

# Vale Inco: Controlling Cost and Quality Globally

## Situation

### Acquisition

**Brand:** Vale acquired Inco creating Vale Inco.

**Impact:** The world's second largest nickel business was created.

**Timing:** BrandActive's engagement was initially for 6 months, from project initiation to launch.

## Services

### Brand Change and Touchpoint Improvement

- Established, managed and staffed the Project Management Office (PMO) for all aspects of the brand transition, reporting to the executive team and Brazilian PMO
- Managed brand launch including a complete turnkey solution for hard assets from vendor selection through to budget management, procurement, manufacturing and installation oversight
- Review and rationalization of Vale Inco's full set of forms and establishment and staffing of a Help Desk for conversion of soft assets.

## Solution

### Quality and Cost Control

**Smarter:** "I needed to know that the budget was under control at all times. When it came time to do the final budget reconciliation for the launch, we were within \$836. This gave me the confidence required to move forward with the complete roll-out of all hard assets for the balance of the project." Cory McPhee, Vice President Corporate Affairs, Vale Inco

**Better:** Cory McPhee also noted, "Upholding brand standards in a global project is a daunting task. The global network and the exacting attention to detail brought to bear on the project ensured that the brand was rolled out with precision."



### Optimal Project Planning, Procurement, and Roll-out

From the re-branding of hard hats to locomotives, BrandActive's brand implementation experience and project management competence resulted in an efficient and thorough approach to the conversion of all assets.



### Quality at Every Touchpoint

BrandActive's technical subject matter expertise regarding brand application was invaluable to Vale Inco - particularly given their wide variety of branded assets.



### Rationalized Approach

Our rational approach ensured maximum impact for minimum cost.