

Building a brand that resonates

Brüel & Kjær is a name that echoes through-out the global sound and vibration industry. Since 1942, the company's expertise has been indispensable to the acoustic and vibration sciences and its equipment has been involved in the development of many category-leading products, from supercars to satellites.

However, over time the market perceived the company purely as a product provider when, in fact, it offers far more in terms of complete, end-to-end solutions. Furthermore, with a diminishing difference between their technology and their competitors', Brüel & Kjær had to make a significant change to stay front-of-mind in an increasingly competitive market.

A complete rebranding project was required to reposition Brüel & Kjær for the future, as a partner that delivers tangible value for customers and other stakeholders at every stage of the design process.



A foundation for growth

Rather than being seen as simply a technology provider, Brüel & Kjær's new strategy was to drive future growth by positioning the company as a long-term business partner, delivering world-class service and sustainable value through innovative solutions.

To achieve this, Brüel & Kjær needed to develop and launch a new brand identity that would rejuvenate the company's image, change global market perceptions and equip employees with the tools to understand and sell their new story.

Following an extensive research process, Brüel & Kjær partnered with CBC to create a distinctive and original communications platform based on the brand promise that also became the company's tagline – Beyond Measure. This was able to convey a powerful dual message:

1. As specialists in sound and vibration measurement, Brüel & Kjær is Beyond Measure.
2. Brüel & Kjær is moving beyond the measurement of sound and vibration to apply its specialist knowledge to solving customer problems with world-class service.

The Beyond Measure concept fitted Brüel & Kjær perfectly. Not only did it respect the company's long and established heritage, but its message highlighted that the business had changed and now offered an altogether more holistic value proposition.

