

HOW A STRATEGIC REBRAND OF ONE OF AUSTRALIA'S OLDEST ASX LISTED COMPANIES LED TO A BUY-OUT BY A GLOBAL INDUSTRIAL MONOLITH

The Situation: The CEO of Adelaide Brighton had been in his role for only a few months when he realised he had a branding problem. On a site visit with a prospective customer, he hoped to demonstrate the range of supplies his construction materials company could provide. But as they watched the supply trucks arrive, the customer commented that Adelaide Brighton was very small and regional compared to other suppliers, which included Independent Cement, Cockburn Cement, Northern Cement ... truck after truck drove in, all different brands. "No, you don't understand," the CEO tried to correct her, "They're all us."

Adelaide Brighton's goal was to be viewed as a significant, pan-Australian competitor with a diversified set of products for the construction industry. It wanted to be able to bid on big government contracts and needed an image of a large, strong unified company and brand.

The Process: A key issue identified was the need to develop a master brand to accrete additional value, leverage increased profitability and re-position the Adelaide Brighton business from a historic 'industrial commodity' market player into a power brand within the Australian construction materials market.

Working closely with the Senior Leadership team and Board over a period of 12 weeks, including visits and meetings with various state management teams across Australia as well as indepth research into the history of the organisation, BrandQuest developed a new brand strategy that aligned business streams to a core master brand.

On acceptance of the brand strategy, BrandQuest was then engaged to develop a new master brand name,

logo and associated tagline, brand guidelines and brand hierarchy.

The BrandQuest recommendations included the creation of the company's new Brand Canvas™ which was framed by the summation of the 'Mind' (positioning) of the brand; **'Building Australia since 1882'** and the 'Heart' (Brand Essence) of the brand: **'Always Ready'**.

The 'Always Ready' Brand Essence was developed from the discovery of the original tag line for the company in 1895 of Je suis pressed - I am Ready. and demonstrates the enduring nature of the culture.

5 years after rebranding to Adbri, the ASX listed company was purchased by global construction giant NYSE listed CRH for a multi-billion dollar sale.

The Outcome: BrandQuest helps turn Adelaide Brighton into Adbri.

The change of name from Adelaide Brighton Limited to Adbri Limited recognised a broad national identity, while retaining a strong connection to a proud history.

The new Adbri branding graphically united the three core business operations of; cement and lime; concrete and aggregates and concrete products.

The circular symbol draws inspiration from across these three core pillars, ie; the circular quarry pits, cement mills and kilns and rotating agitators and mixers that deliver concrete to sites throughout Australia.

The tri-colours reflect the historic Adelaide Brighton dark blue, complemented with a sky blue depicting the positive and bright future, with the addition of a warm grey representing the earthly ingredients so important to Adbri manufacturing.

BrandQuest is incredibly proud and pleased to have played such a significant role in the evolution of one of Australia's most iconic brands.



“ Brandquest stood out when we were searching for a partner to help us rebrand our company to reflect it's national scale, assist in integrating a broad portfolio of minor brands, and provide a clear narrative for both employees and customers into the future. Their process was clear, well-defined, inclusive and best of all - it really worked! ”

Mike Miller,
Executive General Manager,
Marketing and International Trade

BrandQuest Engagement process: ▶ Appointment ▶ Brand Alignment Questionnaire ▶ Brand Strategy ▶ Brand Essence ▶ Brand naming ▶ New logo process and design ▶ Brand Guidelines

BrandQuest, founded in 2007, is a Sydney based strategy and brand management consultancy that intrinsically believes great brands are born of the founders, staff and the cumulative knowledge a Company possesses and not the result of an outsourced creative endeavour. Clients work with us because they seek: Increased brand and business value, management alignment, clarity and direction delivered with authentic and fearless advice.

