



Rebranding Monteith Scott – in-depth before and after case study

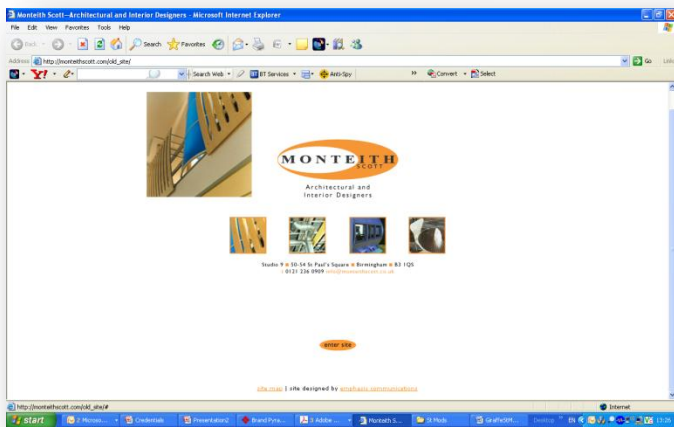
At the beginning...

Monteith Scott asked us to work with them to define and develop their differential. And then to reflect this in the way they communicated themselves.

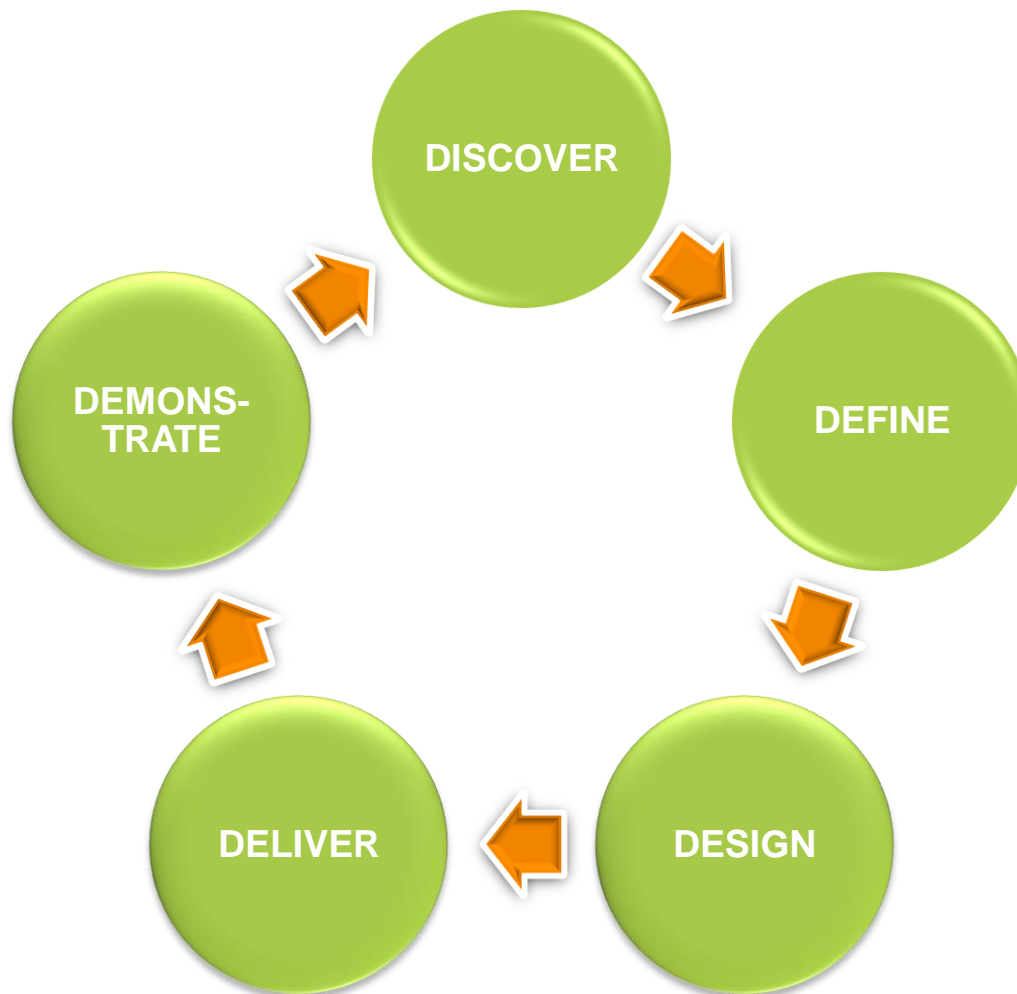


Descriptor
Architectural and interior designers

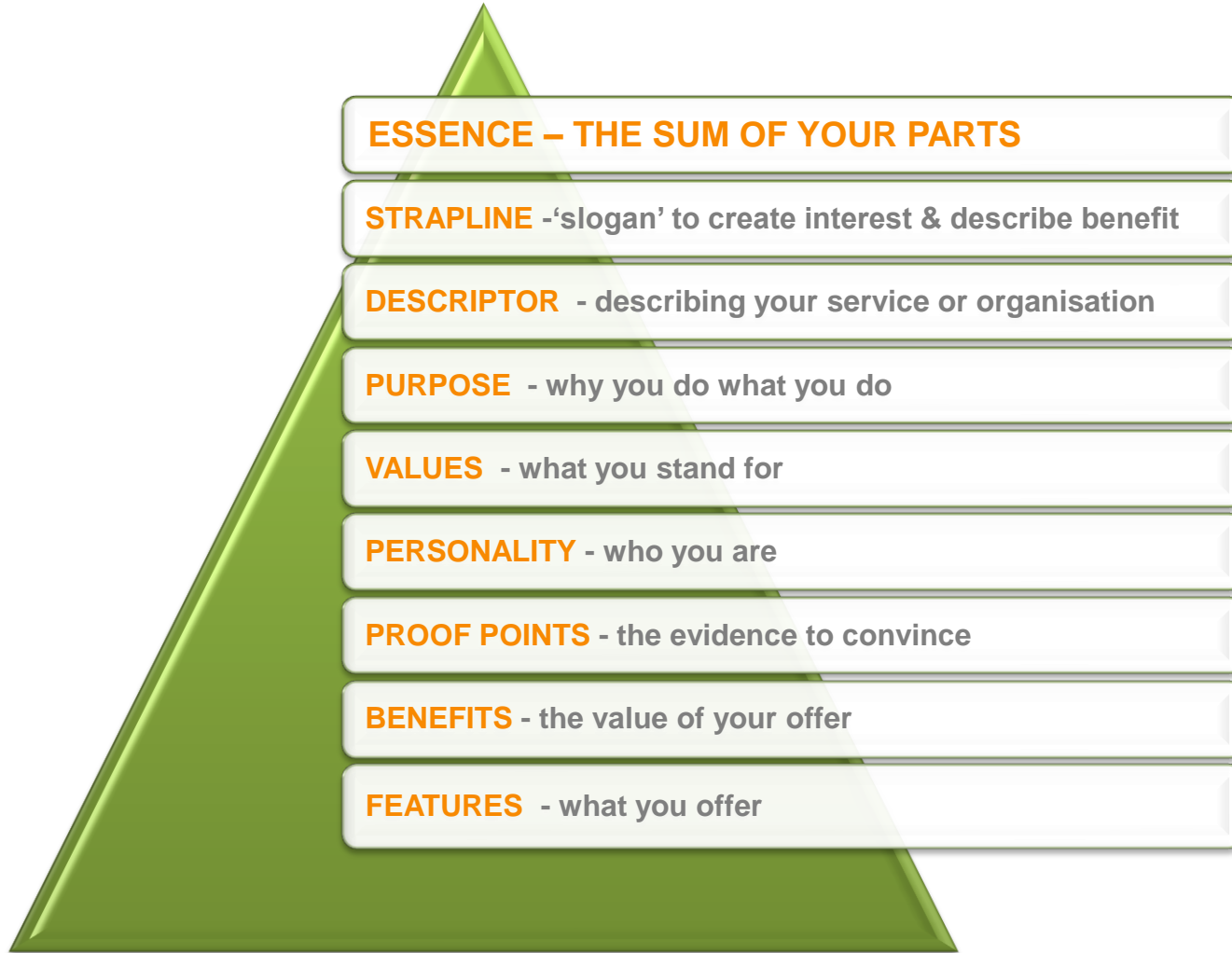
Strapline
None



We applied our 5D brand process



From the 5D process, we created a brand blueprint

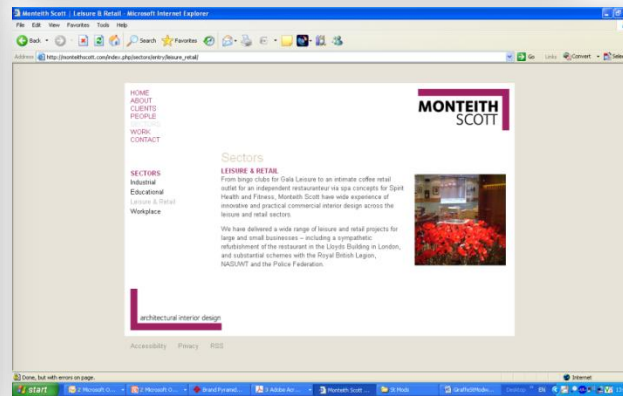


This is the visualisation of the blueprint



Descriptor
Architectural interior
designers

Strapline
Delivering creative
certainty



“Giraffe’s input into our business has been a major reason for our expansion and new-found confidence.

Their objective and expert consultancy has given us a fresh insight and also the tools with which to go out and market ourselves effectively. Not only are they a joy to work with, they really care about us and our business.“

Alison Monteith, managing director, Monteith Scott