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BEYOND



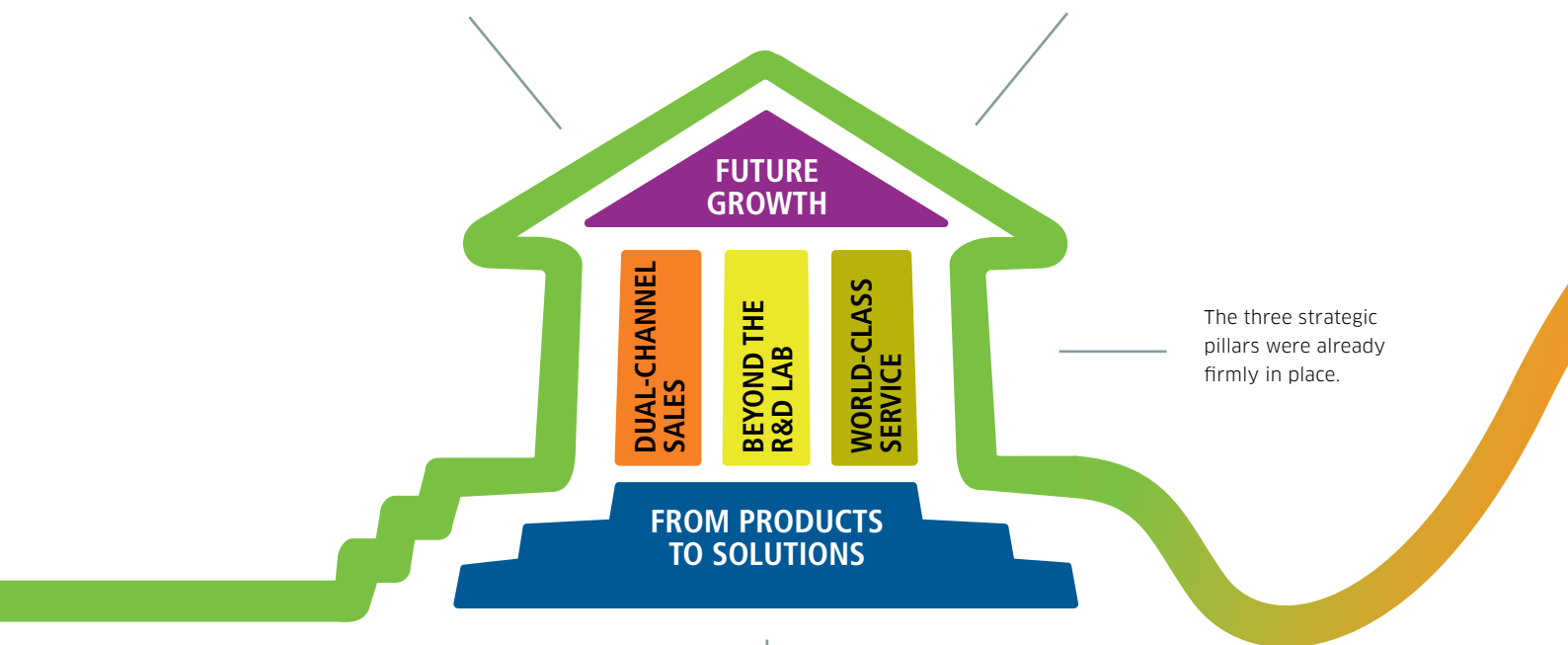
Brüel & Kjær



MEASURE

The essence of the rebranding project was encapsulated in the Strategy House.

The whole process was geared to support both Brüel & Kjær's and its customers' growth and success.



The three strategic pillars were already firmly in place.

The foundation of the project was a paradigm shift from selling products to adding value through solutions.

Engaging employees

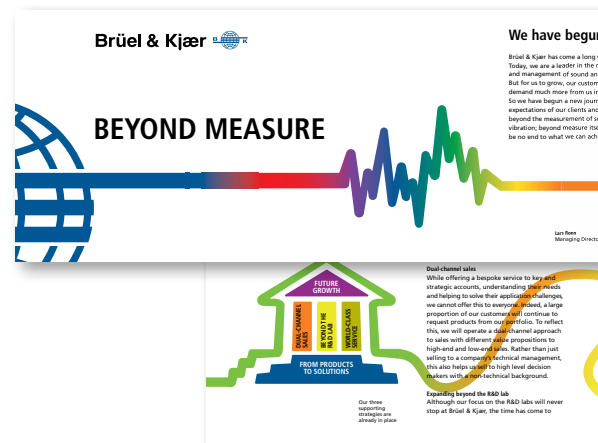
For the Beyond Measure concept to take hold, it was crucial that Brüel & Kjær's staff were completely on board. Every employee needed to understand - and fully support - the new strategic vision before the company could take it to market with conviction and consistency.

Furthermore, Brüel & Kjær's culture had previously been very introspective. Communications centred upon what the company and technology could do, not what the benefits were or where the value lay. In this respect, a key objective was to ensure that staff fully understood the importance of taking an "outside in" approach that focused on what customers were trying to achieve.

The new brand platform was launched internally through an integrated campaign, which included an Internal Folder and a Brand Paper to introduce and explain the strategy, a video animation that expanded on these themes, and an enormous "brand wall" in the head office foyer explaining the new brand story to people as they entered the building.

The 42m x 2.5m wall in the head office foyer was an exceptionally effective way to showcase the Beyond Measure concept and anchor it in people's minds.

A Brand Paper and an Internal Folder were produced to introduce and explain the new strategic approach to Brüel & Kjær's employees worldwide. The campaign was very well received across the organisation.



Measuring up to our new brand promise



The value of the Brüel & Kjær brand is the sum of everything we say and do. It is our most valuable asset: how we are measured by our customers. We are constantly improving what we do and now it is time to show the world that Brüel & Kjær has changed, that we have moved beyond our origins and have a new story to tell. But words must be supported by action. Our success depends on every one of us delivering this new brand promise, together.



