

[RE]-Branding for international impact

Terma A/S is Denmark's foremost aerospace, defense and security company. With more than 1,125 employees and a global network of partners, Terma works closely with many of the world's leading defense forces, public authorities and international space organisations, delivering a wide range of highly specialised, mission-critical products and solutions.

Despite these strengths, the company faced some challenges to continued success. At an international level, Terma was viewed as relatively small and the brand lacked visibility in some key markets. Strategically, Terma's brand also no longer reflected its core values, business vision or organisational strengths. Modernising the brand around a clear value proposition and strong identity was seen as central to competing in an increasingly global and cost-conscious marketplace.

CBC's challenge was to address this situation with a complete rebranding campaign aimed at presenting Terma as a company at the leading edge of engineering innovation, with a core understanding of customer or partner needs.

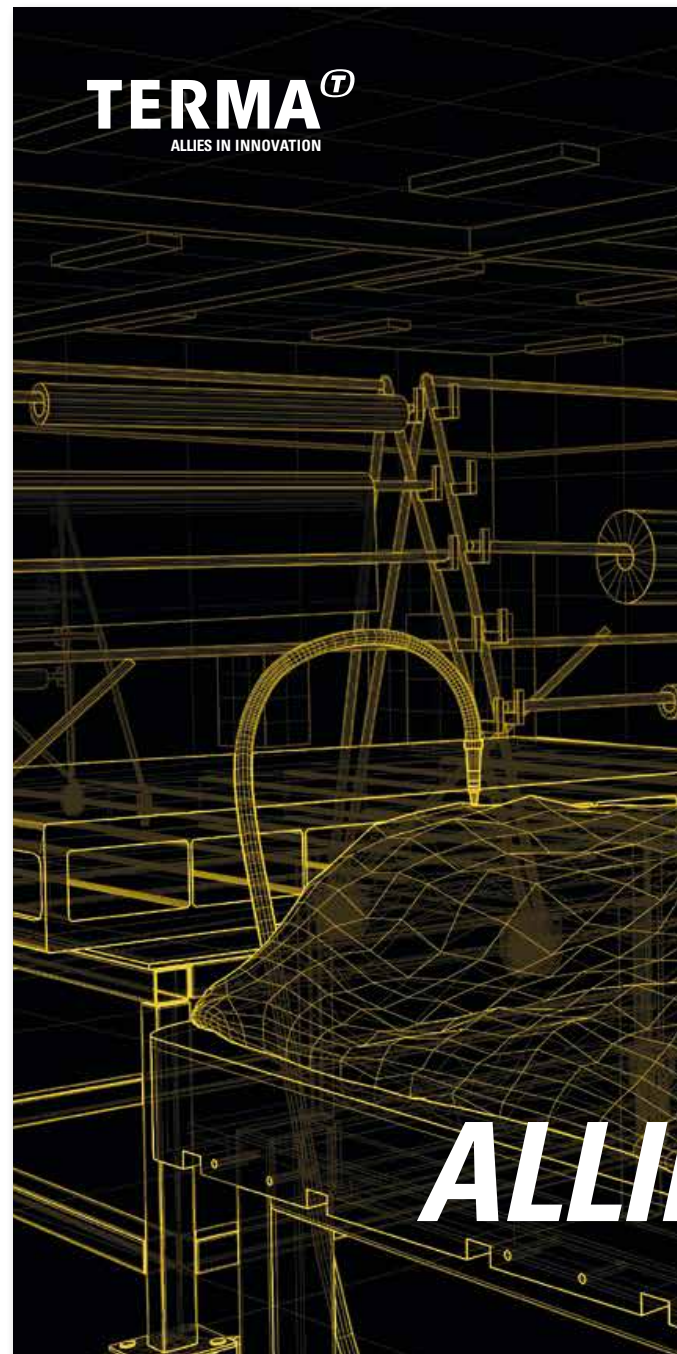


Allies in innovation: staking out a position

We began with a series of internal and external interviews. These revealed that Terma was considered small, agile and flexible by its core stakeholders. A company that was extremely effective at matching its capabilities and organisational set-up to customer and end-user requirements.

