



Brand Identity:

Moto

Moto Hospitality Ltd operates 43 Motorway Service Areas (MSA's) across the UK, providing a place where travellers can rest and recharge.

Challenge:

Compass Group acquired a collection of MSA's from Granada. The Group wanted to revitalise the brand and focus on making MSA's more relaxing, refreshing and altogether better.

Solution:

We created a distinctive and instantly recognisable brand identity that clearly conveys an offer to motorway users to pull in and relax, refresh and revitalise themselves before their onward journey. Our level of service saw the successful launch and roll out at each UK site. In addition to the brand, we created a comprehensive internal and external communications programme and flagship Moto website which receives over 30,000 visits every month.

Our work:



Client benefits:

- Created a strong pan-European brand, which is both distinctive and differentiated in the marketplace
- The new brand supported wider business development and customer service improvements through effective employee engagement
- The new brand contributed to an additional value £600m for Compass Group through the sale of SSP

Testimonial:

"You succeeded in creating an identity which not only contributed significantly to the effective repositioning of the company, but also led to considerable improvements in customer perceptions and promoted greater brand awareness."

Moto

Contact us:

For more information about our brand identity work and other areas of communication expertise, don't hesitate to get in touch:

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