Beyond marketing: our new message

Developing a brand is an ongoing process, just the R&D. This is the start of that process: a new look and a new message. Our new look shows that we have evolved; our message states that our proposition has changed. Combined with our new advertising message, these present a revised company moving from product features to customer benefits, to the needs of our key markets and to the application solutions that our specialist knowledge can provide. Of course, a large share of our business will continue to be product sales. That is why we have implemented a dual-channel sales strategy: an effective way to differentiate our offerings to different customer groups. This will allow a more bespoke approach for our key accounts, alongside a new way to manage and grow our general accounts. The new brand communication shows here focuses on our key markets. It is our new 'tagline' style gang going forward.

Selling to the decision makers
Crucial to our new brand communication is the need to engage high-level decision makers among our audience. Often, these figures in top management are business people, not technicians. They need issue-orientated value propositions that are easier to understand than our messaging in the past. To achieve this, the structure of our messaging focuses on customer pains and our solutions. Unique and clearly differentiated, the new identity and voice make our brand more distinct than ever. The advertisements show a new level of quality in everything we do, achieving higher stand-out and relevance, strengthening our competitive edge and building new trust in our brand.

ACCELERATE DESIGN DECISIONS
Brüel & Kjær

TO HELP YOUR AIRPORT GROW TOMORROW, WE HELP YOU TAKE THE NEXT STEP TODAY
Brüel & Kjær

INDUSTRY SALES
Brüel & Kjær

INDUSTRY SOLUTIONS
Brüel & Kjær

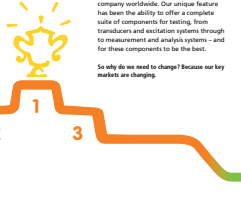
INDUSTRY PARTNERS
Brüel & Kjær

INDUSTRY SERVICES
Brüel & Kjær

On a journey



A leader in sound and vibration



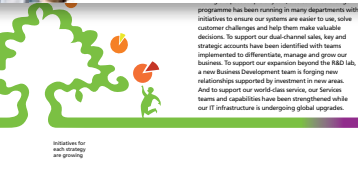
Brüel & Kjær has the largest market share of any sound and vibration technology company worldwide. Our unique feature has been the ability to offer a complete suite of components for testing, from transducers and excitation systems through to measurement and analysis systems – and for these components to be the best. So why do we need to change? Because our key markets are changing. Products are becoming similar, the demands are different. The best equipment is being challenged by 'good enough' equipment, while customers are seeking unique solutions to their needs. We need to stay ahead of the competition by applying our knowledge in new ways, building on what we have achieved so far, equipping our customers with something more. To do this, we need to change.

We need to change

Our 'complete' offering remains a powerful differentiator. But the key to growing its value lies in shifting our focus from products to solutions. Instead of selling customers what we have developed, we need to sell them what they are trying to achieve. By driving product development from market groups, we will create solutions that integrate with their processes. The result? A long line of satisfied customers, helping us to thrive and grow for every year to come.



Our reputation in the R&D lab with a resilient, proven business model, we can grow our top line by expanding our market offering. We will create a new product offering targeting production line testing and operational monitoring for existing and new customers – growing our business beyond transactions towards more sustainable relationships. World-class service Despite being a world famous global company, service levels and brand perceptions differ from one country to the next. By focusing less on our product features and more on service efficiency and standardizing our global service levels, we can improve our R&D lab and nurture new ones. Significantly increased customer satisfaction ratings, worldwide, will be the measure of our success.



program has been running in many departments with initiatives to ensure our systems are easier to use, solve customer challenges and help them make valuable decisions. To support our dual-channel sales, key and strategic accounts have been identified with teams implemented to differentiate, manage and grow our business. To support our expansion beyond the R&D lab, a new Business Development team is forging new relationships supported by investment in new areas. And to support our world-class service, our Service teams and capabilities have been strengthened while our IT infrastructure is undergoing global upgrades. Changing how we think, to change how we work, to change the way we succeed.

can achieve together. But to do this, we need to move beyond words. We need to change the way we think, to change the way we work, to change the way we succeed. The opportunities stretch before us, but we all need to be a part of this change. Let's see how far we can go.



A doodle animation brought the concept and themes to life in an entertaining and engaging way.



