

A close-up, high-contrast photograph of a lion's face, focusing on its right eye. The lion's fur is a rich golden-brown color. In the reflection of the lion's eye, a small, detailed image of a traditional sailing ship with multiple masts is visible. The background is dark and out of focus.

THE PARTNERS

DRIVEN BY A PRIDE

LBO Infrastructure Summit, Colombo
21 September 2016

TODAY

INTRODUCTION TO THE PARTNERS

**“HOW LOUD IS YOUR ECHO?”
AN APPROACH TO CITY & NATION BRANDING**

**“CREATE LEGACY”
A FRAMEWORK FOR BRAND SL**

**“1996”
WORLD WINNING STRATEGIES FOR BRAND SL**

Q&A

ABOUT THE PARTNERS

**WE CREATE, CULTIVATE AND INSPIRE BRANDS
FOR THOSE WHO ASPIRE TO LEAD**

75 PEOPLE IN LONDON, NEW YORK AND SINGAPORE

THE MOST AWARDED BRAND AGENCY AT CANNES

30 YEARS EXPERIENCE

PART OF WPP SINCE 2000

AWARDS

AWARDS ARE NOT OUR ULTIMATE GOAL BUT AN INDICATOR OF THE EFFECTIVENESS OF OUR CREATIVITY AND IDEAS.

We are proud to have been one of the world's most consistently-awarded design agencies over the last 30 years.

We are also the most awarded brand consultancy at the Cannes Lions International Festival of Creativity.

Over 600+ branding and design awards over 30 years:

Cannes Festival of Creativity:
3 Gold, 1 Silver and 3 Bronze

Art Directors Club New York:
1 Grand Prize, 5 Gold, 2 Silver, 5 Bronze

New York Festivals:
1 Grand Prize, 5 Gold, 2 Silver and 5 Bronze

D&AD, UK Design & Art Direction Association:
1 Black pencil, 16 yellow, 100+ in book

Clio Innovation in Advertising Awards:
1 Gold, 2 Silver, 4 Bronze

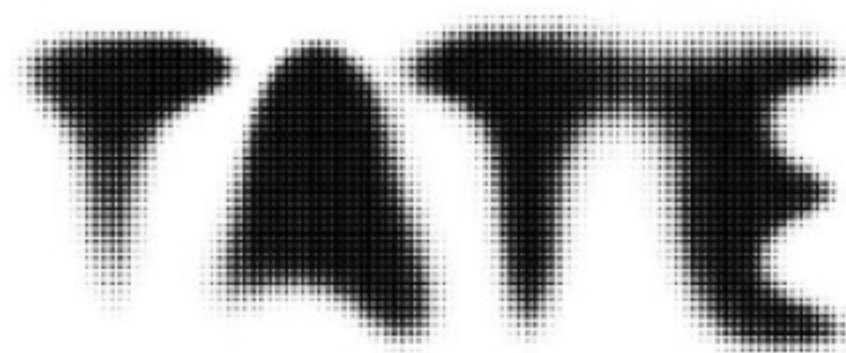




CARNEGIE HALL



THE
NATIONAL
GALLERY



JERWOOD
GALLERY

MoMA



*Saks
Fifth
Avenue*

LONDON
CRAFT
WEEK



The image features a low-angle shot of a modern building with a glass facade, reflecting a cloudy sky. In the foreground, there are large, white, three-dimensional geometric sculptures, including a prominent circular one with a semi-circular cutout. A bright green circular object is partially visible in the bottom right corner. The word "Deloitte" is centered in white text.

Deloitte

DELOITTE

From 130,000 to 210,000 people. From revenues of \$23bn to \$32bn. And from number four in the Big Four to market leader. Deloitte's is a multi-year, multi-market, multi-media story of global ambition realised.

Deloitte is a global business of considerable scale and complexity. In 2007, Deloitte came to us with a bold ambition: to redefine the global professional services market, to break out of the Big Four and to become a category of one.

We realised that delivering this ambition was not about defining a program of work but about defining a strategic relationship.

Nine years on, and we continue to be Deloitte's strategic brand advisers. The organic nature of our relationship has seen us develop a global brand strategy that includes myriad ideas for digital media, environments, internal communications, the global Green Dot campaign, the most talked about installations in Davos and a refreshed brand identity. Few of these projects were defined at the beginning, but are the result of unique insights, creative thinking and genuine collaboration between us.

A person wearing a white lab coat and a brown fur-trimmed hood is walking away from the camera on a bright green carpet. In the background, large, white, three-dimensional block letters spell out the words "NEVER STOP" in a perspective that makes them appear to recede into the distance. The scene is set in a brightly lit room with a green ceiling and walls, and several small, glowing lights are visible on the ceiling.

NEVER
STOP

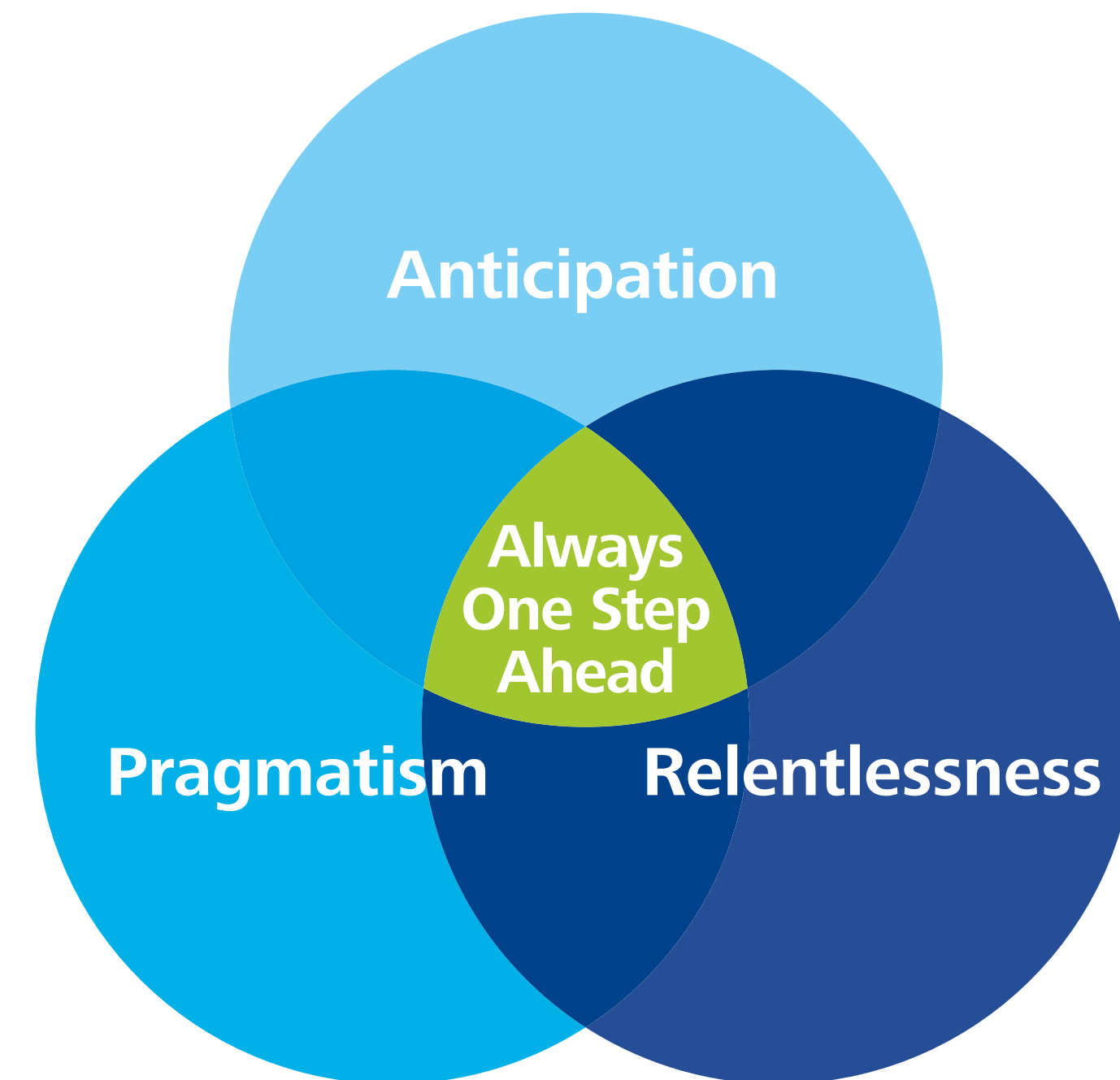
OVERVIEW

BRAND STRATEGY

Our approach to this programme was not to define a rigid process, but to define a way of working with Deloitte that would stand up to the highest levels of intellectual scrutiny (scrutiny is their business) and combine with our own creative intelligence to interrogate, challenge, persuade and convince. Following an intensive period of familiarisation and fact-finding, we envisioned six potential brand territories for Deloitte and explored these in workshops with the client.

Together we developed a powerful core idea of Always One Step Ahead underpinned by three distinctive attributes: Anticipation, Pragmatism and Relentlessness. We then defined, in detailed terms, how this could be delivered to talent, clients, society and within Deloitte.

We created a brand book to launch the idea to employees. The word brand is nowhere to be seen in this book. Just wonderful and inspiring stories that touch on the attributes of Always One Step Ahead and allow people to come to their own conclusions. The book was also created as an interactive ebook and series of video podcasts.



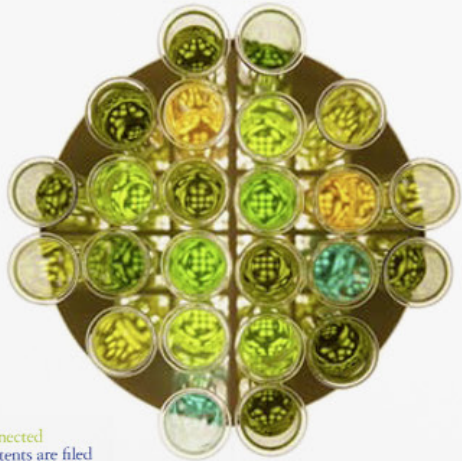
*Always
One Step
Ahead.*

BRAND IDENTITY

Thousands of people all around the world use the Deloitte visual identity every day. To resolve the complications and contradictions of this enormous system, and move it a step ahead, we used a single word. Focus. Fewer colours, fewer typefaces, fewer image styles, fewer words. More clarity, more impact, more distinction, more consistency. To manage the visual identity we completely rebuilt Deloitte’s online brand management site, BrandSpace.

This has comprehensive and constantly updated guidance on every aspect of the identity, from sonic branding to app design. We continue to evolve the identity to keep pace with changing communications channels and the new products and services which Deloitte offer.

Deloitte.



