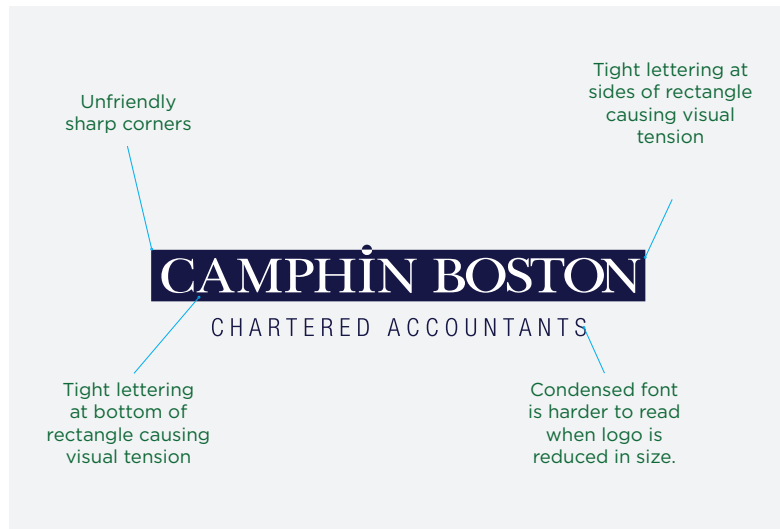
## Camphin Boston

*'Unravelling Complexity'*

**Stories that make you look twice**

*One of a series of stories looking at brands from an engagement perspective.*

Old



New



The detail in the Camphin Boston logo before and after.

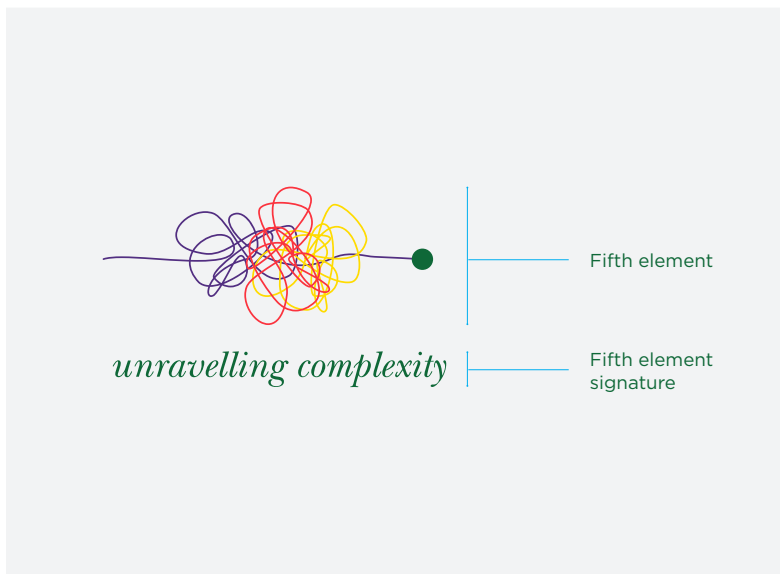
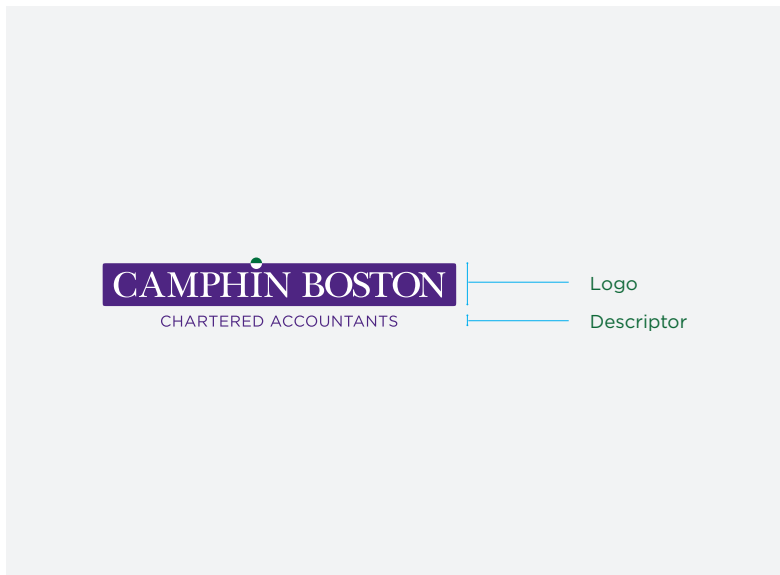
*On an average day consumers are exposed to six thousand advertisements and, each year, to more than twenty-five thousand new products... Brands help consumers cut through the proliferation of choices available in every product and service category.\**

*\*Scott M. Davis,  
Brand Asset Management*

Camphin Boston felt their brand did not have enough impact and meaning to sustain the future growth of the business. The Camphin Boston reputation is built on qualities of trust, integrity, discretion, knowledge and professionalism.

