

# BRINGING BRANDS TO LIFE



ob  
BRAND  
CONSULTING

“OB care. They are an agency that truly invested themselves in our business. They didn't just say they were part of our team, they really became part of our team and had the same passion as we did to create cut through for our brand....

**I have used many agencies and some are good and some not so, but with OB, we got Jerry McGuire – they cared, it was personal.”**

**Laurence Hamilton**  
SVP Decision Solutions, Equifax Inc.



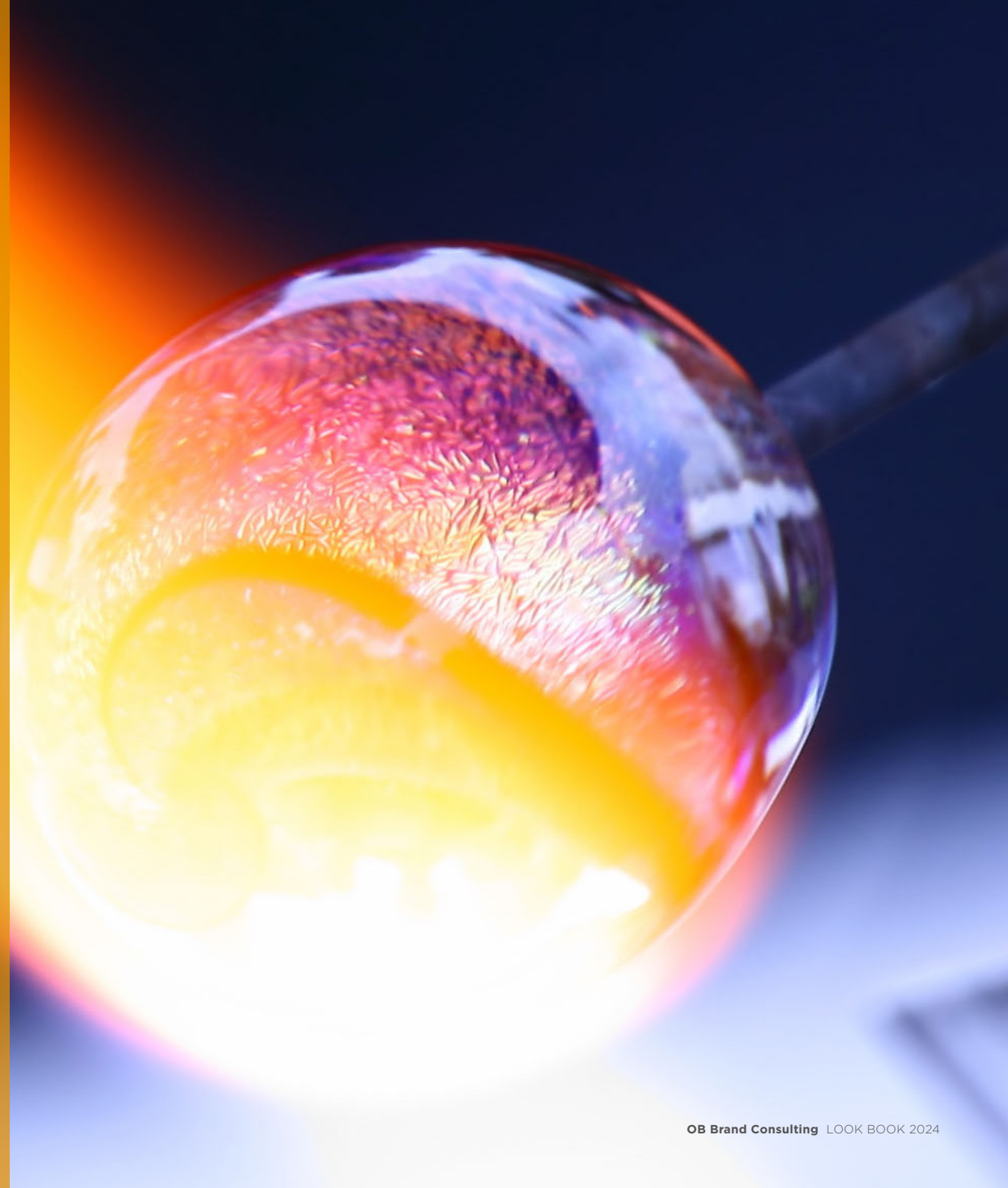


**Strategic  
brand  
consultancy  
focused on  
building  
brands and  
growing  
business  
value**

# WWW.HAAT



**We can  
help you  
cut through  
the noise,  
attract  
talent and  
reposition  
your brand**





## Define

Brand, market and stakeholder audit, analysis and insights

Brand value proposition and strategy

Market positioning, personality, voice and messaging

Brand architecture

Communication strategy and content planning



## Design

Brand building and development

Identity and brand language

Creative and digital development

Internal and external communication campaigns

Stakeholder management and communications

Corporate communications and ESG reporting



## Deliver

Ongoing brand and digital management

Stakeholder and audience engagement

Comms implementation and management

Campaign management

Content generation





## Promotional

- Advertising and campaign strategy
- Merchandise and branded items
- Promotional assets
- Public Relations



## Marketing & comms

- Marketing and comms strategy
- Brochure and print collateral
- Social media content and strategy
- Email marketing



## Environmental

- Environmental branding
- Signage and wayfinding
- Wall and window graphics
- Installation creative and design



# HOW

“OB feel like an extension of our in-house marketing team, with their fantastic ability to navigate and decode messaging from a myriad of different stakeholders and replay this in a clear and coherent manner.

**OB’s unparalleled creative flair and attention delivers an incredibly unique and impactful brand experience. Their expert stakeholder management ensures the entire process is smooth and on budget.**

None of this could have been achieved without the dedication and hard work from the team at OB.”

Chris Buer  
Group Head of Marketing, Pro Global

An underwater photograph of a kelp forest. Sunlight filters through the water, creating a bright, ethereal glow. The kelp leaves are dark green and appear to be swaying in the current. The overall atmosphere is serene and natural.

