BANG

Branding and Communications

Ordnance Survey - building a successful B2B brand

Bang was asked to build a discrete, but related business to business brand for Ordnance Survey within their existing brand model and architecture. This rather unusual remit stems from the nature of stakeholder perceptions of Ordnance Survey and the enormous amount of equity contained within the existing brand framework. Ordnance Survey is an ancient brand with massive resonance and recognition with the public – it was absolutely vital not to compromise this invaluable resource. It is also true that perceptions around Ordnance Survey place it almost entirely within the consumer maps sector – tourism, hiking, rambling etc. yet this accounts for only 9% of UK sales – whereas the majority of sales revenue involve advanced digital information to Utilities, Central and Local Government, Telecomms, Insurance, Land and Property etc. The strength of the brand is so great that the purchasers within these areas still perceive OS as a consumer brand, leading to confusion and corresponding loss of confidence. Bang developed the strategy of rebranding its flagship b2b product OS Mastermap creating a new set of audience relevant messages and using this new material as a 'Trojan Horse' to carry a new look and feel across all b2b communications – whether or not the product is Mastermap related. The logo remains uncompromised, yet the new vision and messages are quickly migrating the brand equity into these success critical sectors. Aggressive competition from America will potentially erode market share unless the organisation reinvents itself according to customer expectations. Traditionally product focussed, OS is rapidly realigning its offerings to reflect customer needs within the digital data marketplace.

"Good news already on the Utilities work. I showed Atos origin and he has said its great, particularly commented on the design - graphics and layout; and has requested 100 copies that he will distribute to his customers himself!" Karen Hunt

"I'd just like to pass on my thanks and praise for the really great work on the recent Ordnance Survey Mapping and Data Centres materials. We have had some really great feedback from our customers, as you will see from the quote below, which was sent to Vanessa Lawrence our Director General. The team and I look forward to working with you on future campaigns." Gail Meadows Senior Marketing Manager

"I must commend the OS on the recently received brand and marketing toolkit'. This contains some of the most eye-catching and professional marketing material that OS have produced in many a year. Congratulations to the team who produced that." Richard Gisborne - Blackwells