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FINALIST 2013 B2B AWARDS

DX Rebrand

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Agency: **Earnest**

Client: **DX**

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DX

Summary

Word count: 185

A new brand and proposition capturing the essence of DX

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DX is the UK's largest independent mail, courier and logistics operator.

The DX business had gone through a huge amount of change and acquisitions, meaning it was in danger of becoming a fragmented brand and being left behind in an increasingly competitive market.

Our task was to help evolve DX's image and to build a 'new DX' for the future.

Brand research was conducted amongst customers, partners and DX staff – from management to drivers – to gauge current and desired perceptions of the brand. This resulted in a change management programme involving every part of the business.

Our brand strategy delivered a new proposition and identity – with Delivered Exactly capturing precisely what the business is about. The new values and vision were launched internally through the 'Delivered Exactly Programme' and all customer touch points – from vans and trucks to calling cards and digital comms – were rolled-out to fit the new brand.

> **The rebrand has completely revolutionised the way we look and act – and, most importantly, our customers love it.**
>
> **Petar Cvetkovic**
> Chief Executive Officer
> DX

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About the client

DX is the UK and Ireland's largest independent mail, courier and logistics operator. Set up over 30 years ago and with more than 3,000 employees, DX delivers and collects more than one million items per day; from passports and credit cards to clothes and gig tickets for well-known brands.

The context and strategy

- The freight and logistics world was moving fast: becoming more commoditised, aggressive and increasingly digital-focused
- Staff were feeling disengaged as a result of various acqusitions and management changes – they needed to be reminded about what made DX fantastic
- DX had a tired and inconsistent brand image and visual identity, that was in danger of being left behind
- DX was investing in technology & infrastructure – but needed a brand positioning and identity to reflect the way the business was moving

Objectives

- Bring consistency to the visual identity
- Make DX relevant in a changing sector
- Position DX as market leader with standout
- Differentiate DX from other courier and logistics companies
- Position DX as a customer-centric business
- Galvanise staff and instil a sense of pride in working for DX again
- Evolve from various products & services, sub-brands and organisations; into 'One DX'



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The target audience

Primary:

Existing and potential customers

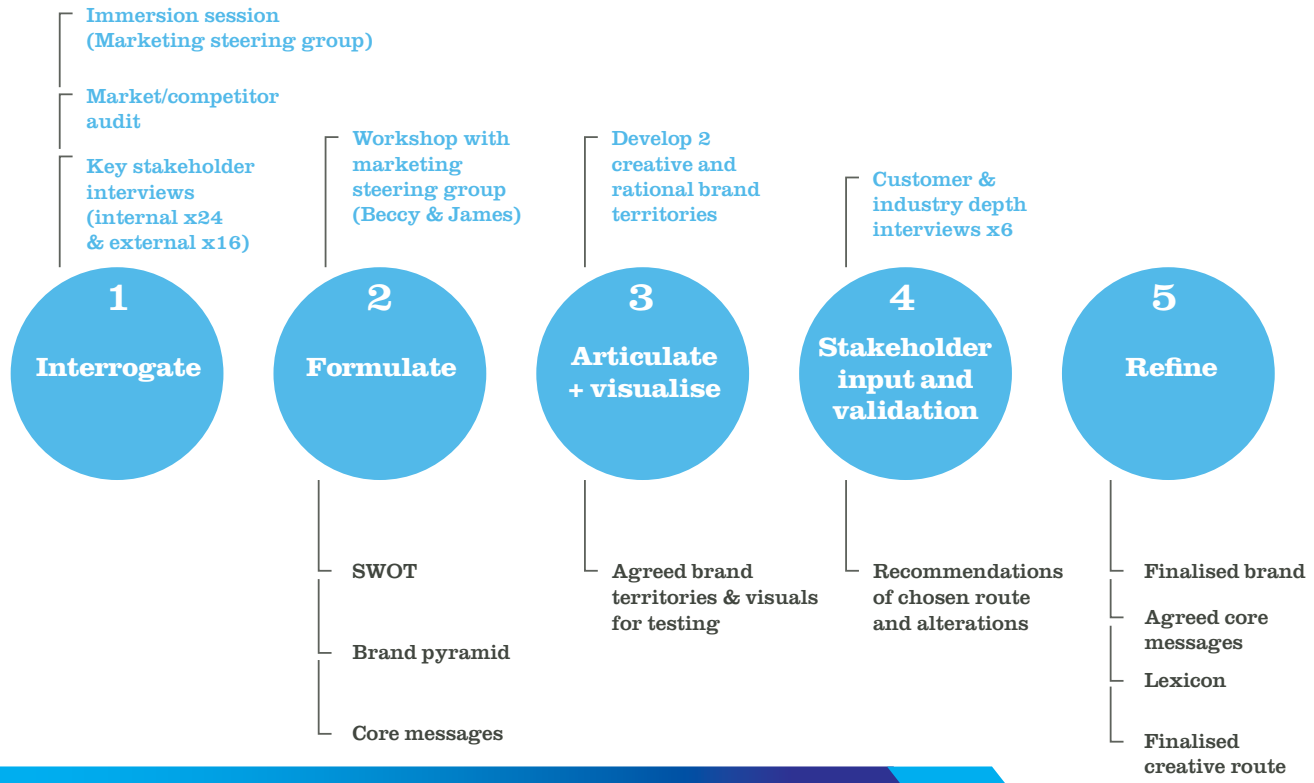
Typical job roles were Mailroom Manager, Head of Procurement, Logistics Manager. Core industries were e-tail, pharmaceutical, financial services and local government