Rather than trying to look bigger than it actually was, CBC's recommendation was to turn Terma's niche and specialist focus into its unique advantage. We wanted to help Terma take ownership of the "Partnership" position – an extremely relevant profile to adopt in a highly interlinked and regulated marketplace. This would position Terma as a flexible, personal organisation yet one still big enough to deliver world-beating niche engineering skills.

These insights gave rise to the brand proposition "Allies in innovation", which is built on the premise that creating customer value is not just about strong engineering skills, it's about being able to apply these skills in the context of a specific customer's needs.



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OUR FACILITIES, EXPERIENCE,
AND EXPERTISE GIVE AEROSPACE
MANUFACTURERS ACCESS
TO A UNIQUE SET OF
PRODUCTION CAPABILITIES.

WWW.TERMA.COM



ES IN INNOVATION

OMPANY

**WHEN PUSHING THE FRONTIERS
OF ENGINEERING EXCELLENCE,
IT HELPS TO HAVE A PARTNER
THAT SHARES YOUR VISION
AND AMBITION.**

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Beyond partnership: a visual approach

Creatively, CBC needed to complement the “Allies in innovation” theme with a strong visual interpretation of Terma as a true ally, tightly linked to its customers for the benefit of both parties. Our answer was to use a “split-screen” approach to all Terma visuals: one side of the image always represents a customer segment – aero-structures, space, etc. The other part of the visual is constructed as a technical 3D wireframe.

The wireframe approach represents Terma’s forte of integrating seamlessly into a customer’s world, while using its technical skills to help complete the picture. It graphically demonstrates Terma’s ability to go beyond partnership by building a system of commercial symbiosis. A system in which Terma become an extension of the customer’s organisation by putting new capabilities and capacity at their disposal, while integrating seamlessly into the wider value chain.

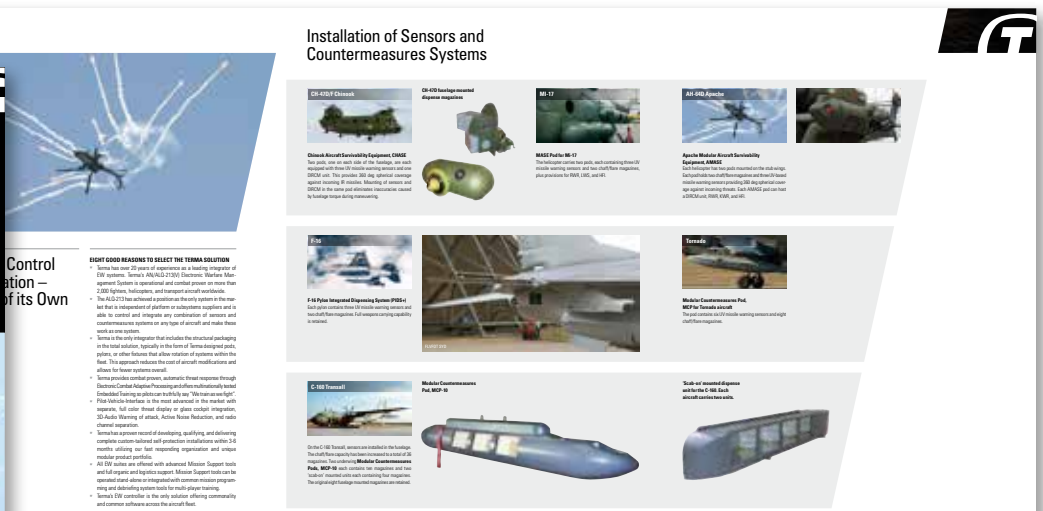
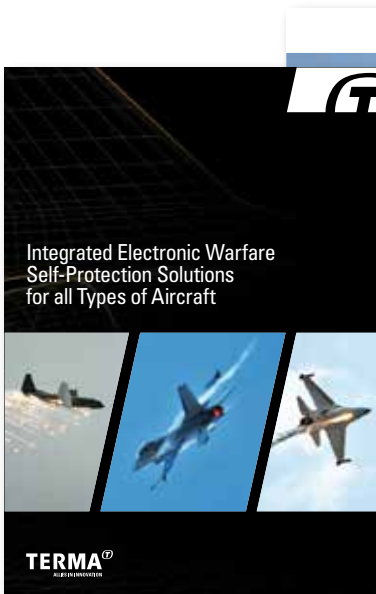
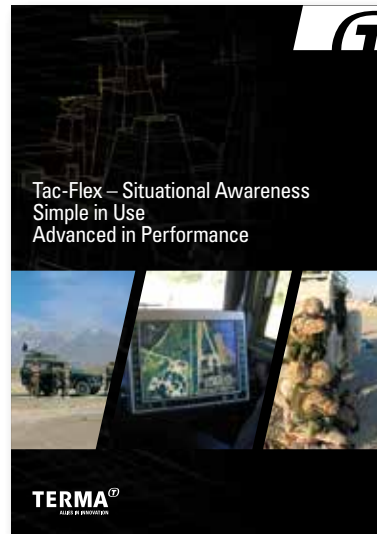
Headlines accompanying the split-screen visuals underscore this message by outlining how Terma and customers complement one another and by highlighting Terma’s capabilities, such as production capability.



