

Corporate Communications

Unilever

Unilever have recently re-vamped their brand – a complete overhaul to create a vibrant, energetic personality summed up by the word ‘vitality’. The brand revamp was undertaken to rejuvenate and enliven the personality of the company and this is being expressed in a myriad of ways – a highly flexible visual framework, the workspaces, the environment, the screen showing the company’s share price – above all it needs to be expressed in the behaviours of its people.

As an organisation operating in over 150 countries and with over 400,000 employees, causing a change in behaviour is a huge undertaking. To effect this change, Unilever have created a number of strategic change initiatives led by Senior Executives.

Bang are working with the communications team to support these initiatives across a range of channels. All of these communicate and reinforce the core brand proposition: vitality. The design challenge is to create recognition for the material provided for each initiative, reflecting the core elements of the initiative without creating a complex system of icons, sub-brands, or deflecting from the strength of the new brand.

