



The Marketing Centre helps Menzies to redefine their brand positioning.

Menzies, a significant accountancy firm, engaged with The Marketing Centre to help them redefine their brand and re-invigorate their market presence, helping them to be voted the National Accounting Firm of the Year in 2016.

Challenge

- To re-position the firm in an increasingly competitive professional services market based on the findings of research undertaken into the competitive landscape, the clients' perceptions and needs in addition to the views of Partners and staff.
- To design and deliver a full re-brand and communications strategy in a challenging 6-month period.
- To communicate the new strategy throughout the firm and embed it in the culture, not as a passing phase.
- Ultimately gain additional turnover and increase market share.

Solution

- Develop a visual brand with clear differentiation from the competition.
- Create a sector based marketing strategy-62% of SME's in the UK stated they would prefer an accountant who specialised in their sector.
- Provide clients with a structure and service they want, not just what the industry dictates.
- Mentor the existing marketing team to upskill them and to recruit a full-time Marketing Director

Result

- New brand positioning has been enthusiastically championed internally and externally.
- The ultimate accolade was being awarded the British Accountancy Awards, National Firm of the Year 2016.
- Autumn 2016: the firm's latest figures reveal that it hit £40 million for the first time, a 20% increase on the previous year.

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When I think of all the things you've helped us achieve over the last 6 months, it is truly staggering. With your guidance we've managed to deliver a new brand and vision that appears to have captured the imagination and inspired many.

On behalf of the management committee, thank you so much for everything you've done, the sleepless nights you've suffered and the energy you've put into helping us start, what we hope will be a new and even more successful chapter in our firm's history.

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Origins

Menzies is a leading firm of accountants, finance and business advisors that operate out of a network of offices across London and the South East, providing its clients with easy access and local knowledge.

Described as the 'best performing firm outside of the top 10' by Accountancy Age Magazine, Menzies has over 400 employees and an annual turnover of more than £40 million.

Redefining Perception

Whilst the business was profitable it was felt it had lost momentum and that business growth was slowing. Menzies wanted to react to changes in the market place and safe guard against low-cost online accounting solutions eating into their profits.

The firm wanted to reposition itself to make more of its Business Consultancy Services to increase the perception of added value and reduce its dependency in providing purely compliance services.

The senior management team at Menzies selected Nicola Webb as their part-time Marketing Director, due to her extensive sector knowledge gained from 30 years' sales and marketing experience within the professional services sector, where she has worked for several of the top regional and London law and accountancy firms.

Strategy and Tactics

Nicola reshaped the marketing strategy, analysing the existing draft strategy and putting together a tactical plan that included project managing the rebranding process, reviewing the existing marketing structure and working closely with the HR team to manage the internal

communication relating to the launch of the marketing plan, restructuring of the team and rebranding project.

Creating a Process for Rebranding

As part of her role as part-time Marketing Director, Nicola worked to define the scope of the rebrand, which included a website, social media, stationery, branded goods, office signage and interiors, vehicles, workwear and promotional items.

She started the process by mapping out the sector and competition positions. Together with branding agency, Urbane, they ran a series of workshops to help identify areas that Menzies could own and that would differentiate themselves from their competition.

They then compiled a short-list of three which was tested against a set of performance criteria to evaluate which would best serve their purposes and would fit and enhance the existing Menzies culture. These three were then refined to select which was the strongest and most compatible with the research conducted.

The outcome of this was 'Brighter Thinking' which conveyed both how Menzies wanted to portray themselves but also encapsulated what their target audience was looking for in a long term relationship with an accountancy firm.

In a nutshell, 'Brighter Thinking' is how Menzies sum up the difference they believe they make to clients. It's their finance and accounting expertise, combined with strategic commercial thinking. And it's a promise to add real value across all areas of their clients' business.

For further information please call us on 0208 166 3106 or visit our website at www.themarketingcentre.com

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'I wanted to say a huge Thank You for all the hard work and effort that you have put in for us over the last few months. You are undoubtedly leaving us in a much better shape than when you arrived, we are all looking forward to the future that you have helped us map out.'

Stephen Pritchard, Partner, Menzies LLP

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