**We embed  
and invest  
ourselves.  
We look,  
listen,  
talk and  
challenge.  
We create  
and solve.**



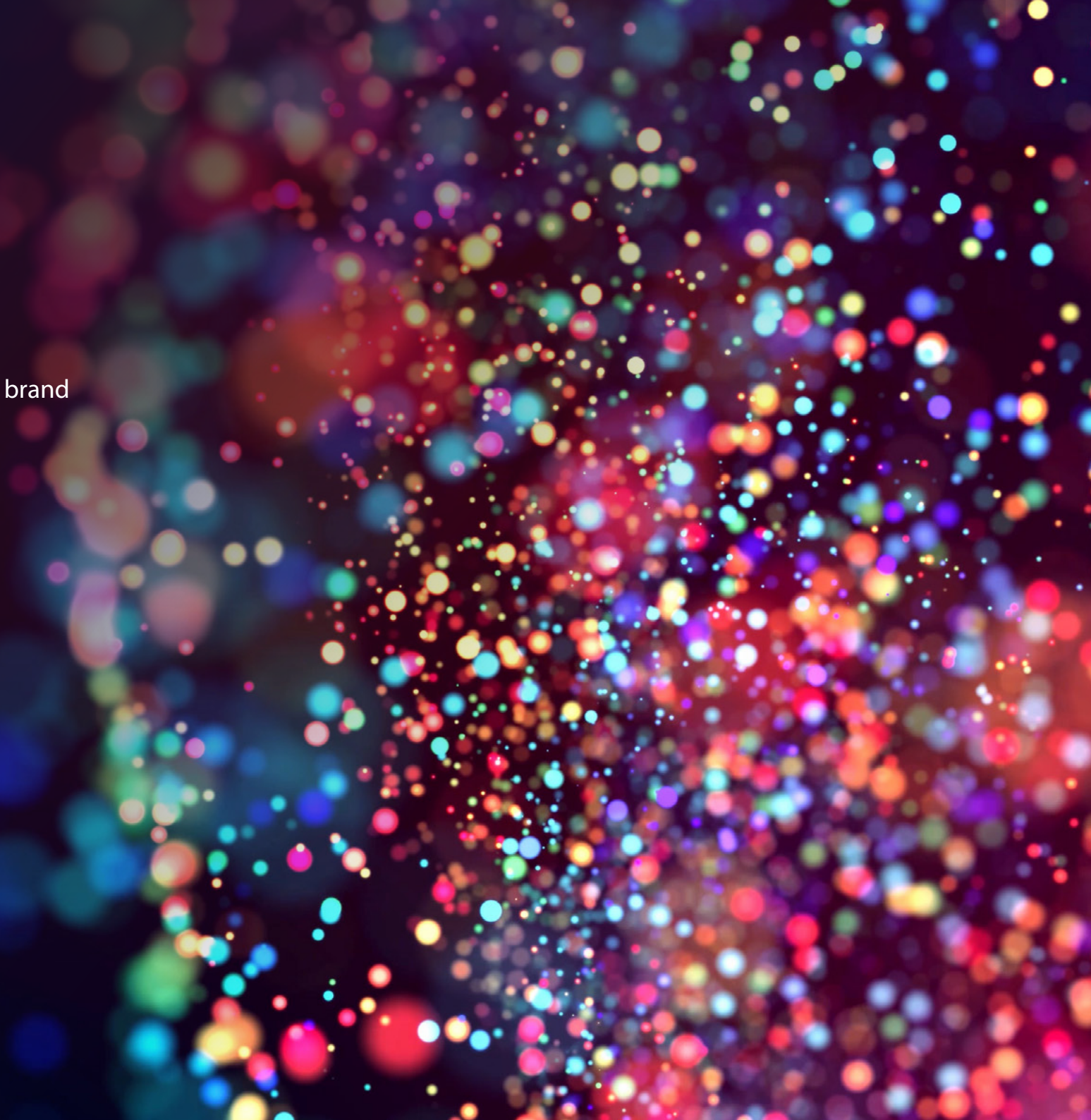
# WUHO



# Pro

G L O B A L

Repositioning a global insurance brand





Global specialist insurance expert, offering advisory, consulting, outsourcing and audit services.

Worldwide partners with largest Lloyd's syndicates, top five global reinsurers and P&C companies.

OB embedded partnership producing clearly redefined brand and a focussed proposition.

New highly accessible website and digital assets.

Helping their clients and stakeholders understand new strategic offering and products clearly and effectively.

470% increase in audience awareness directly as a result of the promotion of Pro's new brand and website.

[See case study](#)



# INSURANCE MUSEUM

Opening the door on the world of risk







300 year old profession deserves a focal point to celebrate its history, showcase its present and promote its future.

OB is the agency behind the museum initiative.

Tasked to develop entire museum concept, test feasibility and create strategy.

Market and key stakeholder consultation to shape concept, brand and creative strategy to bring the museum to life.

Created and managed extensive fundraising campaigns, business plans, online resources and targeted content to relevant audiences.

Extensive and ongoing digital promotional and marketing campaigns.

Resulting in widely recognised brand and initiative, gaining very high profile C-suite backing from across the London, UK and international markets, as well as the City of London Corporation, Lloyd's, the CII, ABI and BIBA.



