

Success Stories

How The Marketing Centre helped Menzies redefine its brand, strengthen its market position and win National Accounting Firm of the Year.

About Menzies

Menzies is an accountancy firm operating in an increasingly competitive professional services market.

The firm needed to stand out more clearly, strengthen its market presence and build a brand that reflected both client needs and internal ambition.

The Marketing Centre helped Menzies redefine its brand and re-energise its market presence, supporting stronger differentiation and commercial growth.

The Challenge

Menzies needed to reposition the firm in a competitive professional services market.

Research into competitors, client perceptions and internal views showed the need for clearer differentiation, stronger communications and a new brand strategy that could be embedded across the firm.



Menzies

The Solution

The Marketing Centre helped Menzies develop and deliver a full rebrand and communications strategy within a challenging six-month period.

This included:

- **Brand differentiation:** A new visual brand was developed to help Menzies stand apart from competitors.
- **Sector-based marketing:** The strategy focused on sector expertise, reflecting research that 62% of UK SMEs preferred an accountant specialising in their sector.
- **Client-focused service:** Menzies refined its approach around the structure and service clients wanted, rather than only what the industry traditionally offered.
- **Marketing team development:** The existing marketing team was mentored and upskilled, with support to recruit a full-time Marketing Director.

“When I think of all the things you’ve helped us achieve over the last 6 months, it is truly staggering.”

Julie Adams, Senior Partner, Menzies LLP

Results

The rebrand and communications strategy delivered strong internal and external impact:

- New brand positioning was championed across the business
- Menzies won National Firm of the Year at the British Accountancy Awards 2016
- The firm reached £40 million turnover for the first time
- This represented a 20% increase on the previous year
- The new brand and vision helped inspire the firm and support its next stage of growth

Long-Term Investment

The work helped Menzies create a clearer, more distinctive market position and embed its new brand across the firm.

By aligning its brand, communications, sector focus and internal marketing capability, Menzies strengthened its competitive position and created a platform for continued growth.

Julie Adams, Senior Partner, Menzies LLP

“When I think of all the things you’ve helped us achieve over the last 6 months, it is truly staggering. With your guidance we’ve managed to deliver a new brand and vision that appears to have captured the imagination and inspired many.

On behalf of the management committee, thank you so much for everything you’ve done, the sleepless nights you’ve suffered and the energy you’ve put into helping us start, what we hope will be a new and even more successful chapter in our firm’s history.”



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