

Mercury Research

Corporate identity

Background

Mercury Marketing and Research Consultants was set up in 1992 and represents one of the first market research companies in Romania. Its customer portfolio is impressive both in terms of professional expertise and geographical variety, including Romania, Bulgaria and Great Britain).

Challenge

Following the development of the range of services it provides, as well as management restructuring which occurred at the end of the 90's, the company was split into two independent units: Mercury Promotions - which offered BTL services -, and Mercury Marketing and Research Consultants - which offered market research services.

At the end of the naming project lead by Grapefruit, the customer adopted the name 'Mercury Research', which solved the issues of length and imprecision associated with the former name.

The issue of differentiation between the two sister companies was only partially solved, given the fact that both of them still used the same logo, representing the god Mercury/Hermes.

Although the two companies had become completely independent, the amount of confusion that was still present undermined the potential of Mercury Research, despite the company's proven track record in market research.

Solution

Under these circumstances, the design and implementation of a new corporate identity became imperative for making Mercury Research stand out.

The new logo - introduced in 2002 - combines in an effective and modern way the brand vision - the urge to be free -, its values - perfectionism -, and its personality features - trust and confidence.

The choice of a suitable font and modern colour scheme helped consolidate this new identity in the eyes of Mercury Research's target audience.

The new corporate identity also served as the basis for various implementations, such as personalised stationary, advertising materials, and the range of internal and external signs and symbols.

Furthermore, Grapefruit delivered a basic set of guidelines that would ensure consistency on all media environments in all the main advertising situations.