Split-screen images were the basis for trade publication ads and large posters to raise Terma's profile with key external and internal audiences.

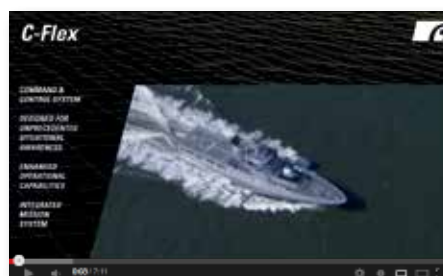


The brand identity was effectively applied to annual reports by centring on a new topic every year, e.g., globalisation, technology leadership, etc.



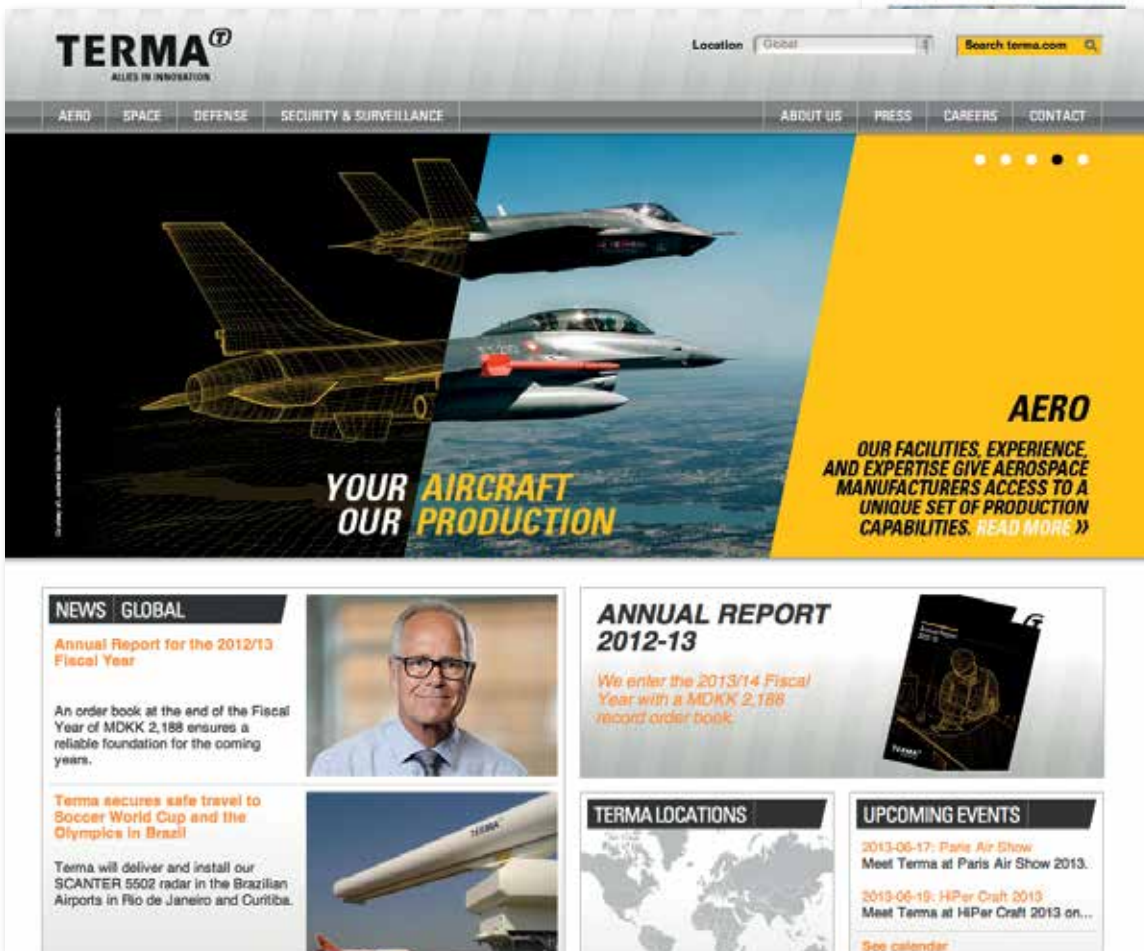
The new branding was implemented across all marketing channels, and included brochures and other key sales tools.

