

CIBC: An End to Brand Confusion

Situation

Rebrand

Brand: CIBC rebranded to create consistency.

Impact: Change required across a \$13 billion business with 1200 branches and 45,000 employees.

Timing: Staged roll-out over 3 years.

Services

Brand Change

- Conducted a gap analysis of the implementation plan and project organization
- Established centralized project management and staffed a Help Desk
- Provided project oversight, scenario planning and feasibility studies, communications and risk management, data management and reporting.

Solution

An End to Brand Confusion

Smarter: "CIBC selected BrandActive for its highly disciplined approach and their ability to maneuver across a large complex organization. The partnership resulted in the conversion being completed within the timetable and budget established." Beth McDougald, Vice President, CIBC.

Better: The CEO of CIBC acknowledged that while there had been two previous attempts to introduce a new CIBC logo, this time the brand transition was taken to completion and not plagued by residual, legacy identity applications.



Hands-on Brand Implementation Ambassadors

Members of BrandActive traveled to branches across Canada to ensure that all needs were properly accounted for, transition requirements were clear and that the implementation was flawlessly executed.



Creating Consistency

From cards and products to thousands of documents and forms, consistent brand implementation was completed across all areas of the organization.



Branch Implementation Management

With over 1000 locations, CIBC needed expert project management, vendor strategies, and more to ensure resources were focused on doing the right things, in the right way, at the right time.