

## Client

Software testing company Applabs helps organisations deliver high quality software solutions whilst managing the risks, lowering the costs and maximising the value derived from them.

## Brief

As a specialist service provider, Applabs wanted to boost understanding amongst customers of the services they provide and raise awareness, recognition and loyalty towards the company's corporate brand. They wanted to give an extra boost to internal loyalty, raising the sense of belonging with the company's employees and consultants.

## Campaign

The first stage of the programme completed by **nxo** was to conduct research into the current and future reputation of the AppLabs brand. Based on this research, **nxo** produced a brand definition for approval by AppLabs. The key insight developed by **nxo** was the identification of the end-user benefit of greater certainty. Testing is the process and smooth operation is the

IT benefit but the ultimate outcome is the business benefit – certainty about the customer experience. On approval of this definition, **nxo** proceeded to design a new brand logo and strapline along with a set of high level brand guidelines. The new brand logo was a radical overhaul of the existing logo, rolled out with the strapline “No Doubt About It” and offsetting the AppLabs brand's corporate positioning with themes relating to the sun and the sea, strongly evoking sureness and consistency. Launching the logo and brand to internal audiences initially, **nxo** helped orchestrate an internal email campaign to achieve key stakeholder and territorial ‘buy in’ prior to the external launch. **nxo** also developed an internal corporate video as part of the global internal communications programme. Launching the brand externally, **nxo** produced key corporate collateral including a new, prestigious, corporate brochure, a range of conference and exhibition collateral and a new website front-end.

“ *nxo helped us define a mission statement that summed up how we help clients maximise the value of their IT* ”

Adam Ripley, Co-Managing Director



## Contact us