

Integrine

Rebranding

Client

HTP Medical is a Romanian consultancy offering integrated solutions for healthcare providers: design, construction and furnishings, financial and management consulting for hospitals and other medical institutions.

Challenge

As the corporate image was largely that of a medical equipment provider, HTP Medical approached Grapefruit to conduct a corporate rebranding process. Following a brand audit in early 2005, Grapefruit recommended that strategic planning and financial consulting services be represented by a new corporate brand.

Solution

Following the conclusions of the brand audit, HTP Medical decided to go for a spin/off. The new corporate brand strategy employs a monolithic brand that stands for the entire commercial offering of the new company.

The new brand is being built around a number of values such as fairness, excellence and openness, as well as a charismatic, highly-motivated and image-conscious personality.

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