The brand concept fits exceptionally well into all media, including product films.



From space agencies to media: targeting a diverse audience

Terma was aiming at both internal and external audiences. Internally, at 1,125 staff members worldwide and at its service partner network. External targets ranged from national governments, politicians, defense companies and space agencies to opinion leaders and the media. Given this diversity, the biggest, most effective channel and focal point for campaign implementation was the corporate website. In addition, a wide range of other marketing channels was addressed with tools including a new corporate identity, profile ads, segment brochures, product films and exhibition materials.



The new website was a flagship channel for the new brand and a focal point for its implementation.

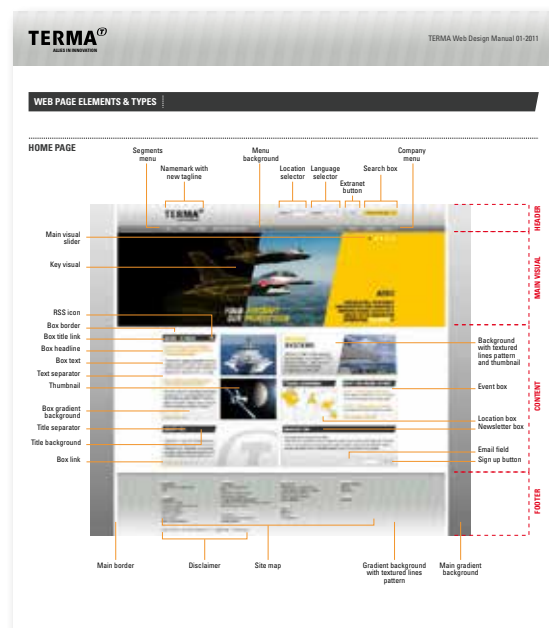


A strategically redesigned website

It was understood from the outset of the rebranding project that implementation would be largely driven through the creation of a new corporate site. The former website only served to compound image issues, failing on a number of levels:

- Visually outdated
- Complex and difficult to navigate
- Company-focused, rather than customer-focused
- Lacking in actionable opportunities to connect with stakeholders

A strategy for the new site was developed with the clear ambition of creating a site that was more customer-centric, provided stronger content and aligned with the new “Allies in innovation” brand concept. Terma also wanted to create a site that was more international, reached out to a broader cross-section of stakeholders and became a conduit for engagement and even interaction. At a technical level, there was a host of specific requirements in terms of functionalities and CMS needs.



Given the vast volume of content and functionality required, it was extremely important to ensure that the design maintained a sense of uniformity and coherence throughout the user experience.

THE STRATEGY AND EXECUTION

CBC worked on every dimension of the site (structure, usability, content and functionality) to address the three key site objectives.

1. Promote engagement through stronger content and opportunities to interact

The strategy here was to promote engagement through creating stronger content and many more opportunities for interaction, including:

- More relevant and predictive content
- More accessible content
- More sales interaction points
- New brand interaction points

2. Be more customer and benefits orientated

Here the focus was on trying to create a smooth, logical and helpful user experience through:

- Outward-facing business segmentation
- Better information management
- Enhanced user journeys
- User-friendly navigation
- Instant-on Search functionality

3. Strengthen the digital Terma brand using the “Allies in innovation” concept and create greater visual impact

The approach here was to encapsulate everything under a strong identity and clear positioning through:

- Bringing a powerful brand concept to life online
- Creating a contemporary and functional site design
- Abundant and organised use of visuals and rich media