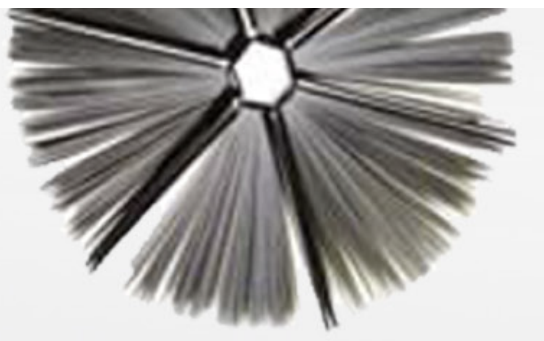
Get connected
More patents are filed
in San Jose than in any
other city in America

Deloitte.

Get connected
Deloitte world
meeting 2008



Get connected
A quarter of the
Fortune 100
companies in
2007 are based
in Silicon Valley



Deloitte.

The chemistry
of talent
New ways to
think about
people and work



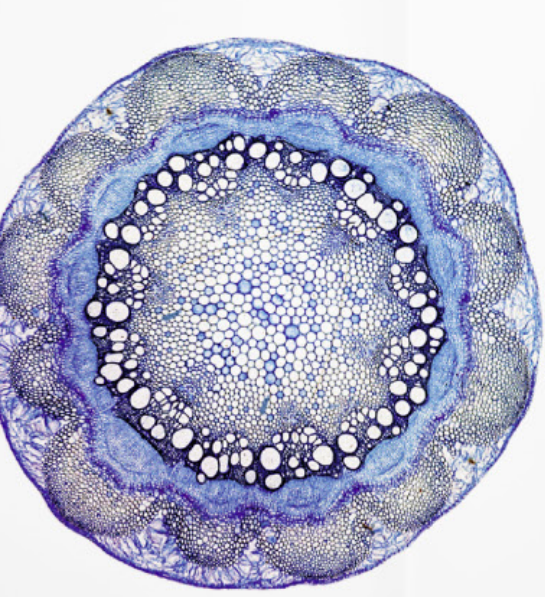
Deloitte.



Success
Is a team game

Deloitte.

Why has
progress been
so slow?
Future drivers
of the China
automotive
industry



Introduction

The life science industry is poised for an
exciting "golden age" of innovation. The
pace of discovery is accelerating, and the
potential for new therapies and medical
devices is immense. However, the industry
faces significant challenges, including
high costs, slow time to market, and
limited access to new therapies. This
report explores the challenges and
opportunities facing the life science
industry, and provides a framework for
understanding the future of the industry.

Forecasts predict consumer
demand for innovative drugs and
medical devices will continue to
grow over the coming decades as
our population expands and ages.

Industry and other stakeholders have identified several
challenges that could impact the industry's ability to
meet the needs of patients and payers. These challenges
include high costs, slow time to market, and limited
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BRAND ACTIVATION

We translated the core brand idea of *Always One Step Ahead* across a broad range of internal and external activations, from advertising to digital, environments to thought-leadership, internal campaigns to societal initiatives.