[See case study](#)



Branding a dynamic event





British Council for Offices (BCO) improves efficiency and innovation in the office sector and each year hosts an annual conference.



**BCO 2022**  
ANNUAL CONFERENCE  
MANCHESTER



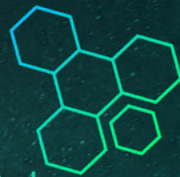
With a rich and diverse history, Manchester was chosen as the conference venue and provided a welcome forum for discovering and sharing ideas for shaping the future.

OB created a strong, distinctive and dynamic brand for the 2-day event, whilst promoting Manchester's historic industrial powerhouse architecture at its heart.



The bold colourful branding was applied throughout the entire conference venue, across all promotional materials, merchandise, 3D stands, right through to the website and across digital platforms.

[See case study](#)



CARBON  
UNDERWRITING

Rebranding for the next generation of talent



Specialist, independent, class agnostic Managing General Underwriter (MGU), as well as Syndicate CBD 4747 supported by its own technology ecosystem, Graphene.

OB engaged to create dynamic, stand-out brand and strategy, unique global benchmark positioning and deliver online presence.

Stakeholder management to draw consensus and to reflect game-changing strategy.

Brand and visual identity, brand architecture and digital strategy.

Eye-catching identity with cut-through positioning, raising global market profile and attracting new talent.

