

Interflora

Having recently been through a successful management buy out, these are exciting times for the global brand as they look to introduce new product ranges, further improve the quality of their delivery service, and look to diversify and expand their core offer and product ranges.

The Brief:

Interflora asked 'i-am' to research and review their core brand proposition, brand expression and potential brand hierarchies with a view to taking advantage of potential new market opportunities and a number of possibilities open to the business.

The Solution:

The creation of two new branded propositions that were developed into related sub-brands now offer Interflora customers greater choice in terms of quality and pricing. The resulting 'Simply' and 'Signature' brands were based on simplicity of product, tonality and clear visual communications on the one hand and greater design input in terms of arrangement and choice of flowers on the other.

The Result:

A greater understanding of their core customers needs and wants have helped Interflora re-think their product offering and enabled them to re-structure their business accordingly. Early results have been very positive with Interflora now looking to push ahead with more radical reforms.



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