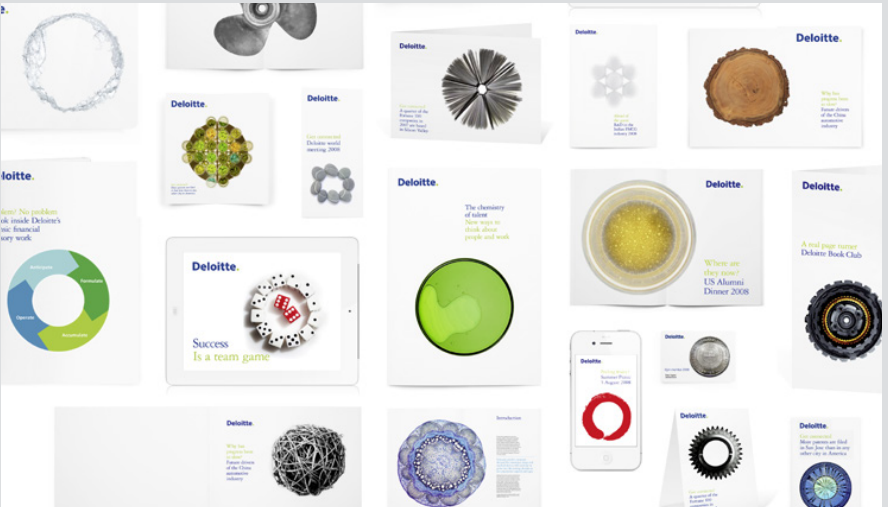
EXTERNAL COMMUNICATIONS



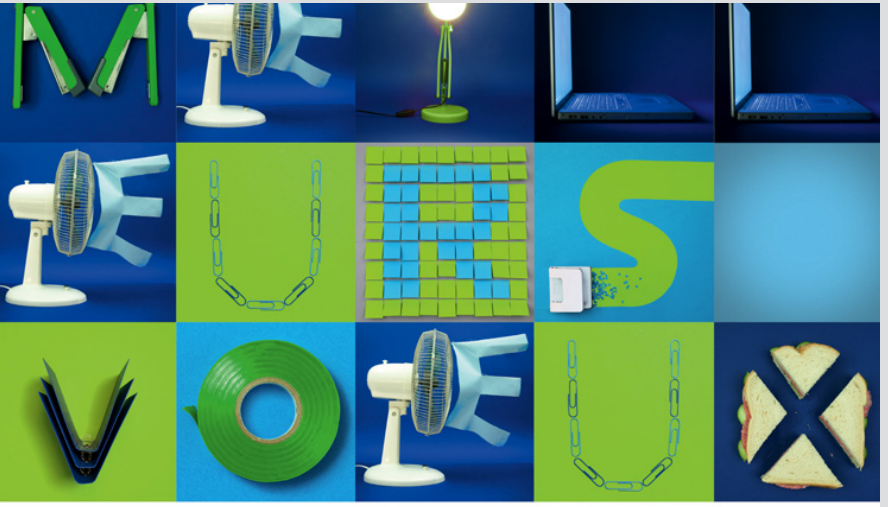
BRAND STRATEGY



SOCIAL



EXPERIENCES AND EVENTS



INTERACTIVE



STRATEGIC CONSULTANCY



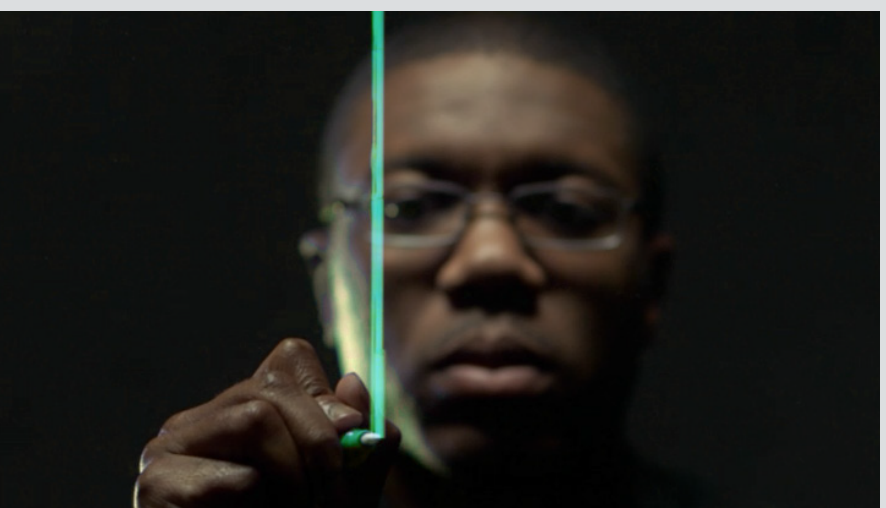
GLOBAL ADVERTISING



PRODUCTS AND MERCHANDISING



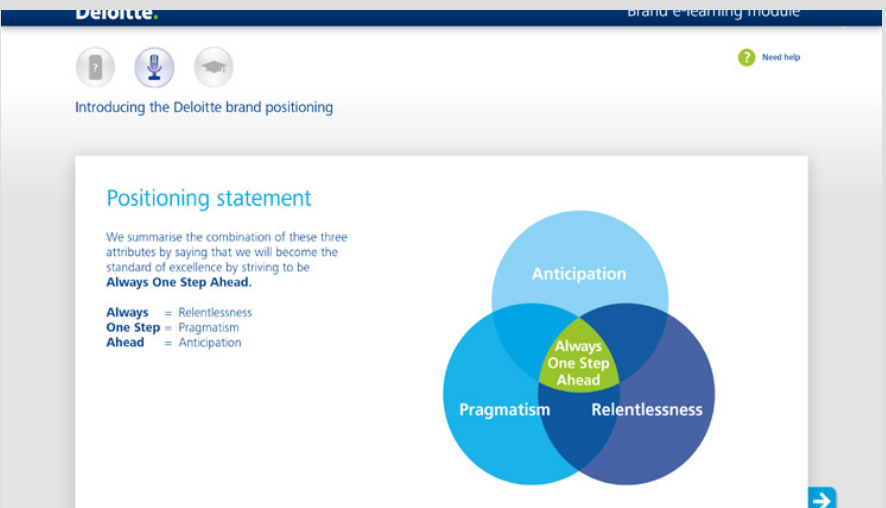
THOUGHT LEADERSHIP



FILM



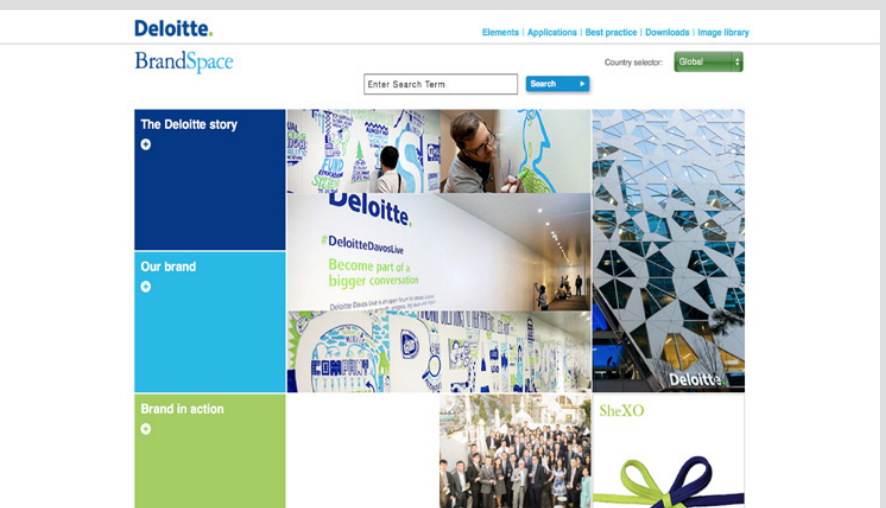
ENVIRONMENTS



INTERNAL ENGAGEMENT



INNOVATION



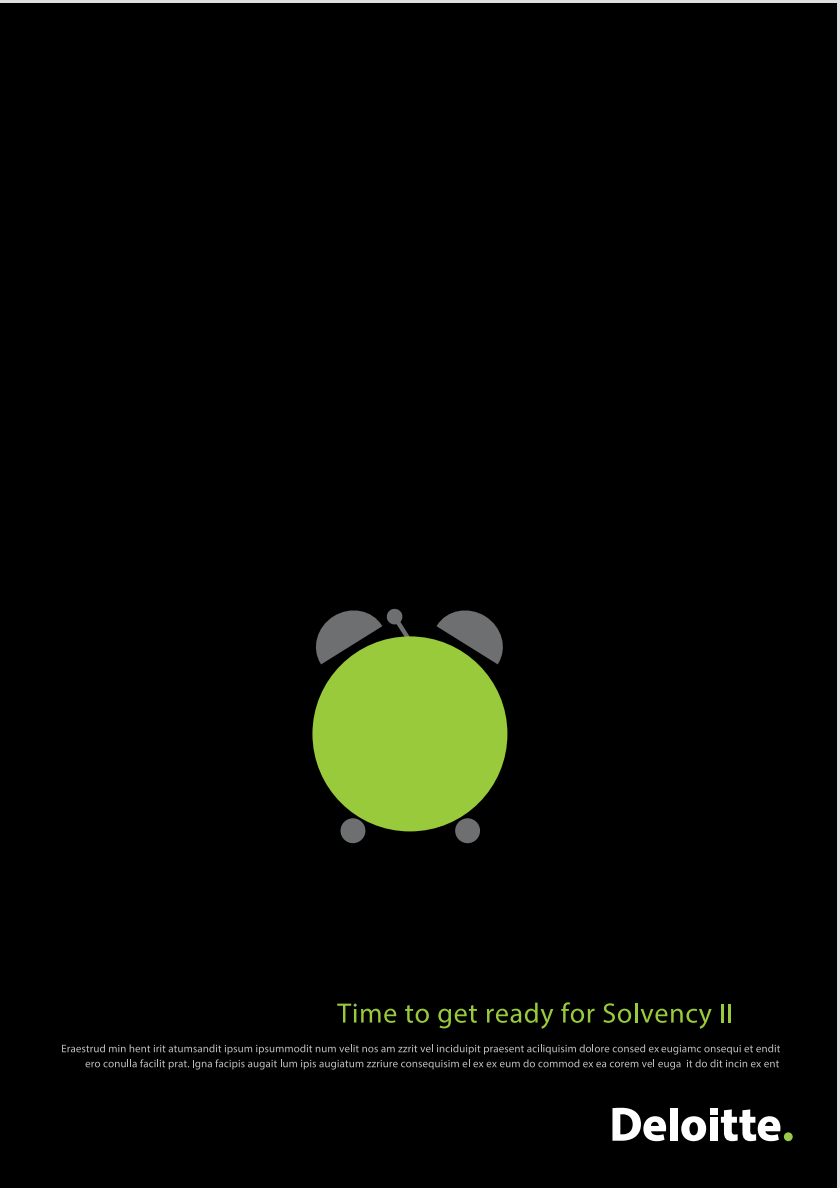
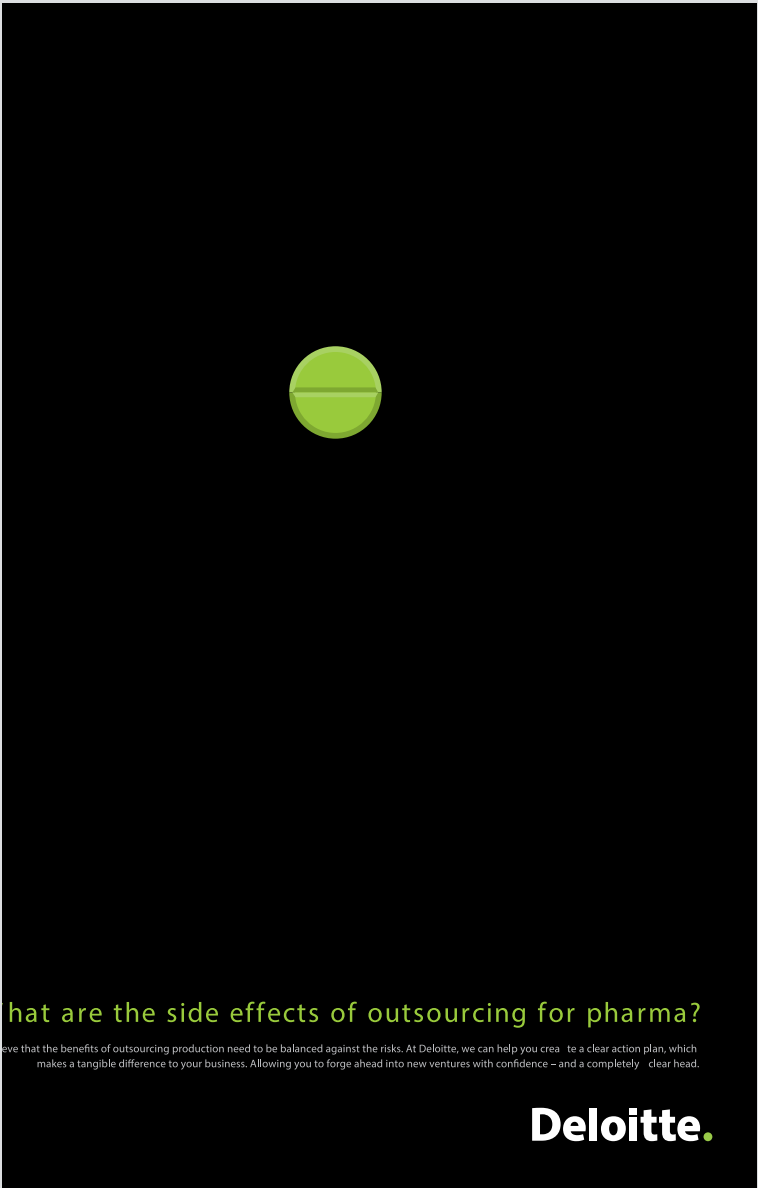
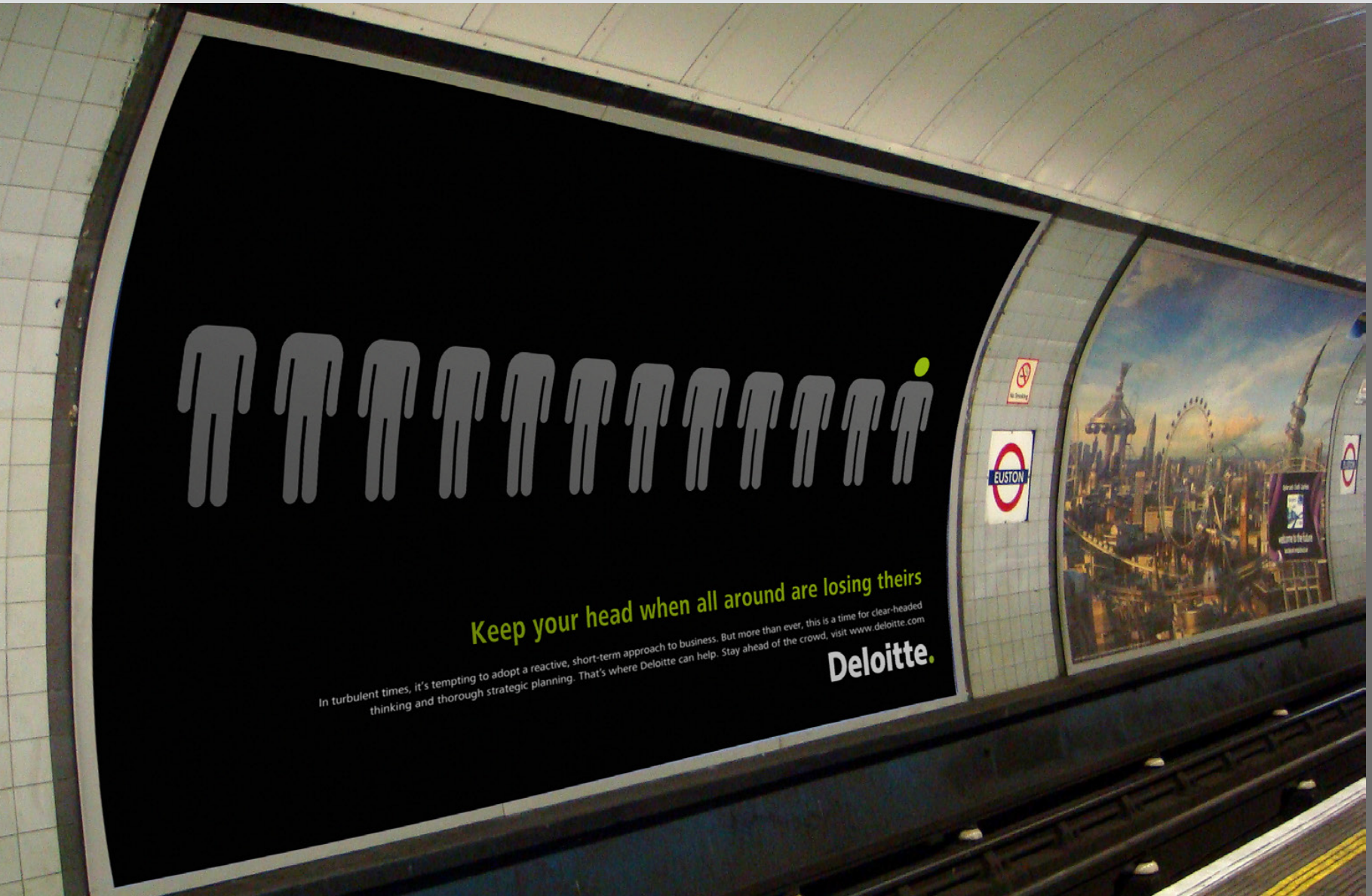
BRAND GUARDIANSHIP

DELOITTE GREEN DOT CAMPAIGN

We created a bold approach to global advertising which made a hero of Deloitte’s recognisable graphic asset, the Green Dot, to illustrate the Deloitte benefit in communications.

