

## **Brand Repositioning**

### **Our Client:**

A worldwide leader in quality assessment, training and consulting for Operational Excellence in knowledge intensive service organisations

### **The Problem:**

The client, which had moved away from being just a quality certification company to being a consulting organisation for operational excellence, was facing an identity crisis amongst its target audience.

### **Solution:**

Finese PR provided support to their new initiatives in the e-learning space through various media initiatives. Since the online medium was an important ingredient to reach out to their target audience, a massive online PR exercise was undertaken. Finese PR identified and targeted various communities, blogs and websites of interest. An intense engagement strategy with these was created and implemented. The focus was always to project the client as a consulting organisation which also provided certification, quality being one of the certifications

### **Result:**

There was a marked improvement in the recall amongst the target audience and an understanding of the business that the client was engaged in.