

Ensuring Brand Consistency in an Inconsistent Global Market

Givaudan is the global leader in the innovation, creation and supply of flavors and fragrances. With over 200 offices in 30 countries, they've experienced ongoing issues representing their brand consistently in different cultures and languages. Mutant Media is working with Givaudan Flavours on an ongoing basis to build international consensus on the value of the Givaudan brand, and to build tools that enable them to continually increase brand equity.

Givaudan



PHASE 1 - DISCOVER

GLOBAL BRAND AUDIT

Mutant Media gathered a representative sampling of branded touchpoints - business collateral, advertising, marketing materials, presentations, and other promotions - across regions and business units. The resulting audit articulated the brand's strengths, where they were delivering a consistent message, and weaknesses, where materials were diluting brand equity.

BRAND STAKEHOLDER SUMMIT

We convened a meeting with Givaudan Flavours' senior team of brand stakeholders with representatives from each region and business unit to gain insight into groups' different needs and to build global consensus on how to represent the brand.

BRAND MANIFESTATION STRATEGY

From what we discovered thus far, we developed a roadmap for increasing brand consistency while enabling brand managers, sales teams and designers to work more efficiently.

PHASE 2 - EMPOWER

DRAFT STANDARDS

While high-level guidelines were in place for aligning with the Givaudan brand, these standards had not been fleshed out for all possible applications. Mutant Media is applying our tactical approach to developing standards and best practices for logo and trademark usage, multimedia, photography, and more.

DEVELOP TEMPLATES

Because designers do things differently from salespeople or research scientists, we're providing the Givaudan team with document and presentation templates designed for different users.

BUILD TOOLS

Mutant Media is building tools to enable Givaudan's international workforce to collaborate more closely and maximize investments in time, resources and fulfillment.

PHASE 3 - IMPLEMENT

ROLL OUT PLAN

More than simply announcing changes, preparing the global workforce to adopt new standards and tools requires changes to individuals' workflows and approval processes, as well as reinforcement by senior management.

ROADSHOW

A presentation in each office explains to each employee how changes to the brand affect them, and how new tools will enable them to do their jobs more easily.

ONGOING SUPPORT SERVICES

As the Givaudan brand evolves over time, Mutant Media will provide ongoing strategic planning that ensures the strength of the Givaudan brand continues to grow.

SUMMARY STATEMENT:

Quantifiable Success Through Strong Planning