[See case study](#)



**TOM**

London Market Modernisation – The Making of TOM



LMG developed a Target Operating Model (TOM) to tackle key challenges faced within the London insurance market.

They needed a brand created from the ground up for this new initiative, one that galvanised participants and committed them to modernisation.

OB delivered the LM TOM proposition, brand strategy and expression, digital and market comms assets and platform.

The cut through brand was eye-catching and unmistakable; a simple and distinctive brand implemented across multiple channels.

High profile exposure gained immediate support from across the market and since its inception, LM TOM has grown from strength to strength.



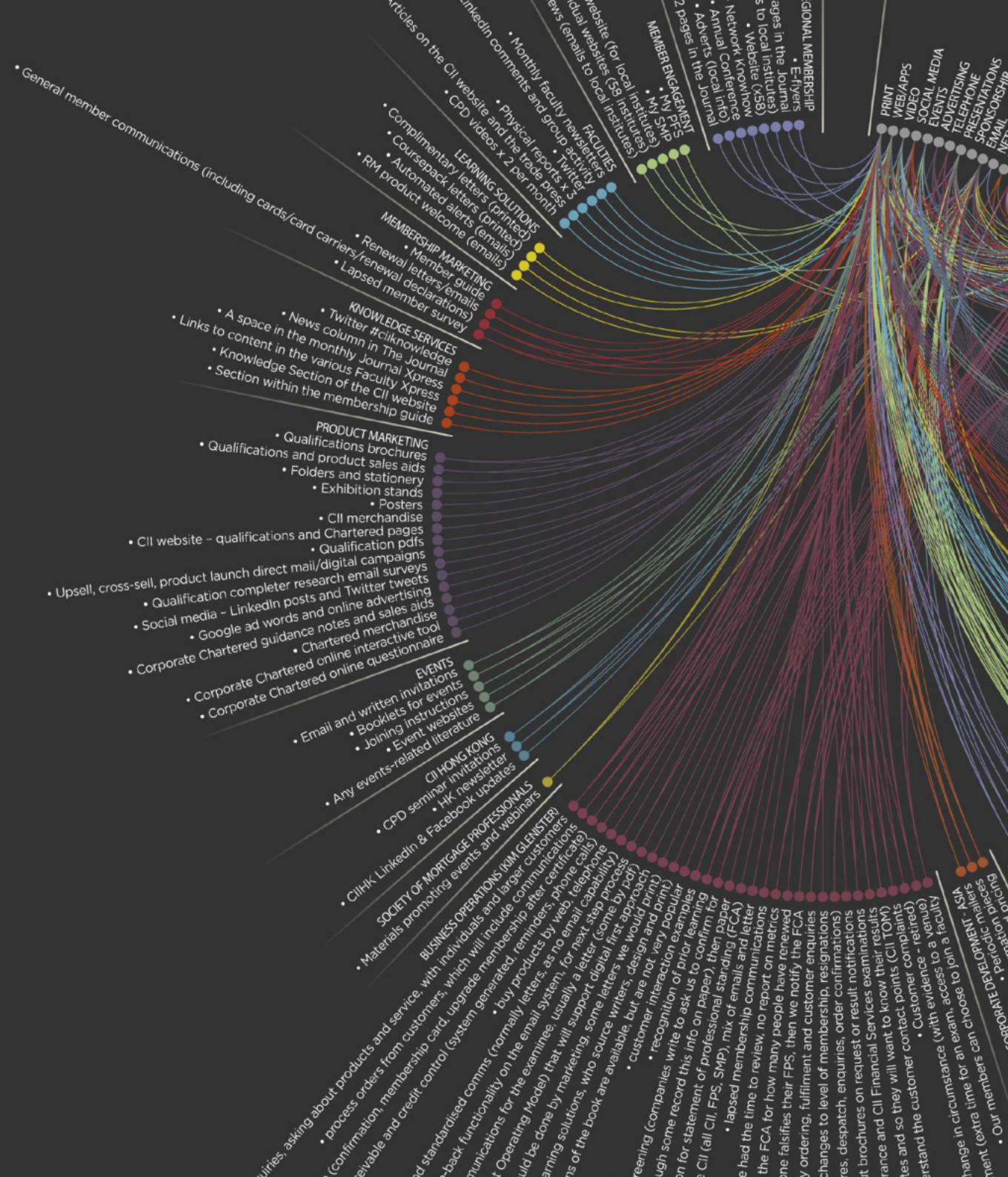
[See case study](#)



Chartered Insurance Institute

Standards. Professionalism. Trust.

