

Stepworks



Facilitating change for a global leader

Alliance Laundry Systems – Brand revitalisation



Alliance Laundry Systems – Brand development

Deriving value by aligning brand and business strategy

Alliance Laundry Systems is the world leader in commercial laundry, in terms of sales, reach, range and R&D investment.

After a period of rapid global expansion, the group recognised that a revitalised group brand, and clearly differentiated product brands, would help sustain momentum and accelerate growth.

Stepworks was appointed to assist with the year-long global rebrand project. Brands and sub-brands were aligned with business objectives to spearhead change across the organisation.

Value created

Stronger business – The branding initiative included a comprehensive signage strategy. The initiative involved the entire senior Alliance team, and encouraged them to consider the business from the viewpoint of multiple stakeholders. The brand strategy and brand expression now support the business strategy and guides C-suite decisions.

Premium positioning – The brand audit revealed many stakeholders felt the group was misperceived. The new group branding correctly positions the group as the sector-leading multinational with five premium product brands.

Rationalised brand assets – The process enabled the executive team to consolidate, simplify and streamline their brand architecture. Subsequent brand investments will be more focused and efficient.

Branding

Advisory
Architecture
Identity
Localisation
Logo
Story
Strategy
System



Leading performance

Support Genuine Parts Training Finance R&D



- ▶ Rationalising the house of brands helped to clarify and simplify the group's business proposition to multiple audiences

Brand model

Purpose	We make the world cleaner as the premier provider of laundry solutions. We deliver leading performance through our exceptional employees, unmatched quality and our commitment to innovation.
Function	We develop, manage and support a family of commercial laundry brands
Positioning	<ul style="list-style-type: none"> • Point of relevance – Other global commercial laundry companies • Point of parity – quality, value, reliability, support, scope • Point of difference – Unsurpassed leading performance across all our customer-experience touchpoints
Promise	Leading performance in commercial laundry
Key messages / reasons to believe	<p>Leadership – In terms of sales, reach and coverage we are the world leader in commercial laundry</p> <p>Performance – In terms of product and service quality, innovation and value we are the recognized leader in many laundry sectors and regions</p> <p>Global – We are growing network and distribution patterns that can quickly provide products and support to virtually every market in the world within 24 to 48 hours</p> <p>Dedicated – Since 1908 we have focused solely on helping our customers achieve professional and personal success through our family of laundry brands. Laundry is our passion</p> <p>Complete – Our products and services fulfill almost every need for cost-effective, high volume, high quality laundry. From product design, and manufacturing to laundry consultation, site location and design, installation, training and ongoing service – we excel at it all</p> <p>Intelligence – As the global authority in commercial laundry our unparalleled insights inform our brands, stakeholders, and the engineers, designers and developers of our USA HQ and our STAFF Center</p>
Attributes	Leadership. Performance. Global. Dedicated. Complete. Intelligence.
Personality	Passionate. Supportive. Astute. Authoritative.
Brand DNA	Leading performance in laundry
Positioning phrase	Leading performance

▶ The old logo did not accurately reflect the premium positioning of the group



▶ The new logo features a “leader bar” graphic that provides a recognisable visual standard for all Alliance communications



Alliance Laundry Systems – Brand launch campaign

Keeping multiple stakeholders engaged with change

Introducing change to the key product brands of a billion dollar multinational is a sensitive operation. Our brand revitalisation for Alliance, clarified and repositioned six world leading commercial laundry brands. This affected numerous stakeholders worldwide.

The rebrand involved key executives, distributors and managers, who helped uncover challenges and opportunities that could be addressed with brand clarity. This process informed a rational approach to decisions about brand architecture and positioning.

A multilingual internal brand relaunch campaign that included traditional and digital elements, supported the launch.

Value created


Clear differentiation – The launch helped stakeholders understand the group's premium leadership positioning. The roles of the five product brands and numerous sub-brands were also clear.

Facilitating recruitment – Amplifying Alliance's purpose and the career potential of laundry helps the group attract top talent, both inside and outside the sector.

Campaign
Activation
Advertising
Digital
Localisation
Strategy



- ▶ Posters placed in workspaces introduced the changes to team members



Be the partner of choice by delivering unsurpassed value to all customers

Work closely together to consistently deliver laundry peace-of-mind to our customers through leading performance in all our offerings.

Alliance Laundry Systems / *Leading performance*



Accelerate our transformation into a global company culture

Accelerate our global evolution into a tightly networked multinational that opens a world of opportunity into team, partners and customers.

Alliance Laundry Systems / *Leading performance*



Attract and develop exceptional talent

Attract and develop exceptional talent and provide the resources they need to perform at their best.

Alliance Laundry Systems / *Leading performance*

- ▶ The launch was rolled out worldwide in multiple languages



Loud and clear
New face or focused on delivery? We're not just a laundry company, we're a partner. We're going to change our laundry brand to reflect our identity and our commitment to our customers.

Four strategic pillars
1. Be the partner of choice by delivering unsurpassed value to all customers.
2. Accelerate our transformation into a global company culture.
3. Attract and develop exceptional talent.
4. Deliver and design exceptional value.

