

ZURICH ADVICE NETWORK

BRIEF

Re-design a corporate identity for an established city based Zurich franchisee. The ID was to communicate all aspects of financial advice to existing as well as new prospects.

TONAL GUIDELINES

Approachable, versatile, Traditional but new and dynamic.

SOLUTION IN BRIEF

An identity family was created to encompass two umbrella parents. Stand alone company names were created for each service aspect that could still be clearly traced back to the parents.

RESULTS

First quarter sales following roll out equalled the previous 12 month financial year. Welbeck has also has gained profile within the Financial Services Industry and diversified into a respected high net-worth wealth management advisor.

TESTIMONIAL

“Seb Duncan identified the requirements of our brief and came up with an innovative solution that was both relevant to our business and practical in terms of implementation.

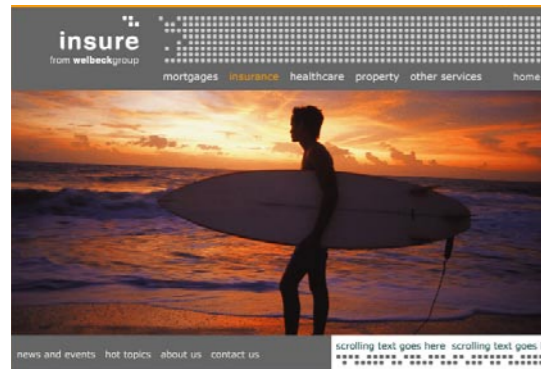
Seb has transferred the ID to a web environment making use of sympathetic photographic themes and efficient web based graphics. By developing intelligent email routing systems they have enabled us to monitor and pinpoint specific areas of financial advice our clients are interested in, allowing our advisors to better service their needs.”

*Lloyd Walker, Marketing Director
and Associate Partner
Welbeck Consulting*



welbeck





property

from **welbeckgroup**

mortgage
from **welbeckgroup**

business
from **welbeckgroup**

insure
from **welbeckgroup**

solutions
from **welbeckgroup**

FOR MORE DETAILS ON THIS CASE STUDY
PLEASE CONTACT SEB DUNCAN ON +44 (0) 8675 2121
OR EMAIL SDUNCAN@ARNOLDDUNCAN.COM