Employees

Over 3,000 employees, the vast majority were delivery drivers, couriers and sorters in distribution centres - many of whom were contactors and their first language was not English

A rigorous brand process

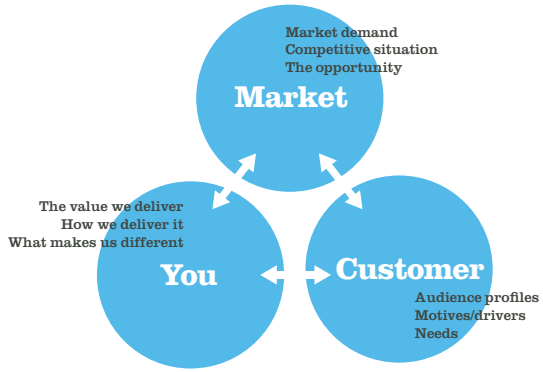
With a vast number of internal stakeholders to manage, with a variety of views and opinions of what DX stands for, it was essential to put in place a step-by-step process – with key milestones.



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Understanding the problem: conducting brand research

- **Quantitative and qualitative research conducted with DX customers, employees and the wider industry:** to establish how DX is perceived today and where it should be.
- **These consisted of:** telephone interviews, focus groups, site visits and desk-based research.



A holistic strategic process to ensure we got a rounded view

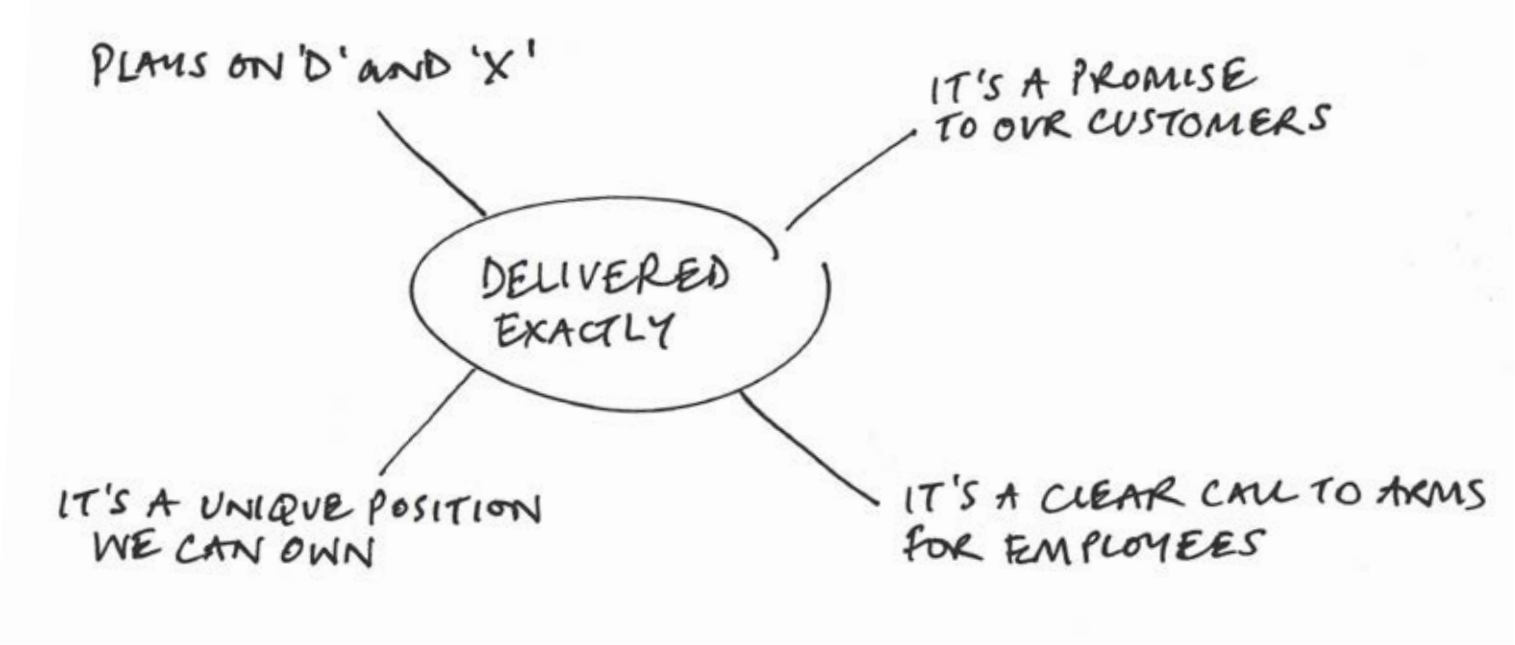
Research output: the journey DX needed to go on

FROM	TO
Inconsistent visual identity	Strong and recognisable brand
A list of disparate legacy products	Clear and cohesive offering
Internal lack of confidence	Internal pride and brand advocacy
What we do	What our customers want
Commodity/price supplier	Valued, service-driven partner

Our proposition

At the heart of the new brand is '**DELIVERED EXACTLY**'

- A strapline making it clear what DX does
- An internal rallying call to employees
- A promise and stretch target to all customers