Communicating a new promise

With the brand platform firmly in place, Brüel & Kjær could show the market that it had evolved beyond its origins to offer greater value through a more complete service, broader expertise and constant innovation.

The approach was to focus all communications on customer benefits rather than product features, on the needs of customers over the company's achievements and on the sustained value that Brüel & Kjær's solutions provide. To ensure messaging consistency, a literature hierarchy was developed that ensured the right level of information was directed towards the right audience. In addition, a product life cycle wheel was created to help customers understand exactly where Brüel & Kjær's solutions and products fitted in relation to their business needs and product development.

The first steps to launch the new brand included updating the company's homepage and producing a new profile brochure, two animated films, and a presentation. Each of these high level pieces show how the customer is now at the centre of all Brüel & Kjær activities and they serve as key components to begin repositioning the business and establishing the new brand promise.

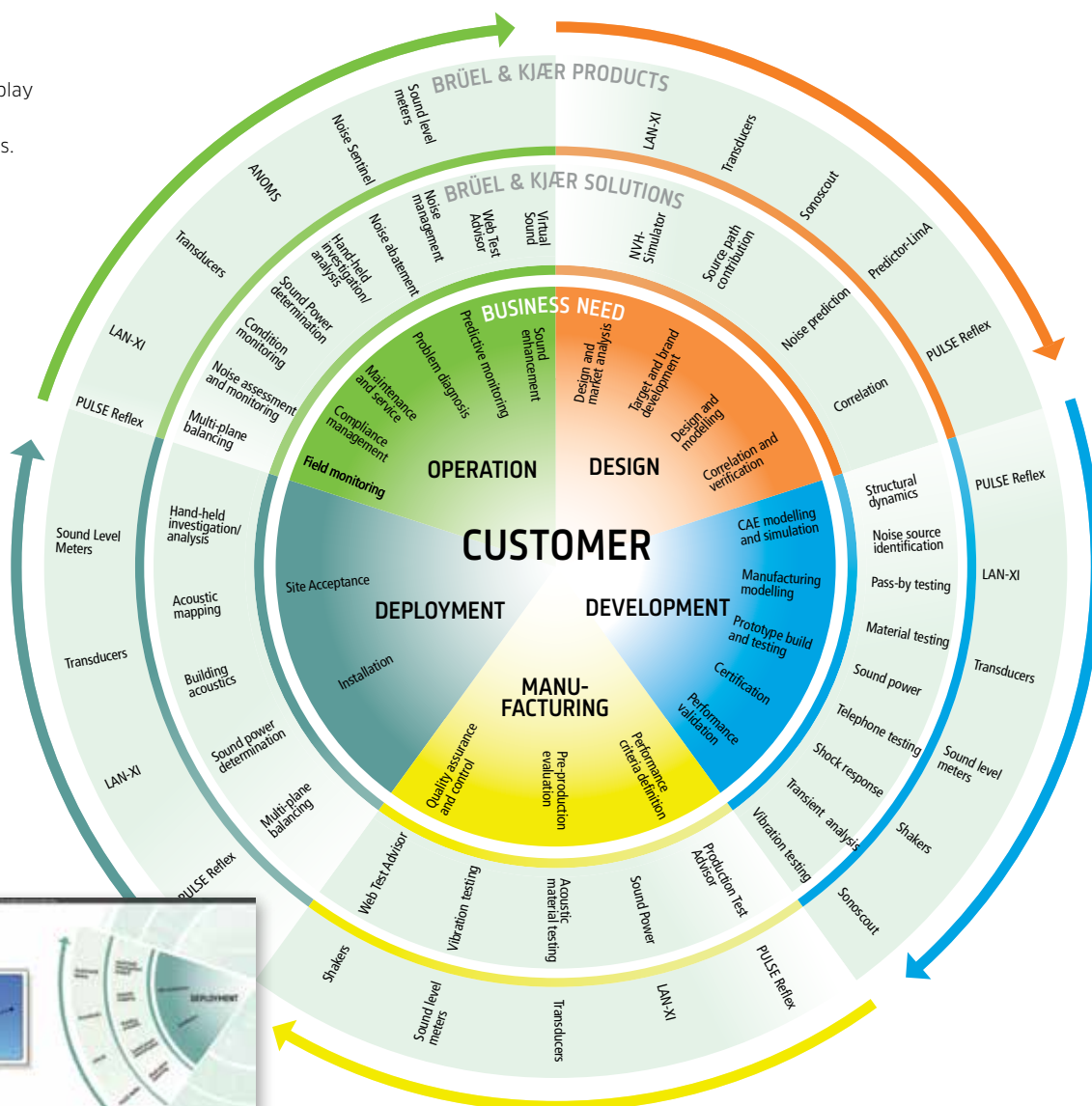


The website design was aligned with the new visual identity.



The profile brochure played an important role in bringing all the new elements and messages together.

The product life cycle wheel was a highly innovative way to display all of Brüel & Kjær's activities and offerings.



