



Brand Strategy & Employee Engagement: Nexia Solutions

Nexia Solutions is the research and development arm of BNFL providing nuclear science and technology services.

Challenge:

We were commissioned by Nuclear Science and Technology Services (NSTS), a BNFL business group, to develop a new name and identity ahead of the business becoming a separate limited company, with the challenge of competing effectively in the global nuclear market.

Solution:

We devised a comprehensive employee engagement programme involving interactive workshops in order to define the new brand and all that it represents. The consultation and brand development process was iterative with key stakeholders being involved every step of the way. The in-depth brand development process culminated in the launch of the Nexia Solutions name and brand identity with a comprehensive brand communications guide. We supported the launch with a comprehensive communications programme and website.

Our client:



Client benefits:

- The new brand identity enabled the business to stand-alone and grow commercially
- The programme of work provided the opportunity to engage and motivate employees in the changing business landscape
- The process identified clear points of differentiation in the nuclear technology marketplace
- Development of the new brand was a prerequisite to the business's long-term future as a respected national nuclear laboratory

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:

"It has been a pleasure working with Stratia and Forepoint. They created a brand and identity through a thorough engagement process overlaid with an extensive knowledge of the industry. We now have an identity that everybody supports and that truly reflects the nature and aspirations of our organisation. Thank you."

Nexia Solutions