



Large Merger and Acquisition Rebranding

**LEAD A MERGER AND ACQUISITION
REBRAND FOR SIX COMPANIES ACQUIRED
BY A \$50B PUBLICLY TRADED COMPANY**

› **CLIENT:**

Bureau Veritas North America

› **ROLE:**

Lead globally distributed teams
in an M&A rebranding

› **DATE:**

May 2019 - October 2019

› **TOOLS:**

Drupal, Sitemaps, InDesign,
TeamWork, Gantt Charts,
Slickplan

› **KEY PERFORMANCE METRICS:**

of collateral items shipped, rate
of completion for website delivery,
NPS in communication delivery

› **TEAM MEMBERS:**

- Senior Project Manager
- Senior Marketing Manager
- Senior Copywriter
- Graphic Designers
- Marketing Strategist
- External Web Development Team in France
- BVNA Management Team
- Technical Leads

BACKGROUND

Goals and Objectives

The goal of this project was to rebrand six companies with various business services and brand guidelines into one brand look with their collateral and services into the parent company, Bureau Veritas. Furthermore, it was critical for each business unit to proactively communicate the rebrand plan to their employees and customers.

BACKGROUND

Marketri's Role and Responsibilities

- Develop and execute the project schedule and work
- Support key business priorities of acquired companies, including technical training for redirecting their websites to the parent website and their rebranded collateral items on a project management platform
- Communicate with the project's management on project milestones, work progress, deliverables, and achievements managing schedule variance
- Collaborate with brand managers on new assets and content syndication opportunities including splash pages, brochures, flyers, blog posts, etc.
- Manage and respond to risks and change requests throughout the project
- Develop sitemap for new website and oversee its development

BACKGROUND

Management Question

"How can we ensure all key stakeholders align with the rebrand and are comfortable with their SEO optimization strategy post launch?"

MANAGEMENT PROCESS

Style Guide and Inspiration

BRAND GUIDELINES:

At the start of the project, we collaborated with BVNA to understand the brand look and feel that all acquired companies will be rebranded. Together we compared two brand styles from 2008 and 2018 of BVNA and created a strategy to realign all collateral items from BVNA and its acquired companies to the newest brand look. This ensures uniformity across all companies amidst the rebrand.

MANAGEMENT PROCESS

Initiation

PROJECT CHARTER:

A project charter was created to align on the project's scope and key deliverables. The charter allowed Marketri to discuss high-level risks that were anticipated in the project.

STAKEHOLDER MEETING AND HUDDLE:

Because many stakeholders were involved in the project with six acquired companies and the parent company, BVNA, we created a cadence of a weekly status updates. This includes bringing all companies together in a virtual meeting where we presented on the project's overview, milestones, deliverables, achievements, risks, and challenges. A weekly huddle was important to address any concerns throughout the project and manage risks accordingly. It was also an opportunity to get feedback from the companies on the deliverables that impact their marketing and digital endeavors.

MANAGEMENT PROCESS

Execution

SITEMAP:

Marketri executed this project by collecting individual sitemaps from every acquired company to understand their overlapping services. This was critical to create a unified brand and gradually migrate all companies' website to the parent website. We reviewed the BVNA Building and Infrastructure value proposition to ensure that all services fall under four key areas of operations: Construction, Building Operations, Facility Planning, and Commercial Real Estate.

DESIGN PRODUCTION PROCESS:

After identifying bottlenecks with our creative team to ship collateral on time, we created a process to streamline the redesign and development of 1000+ collateral items for 6 companies. Two full-time resources were dedicated to this deliverable, a flowchart was created to highlight the new production process, and a video was recorded for future documentation.

GANTT CHARTS:

Gantt charts were created to give all companies visibility and transparency on how the progression of the project to show task relationships. A schedule was developed in TeamWork, a project management platform, which included: assigning resources, estimating schedules among a portfolio of overlapping projects, and added task dependencies to determine the critical path. The end result was three gantt charts to represent the schedule for three distinct deliverables.

WIREFRAMES:

The parent website was built on Drupal for the North America division. Marketri collaborated with the client's technical team in France on a weekly basis to determine the steps necessary to launch the parent website. Our team was responsible for creating a unified voice for all content for the company's overlapping services, and migrating them into the website. We identified wireframes of content types to highlight how to configure each page in the backend.

Closing

The rebranded parent website, collateral, and communication plan launched in October 2019.

