



Website, Brand Identity Style Guide and Stationery

# Launching a worldwide communications subsidiary

## Business

Global marketing and communications, as a subsidiary of VTM, a public relations firm

## Audience

Leaders, innovators and influencers of established and emerging technologies in a myriad of market segments, including consumer electronics, telecom and clean energy

## Challenge

Position VTM's marketing services division (newly named Nereus) as an independent agency to serve VTM's existing clients and new clients in the global marketplace.

## Strategy

Identify Nereus' position in the greater "brand relationship spectrum" vis a vis the agency's affiliation with parent VTM and several sister companies.

Align the Nereus brand under a "house of brands" framework that allows VTM corporate to clearly position emerging brands, such as Nereus, on functional benefits and to dominate niche segments.

## Results

The culmination of new brand structure, positioning, and brand tools such as the Brand Identity Platform, including the framework for messaging, plus Website, business papers and identity style guide, helped increase inquiries, expanded interest among existing clients and aided recruitment.



Nereus Logo