Personality makes all the difference
We're not just a laundry company, we're a partner. We're going to change our laundry brand to reflect our identity and our commitment to our customers.

Leading performance is customer experience
We're not just a laundry company, we're a partner. We're going to change our laundry brand to reflect our identity and our commitment to our customers.

The Alliance Leader / **Alliance Laundry Systems** / *Leading performance*

First Issue | December 2017

Premiere performance

Welcome to the first issue of the new Alliance Laundry Systems newsletter. Its release is part of the exciting changes coming to our company. What's not changing is our determination to help people enjoy a better quality of life by making laundry easier for them. And as we expand our business, we'll grow together as a team and present opportunities for you to grow personally. Our senior executive team contributed to the stories inside. Read on and see what's happening.

Towards two billion

By Michael D. Schoen
Alliance Laundry Systems is a multi-billion dollar company. Today, we are a billion-dollar company in terms of annual revenues. However, what got us here is not what will get us to the \$2 billion mark.

Formula for success
To ensure ongoing growth we must go from being a fast follower to a market leader. To truly innovate, we must focus on our customers. That means looking beyond our industry for new inspiration and retaining new colleagues to join our great team. We've established this approach in our four strategic pillars (see page 2).

Leading performance
Doing forward, we'll explicitly promote our innovation leading performance in laundry. Leading performance is all encompassing. It comes through in our solutions, reliability, steady results, innovations, engineering, customer service... it encompasses our complete offering.

Our mission is to make the world cleaner as the premier provider of laundry solutions. We deliver leading performance through our exceptional team, unmatched quality and commitment to innovation.

New year, new website
On 2 January 2018 we're launching our new website. www.alliancelaudry.com

Speed Bases | 



Alliance Laundry Systems – Brand communications development

A methodical approach to introducing change

The launch of the revitalised Alliance Laundry Systems brand began with an internal marketing campaign. The objective of the staff communication was to introduce the team to change, and kick off the evolution process.

The CEO introduced the initiative via a video. A newsletter added the thoughts of each Alliance senior executive about the “Leading performance” positioning phrase. Email and printed materials took the message to every team member.

The January 2 new brand launch opened a new year. The CEO explained the changes via multiple channels and invited key distributors, customers and stakeholders to visit the new website. Alliance team members were equipped to share the news with customers and partners.

Value created

Premium positioning – Tighter, better focused brands allowed able to effort spent preparing the Alliance team for the launch paid off because they could clearly explain the value of change to partners and customers.

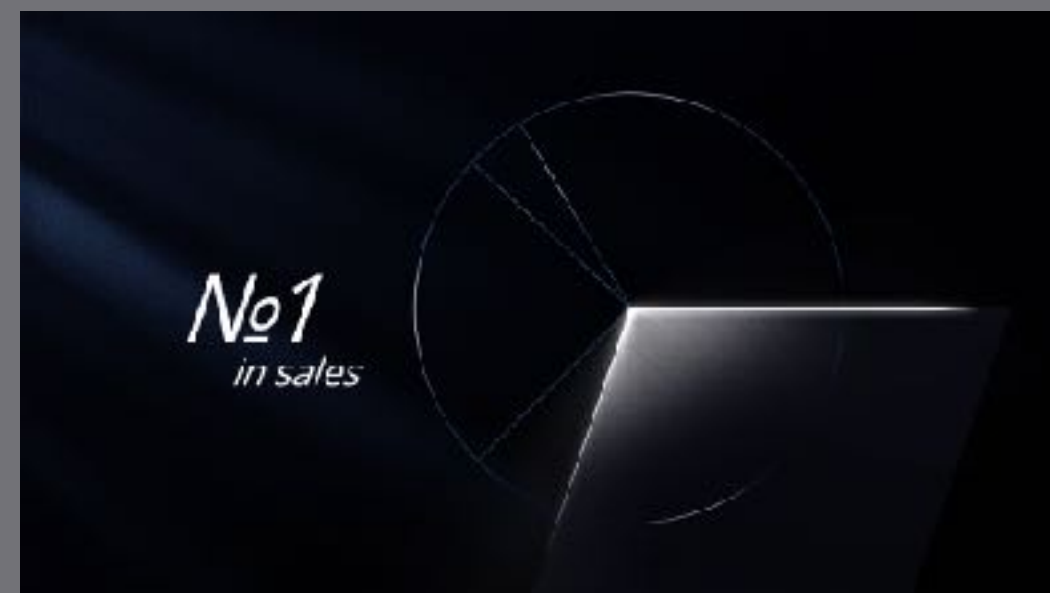
Easier brand management – Comprehensive brand identity systems and tools ensures global consistency for building brand value.

Communications

Corporate
Employer branding
Exhibition
Presentation deck
Video & motion graphics



No



► In this brand launch video the CEO explains the reasons for change, and encourages partners to facilitate the process

► To project a uniform image of leading performance, comprehensive brand guidelines define the correct application of each brand

Alliance Laundry Systems – Digital brand development

Leading performance with powerful digital

A new website was the focal point for the Alliance rebranding initiative. The website tells the story of how the company leads its sector, how it became a billion dollar business, and what it can do for you, the visitor.