Two short animated films were produced that explain Brüel & Kjær's new approach and how the company helps customers during every stage of their products' life cycle.



Scan here to view the profile film.



Scan here to view the product life cycle wheel film.

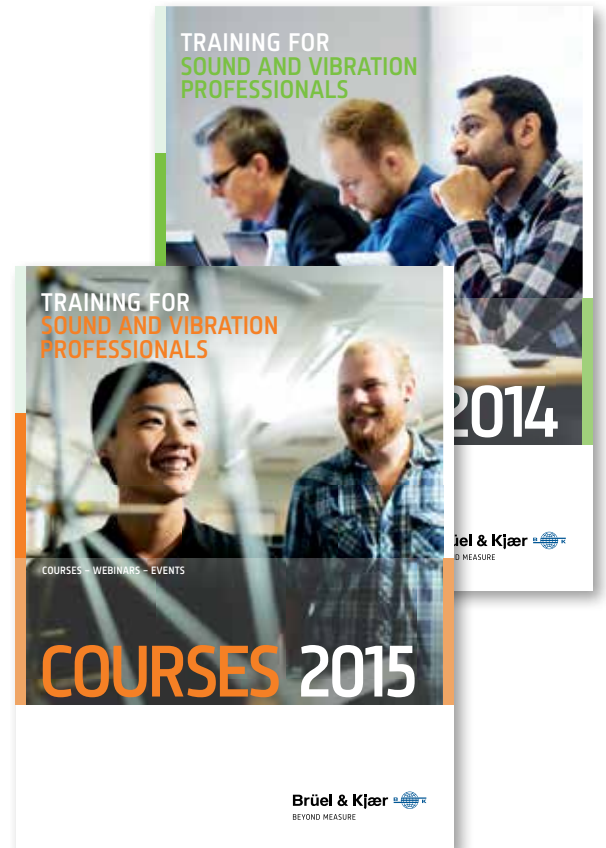


Addressing customer context

To strengthen the brand across target markets and reposition the company from a technology leader to a thought leader, Brüel & Kjær needed to address customer demands at a closer, more segmented level. This required a completely new approach to external communications that focused on challenges and solutions in the context of the industries in which they operate.

CBC helped Brüel & Kjær to develop a suite of communications material that approached this on two levels: image pieces that focused on thought leadership, education and training activities, such as the annual course catalogue and the bi-annual customer magazine, Waves; and sector-specific segment ads that targeted customer pains and solutions, according to their unique challenges. In addition, a distinctive new visual design was developed that enabled Brüel & Kjær to differentiate itself in a highly competitive market and establish a powerful presence.

The Waves customer magazine looks, feels and reads like a professional, quality publication.



The new course catalogue presents Brüel & Kjær's training activities in an engaging and attractive format.

