

## Swire

Driving value to the masterbrand

Predominantly based in the Greater China region, Swire's operations and name have been well-established for over 130 years, with an enviable heritage. The future relevance of the Swire brand was called into question through a 2001 research report which highlighted the need for a clearly defined and compelling brand for stakeholder connection/participation and long-term, sustainable growth.

FutureBrand first clarified what the Swire brand stood for: "Unspoken Trust" (through the values of original, forward-looking and operational excellence). Then a refreshed visual identity programme was created which included a revision of the Swire Flag symbol and the crafting of a unique Swire font.

With diversified interests in five operating divisions: Property, Aviation, Beverages, Marine Services and Trading & Industrial through its listed entity, Swire Pacific; and a range of wholly-owned businesses in shipping, cold storage, transportation, agricultural, oilfield service and trading activities in Australia, Papua New Guinea, East Africa, the Indian subcontinent, the USA and the UK through its UK-based parent company, John Swire & Sons, the new brand architecture rallies the various entities around the masterbrand, establishing strict criteria that not only limits the number of sub-brands, but also establishes clear design guidelines for their development.

Swire's new positioning and identity was delivered to internal staff via a series of training workshops and launch events in 2004/5. Central to this roll-out programme was a brand book, brand video and a series of brand identity guidelines.

FutureBrand continues to work closely with Swire guiding the brand through strategic and design consulting from annual reports and corporate video to new subbrand creation.

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FutureBrand