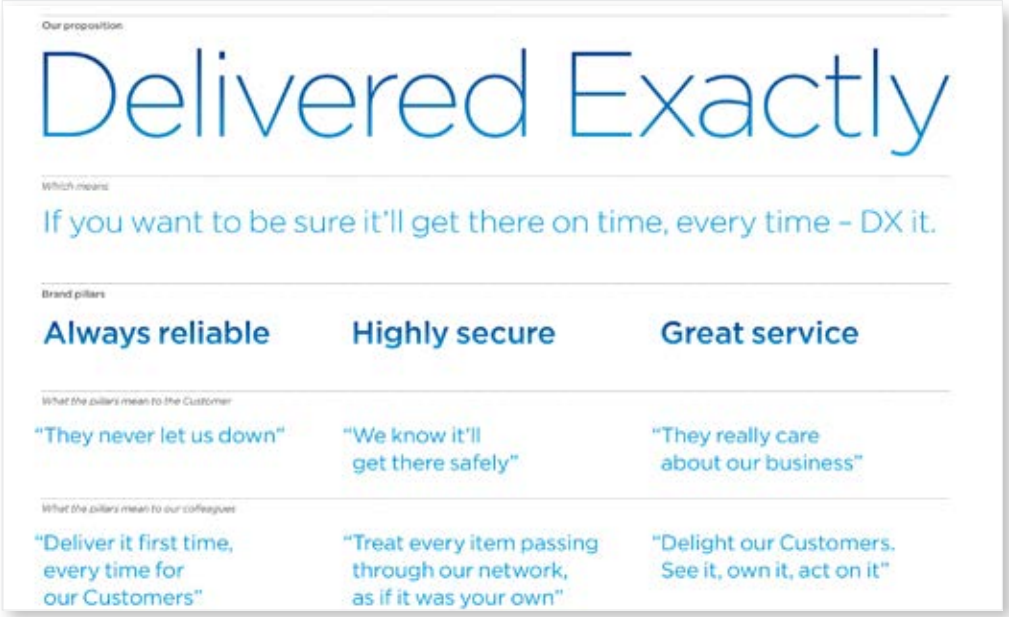
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Launching the new brand and rollout

- Brand launched internally to staff through revamped newsletter ('True Blue'), intranet takeover and redesign, screensavers and deskdrops carrying new brand messaging.
- Embedded via "The Delivered Exactly Programme" (workshops and training programme – to revolutionise customer service levels)
- New brand showcased and communicated at all customer and prospect events Sales collateral: corporate brochure, sales aides, emails, website etc – all portray new brand and vision.
- Vans, uniforms, trucks, signage and all other offline customer touchpoints were also updated.

Brand pillars, vision and values

At the heart of Delivered Exactly were brand pillars, vision and values that would resonate with both customers and internal audience



Timescales

- **Brief:** March 2012
- **Strategic research:** April 2012
- **Creative development:** June 2012
- **Internal launch:** September 2012
- **External launch:** January 2013

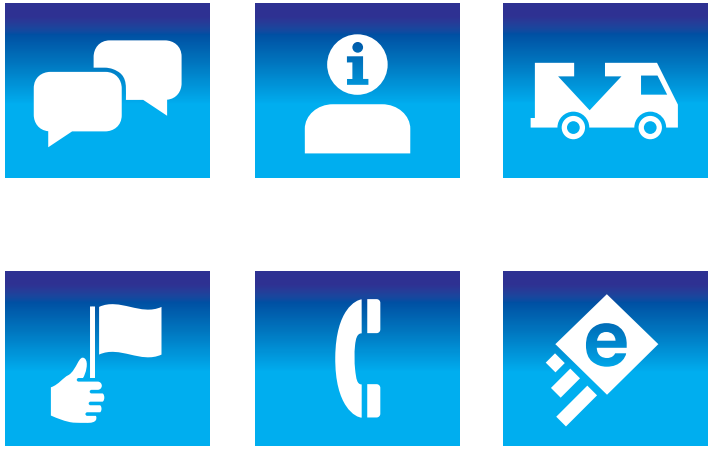
Results

- Net Promoter Score y-on-y increase of 11%
- Key Service Level Agreements up from 90% to 99%
- Large customer wins attributed to the Delivered Exactly Programme

Budget

ALL FINANCIAL RESULTS ARE CONFIDENTIAL

> **Earnest really got under the skin of DX and cut through our complexity to create something fantastic. They pushed us and challenged us to be different. To stand out from the crowd. We are extremely proud of where we've got to.**
>
> **James Timberlake**
> Head of Marketing
> DX