Ground-breaking results for terma.com

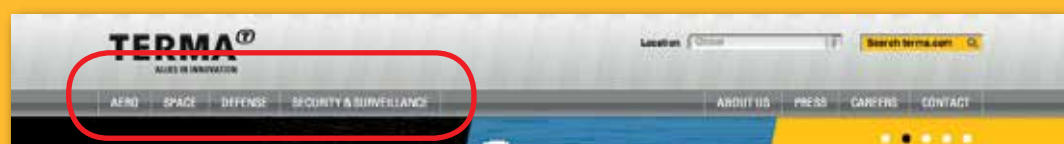
As the flagship channel and the focal point for implementation, terma.com offers the most tangible results from which to measure the new brand's success:

- Terma.com experienced a ground-breaking 634 downloads per month in the 12 months following launch: Representing an incredible 7% conversion rate for downloads of white papers, etc., (200-300% higher than the average for B2B sites)
- Almost 60% were new visitors: Dramatic increase in first-time visitors shows the website's appeal to a new audience (as well as the effectiveness of offline branding efforts)
- Page views soared 27%, to 35,000 per month year on year: Suggesting that the new website is significantly more engaging compared with the previous website
- More than 530 newsletter sign-ups in 12 months: Furthermore, emails achieved more than a 50% conversion rate
- Only 35% of all visitors were from Denmark: Confirming the website's international appeal
- Over 122,000 visitors in 12 months: Achieving up to 600% more than recent reports on B2B web traffic averages

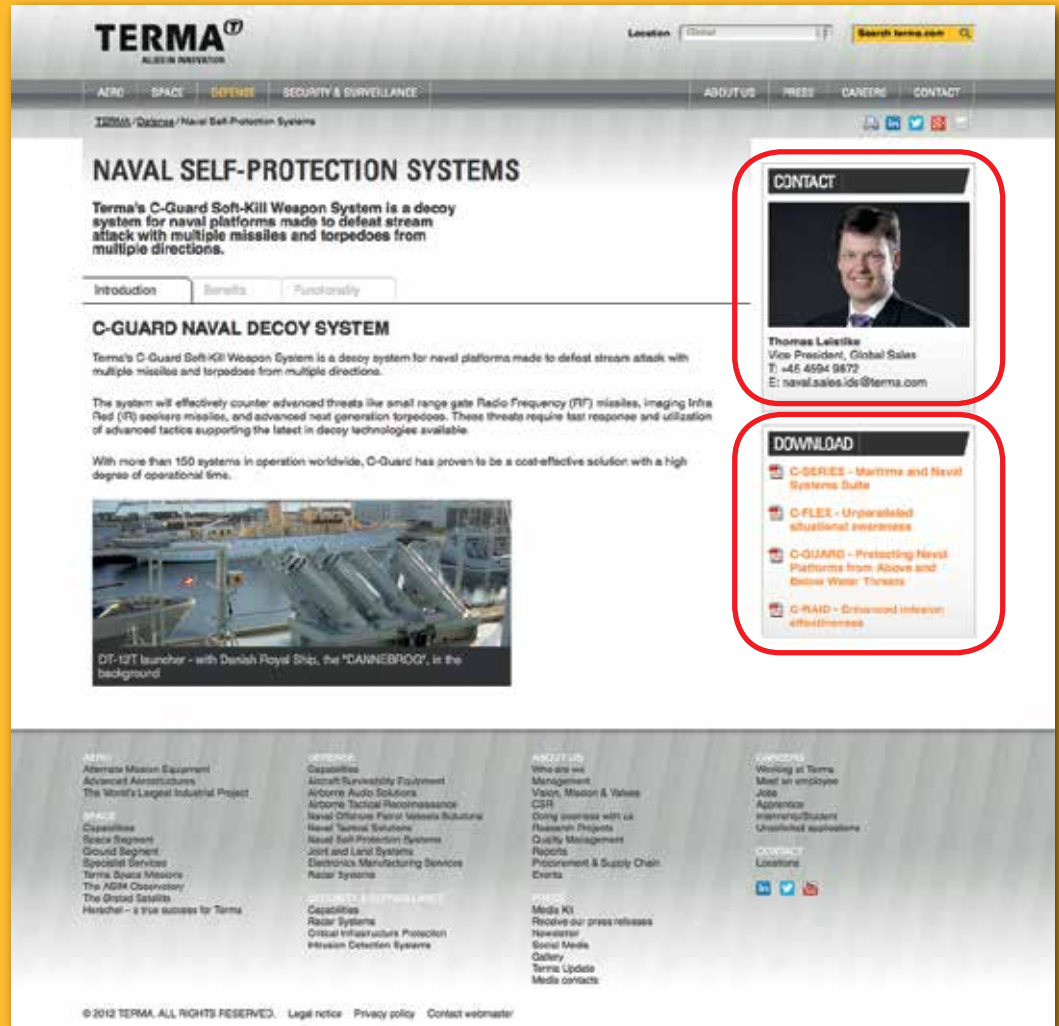
More relevant and predictive content – IP-geo location functionality customises content according to the user's location.