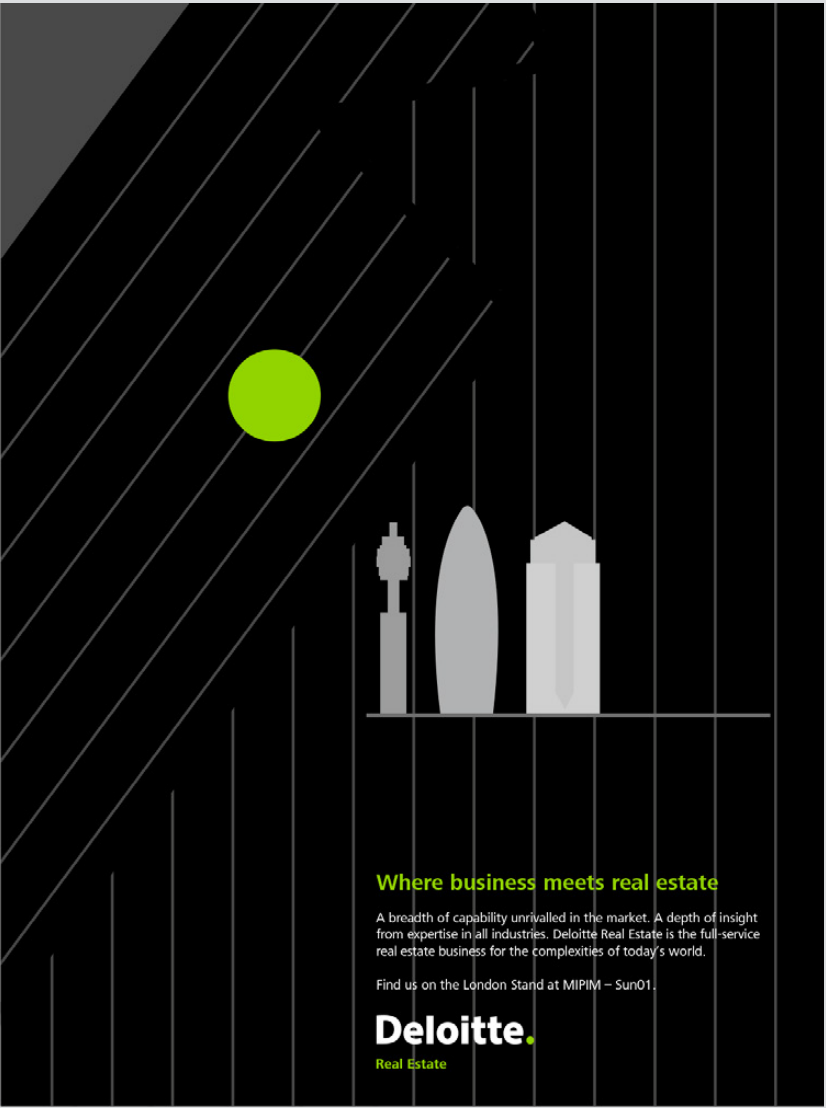
The visual impact, conceptual clarity and executional flexibility of the campaign has been so successful around the Deloitte world that many thousands of ads have now run in more than 50 countries, defining a global communication style for the business.

The Green Dot campaign has become the single most successful communications concept in the history of the firm.



DELOITTE REAL ESTATE

Green Dot campaign applications aimed to build the profile of the real estate practice in the UK, enabling Deloitte attract talent and high profile clients. We translated the campaign into the brand initiatives launched at MIPIM, showcasing Deloitte Real Estate offering to 21,000 property professionals in a four-day event.



DELOITTE US CONSULTING

We were asked to develop the Green Dot campaign to position Deloitte Consulting among its more recognized peers – Accenture, McKinsey and IBM.

Building on the idea of ‘Confidence’ we challenge the industry conventions – rather than showcasing success client stories, we placed a single impact message at the heart of the campaign. The campaign is centred on the idea of impact and Deloitte’s readiness to tackle the most complex questions in business, with the design language inspired by the Green Dot campaign, driven by the bold ambition and executed with confidence, inherent to the business.

The campaign piloted in October 2014 in Forbes, HBR and Fast Company, along with airport billboards throughout the US. The print and outdoor communications were accompanied by the microsite that connected impact messages to Deloitte thought leadership content. Initial results indicate Deloitte Consulting experienced significant increased awareness along with strong trending results from peer analysts reports.

Diagnosis

THE TELLTALE HEART

THE HEAVENLY JUDY TREAS. The technology has allowed patients to see the heart of their hearts. Although the device has been used since 1990, the technology will improve as a result of the heart. The most advanced technology might imagine having a telltale heart, leading to expensive and ultimately unnecessary tests or even surgery, overlooking a potential red flag.

The CardiacScan, a new FDA-approved technology, transforms a standard echocardiogram into a visual, as well as a sound, test. The device, which has the usual financial and financial barriers to adoption, digitally records a patient's heart-beat while simultaneously taking an echocardiogram, similar to an ultrasound. This information appears to the heart. Doctors can then view it in graphs and charts on a mobile device, enabling them to quickly decide whether patients need further tests and when to view their records down the line.

—Chloe Smith

Move forward. With confidence.

No matter how complex your business questions, we have the capabilities and experience to deliver the answers you need to move forward. As the world's largest consulting firm, we can help you take decisive action and achieve sustainable results.

www.deloitte.com/confidence

Deloitte.
Consulting

June 16, 2014

The 'Most Admired' of the Future

Who will the corporate stars be in 2020? A few early clues. BY ANNE WUNDERLICH

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BUSINESS REIMAGINED APP

Created to facilitate informal conversations between Deloitte and senior executives, and help them understand different business approaches.

- An app with three main interactive options for different styles of conversation
- Added functionality to allow the journey detail to be shared post conversation
- Content can be updated to keep the app relevant as conversations evolve



FOR THE PAST SEVEN-PLUS YEARS, DELOITTE GLOBAL AND SELECT MEMBER FIRMS IN OUR NETWORK HAVE TURNED TO THE PARTNERS AS STRATEGIC BRAND ADVISORS. THROUGH THEIR UNIQUE INSIGHTS, CREATIVE THINKING AND HIGHLY PERSONAL APPROACH, THEY HAVE HELPED TO BOTH DEFINE AND ACTIVATE A BRAND STRATEGY WHICH HAS HELPED CREATE WORLDWIDE DISTINCTION FOR DELOITTE. THEIR IMPACT CAN BE SEEN IN OUR LEADING-EDGE VISUAL IDENTITY SYSTEM, GREEN DOT AD CAMPAIGN, WEF/DAVOS BRANDED INSTALLATION, AND MYRIAD BRAND ENGAGEMENT EXERCISES.

BRIAN RESNICK
DIRECTOR GLOBAL BRAND & COMMUNICATION SERVICES



MOBIUS AWARDS
Silver award winner

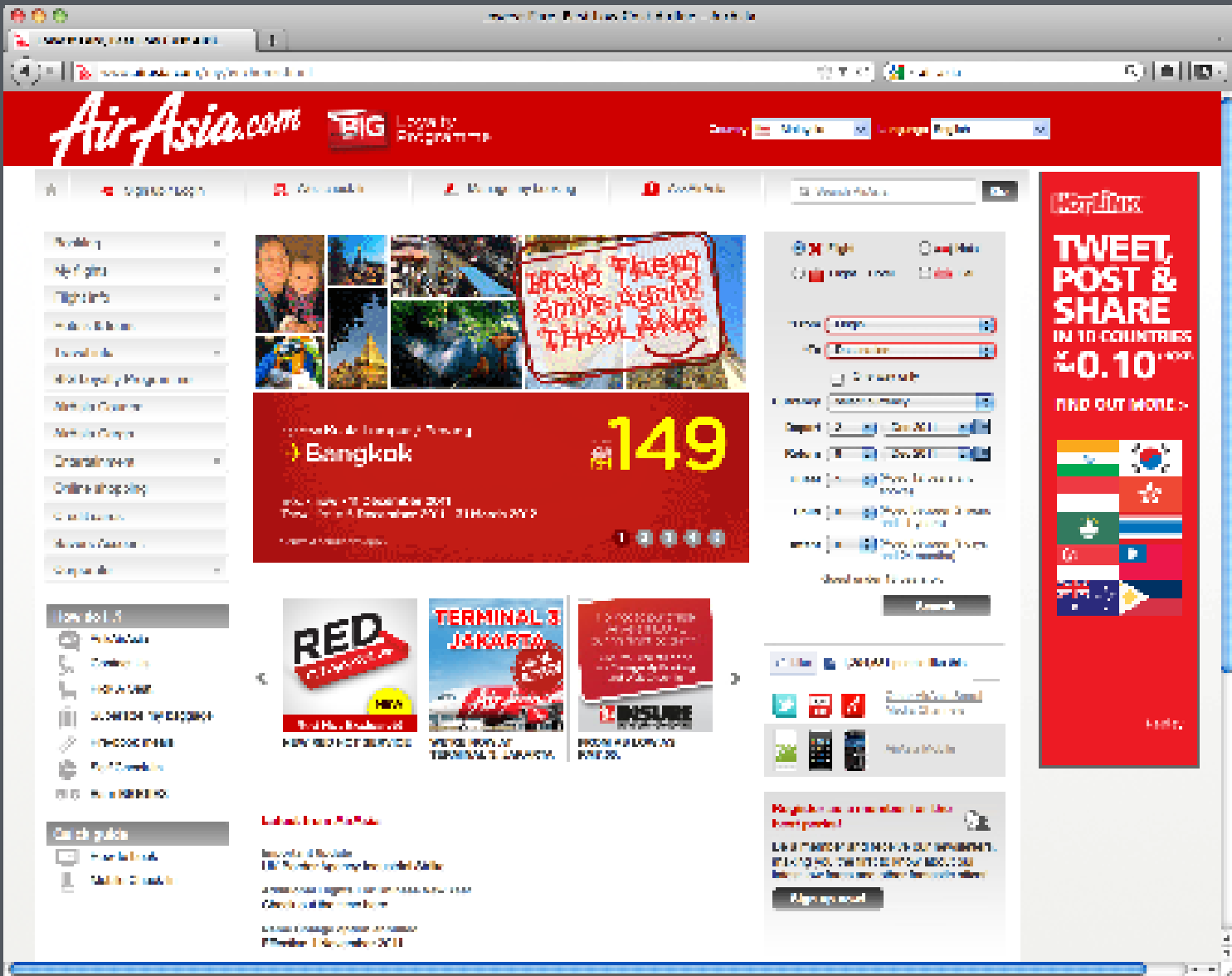
MIDAS AWARDS
Silver award winner

NEW YORK FESTIVALS
Shortlisted

The image shows a close-up of an Air Asia Dragonair aircraft. The fuselage is white with a large, stylized black and red dragon graphic. The dragon's head is at the top, with its mouth open, showing a red interior with white stripes. The dragon's body extends along the fuselage, with its tail at the bottom. The aircraft's windows are visible, and the red tail fin is partially visible at the bottom right. The text "Air Asia" is overlaid in the center.