**WE HELP YOU SEE PROBLEMS
BEFORE YOUR CUSTOMERS HEAR THEM**



One slip-up can offset a hundred successes. It can cost thousands in product recalls and, worse, potentially damage your reputation. You need to know how to spot costly errors while there's still time to correct them. That's where you need to pick up the phone to Bruel & Kjaer sound and vibration specialists. We go beyond measuring product quality to help you manage it: helping to solve your production challenges to ensure reliable repeatability. So you only see happy customers. See more at www.bksv.com

Brüel & Kjær 
BEYOND MEASURE

Ads were produced that use an original design concept to distinguish the Brüel & Kjær brand.

**YOUR AIRPORT GROW TOMORROW
HELP YOU MANAGE
THE NOISE TODAY**



You work hard to reduce aircraft noise, but unless the community perceives a change you could be wasting your time. That's why Brüel & Kjær's solutions not only identify flights that violate noise abatement rules, but also engage communities over the web so they can see for themselves where aircraft are flying, how much noise they make and develop trust. By keeping noise levels low and stakeholders informed, we help increase tolerance of your airport expansion. See more at www.bksv.com

Brüel & Kjær 
BEYOND MEASURE

**ACCELERATE
DESIGN DECISIONS**



The ability to make the right decision at the right stage of a car's development is critical to your success. Accurate data isn't enough; you need to be able to understand the information and how to act on it – fast. That's when you need Brüel & Kjær sound and vibration technology in the driving seat: our solutions help you predict, map and analyse results to inform critical decisions. Saving you time and money, and helping to protect your reputation. See more at www.bksv.com

Brüel & Kjær 
BEYOND MEASURE

A strong platform for the future

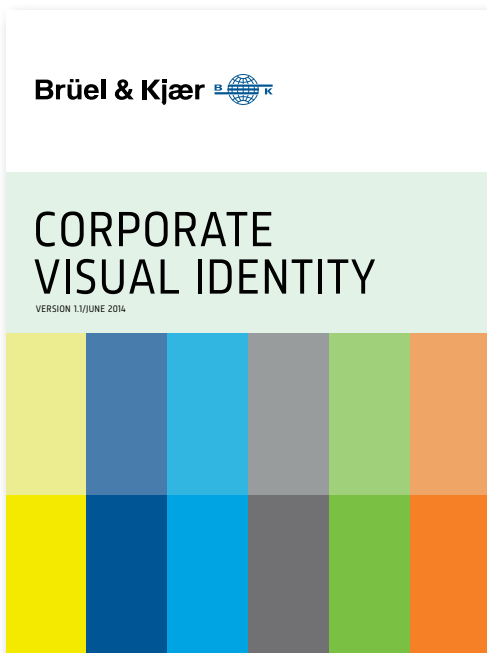
Building a brand across borders requires a strong identity; however, maintaining it requires a solid structure. It was therefore important for Brüel & Kjær to organise its new brand in a way that would ensure consistency across all future marketing activities.

To this end, CBC created a design guideline that outlined the rules, principles and boundaries to govern how Brüel & Kjær's various brand elements must be used and how the new brand story should be communicated. Included in this was a subtle reworking of the well-known Brüel & Kjær logo to be more visually appealing, more contemporary and easier to use in digital formats.

Not only was the logo change essential to establish the new voice, identity and personality of the rejuvenated brand, but it also serves to protect and strengthen Brüel & Kjær's long heritage as the business, its customers, products and markets continue to evolve.

The logo was tweaked to be more contemporary without reinventing the well-known design.

Brüel & Kjær



A design guideline was created to help safeguard the new identity.

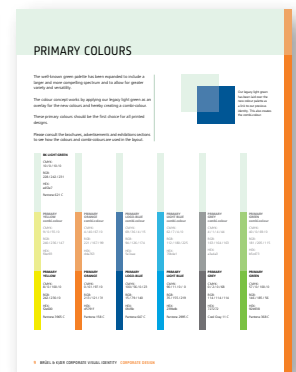
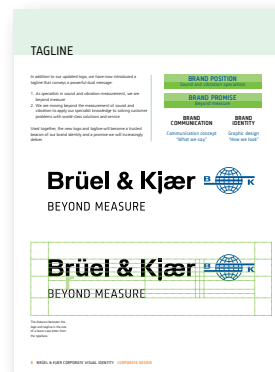
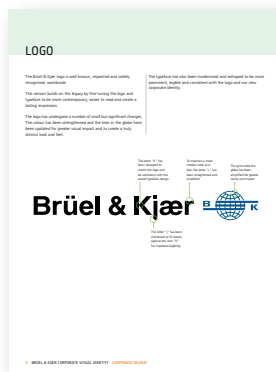




