

Alcan: Implementing a Corporate Brand Worldwide

Situation

Acquisition

Brand: Alcan acquired Alusuisse.

Impact: Alcan doubled in size making it the global leader in aluminum and specialty packaging.

Timing: BrandActive was engaged as senior executives were preparing the overall transition plan for board approval and remained involved right through to supplier selection.

Services

Brand Change and Touchpoint Improvement

- Created budgets, timelines and strategies for changing every branded asset
- Developed presentation of budget and implementation plan for board approval
- Produced detailed project plans, managed the implementation, developed a project extranet and staffed a Help Desk
- Managed the stationery transition and created templates in three languages
- Developed a new signage system for implementation at 138 Alcan sites in 30 countries, including system rationalization, industrial design, technical specifications, supplier selection and RFP development.



Solution

Worldwide Implementation of Corporate Brand

Smarter: With \$5 million in savings realized on the signage program, Senior Vice President Dan Gagnier praised the results saying: "We had all kinds of information and lots of people within the organization to help, but BrandActive provided the project management expertise and advice that brought our project in under budget."

Better: "Our business group managers were able to learn from the process and take over the ongoing responsibilities for managing brand issues." Dan Gagnier



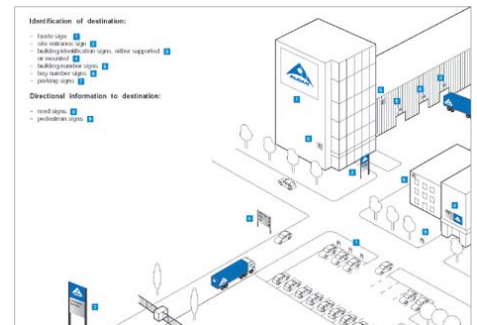
Consistency

We helped Alcan realize a unified signage family that showcased their primary product - aluminum.



Communicating for Success

This communication simplified the complex signage process into 10 key steps.



Rationalization

Site maps allowed us to create signage guidelines and placement standards based on site types.