

# Raising a **corporate profile**

As the world's largest independent aerospace parts distributor, Satair supplies more than 50,000 different parts to aircraft operators and manufacturers. And for years they'd run a hugely successful business without investing heavily in branding. (Sound familiar, perhaps?)

But like many B2B multinationals, Satair started facing fierce competition from cheaper rivals and greater demand for added value from customers. Having acquired a number of new companies, it was also time to unify Satair under a single brand. So where does a company with high expectations turn to ensure its future success?

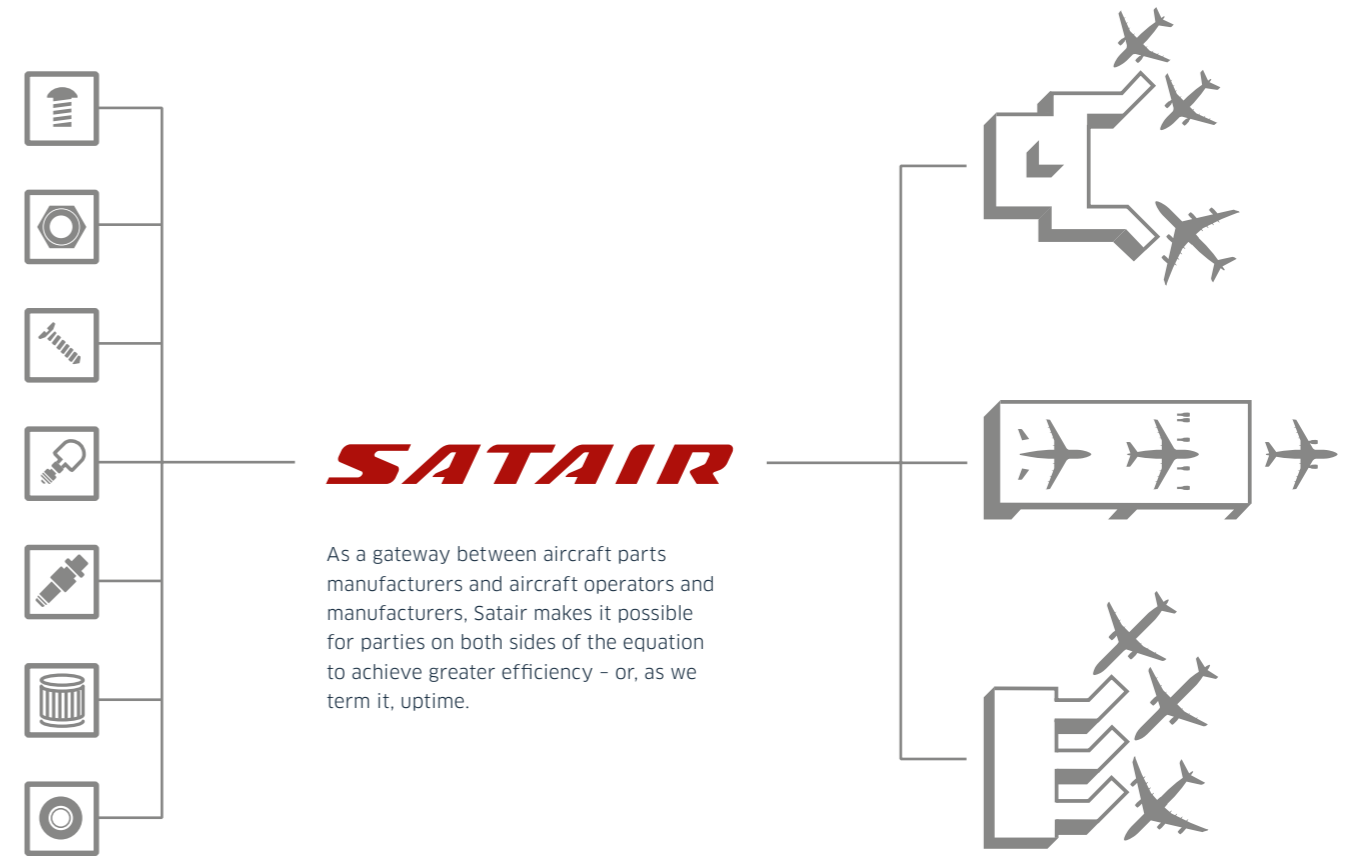
Inward, initially, with a corporate strategy that outlined ambitious business objectives. But to support those objectives, Satair realized that external expertise in differentiating the corporate brand, galvanising employees and expressing its capabilities were all crucial for its business to soar long-term. The Satair brand had to be visible - and relevant - to all stakeholders in the global aviation market. Which is why Satair invited CBC on its branding journey.