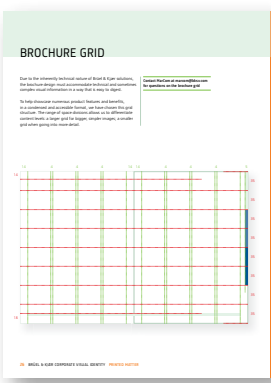
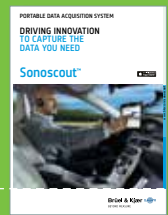
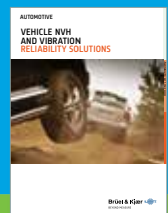
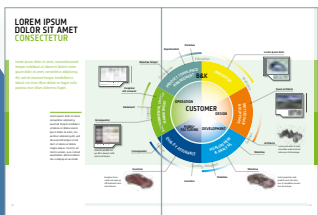
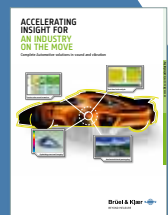
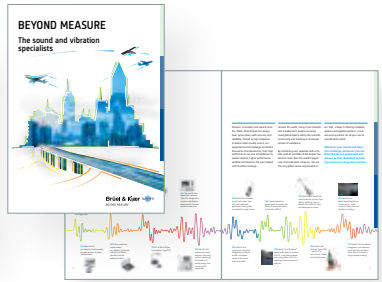
IMAGE LEVEL

INDUSTRY LEVEL

SOLUTION LEVEL

PRODUCT LEVEL

TECHNICAL LEVEL



The platform is proving to be exceptionally flexible and adaptable for communications material at every level.

A resounding success

The project has been – and continues to be – a very rewarding experience for Brüel & Kjær. The Beyond Measure concept is proving to be a highly adaptable communications platform to help establish the company’s new strategy and proposition worldwide.

“This platform was the catalyst we needed to activate our business strategy and unite our workforce,” said Lars Rønn, Managing Director at Brüel & Kjær. “It has been invaluable in accelerating the internal change process and in providing us with the means to move forward with conviction and confidence.”

The reaction from global offices and local teams has also been extremely positive: “Across the organisation, the platform has been received even better than expected,” commented Camilla Travis, Strategic Brand and Communications Manager. “This initiative went far deeper than simply a cosmetic overhaul; we intended to create a cultural shift in the way we behave and communicate, which can often be met with resistance.

“Our company was ready for change and so by demonstrating to employees how we wanted to be perceived by the market and by clearly explaining the reasons why, we have started to see a transformation in how we present ourselves and in the kind of dialogue we have with customers.”

Reflecting on the working relationship, Camilla is satisfied with how the process has unfolded: “CBC are able to understand exactly what we want and quickly develop the right strategy and creative approach. It is refreshing to have such a tailor-made relationship that fits the way we work.”



Lars Rønn,
Managing Director
at Brüel & Kjær.



Camilla Travis,
Strategic Brand and
Communications Manager
at Brüel & Kjær.

CBC EQUALS B2B

After 35 years’ pure focus on international B2B branding and marketing communications, CBC knows how to move brands forward. Fast.

We relish complexity, finding the most effective ways to shape intricate processes into clear, compelling propositions that resonate. From satellites to software, marine to medical, broad experience has shown us how to blend strategy with creativity to deliver the impact that drives bottom line results.

Our B2B experts in UK and Denmark have been handpicked for their specialism and knowledge of international branding and communications. This means we never require long consulting engagements and you get the most effective team behind your project.

So get in touch with the agency that brings more to your business. Because CBC equals B2B.

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