They are Chartered Accountants whose expertise is to provide clarity around complicated problems and issues for their clients. The new positioning is designed to command actions, position the company, reveal the business category and provoke thought.

A second edge became part two of our challenge. As most new business is word of mouth, Camphin Boston wanted to attract new business through the website and raise their search engine rankings.



*The visual and verbal expression of the primary brand elements.*

## **Business**

Financial Services,  
Chartered Accountants

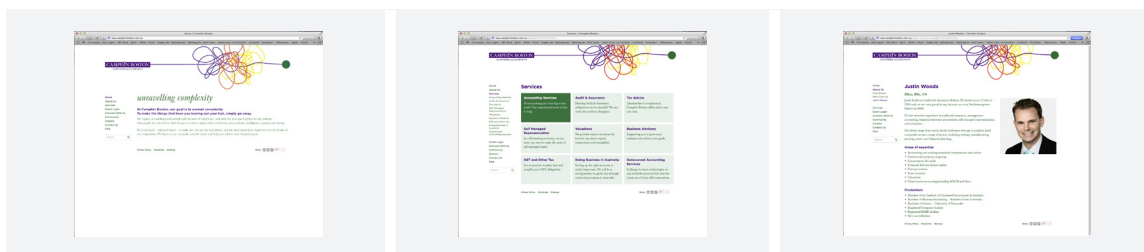
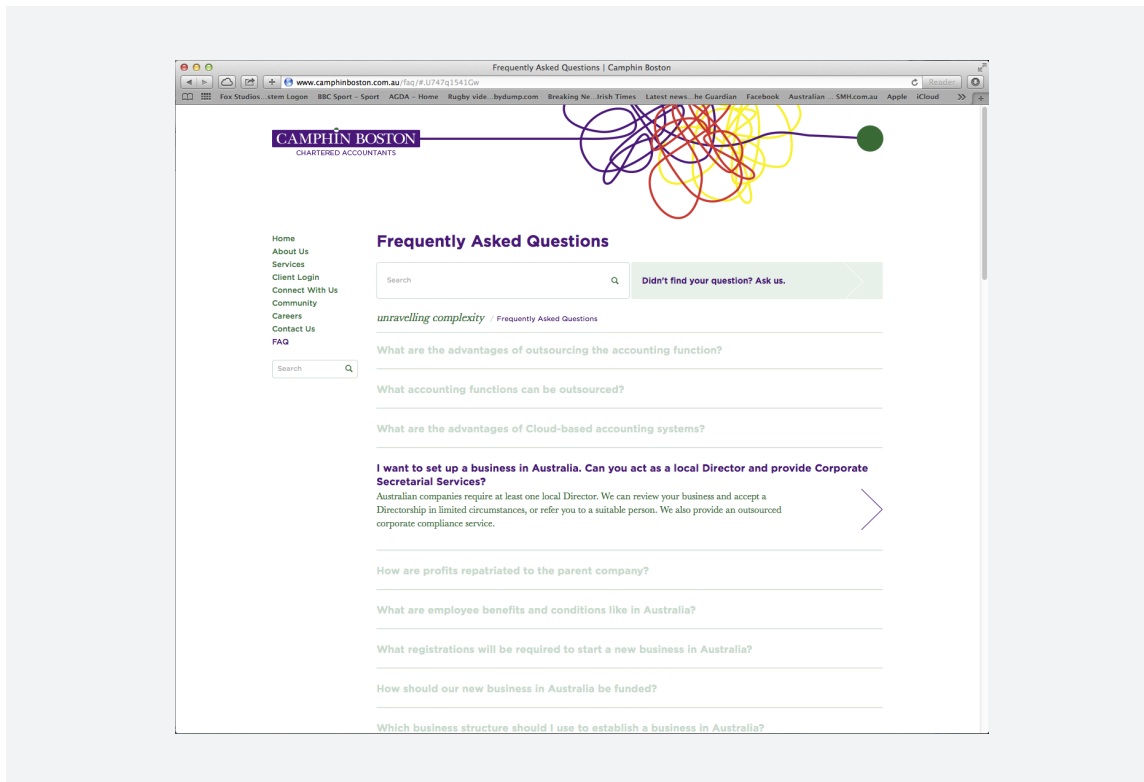
## **Positioning**

In the battle for a larger slice of the pie, Camphin Boston quickly realised that the type of online presence their business has will be determined by how they sell themselves and which key words are used to improve SEO rankings.