Air Asia

BEFORE



BRAND IDENTITY

Our first challenge was how to harness the powerful AirAsia red, but make it more distinctive. Our answer, quite simply, was to reduce it. Less red. And against a new black-and-white background, the AirAsia red stands out more, looking stronger, fresher and bolder. The wordmark is now a simple red badge, set off against a more dynamic patterned look that creates some contemporary dash.

Next we were asked to celebrate AirAsia's pan-Asian heritage and affiliations. We designed a series of black and white patterns inspired by the cultures of Asian destinations to complement the new AirAsia logo. Creating inspiration for AirAsia's own internal designers and giving them loads of designs to play with to keep the look fresh.



BRAND ACTIVATION

From the booking app and website to the check-in counter, to on-board merchandise, we have translated the AirAsia brand across the entire customer journey.



BOOKING APPS



INTERNAL COMMUNICATIONS



IN FLIGHT COMMUNICATIONS



SPONSORSHIP



ONLINE CHECK-IN AND REMINDERS



DESTINATION MERCHANDISE



DIGITAL INTERACTIVE GUIDELINES



GLOBAL ADVERTISING



LIVERIES



SALES & CHECK-IN

BRAND IDENTITY

IT'S ALL IN THE NAME

Our first challenge was how to harness the powerful AirAsia red, but make it more distinctive.

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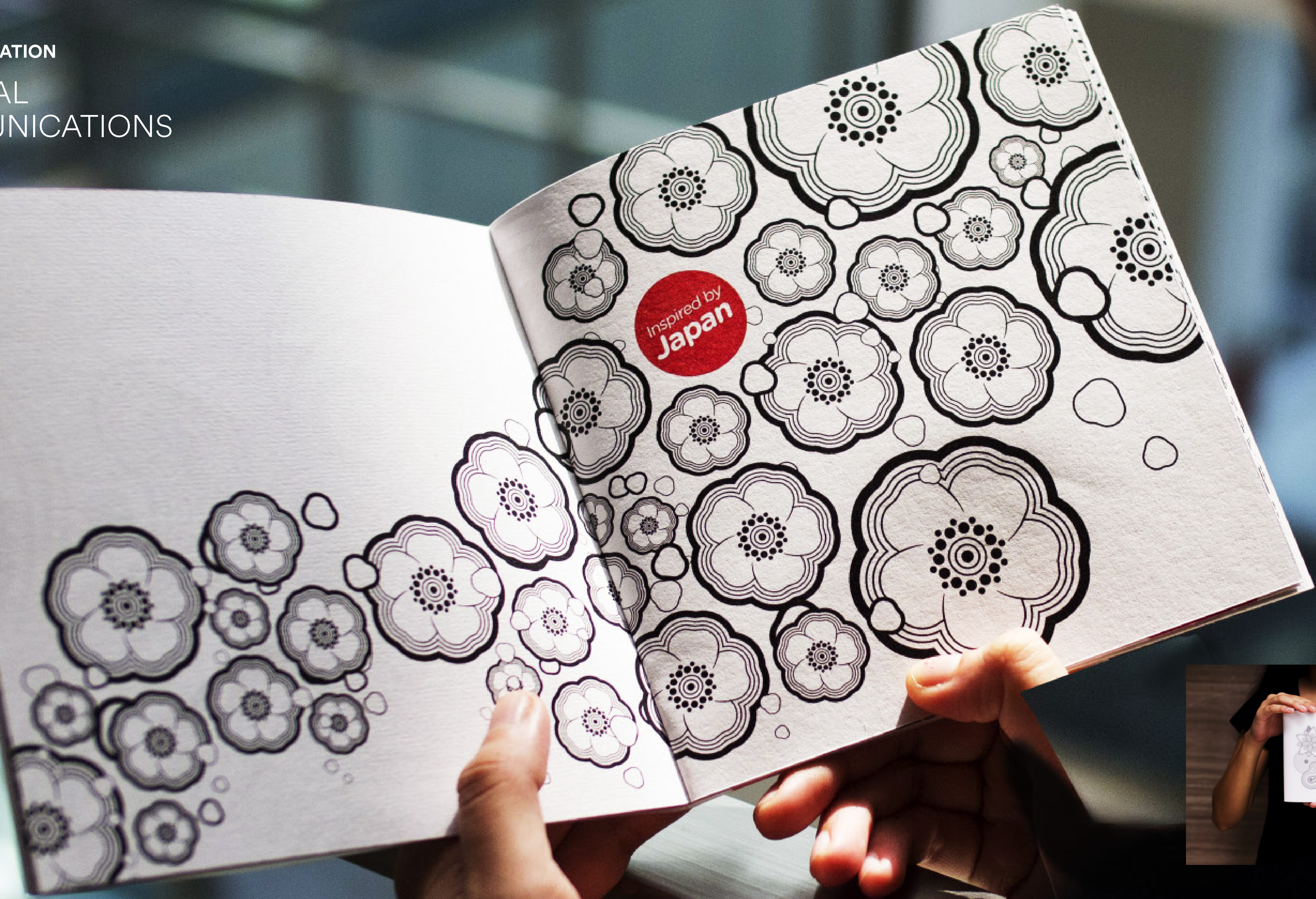
BRAND GUARDIANSHIP

DIGITAL GUIDELINES



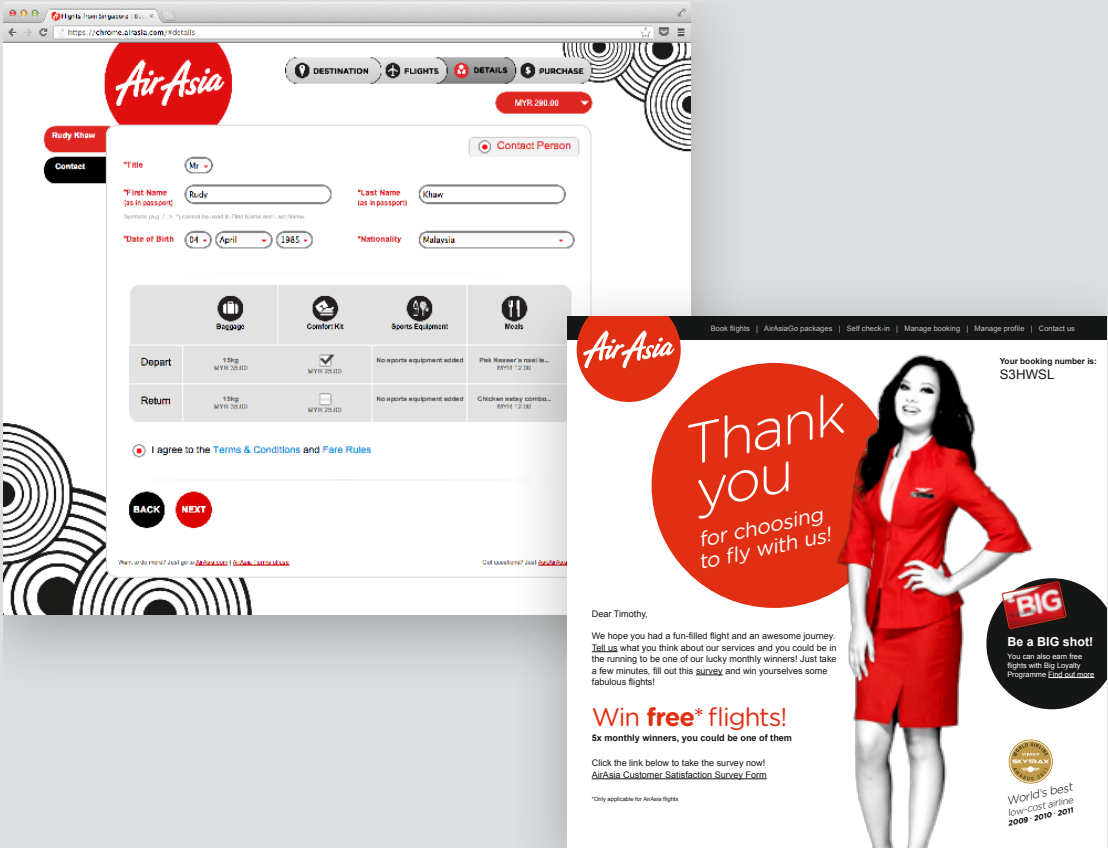
BRAND ACTIVATION

INTERNAL
COMMUNICATIONS



BRAND ACTIVATION

BOOKING APPS &
DIGITAL CHECK IN



BRAND ACTIVATION

SALES AND CHECK IN



BRAND ACTIVATION
MERCHANDISE



BRAND ACTIVATION

GLOBAL ADVERTISING

World's best low-cost airline 2009 - 2010 - 2011

Kuala Lumpur → Osaka

All-in fare from only **RM 89** one way

Supersize baggage
Prebook 15, 20 or 25kg and save 50%

Pick a seat
Prebook and get your choice of seat

Snack attack
Prebook meals and save 20%

Now everyone can fly airasia.com

AirAsia

44

BRAND ACTIVATION

MOTOGP

SPONSORSHIP



BRAND ACTIVATION

100th PLANE
LIVERY



OVERVIEW

INCLUDING IN-FLIGHT
MATERIALS



ARCHITECTURE

A FAMILY
OF BRANDS



“I’m very impressed with what The Partners have done to give us a refreshing 360 brand approach. We love their concept which truly captures our brand personality - bold, innovative and fun. Of course, what makes our own partnership fun is that they are professional and easy to work with!”

