



Brand Strategy & Employee Engagement: International Nuclear Services

International Nuclear Services Ltd is a company that manages global contracts and the logistics associated with nuclear fuel recycling products and services.

Challenge:

We were approached in 2006 by the utility contracts and nuclear transport business of Sellafield Ltd to review the current naming strategy in light of an imminent change to the legal structure of the business, which would result in the creation of a separate limited company (51% owned by Sellafield Ltd and 49% owned by the Nuclear Decommissioning Authority (NDA)). Our brief also stipulated that the naming strategy had to align with the existing Sellafield Ltd identity.

Solution:

As with all brand review work we are commissioned to do, our starting point was to explore the naming strategy in the context of the business dynamics. We facilitated interactive and in-depth internal sessions. This was conducted over a period of months and a process of refinement and review. What emerged was a naming strategy and clearly articulated business positioning. We also advised on external involvement and the necessary communications to support implementation.

Our client:



International
Nuclear Services

Client benefits:

- Considerable client and in-house knowledge of the industry which meant we could hit the ground running
- A naming strategy that accurately describes the status, scale and broader commercial aspirations of the business
- The creation of a bespoke process to engage and motivate employees in the process of change and involve them directly in defining the business and an appropriate name
- A naming strategy that was in alignment with Sellafield Ltd's branding guidelines
- A name that was ultimately supported internally and externally as a result of the thoroughness of the consultation process

Contact us:

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

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Testimonial:

"Having the support of a unique strategic and creative partnership with experience of the industry and knowledge of the commercial challenges we face was a major advantage. The thoroughness of the name and branding review helped to inspire and energise our employees and management. This was key to creating clarity during a period of significant structural change."

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