

# CASE STUDY: BRAND WASHING

**CLIENT:** Major Technology & Services Company

**REQUIREMENT:** Brand Washing – converting the sales and marketing materials of an acquired company to the brand look & feel of the acquiring company

## APC SOLUTION:

1

Team of experts on the acquiring company's brand guidelines

2

The go-to team for brand washing

3

Brand washing materials for 40-60 acquisitions at any given point in time

## OUTCOME:

- Rapid transition of sales & marketing materials to enable the client to leverage the acquisition and lend client brand support for the acquisition
  - ✓ Experts on the client brand / process are productive Day 1 on projects
  - ✓ Client is not billed for any downtime – only for time required to do the work

