



**MYSTERY**

BUSINESS BRAND CASE STUDY

# Illuminating the insurance industry

How a clearly defined brand vision can light the way for a multi-agency marketing team

page 1 of 2

*“Mystery showed fundamental insight into what we wanted, were patient and determined in the creative process, worked excellently with a wide team of agencies, and delivered when they said they would.”*

Andrew Collinson  
Marketing Director,  
Brighter Business

Backed by Catlin Group, a member of the FTSE 250, Brighter Business is an insurance company on a mission. With an inspiring board of directors determined to make a positive change for small businesses, the insurance industry is being illuminated with its concentrated glow.

Mystery were commissioned to undertake a brand positioning exercise to thoroughly investigate and analyse the attributes of the business and determine the values that define the company's point of difference and brand personality. Mystery worked closely with the marketing director and the CEO to develop the vision for that character - defined in a 'map' from which all brand communications can be guided. Mystery used that strategic understanding and brand map to devise a list of names for consumer research, from which 'Brighter Business' emerged as the clear favourite.

After naming the brand, we used the same map to shape our design for the identity and stationery along with the brand guidelines. The same brand positioning presentation has also been used internally to brief the sales team and externally to brief the direct-marketing agency, the pr agency, the digital agency, the media agency and all the consultants - that combine to form a formidable multi-agency marketing team - with a clear understanding of the brand character and vision.



**brighter people**

Florist  
Claire Smith  
Waterbaby Ltd  
[www.waterbabyflowers.com](http://www.waterbabyflowers.com)

**brighterbusiness\***



# MYSTERY

*“Dan and the team at Mystery are held in very high regard at Brighter Business as they helped to create our brand and bring it to life. We continue to work with Mystery, and genuinely rate and trust their abilities.”*

Andrew Collinson  
Marketing Director,  
Brighter Business

In the same way that all people are different, the values that guide and drive each company make up a unique picture of a brand personality. It is this ‘personality’ that the customer identifies and connects with.

As with all management strategies, having everyone on the team pull in the same direction for the brand communications is vital to the success of the business.

With the vision in place to guide the various marketing activities, we are delighted to report that Brighter Business is hitting its targets and rapidly growing its market share.

If you would like to discuss how strategic design can help define and position your brand proposition and help shake up your industry, then please call Dan on 020 7456 7833 or email dan@mystery.co.uk to arrange a meeting. We look forward to hearing from you.



## brighter people

Hairdresser  
Kien Ly  
Le Salon, Camden

