

Success Stories

How The Marketing Centre helped Blueleaf support merger integration, rebrand the organisation and create a clear, unified brand proposition.

About Blueleaf

Blueleaf is a specialist care sector partner, created through the merger of multiple organisations.

The newly merged business needed to bring a diverse product and service range under one clear and differentiated brand.

The Marketing Centre helped Blueleaf develop a strong brand purpose, value proposition and identity during a complex period of organisational change.

The Challenge

Blueleaf needed to create a strong, differentiated brand proposition for the newly merged organisation.

The business also needed to align overlapping product brands, rename and rebrand the organisation, and complete the work within a challenging nine-month period.



Blueleaf

The Solution

The Marketing Centre helped Blueleaf create a unified brand strategy and roll it out across the business.

This included:

- **Value proposition:** A new value proposition connected the company's vision, ethos and diverse offering under one clear brand idea.
- **New brand identity:** A new name and visual identity were developed and rolled out across all touchpoints.
- **Sales tools:** New sales tools were created to communicate Blueleaf's unique offering clearly and consistently.

“The Marketing Centre initially stepped in to help us with our marketing strategy.”

Scott Andrews, Commercial Director, Blueleaf Limited

Results

The work gave Blueleaf a clearer, stronger and more unified market presence.

- A powerful and clear brand story understood by staff and customers
- A balanced portfolio of own brands
- A re-energised and integrated marketing team with clear responsibilities
- Successful retention of existing customers following the merger
- A part-time Marketing Director fully integrated into the management team

Long-Term Investment

The Marketing Centre helped Blueleaf manage a complex merger integration and rebrand during a period of significant change.

With a clearer brand story, aligned product brands, stronger sales tools and an integrated marketing team, Blueleaf created a more unified platform for future growth.

Scott Andrews, Commercial Director, Blueleaf Limited

“The Marketing Centre initially stepped in to help us with our marketing strategy. We then engaged them to support with the merger integration and rebrand as we needed the skills and guidance of an experienced Marketing Director to lead this complex programme.”



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com