



CASE STUDY

SECURE METERS

BRAND TRANSITION STRATEGY



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BACKGROUND

Secure Meters Ltd. is an emerging leader in energy metering and heating controls. Secure was a pioneer to bring electronic metering in India two decades back. Later it went on to acquire several companies overseas (primarily in European market) in its continual quest for leadership in energy metering.

The new focus on climate change has brought forward a market potential of 8 billion USD per year in deploying smart grid over the next 20 years, where Secure sees a great role to play. It was felt that with a varied basket of regional brands, it would be difficult to move forward with the requisite speed. Onio was called in to understand the implications of integrating the brands and suggest the solution.

SCOPE & CHALLENGE

1. To create a brand integration strategy to mitigate the risk involved in transitioning
2. To aid Secure in capturing the much coveted values of the companies and brands it acquired and blend them into the new brand
3. To strategically position the new brand in the industry to capture global visibility
4. To define the guidelines to orient internal and external stakeholders about the brand evolution
5. To create the integrated brand name and corporate identity program



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ONIO'S SOLUTION

Corporate Ethnography – Extensive interviews were conducted across the several international locations involving senior management, line managers, distributors and customers. We used interactive tools to elicit insights into the current and the emerging brand paradigm. Assessed the brand transition risks on the internal and external stakeholders.

Created a comprehensive guideline of visual changes in the product graphics to reflect the transition.

Design Research using research tools and insight analysis

Financial Data:

- \$1,500mil turnover in 2008
- \$2,000mil turnover in 2008
- \$1,400mil turnover in 2008
- \$200 mil turnover in 2008

Quotes:

- "A global Brand will be advantageous for us some more **financial credibility**"
- "It needs to be **international** without an India connection"
- "The major change happened. Now the focus is for communication"
- "Similar **company culture** and values throughout"

Product Comparison:

- Existing Products:** CEWE INSTRUMENT, Secure Sweden AB
- New Panel Products:** Secure, Manufactured by CEWE INSTRUMENT
- Energy Meters:** Secure, 3 mil

Market Drivers:

- Sweden: 30% ABB, 70% Export Emerging Countries
- Horstmann: Values, Switches, Time clocks; Thermostats, Room Controls; Energy Consumption Displays; Communication Networks
- Future Homes: Energy Connectors; Energy Meters; Energy Controls; Retro fit Networks; Home Automation; Smart Controls & Web Enabled; Security & Smarter Home
- Drivers: Regulatory Push, Customer Pull

Photographs:

- Two men in a retail store setting.
- Two men in an office setting.



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Onio created the new brand logo (it was decided to retain the name as SECURE) and elaborate guidelines for the use of the identity. New brand color was chosen as a refreshing purple, that stood apart from the reds and greens, which this industry is replete with. A solid yet elegant font based logo was a clear message to the world about emerging leader.

New Logo designed by Onio



Old Logo

