Category number:	**18**
Category name:	**Best B2B Brand Initiative**
Programme name:	**SITA Brand Repositioning**
Agency:	**dnx**
Brand or client:	**SITA**
Program website(s):	**www.sita.aero**
Campaign microsite:	**www.sita.aero/together**

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Summary

SITA is the air transport industry's leading communications and IT specialist and its leading innovator. The company is at the heart of the astonishing technological advances sweeping air transport. However, SITA's image and reputation didn't necessarily reflect this.

Our task was to evolve SITA's image in relation to the air transport industry to once again show them as pioneers.

First, brand research was conducted amongst customers, partners and SITA staff to gauge current and desired perceptions of the brand. This resulted in a change management programme that involved every part of the organisation touched by the brand.

As part of the collaborative brand repositioning programme, a new brand proposition was developed, a strapline, a visual creative platform and an employee engagement programme.

The internal launch included senior leadership team workshops, all employee communications, a desk drop, an email campaign from SITA's senior leadership team, intranet takeovers and a brand 'story book'. The external campaign showcases real success stories that demonstrate how SITA is working internally and externally with its employees, customers and industry partners to achieve success through working together.

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About the client company

SITA is the world's leading specialist in communications and IT solutions for the air transport industry, delivering and managing business solutions for airline, airport and government customers over an extensive global eco-system.

SITA works in over 200 countries and territories with 4,000 employees worldwide, and with more than 550 air transport industry members and 2,700 customers.

Strategy

The air transport industry is undergoing one of the most exciting periods of change in its history. You can now book a flight, check in, deposit your bags and board the aircraft without requiring the assistance of a single member of staff – you can do it all yourself thanks to online, self-service and mobile technology. And there's even more going on behind the scenes, including cloud computing and virtualisation – two areas where airlines and airports are prioritising their IT spend.

However, despite the pivotal role SITA is playing in the development of all this new technology, the company did not necessarily have the corresponding image. An extensive brand assessment study established that the industry did not appreciate the scale of SITA's input into the changing market. They were not perceived as innovative, but inflexible and formal. Perception was definitely not a reflection of the reality of SITA's huge contribution to the industry and this needed addressing.

Objectives

- Take a 60-year-strong global brand and make it relevant for the next 60 years.
- Position SITA as a true leader with a bold, innovative presence and voice.
- Demonstrate to customers, partners and employees that SITA is changing and how this is relevant to them.
- Differentiate SITA from other technology providers.
- Achieve buy-in from all stakeholders.

The target audience

Primary – existing SITA customers, new customers and SITA employees

Secondary – Industry associations, technology partners and academia

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Media, channels and techniques used

Initially extensive quantitative and qualitative research was conducted with customers and SITA employers across the entire air transport industry (quantitative) and qualitative research with SITA customers (Customer Advisory Board), industry members, senior SITA management team and all SITA employees to establish how SITA is perceived today and what everyone wants SITA to be. The remit therefore was to move the branding the following way:

From…		**To**
Service Provider	➔	Market maker
Dedicated to	➔	Influential
Legacy	➔	Value Added Innovation
Respected	➔	Wanted
Slow	➔	Responsive
Bureaucratic	➔	Can do
Rigid	➔	Lean, efficient, quick

In response to this, a change management programme was created which encompassed all SITA's brand touchpoints, across all areas of its business (Portfolio, Culture, Capabilities and Communications).

We also developed a new brand proposition, a strapline (Create Success. Together), a creative platform and an employee engagement programme. We helped SITA place the brand at the heart of everything it does.

Through our communications we wanted to express SITA's personality - open, energetic, committed – and build emotional connections through real story telling.

Internal launch

The internal brand launch activity included a global desk drop, email campaign from SITA's senior leadership team, intranet takeovers and brand 'story book'.

Regional workshops with management teams, led by brand ambassadors, helped inspire and develop employees' appreciation and commitment to SITA's new brand goals.

An interactive Employee Engagement Tool (comprising tools, downloads, competitions and a quiz) aims to educate employees how and why SITA is changing and prove it is happening.

All communications and assets are designed to build confidence and excitement amongst internal audiences and inspire pride in what they do.

External launch

To launch the new brand externally and communicate real, positive change, we needed to show how SITA is impacting the real world – by showcasing real success and human interest stories.

'Together We Can', the global advertising campaign to launch the new brand, has been live since January 2012.

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Customers and prospects are directed to a campaign landing page with video and downloadable content supporting an exciting range of 'Together We Can' stories.

All social media channels are being leveraged to generate awareness and engagement with the brand. Offline, the new brand is being showcased and communicated at events around the world. Sales teams are being supported with brand toolkits to ensure the new brand is communicated consistently and offices around the world are receiving brand make-overs.

Timescales

Initial benchmark research	2010
Strategic research	June 2011
Creative development	June – Sept 2011
Soft internal and external launch	November 2011
Global advertising campaign	January 2012 onwards
Follow up research	November 2012

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Budget

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client testimonial

"Rebranding an organisation as complex as SITA was never going to be an easy challenge and yet dnx have understood us completely and showed us the way, pushing us to be bold, to be different. From websites to advertising, from event stands to internal comms, we have a new, vibrant brand we can be proud of."

Arthur Calderwood
Senior Vice President Marketing & Sales Operations
SITA

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