The big picture – A story of transformation







One of the world's largest professional bodies for the insurance and financial planning professions.

Enormous challenge of transforming the CII into a more digitally based organisation.

OB implemented a thorough comms audit, covering their entire comms strategy and structure, across all channels and throughout their extensive membership.

The resulting in-depth insight built an informed framework of strategic recommendations for the institute's future comms and marketing strategy.



[See case study](#)

# Consilient:

Building a transformational brand





# Consilient:

Federated learning  
to combat financial crime

Transforming how  
the world prevents  
financial crime.

Foundational technology  
to combat financial crime  
globally and protect the  
financial system.

Consilient Model Platform. Consilient  
has developed a range of models for typi-  
cal identification.

These models enable an organization to  
analyze and gain priority to address that they  
control themselves.

Our models are built upon financial institutions,  
along with other financial crime  
analysts through the process of  
training models as a shared organization.

To participate in the Consilient network, an  
organization must be able to share  
specific models of the organization and  
the network itself for training models  
which can then be shared with other  
participating organizations.



Founded to transform how the world prevents financial crime, Consilient are determined to make a difference through their innovative technology and game-changing approach.

As a first of its kind solution, they needed a new brand and a new way to tell their story.

OB created a bold, innovative brand that communicates the intricacies of their technological platform in a truly engaging way, across all print and digital touchpoints.



[See case study](#)

WOW

“The world of technology can be a daunting and frustrating place. The fast pace of change, confusing acronyms, quirky technology and excited technologists promoting the latest “must have” solution. With so many options available, how do you pick what’s best for your company? How do you know that what has been proposed is the most suitable solution? Why can’t ideas be discussed using simple language that everyone understands?!?”

Breathe, relax, calm yourself and listen to the reassuring voice that is OB...This is a firm who focus on making a customer, not a sale...who listens, understands and delivers technologically rich solutions that are simple and easy to use...one that draws upon their expertise to gather all of the facts and uses their creative nature to simplify the answer.

**So if you want a firm that values a customer-centric approach thanks to great people and clever technology, the answer is quite simple... it’s OB!”**

**James Livett**  
Associate Director, LIIBA

“I have said that **the appointment of OB was a stroke of genius**. We have made incredible progress which we would not have made without their amazing efforts.”

**Reg Brown**  
Chair, Insurance Museum Initiative  
and Insurance Museum Charity

“Working with OB has been a pleasure. **Their expertise and skill have made the redesign process seamless**. Now we have an efficient and effective tool to promote the London Market Target Operating Model.”

**LM TOM Team**

“...if you’d rather be working with a **very talented and creative bunch of professionals who won’t waste your time or money** and will deliver a high-quality product within a sensible agreed timeframe, then give the misfits at OB a call...”

**Jeff Ward**  
London Insurance Market, Insurtech Consultant

“The team at OB have been absolutely invaluable to QinetiQ. We asked for key creative and strategic support in planning one of the world’s largest industry events.

The OB team engaged with us brilliantly, rolling up their sleeves, getting stuck in and meeting many key people across our business.

**They brought sound commercial sense to bear, managed engagement brilliantly and recommended an innovative method of delivering high quality content.**

They then ensured this was implemented at breakneck speed to a magnificent effect. The challenge they had would scare off many agencies but they were undaunted and, despite huge pressures, managed it all in a calm, efficient manner.

We are delighted with the result and will continue our relationship on an on-going basis. I’d have no hesitation in recommending them to any other good business.”

**Douglas Quigg**  
Group Head of Marketing, QinetiQ



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# Mix and balance

Decades of strategic and creative expertise and experience in building brands across multiple industries.

Insurance and financial services, construction and property, tech and engineering sectors.

Combined with digital and design production, asset delivery and project management.

A rich mix and balance across our core team and strategic partnerships giving us a unique offering.

Specialists in our fields of expertise from brand, pr, marketing and business strategy, to creative, design, digital and technology.

**Let's have a conversation about  
how we can help bring your  
brand to life...**



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