KATHLEEN TAN
REGIONAL HEAD OF COMMERCIAL, AIRASIA

MARKETING DESIGN AWARDS
Winner in identity design

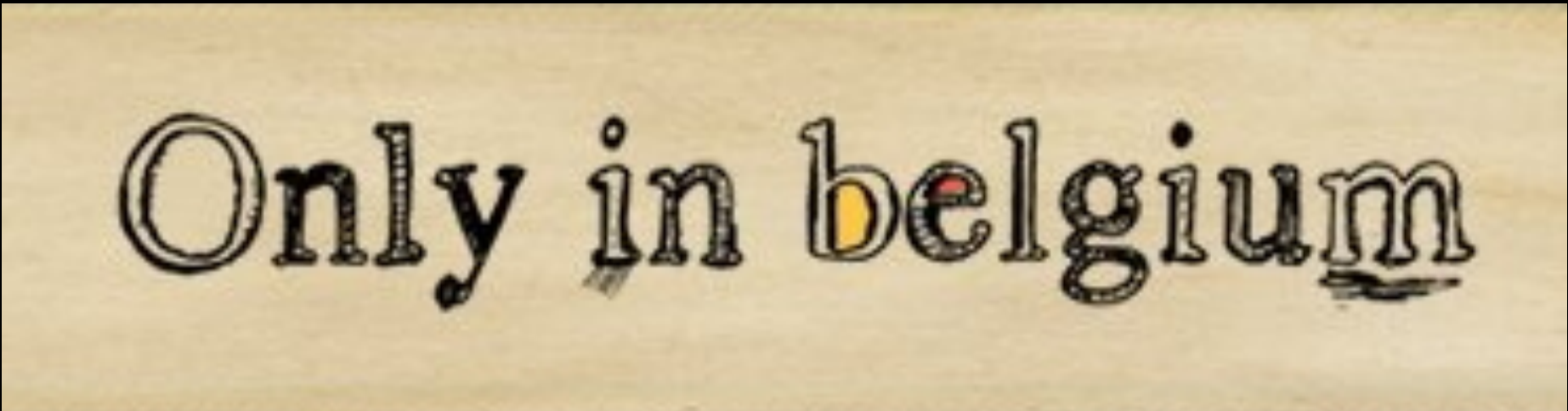
FRESH AWARDS
Gold winner in identity design

CLIO AWARDS
Shortlisted for this International Advertising Awards competition



**HOW LOUD IS YOUR
ECHO?**

GLOBAL SCENARIO: MANY BRANDS = CROWDED MARKETPLACE



PERCEPTIONS SHAPE BRANDS

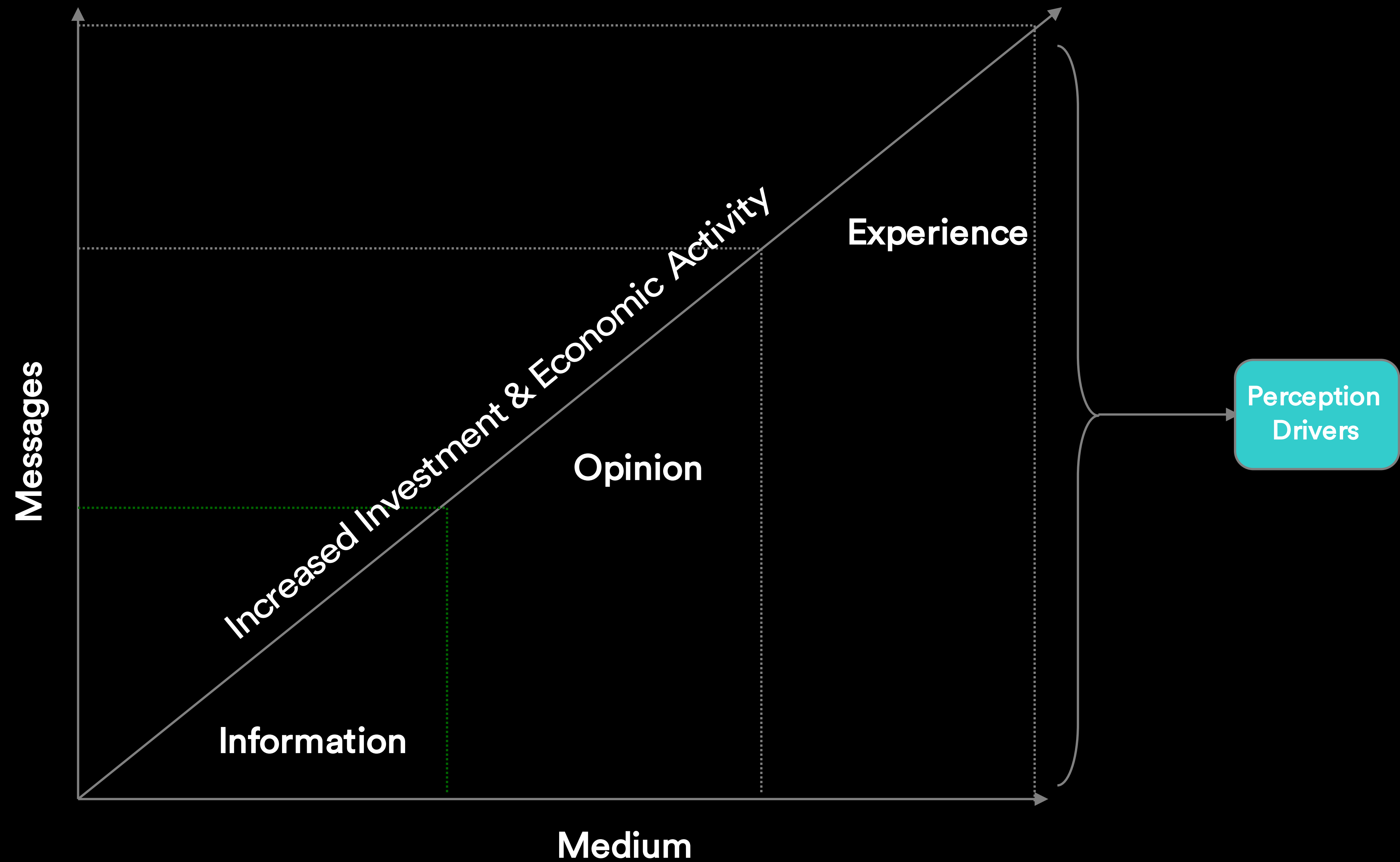
BRANDS ARE BASED ON PERCEIVED TRUTH

DECISIONS ARE DRIVEN BY A SET OF EXPERIENCES = WHAT IS
HEARD, READ & SEEN

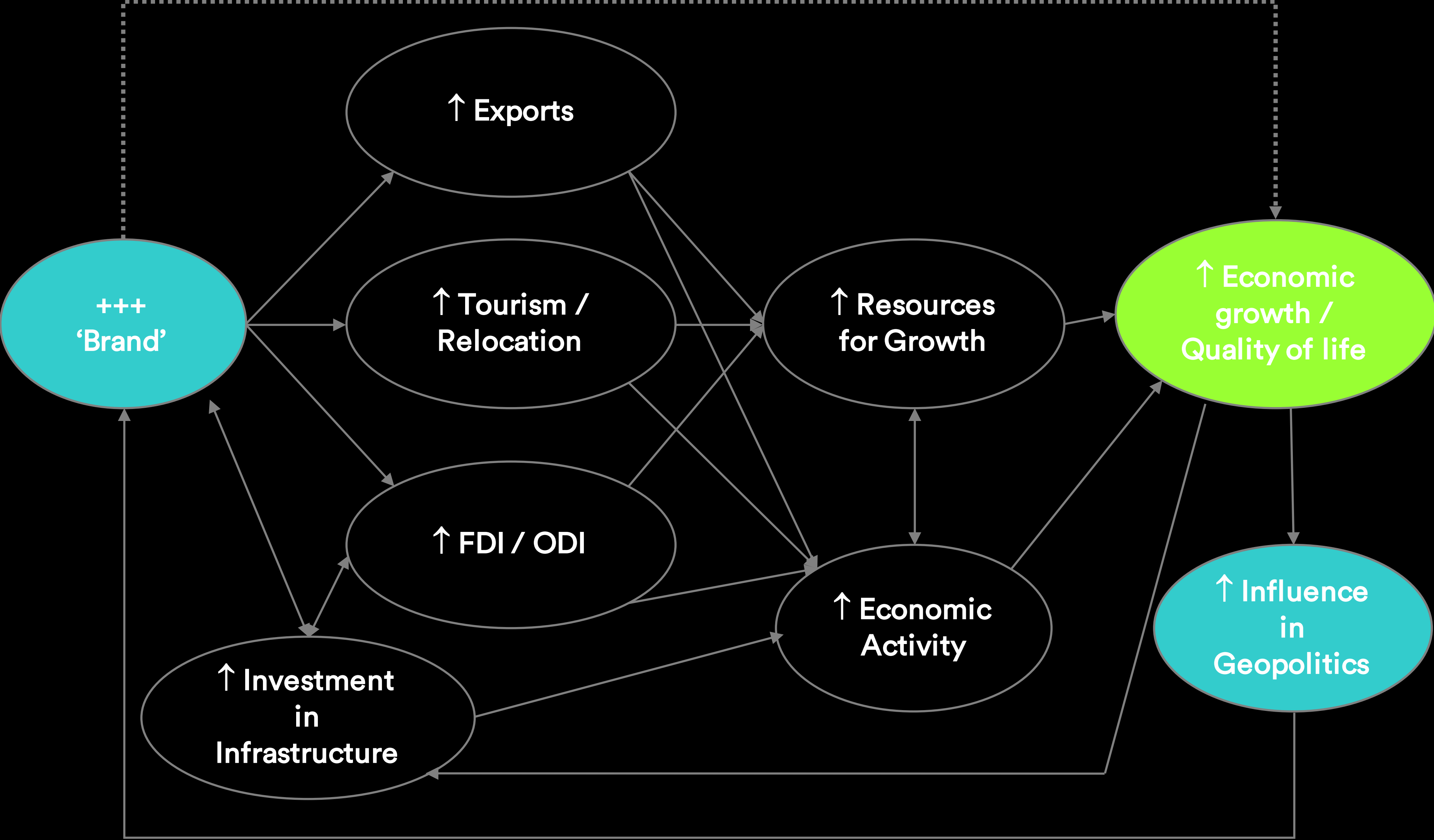


- TYPICALLY, AWARENESS LIMITED TO NAME
RECOGNITION
- IN THE ABSENCE OF ALIGNED & COHERENT MARKETING,
STEREOTYPES DOMINATE PERCEPTION

SUSTAINED PERCEPTION MANAGEMENT (5-10 YEARS)