User-friendly navigation – it is essentially impossible to get lost in the new Terma website. A simple, systematic navigation makes it easy to locate information and retrace your steps at all times.



Sales interaction points - terma.com invites users to interact through a variety of downloads, sign-ups and links and even invites visitors to connect directly with relevant staff members.



TERMA⁷
ALLES IN INNOVATION

Location: Global Search:

AERO SPACE **DEFENSE** SECURITY & SURVEILLANCE

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TERMA / Defense / Naval Self-Protection Systems

NAVAL SELF-PROTECTION SYSTEMS

Terma's C-Guard Soft-Kill Weapon System is a decoy system for naval platforms made to defeat stream attack with multiple missiles and torpedoes from multiple directions.


Introduction Benefits Functionality

C-GUARD NAVAL DECOY SYSTEM

Terma's C-Guard Soft-Kill Weapon System is a decoy system for naval platforms made to defeat stream attack with multiple missiles and torpedoes from multiple directions.

The system will effectively counter advanced threats like small range gate Radio Frequency (RF) missiles, imaging Infra Red (IR) seekers missiles, and advanced next generation torpedoes. These threats require fast response and utilization of advanced tactics supporting the latest in decoy technologies available.

With more than 150 systems in operation worldwide, C-Guard has proven to be a cost-effective solution with a high degree of operational time.



DT-12T launcher - with Danish Royal Ship, the "DANNEBROG", in the background

ARMY
Alternate Mission Equipment
Advanced Airstrikes
The World's Largest Industrial Project

SPACE
Capabilities
Space Segment
Ground Segment
Specialist Services
Terma Space Mission
The AGIM Observatory
The Orsted Satellite
Herschel - a true success for Terma

DEFENSE
Capabilities
Aircraft Survivability Equipment
Airborne Audio Solutions
Airborne Tactical Reconnaissance
Naval Offshore Patrol Vessels Submarine
Naval Tactical Solutions
Naval Self-Protection Systems
Joint and Land Systems
Electronics Manufacturing Services
Radar Systems

SECURITY & SURVEILLANCE
Capabilities
Radar Systems
Critical Infrastructure Protection
Intrusion Detection Systems

AVIATION
Who are we
Management
Vision, Mission & Values
CSR
Doing business with us
Business Projects
Quality Management
Reports
Procurement & Supply Chain
Events

