

## SEMPLA: Merge Branding

FutureBrand defines Sapient new strategic positioning, name and corporate image after the merge with IT Datel

Sapient, one of the leading Italian brands in the IT consultancy business, launch a new strategic phase after merging with IT Datel.

FutureBrand has been asked to define the company new strategic positioning to make the brand even more impactful on the market. The Agency has carried out an in-depth internal and external analysis phase to define the competitive arena where the new company will act. This phase has led to the definition of the brand spike attributes, that will let its points of strength emerge and orient the company activities.

The new strategic positioning guided the creative process leading to the company new name and visual identity. Sempla, the new company name, immediately conveys the positioning: technology means evolution when it's simple to use. A strong visual identity, based on a shiny primary colour: yellow, unusual in the technology and innovation business, yet perfect to remark "simplicity".

Alessandra Iovinella, FutureBrand Chief Growth Officer, says: "At FutureBrand we are sure that Sapient is a further step in the brand culture diffusion process in Italy, a confirmation that a well defined brand strategy is relevant also for corporate brands and not only for consumer brands".



Date: 2008  
Office: Milan

FutureBrand