Iconography

Standing out from the competition

The chosen logo had stand-out in the courier and logistics marketplace

























Logo

Typeface

DELIVERED EXACTLY

Gotham Regular

Gotham Bold

Colours

C100 M100 Y0 K0 C100 M0 Y0 K0

DX flow ribbon

The DX ribbon represents the flow and tracking of our deliveries

DX Grid

DX pattern

Photography



with DX flow ribbon



with DX flow ribbon



with DX pattern



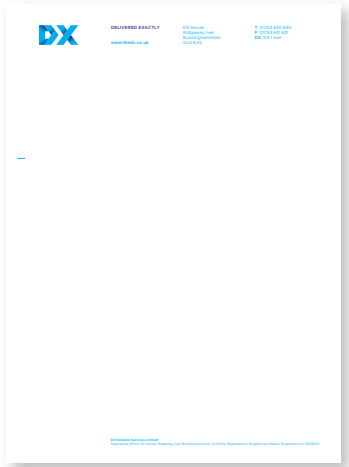
with DX flow ribbon

Offline collateral

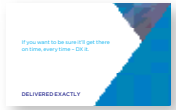


Corporate brochure

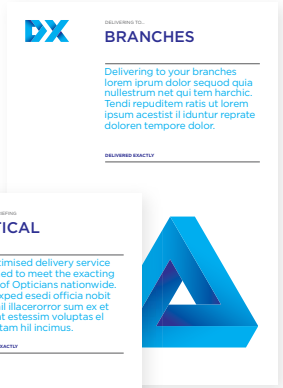
Stationery

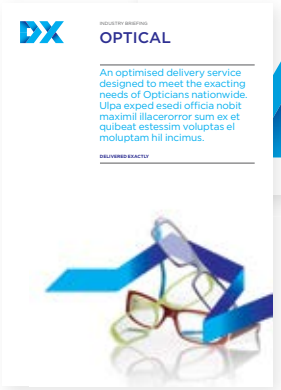












Industry briefing

Annual report



Product briefings



Case studies



User guide



Website and social media

Website
Corporate homepage





Customer service portal



Industry specific landing pages



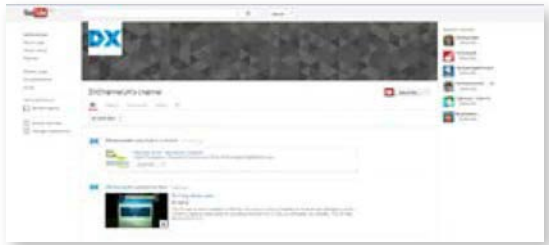
Executive team profiles



Facebook
B2C Comms and customer feedback



Twitter
For responding to customer queries



YouTube
Focused on content

Delivery vehicles







Vans









Trucks

Signage



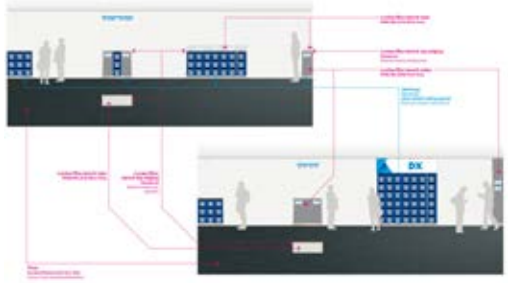




External



Internal



Internal sorting office designs

Internal ‘Delivered Exactly Programme’