# Updated brand

Being an aircraft parts supplier is one thing; being a strategic business partner entirely another. Satair asked CBC to develop a brand platform with the central aim of moving Satair up the pecking order by communicating a new, value-added edge.

As part of our research, CBC conducted a series of interviews with Satair employees around the world, including senior executive teams, country managers and representatives from all business units. Our goal: to identify a point of competitive differentiation and a corresponding customer benefit. In other words, to find the Satair brand position and proposition.

CBC's brand development model captures the essence of the exercise. Based on our nearly 30 years of experience exclusively in international brand communications, the model relies on an 8-step process to make information operational for communication purposes. Rather than a one-size-fits-all remedy, it uses a proven framework to examine the client's particular situation.



	1	2	3	4	5	6	7	8
<b>CBC brand development model</b>	<b>BRAND VISION</b>	<b>BRAND ASSOCIATIONS</b>	<b>BRAND POSITION</b>	<b>BRAND PROMISE</b>	<b>BRAND SLOGAN</b>	<b>BRAND SYMBOL</b>	<b>BRAND PERSONALITY</b>	<b>BRAND APPEARANCE</b>
	Answers the question: Why are we here in the first place? To help aerospace companies run a more competitive business	Answers the question: What do we stand for? Primary association: • Reliable • Knowledgeable • Responsive Secondary associations: International coverage; wide range; specialist focus; independent ownership	Answers the question: How do we want to be perceived? As the most committed provider of aerospace supply chain services in the world	Answers the question: What will you do for me if I choose you? Boost business continuity	Answers the question: How do we express our promise? Delivering uptime a. Relevant - Embodies a real benefit b. Accessible - Straightforward and understandable c. Credible - Consistent with people's experiences d. Inclusive - Appeals to all stakeholders e. Distinct - Separates Satair from the pack	Answers the question: How will you recognize us? Graphic encapsulation of the uptime promise	Answers the question: What do we sound like? The key facets of Satair's character are: a. Honest: A trustworthy partner b. Knowledgeable: Informed, competent assistance c. Friendly: Obliging, respectful people	Answers the question: What do we look like? The "look" Satair wants to convey is: • Contemporary: Energetic, positive design; modern photo style • Universal: International tone and look • Commercial: Industry-savvy messages and content

**SATAIR**  
Delivering uptime

A revised corporate logo with a new tagline was one result of the 8-step branding exercise. In the aviation business, success ultimately equals the number of aircraft in the sky. Business continuity is essential. That's why our promise to the industry is "Delivering uptime."

# Creative uptime

A strategic approach to branding is crucial in identifying what Satair stands for and the benefit this contains. But it's only half the story. In order for the branding picture to be complete, creativity has to breathe life into the pin-striped suit of strategy.

The job of a creative concept is to convey the messages conceived through strategy in a way that delivers impact. In Satair's instance, to capture the spirit of the revitalized aerospace giant in an imaginative, memorable fashion.

