



Great branding means business™

Morneau Shepell

Brand Foundation / Brand Architecture / Naming

Merger and acquisition situations always involve sensitivities and hot button issues for the acquiring and acquired alike. The case was no different following the merger of Morneau Sobeco with Shepell fgi, creating the largest company in Canada offering human resources consulting and outsourcing, serving more than six million employees and their family members.

However, research revealed that many customers and strategic partners were unclear on what value proposition the new entity would offer to the market. Moreover, employees were uncertain about what they would now be selling, and how.

The first step toward building a common understanding of the brand was to facilitate a brand foundation with the senior teams of both legacy companies at the table. The original rationale for the merger, that the combined organization would be able to offer an integrated breadth of services unmatched in Canada, drove the development of foundation elements such as the position: *End-to-end insights deliver solutions that fit.*

If the brand foundation was to be legitimate, the names of and hierarchical relationship between the firm’s business lines had to reflect an integrated offering. Extensive facilitation was done to arrive at a brand architecture with three business lines - named Administrative Solutions, Health & Productivity Solutions, and Retirement Solutions.

It was a branding and naming approach that delivered on two of these disciplines’ most important rules: make it easy for customers to buy from you, and easy for employees to sell.

Brand Foundation

CORE PURPOSE – *why we exist*

To help organizations help their people, because engaged people are the driving force for society.

VISION – *where we are going, and how we’ll know we’re there*

To be recognized as essential to the financial security, health and productivity of our clients and their people.

MISSION – *what we do every day to get there*

We listen and work together to deliver integrative solutions that fit.

VALUES – *what we believe; our principles*

We value long-term relationships.
We treat others the way we want to be treated.
We are innovative and entrepreneurial.

POSITION – *how we make a difference*

End-to-end insights deliver solutions that fit.

POSITIONING STATEMENT – *how we say our difference*

Delivering solutions that fit.

CHARACTER – *how we act; our voice*

- Accountable
- Agile
- Empathetic
- Humbly Brilliant
- Professional
- Active Listening
- Clear