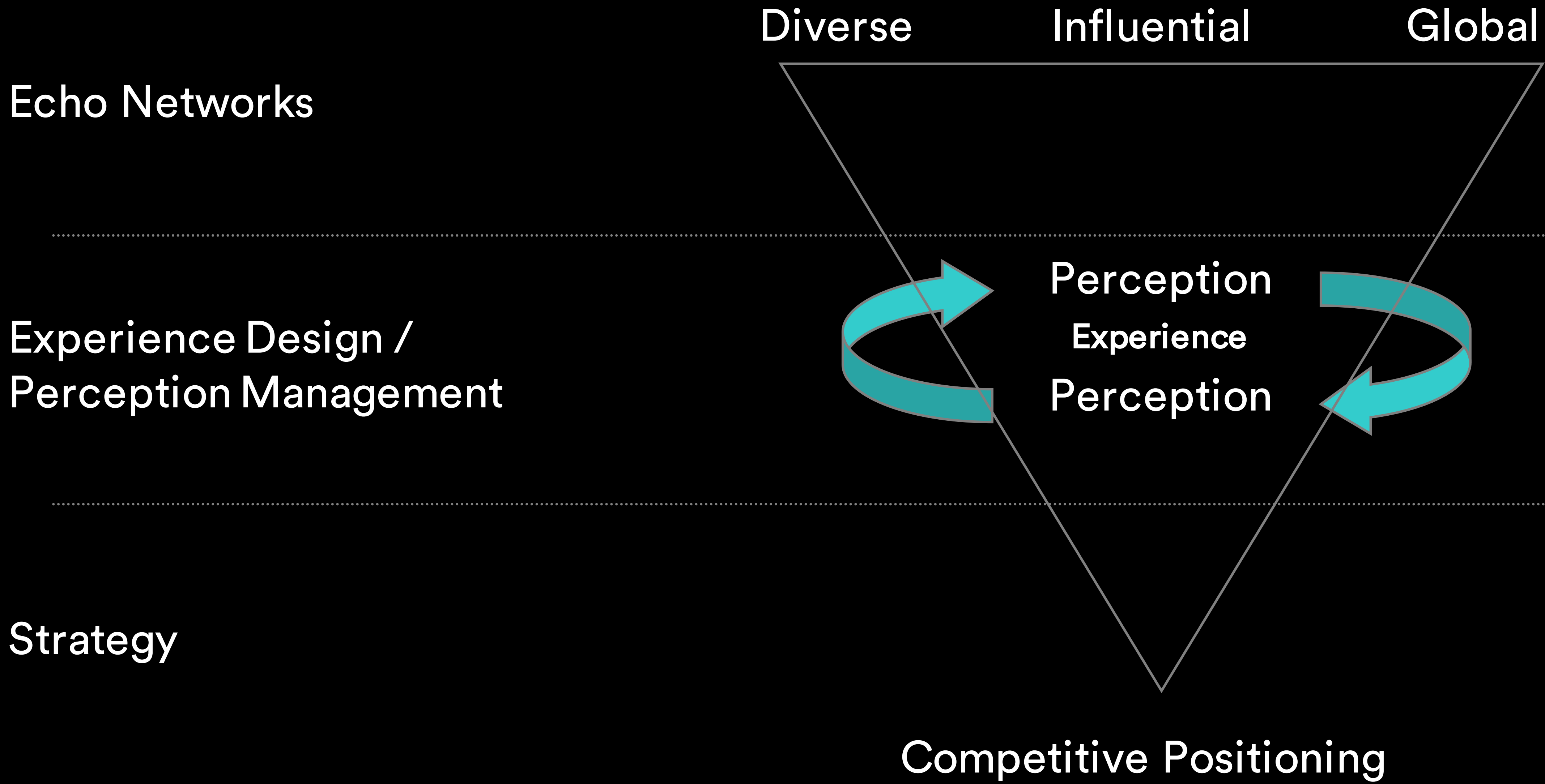
STRONG BRAND = KEY DRIVER FOR INVESTMENT/ECONOMIC GROWTH/QUALITY OF LIFE



A CONTRARIAN APPROACH TO BRAND BUILDING 1/2

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

A CONTRARIAN APPROACH TO BRAND BUILDING 2/2



LESSONS FROM BRAND INDIA

**INDIA
FASTEST GROWING
FREE MARKET
DEMOCRACY**



DAVOS 2006

JANUARY 25 - 29

www.indiabrandequity.com

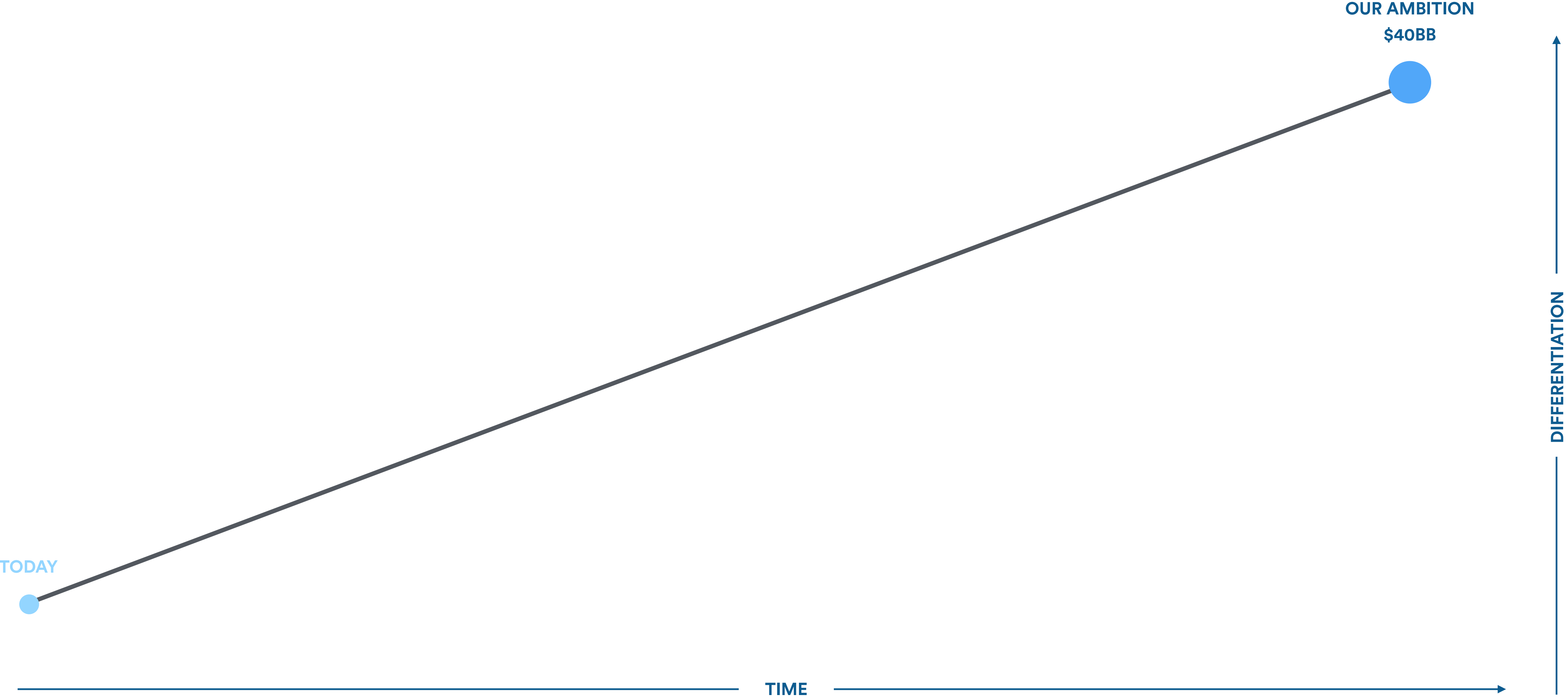
THE PROOF POINT

YEAR	FDI INFLOW	GROWTH	
2000-01	2463		
2001-02	4065	65%	
2002-03	2705	-33%	IBEF MOVES TO CII
2003-04	2188	-19%	FUND TO FOUNDATION
2004-05	3219	47%	WWW.IBEF.ORG
2005-06	5540	72%	INDIA FASTEST GROWING FREE MARKET DEMOCRACY
2006-07	12492	125%	INDIA EVERYWHERE AT DAVOS
2007-08	24575	97%	INDIA EVERYWHERE CONTD
2008-09	31396	28%	

CREATE LEGACY



OUR JOURNEY: BEHAVE LIKE LEADERS



OUR JOURNEY: BEHAVE LIKE LEADERS

TODAY.
Brand Sri Lanka wants to de-link it's positioning from a South Asian nation to an Indian Ocean region nation. The Megapolis project, while compelling and visionary, requires enormous amounts of capital, talent and conviction. It also needs to balance strategy with execution, and build a strong foundation and template for cities, and sustainable growth, across the nation.

2016-2019

TODAY



TIME

DIFFERENTIATION

OUR JOURNEY: BEHAVE LIKE LEADERS

INSIGHT.
Post the financial crisis, there is renewed belief in Asia, and specifically in India as an investment destination. SL can be a bolt-on investment destination, strategically and tactically.

2016-2019

TODAY INSIGHT

TIME

DIFFERENTIATION

OUR JOURNEY: BEHAVE LIKE LEADERS

IDEA.
Position Sri Lanka an alternative to Singapore & Mauritius for foreign investors, and more specifically, investors targeting India.

