

BHP billiton

Merger of a global resource giant

BHP billiton, Australia's newly merged mining company, required a brand strategy, a vision, and a sustainable and unique visual identity to announce its presence as a new, global, front-ranking resources group. FutureBrand was asked to help articulate and bring to life the new entity's brand strategy: "The intelligent people in the business of resources who can transform opportunity with imagination."

FutureBrand analyzed the heritage value of both companies and identified the cultural issues of the merger to bring the vision for the future into focus. Bringing the brand architecture development in line with the new business strategy and linking brand strategy to the creative process led to the creation of the new company's differentiation within the resources industry.

To manifest the new brand strategy of BHP billiton, FutureBrand created and developed a design system that applies the corporate brand, with manageable adaptations, across the new company's divisional/operating structure. Also included was the creation of a digital resource and image library; liaising with architects and interior designers to extend the brand's presence in all environments; as well as an integrated marketing system to provide best practice marketing solutions to BHP billiton's three key target groups.

FutureBrand also provided on-going brand management to help articulate all communications through the global divisional and operating structures.

Date: 2001



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