



the marketing centre

Proven Marketing Leaders. Real Business Results.

case study



The Marketing Centre helps newly merged specialist care partner Blueleaf, develop a strong brand purpose and value proposition.

Blueleaf engaged The Marketing Centre to rebrand and position the newly merged organisation, for future growth in the care sector, helping it to elevate its position and attract larger care providers.

Challenge

- Create a strong and differentiated brand proposition for the newly merged organisation – bringing a diverse product and service range under a single, unified brand within a challenging 9-month period.
- Align overlapping own product brands.
- Rename and rebrand the organisation, in a backdrop of intense organisational change.
- Integrate two marketing teams following a merger.

Solution

- Develop a new value proposition that connects the company's vision, ethos and diverse offering under a single brand idea.
- Develop and roll out a new name and visual identity across all touchpoints.
- Create a set of new sales tools to communicate Blueleaf's unique offering.
- Devise a comprehensive launch plan that ensured high visibility of the new brand from day one.
- Coaching and mentoring the Head of Marketing.

Result

- A new powerful and clear brand story well understood by staff and customers.
- A balanced portfolio of own brands.
- A re-energised and integrated marketing team with clear responsibilities: Blueleaf Corporate Marketing and Product Marketing.
- Successful retention of existing customers following the merger.
- Part-time Marketing Director fully integrated into the management team.

“ We found The Marketing Centre's part-time approach perfectly suited to our business during a challenging transition period. ”

Scott Andrews, Commercial Director



Blueleaf was formed following the merger of leading care home specialists NHG and Clinicare Supplies. Blueleaf is now one of the largest care sector specialists, working with care professionals who would like well-run and profitable care homes.

Blueleaf handle everything to do with the care environment – from everyday care and janitorial consumables, specialist care equipment to interior design and fit out consultancy.

By merging NHG and Clinicare Supplies, Blueleaf's objective was to open new opportunities for growth with larger care providers, and to become more commercially attractive to its supply chain.

Positioning for future growth

The Marketing Centre was already engaged by Clinicare Supplies to develop a lead generation programme and support with the merger due diligence.

Following the successful merger, the Marketing Director became integral to the significant undertaking of a major rebrand and positioning for future growth in the care sector and ensuring the successful integration of the existing marketing teams.

Developing a strong brand purpose and value proposition

The rebrand scope included a new name, new visual style and brand guidelines to be applied across a range of offline, online and social collateral including website, social media platforms, brochures, catalogues, stationery, office signage, workwear, branded goods and packaging for own brands.

Both NHG and Clinicare Supplies were well-known and well established but, as Blueleaf, they needed to elevate their positioning from a commodity supplier to a single source, specialist care provider to attract larger care providers.

“The Marketing Centre initially stepped in to help us with our marketing strategy.

We then engaged them to support with the merger integration and rebrand as we needed the skills and guidance of an experienced Marketing Director to lead this complex programme.

Scott Andrews, Commercial Director”

The Marketing Director recruited a specialist brand agency, Red House, who conducted a series of group workshops with the senior leadership team and staff to clarify the company's vision and identify areas where Blueleaf could differentiate and add value.

A new core theme 'Space to Care' was created and applied to all internal and external marketing and communications materials, both online, on social and offline.

This helped to signify Blueleaf's position as a specialist care partner, focused on enhancing the space where care takes place, particularly as it has a direct impact on care home occupancy rates and staff retention – two major issues in the sector.

At the same time, a new set of corporate values were developed and aligned to the newly merged company vision and culture.

The result concluded the successful delivery of a new company name and brand with a powerful and clear brand story and a re-energised and integrated marketing team with a clearly refined remit, all successfully delivered in a short time frame and with positive response from both existing clients and the wider care sector.