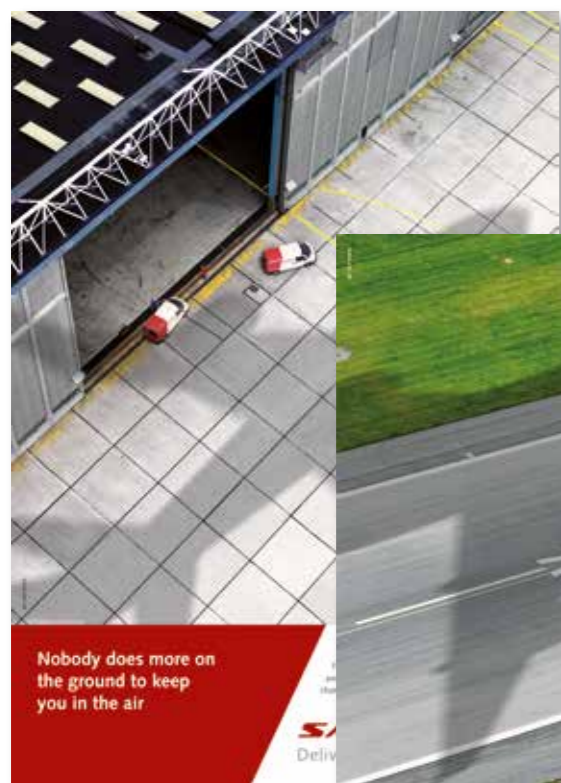
With a variety of target audiences, including three distinctly different customer groups in addition to employees and other stakeholders, our creative idea required broad appeal. What's more, it needed to work in all geographic markets and all media as well. The CBC creative team rose to the occasion.



A commanding presence is necessary when Satair meets its customers at important exhibitions and air shows around the world.



Investors are certainly interested in Satair's branding efforts as well. CBC has designed Satair's annual report since 2000.



The aeroplane shadow and new tagline are at the heart of the branding concept, as shown in these ads. The shadow is a metaphor for "uptime," which is the measure of success in supply chain management.



A series of segment-specific brochures allows Satair to convey the value it adds beyond merely delivering parts to each of its target audiences.

# Keeping up appearances

External communications, like those on the previous spread, address the very real marketing challenges of creating visibility and preference. But a company's graphic identity plays an equally important role in maintaining visual consistency and continuity across all materials - internal and external.

By establishing a unique "corporate look," which includes typography, design grids, colour and logo, Satair's graphic identity supports the brand and sends a uniform message, regardless of the medium. And that is, after all, the foundation of good design - the communication of a message, not just decoration.