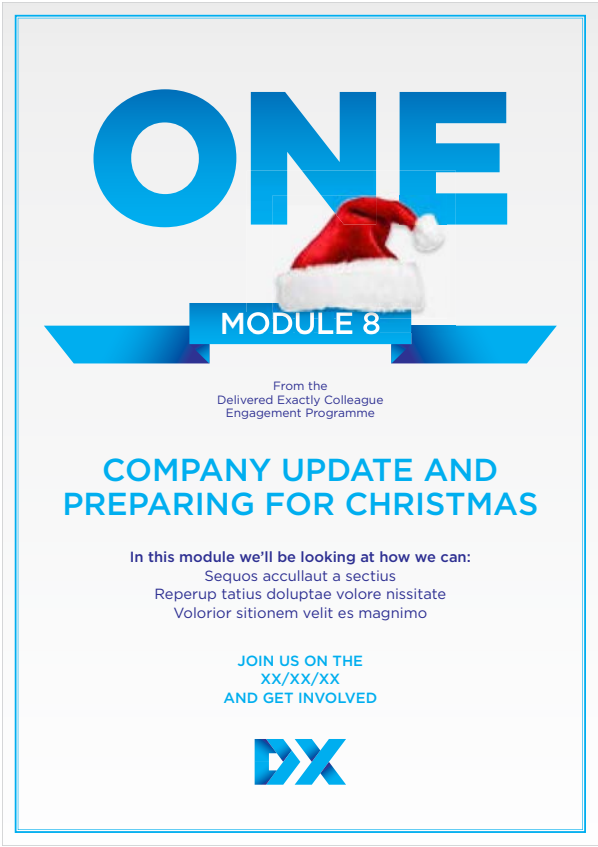
The ‘Delivered Exactly Programme’ was an internal initiative between HR & Marketing to embed the new brand among ALL employees, across a wide variety of job roles and locations.

ONE

DELIVERED EXACTLY COLLEAGUE ENGAGEMENT PROGRAMME



Poster – Looking for customer service champions

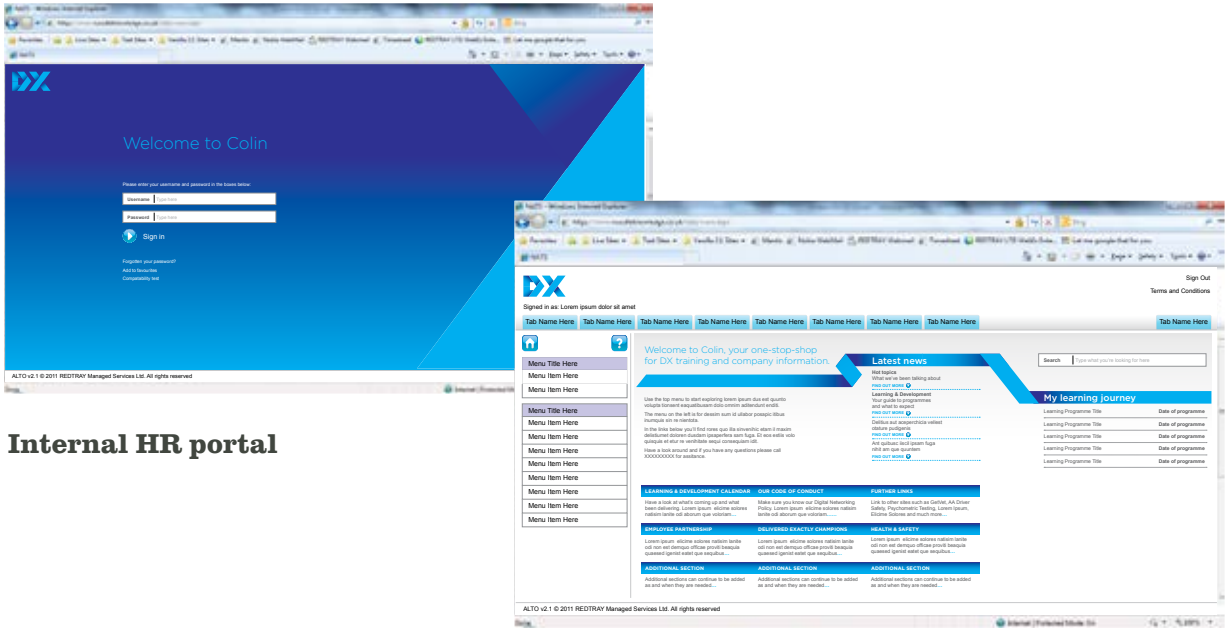


Poster – Module 8



Poster – General ideas/feedback

Internal



Internal HR portal





Wallpaper and screensavers



True Blue Newsletter