

Sime Darby

Re-positioning a global multi-national

Malaysia's largest ever merger between Golden Hope Plantations Berhad, Kumpulan Guthrie Berhad and Sime Darby attracted global interest by creating the world's largest oil palm plantations group, and Malaysia's second largest listed company.

However, the challenge posed to FutureBrand was *not* to rebrand as a plantations company, but to find a unique & unifying positioning for a growing multinational, engaged in at least 6 diverse core businesses in over 20 countries.

FutureBrand research revealed a real opportunity for the enlarged entity to lead in the areas of social and environmental sustainability.

The existing Sime Darby brand had the credibility and knowledge to support such a positioning.

'Developing Sustainable Futures' was chosen as the proposition to lead Sime Darby's new brand aspirations and promise.

Sime Darby wanted brand values that reflected the group's determination to create real change, both inside the company and with its products and services.

Consequently 'pro-active', 'pioneering' and 'systematic' were chosen as the brand attributes, to ensure that the company continually strives to improve its sustainability performance.

The identity retains Sime Darby's key visual equities, but refreshes them to reflect the brand's forward-looking and dynamic new approach.

Year: 2008



Developing
Sustainable
Futures



Energy



Industrial



Plantation

FutureBrand