A positioning line 'unravelling complexity' was created and highlighted on the website along with topical questions and answers created to help the business to rank prominently in Google searches.

Importantly, the new signature 'unravelling complexity' expressed Camphin Boston's desire to cut through problems and present a clean, clear informed solution to clients.

Website designed to increase SEO with typical and topical questions posed and answered.

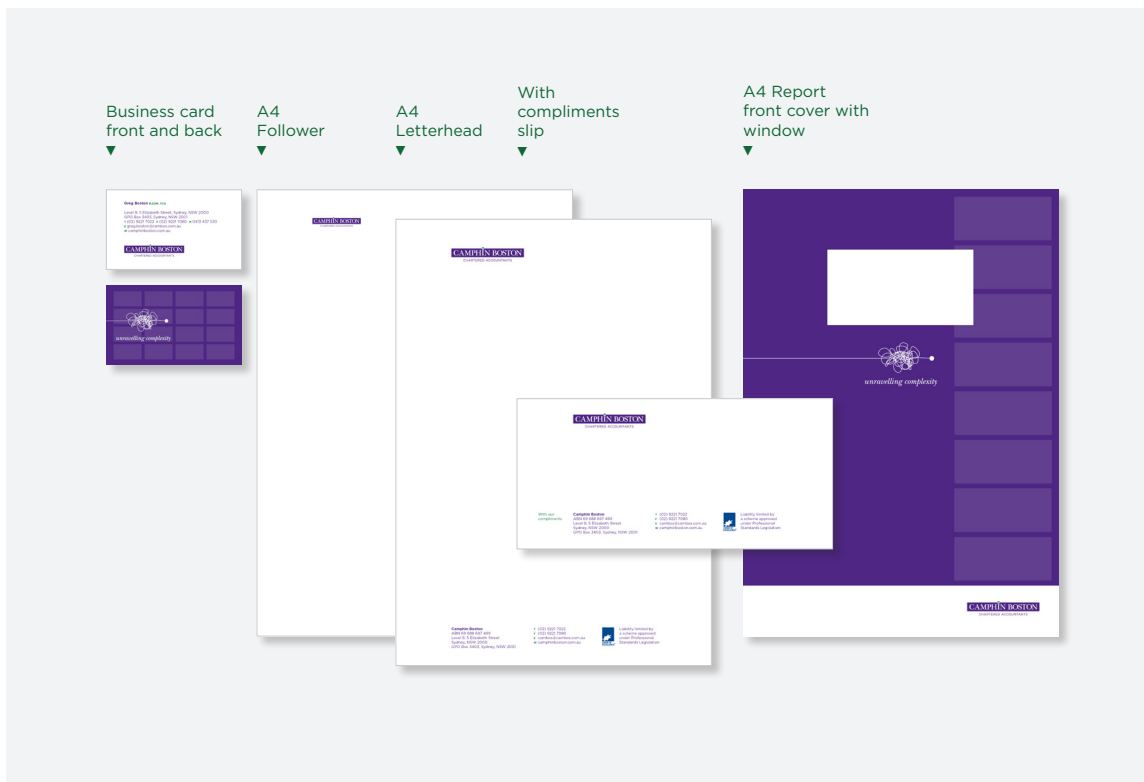


## Target Audience

Existing clients, new business prospects, colleagues, peers and the financial services industry.

The new business prospect audience is an interesting challenge. Like many businesses expansion has come mainly through word of mouth.

So, by positioning Camphin Boston as Chartered Accountants whose expertise is providing clarity by unravelling complex problems we provided extra bite to help attract new business by creating a website that provides answers to typical and topical 'searchable' questions.



Complete stationery range, electronic documents and presentations.

## Our communications strategy

Camphin Boston are chartered accountants that provide practical solutions, high level technical competence and insight facilitated by a wealth of business and industry knowledge.

We started with a vital tool that every brand touchpoint is built on. Namely, the grid. The most important element that supports every visual touchpoint is a grid.

The designs created utilise grids. The grid mirrors the strength of the systems and the organised approach which Camphin Boston uses on every client project.

All the brand touch points are designed using a consistent grid reflecting the Camphin Boston qualities.



*Unravelling complexity - A close up of the visual representing confusion*

### **eBrands expertise on this project**

- eBrands created a compelling employer value proposition
- Employer brand identity
- Print and electronic communications
- 3-D animation
- Digital interactive experiences
- A voice to help achieve the company's vision for its employees.

More stories for another day:

Hitachi Construction Machinery

SunRice

Pharmaceutical and Medical Professionals

Coca-Cola Amatil

Gloucester Coal



Interested? Contact Mark at eBrands and ask him to send you the story that interests you most.

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