

CASE STUDY

Together Under One Roof: Global Rebranding



The Challenge

Across the globe and in multiple industries, companies are increasingly turning to mergers and acquisitions in order to gain greater market share, fill product gaps, and gain competitive advantage.

One of our clients, a large American medical device manufacturer, has spent the past decade acquiring other medical device companies. Having acquired products, intellectual property, and access to different markets, the client badly needed to merge and align all their marketing and branding efforts across all the acquired companies in order to unify their product lines and strengthen their global brand and presence.

All the products acquired were to continue being manufactured and distributed, but to ensure consistency across their internal systems and regulatory bodies, the client decided to change the cataloging and categorization of these acquired products so that they could be easily added and identified in centralized internal systems. Along with changes to product part numbers, the accompanying documentation, the instructions for use (IFUs), and the packaging all require changes to the logo, company information, and other branding elements.

The Goal

The client's primary goal was to update all content for all acquired products and merge everything under one brand. The document layouts were to remain in their original state, and the elements in the documentation that needed to be changed and updated included:

- Company name
- Company address and contact details
- Company logo
- Product part numbers

The client asked us to support their rebranding efforts for each product from the project management and desktop publishing (DTP) perspectives. The amount of languages varied from 20 to 30 and depended on each product's distribution markets.

The Solution

Dedicated Project Management

To ensure a smooth rebranding process, our solution was centered around having a dedicated project manager for the client. The project manager worked full-time on coordinating the client's rebranding projects from their side and from the translation production side – discussing steps and exceptions with stakeholders, monitoring deadlines, and coordinating projects between departments. The rebranding exercise became a hassle-free exercise for the client, freeing their time to concentrate on other international product launches.

A Specialized DTP Team

After each acquisition, our client did not change any of the documentation from the acquired companies. Our specialized DTP team was onboarded to deal with all the files from the acquired companies, which were all in different file formats. A “one size fits all” approach was not applicable in this situation and required separate approaches to the rebranding exercise for each file format.

Argos’ DTP team are not just DTP experts – they’re innovators! For more efficient and effective work, our team has developed custom tools to complete rebranding projects to the highest possible levels of quality. Thanks to these, our team was able to prepare the documents for more effective processing.

Some of the areas these tools were applied include:

- **Brand Colors.** Each acquired company had their own branding style and colors. The first changes that were made were to the color palette used in the documents as well as to tables, borders, and lines. Our custom technology enabled our DTP experts to reduce the output time by 50%.
- **Company Information and Product Part Numbers.** Another portion of the rebranding process was focused on replacing old content parts with updated details. This included new part numbers for each product, the company name, the company address and other contact details, and the company logo. Our custom tool allowed our DTP experts to better control the replacement exercise, ensuring an error-free outcome.
- **Generating Final PDFs.** The most time-consuming element was reproducing each document in the final format – PDF. Scripts were developed to aid in the conversion of InDesign and Microsoft Word files into PDFs. This script-enabled tool let the conversions happen faster and without errors.

In addition to the above changes made to the files, DTP quality assurance, with its automated quality checks, was also applied to the workflow.

Content Update

As the documents were being processed from the DTP side, the client had an opportunity to make updates to any outdated content or content related to the acquired company. One such section was the product disclaimer. It had to be changed in all the documents and translated into all the target languages in order to stay compliant.

The dedicated project manager oversaw this process, initiating the translation workflow for these sections of content. The client was responsible for providing the source content, but the rest was taken care of by the Project Manager, who also communicated the changes with the DTP team and executed the changes before final publication.

The rebranding exercise opened the door for the client to make changes before final publication, which would normally be a time-consuming and costly exercise. A primary benefit of rebranding is the “opening up” of all content, allowing global updates and publishing to take place with the rest of the branding changes made. Good source files and unified templates make the entire process easier, but the key ingredient is a rebranding partner with a track record of success and a willingness to innovate.