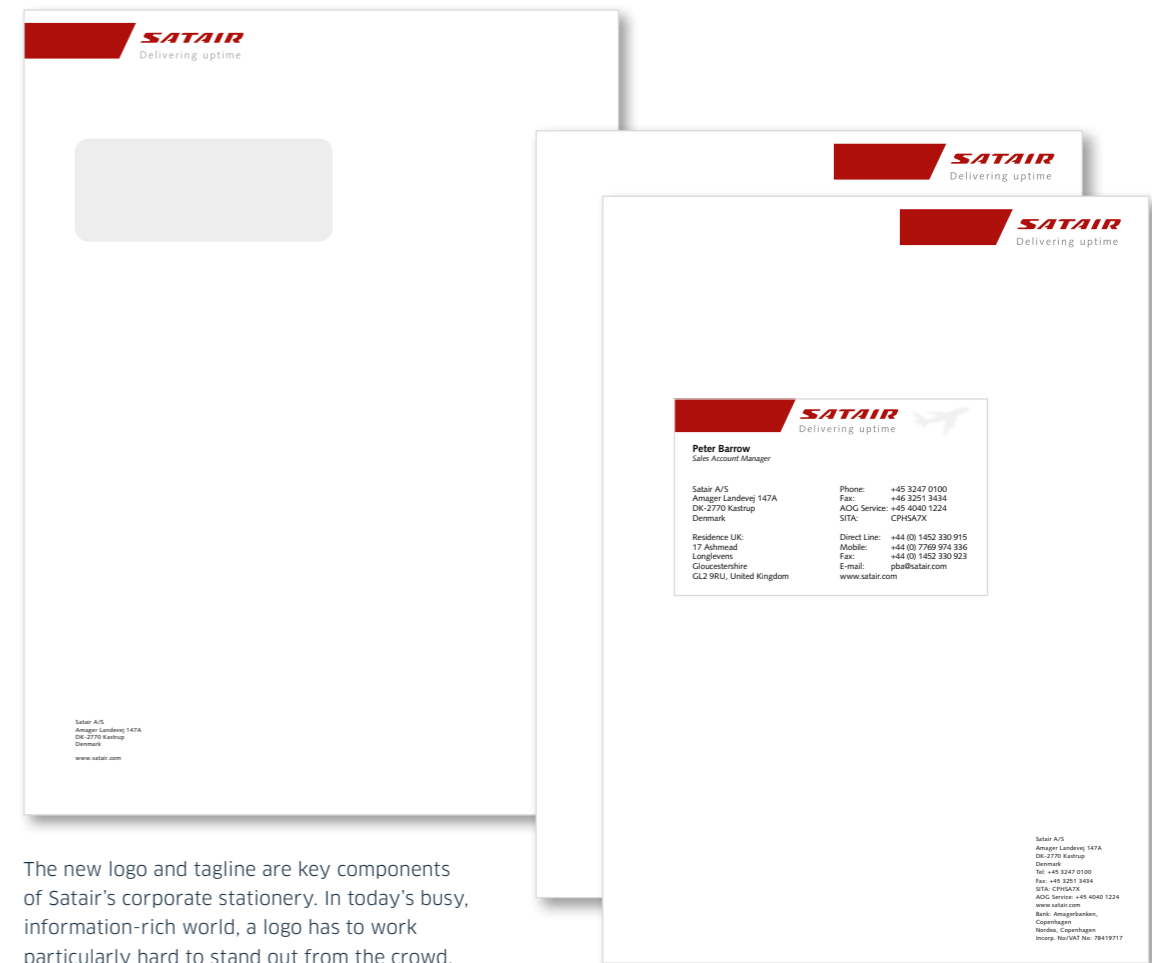
## SATAIR

Since Satair hadn't significantly changed its logo in more than 50 years, it was time to give it a more up-to-date, "aerodynamic" look - while staying true to the spirit of its historic identity. The new logo reflects a modern, professional company on the move.

New corporate signage greets customers at Satair facilities across the globe.



Because the internal audience is crucial to the success of any brand - especially a service-oriented one - we motivated employees and explained the thinking behind Satair's branding exercise in a brand launch newspaper, screensaver and posters.



The new logo and tagline are key components of Satair's corporate stationery. In today's busy, information-rich world, a logo has to work particularly hard to stand out from the crowd.

# View from **up top**

---

Despite being a world leader, Satair realized that long-term profitability relied not only on reengineering the business, but also on reengineering the brand offering.

“We needed to send a strong signal to the market explaining the value Satair adds over and above simply delivering parts,” says John Stær, Chief Executive Officer. “In addition we needed to unite the group with a single, consistent image to fulfil our business aspirations.”

Both objectives have been achieved and are continuously being strengthened.

“The creative concept and the new materials have been very well received,” says Camilla Gregor Schuricht, Marketing Manager. “It’s helped unite the company internally, and it differentiates the brand externally. We believe it’s a sustainable platform that will support Satair for years to come.”

## **We help B2B brands drive growth across borders**

---

CBC is a specialist B2B branding and marketing agency that takes global businesses from complexity to clarity to commercial impact.

## CROSS-BORDER COMMUNICATIONS

Ryesgade 3B  
2200 Copenhagen N  
Denmark  
+45 35 25 01 60

letsmeet@cbc.dk  
www.cbc.dk