Website development began as soon as all brand models were clarified and approved. Story and navigation were developed first. This allowed stakeholders to understand exactly how each brands and sub-brand would be communicated. Copywriting/navigation-led also helps to ensure better usability for visitors.

The full website launch coincided with the largely digital rebrand launch campaign, beginning a new chapter in the Alliance story.

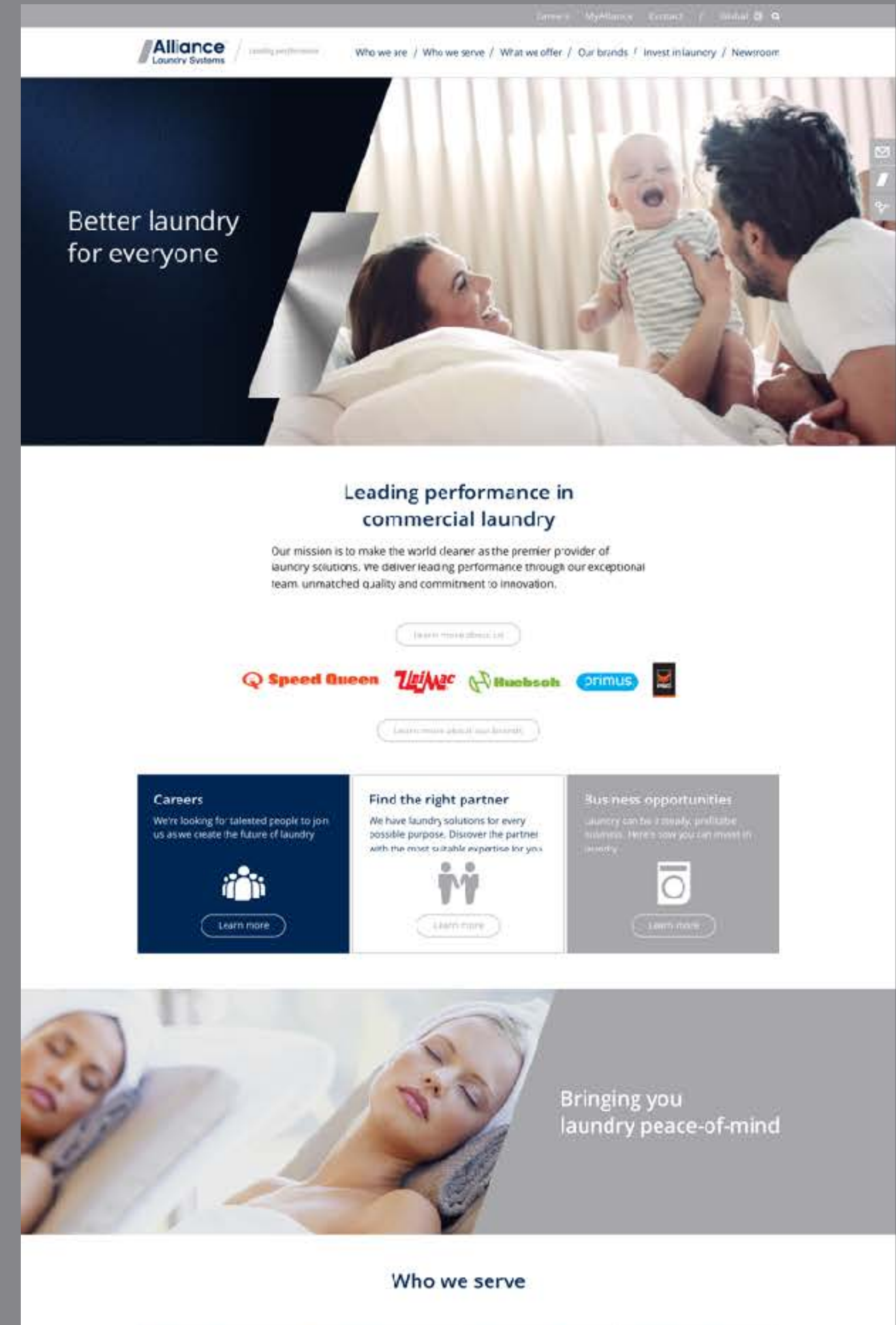
Value created

Leadership in vision – The sophisticated modern design of the website tangibly positioned Alliance and its brands as the sector leaders with premium products.

Brand building clarity – By launching a complete website with the rebrand Alliance was able to clarify its full business story for all stakeholders.

Internationally accessible – Non-native English speakers are a major audience for Alliance, even in the USA. The simple, direct copywriting avoided local idioms and jargon.

Digital
Website
Campaign





► Designed to quickly achieve the goals of a variety of users, the Alliance Laundry Systems website offers a comprehensive introduction to the business and its brands

► A digital campaign introduced the new brand and its strategic implications to Alliance teams



1. *Be the partner of choice by delivering unsurpassed value to all customers*
2. *Create a culture of innovation*
3. *Accelerate our transformation to a global company culture*
4. *Attract and develop exceptional talent*