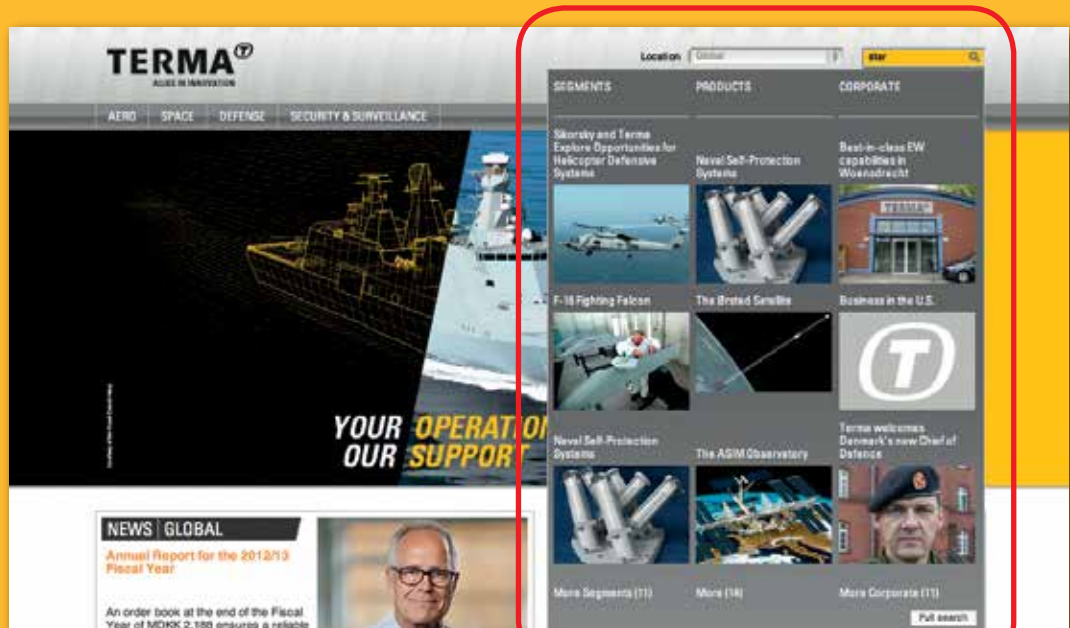
CONTACT
Working at Terma
Meet an employee
Jobs
Apprentice
Internship/Student
Unrelated applications

CONTACT
Locations

Media Kit
Receive our press releases
Newsletter
Social Media
Gallery
Terma Update
Media contacts

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The "instant-on" Search functionality means relevant results appear as soon as you begin typing. This makes it easy for visitors to quickly find specific information and enhances the user experience. Results are organised according to logical categories to make it easy to identify the correct result.



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Location: Global Search:

AERO SPACE DEFENSE SECURITY & SURVEILLANCE

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TERMA / Defense / Naval Self-Protection Systems

YOUR OPERATION OUR SUPPORT

NEWS | GLOBAL
Annual Report for the 2012/13 Fiscal Year
An order book at the end of the Fiscal Year of MDHK 2,190 ensures a reliable

SEGMENTS
Skorovsky and Terma Explore Opportunities for Helicopter Defensive Systems
F-18 Fighting Falcon
Naval Self-Protection Systems
More Segments (71)

PRODUCTS
Naval Self-Protection Systems
The Orsted Satellite
The AGIM Observatory
More (14)

CORPORATE
Best-in-class EW capabilities in Wodnadrecht
Business in the U.S.
Terma welcomes Denmark's new Chief of Defence
More Corporate (11)

Full search

The most recognisable brand

Typically, advertising and communications metrics are measured over a three-year programme. However, as indicated by its website results, Terma's new brand profile had within a 12-month period already delivered significant value and achieved its primary objectives.

Culturally neutral and universally understood, "Allies in innovation" was able to unite the company's global offices and departments under a single banner with a clear proposition that had instant appeal.

Externally, Terma has a unified, well-differentiated brand, with a clearly defined position, a meaningful promise and a strong visual identity.

"The website reflects the modern Terma organisation and where we want to go as a business. It's user-oriented, contemporary, useful and scalable. Importantly, the site also communicates what Terma stands for at a deeper level. We want to be the partner, or ally, customers turn to for innovative, affordable solutions worldwide," says Jørn Henrik Levy Rasmussen, Vice President, Terma Global.



**Jørn Henrik Levy
Rasmussen,**
Vice President,
Terma Global

CBC EQUALS B2B

After 35 years' pure focus on international B2B branding and marketing communications, CBC knows how to move brands forward. Fast.

We relish complexity, finding the most effective ways to shape intricate processes into clear, compelling propositions that resonate. From satellites to software, marine to medical, broad experience has shown us how to blend strategy with creativity to deliver the impact that drives bottom line results.

Our B2B experts in UK and Denmark have been handpicked for their specialism and knowledge of international branding and communications. This means we never require long consulting engagements and you get the most effective team behind your project.

So get in touch with the agency that brings more to your business. Because CBC equals B2B.

PRESENT CLIENTS INCLUDE:

Brüel & Kjær / Cobham / ConvaTec / Copenhagen Airport /
GAC / GEA Process Engineering / Lactosan / MOCON /
Nordic Tankers / Novo Nordisk Pharmatech / Perkins /
Plus Pack / Satair / Svitzer / Terma

 **CROSS-BORDER
COMMUNICATIONS**

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