2016-2019

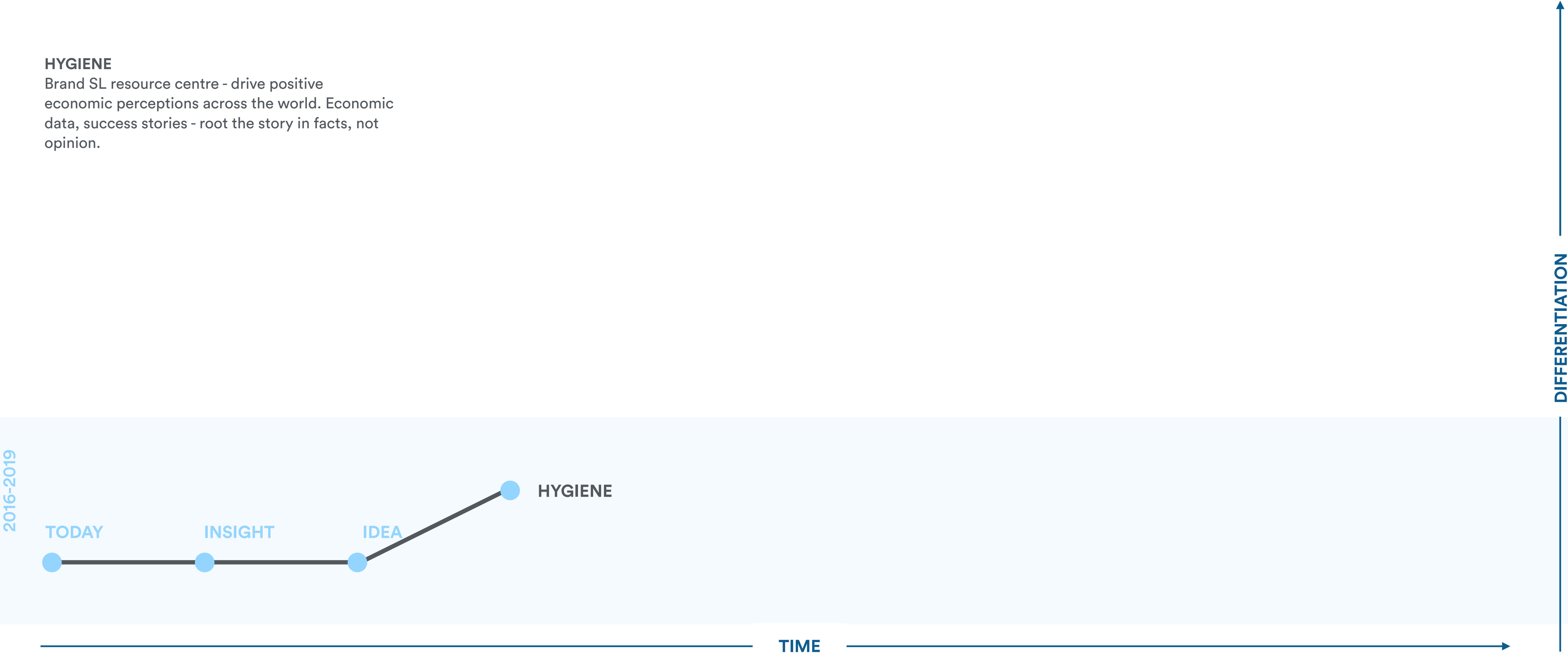


TIME

DIFFERENTIATION

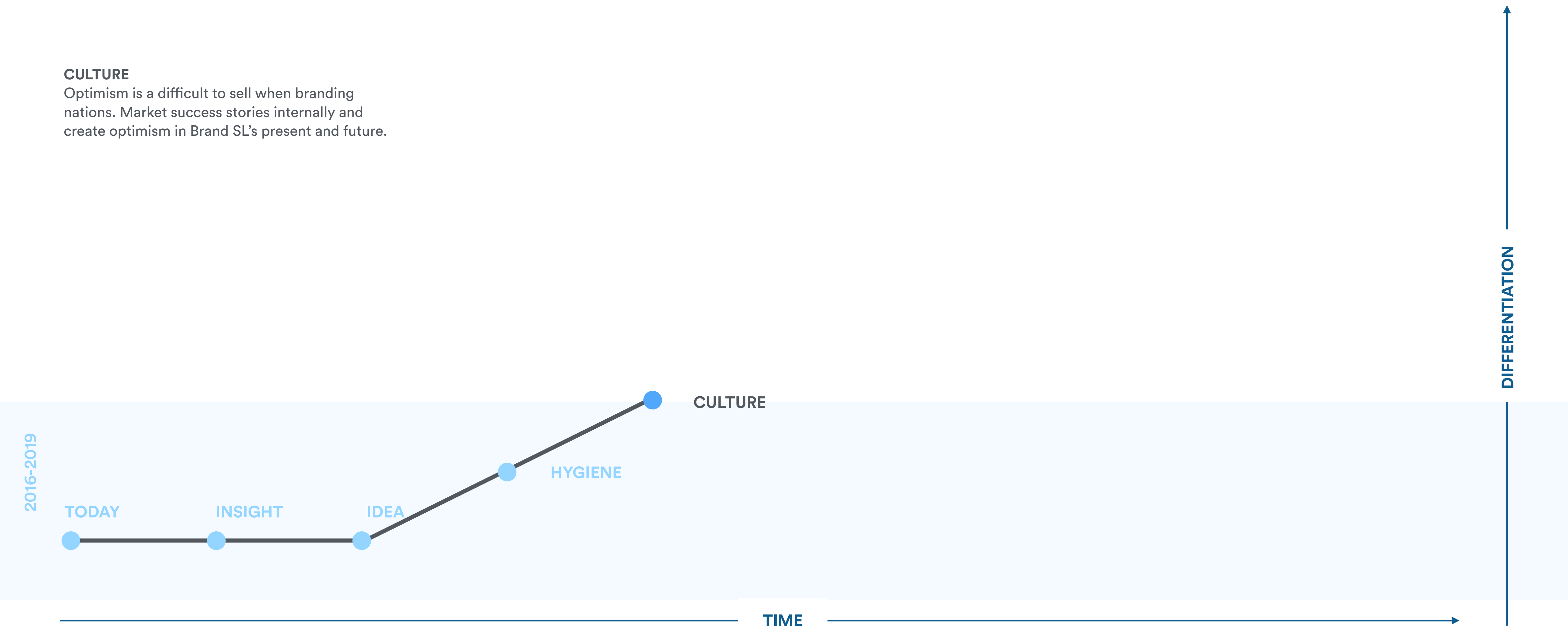
OUR JOURNEY: BEHAVE LIKE LEADERS

HYGIENE
Brand SL resource centre - drive positive economic perceptions across the world. Economic data, success stories - root the story in facts, not opinion.



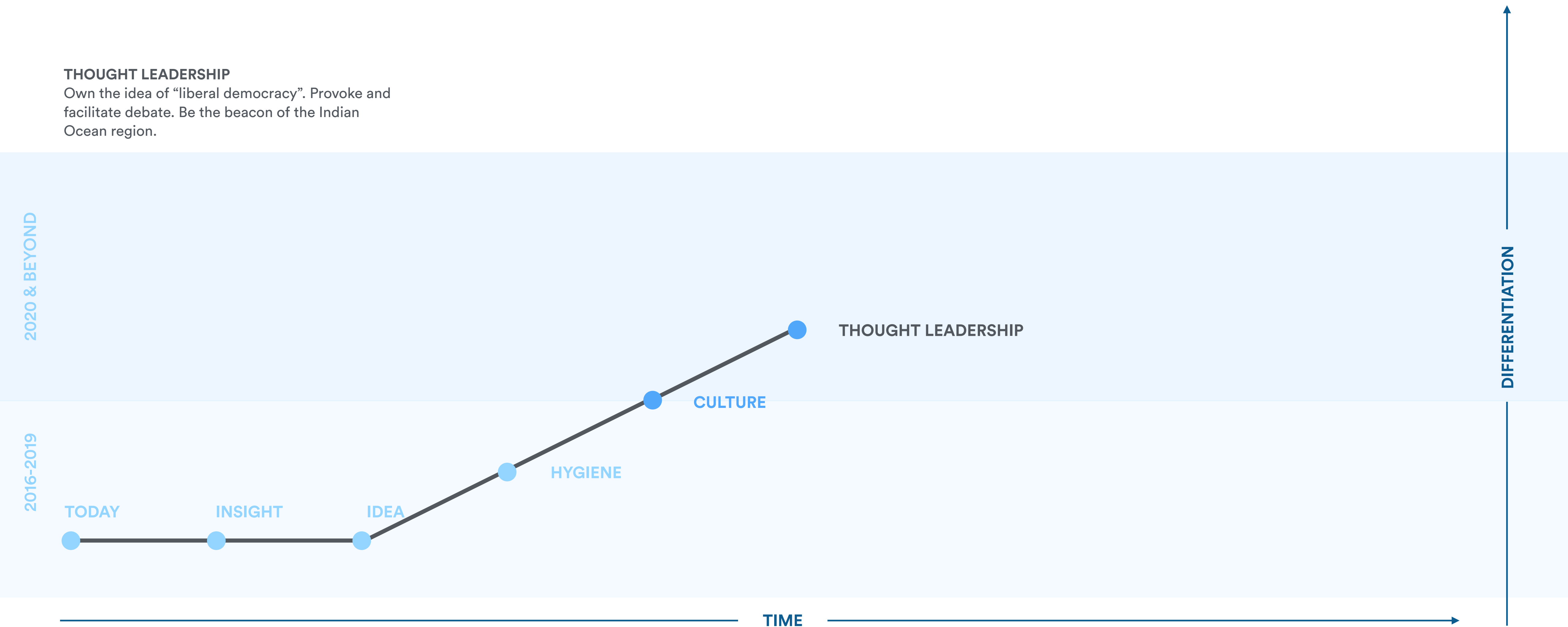
OUR JOURNEY: BEHAVE LIKE LEADERS

CULTURE
Optimism is a difficult to sell when branding nations. Market success stories internally and create optimism in Brand SL's present and future.



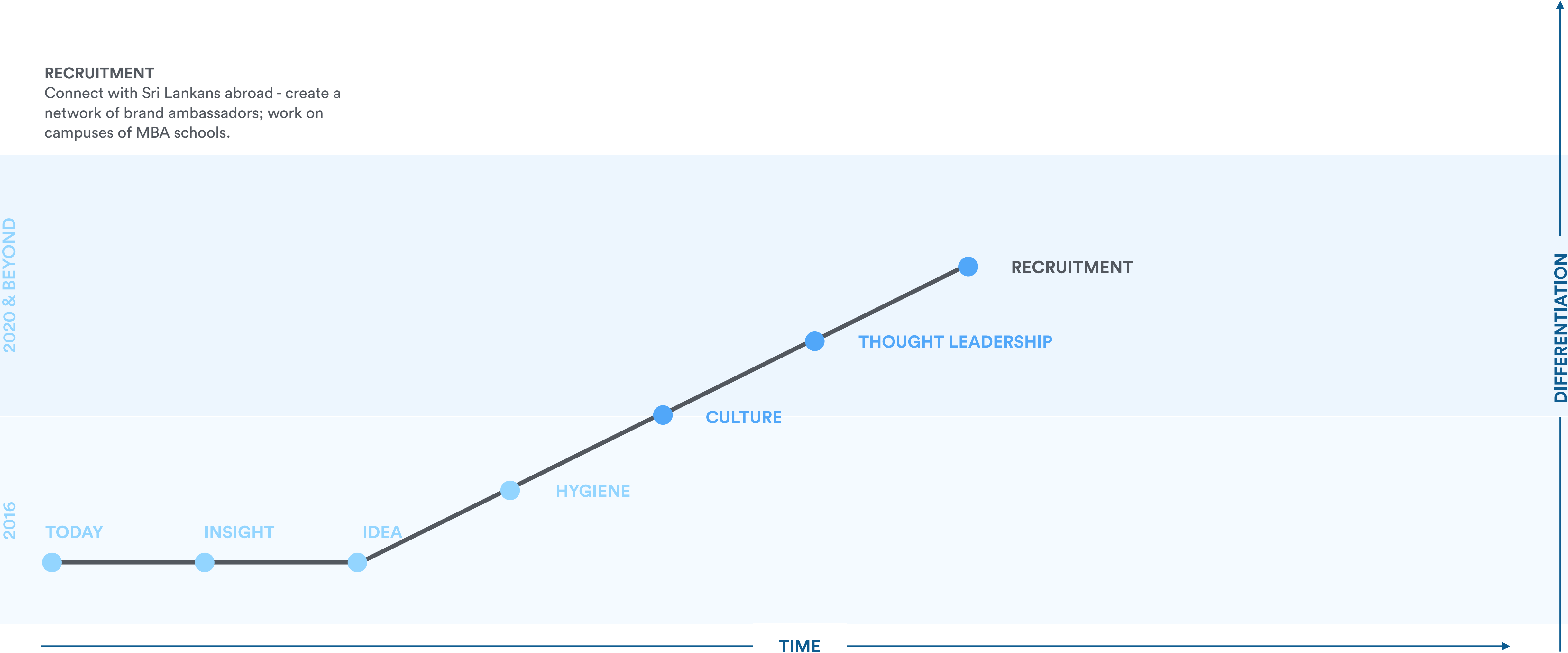
OUR JOURNEY: BEHAVE LIKE LEADERS

THOUGHT LEADERSHIP
Own the idea of “liberal democracy”. Provoke and facilitate debate. Be the beacon of the Indian Ocean region.



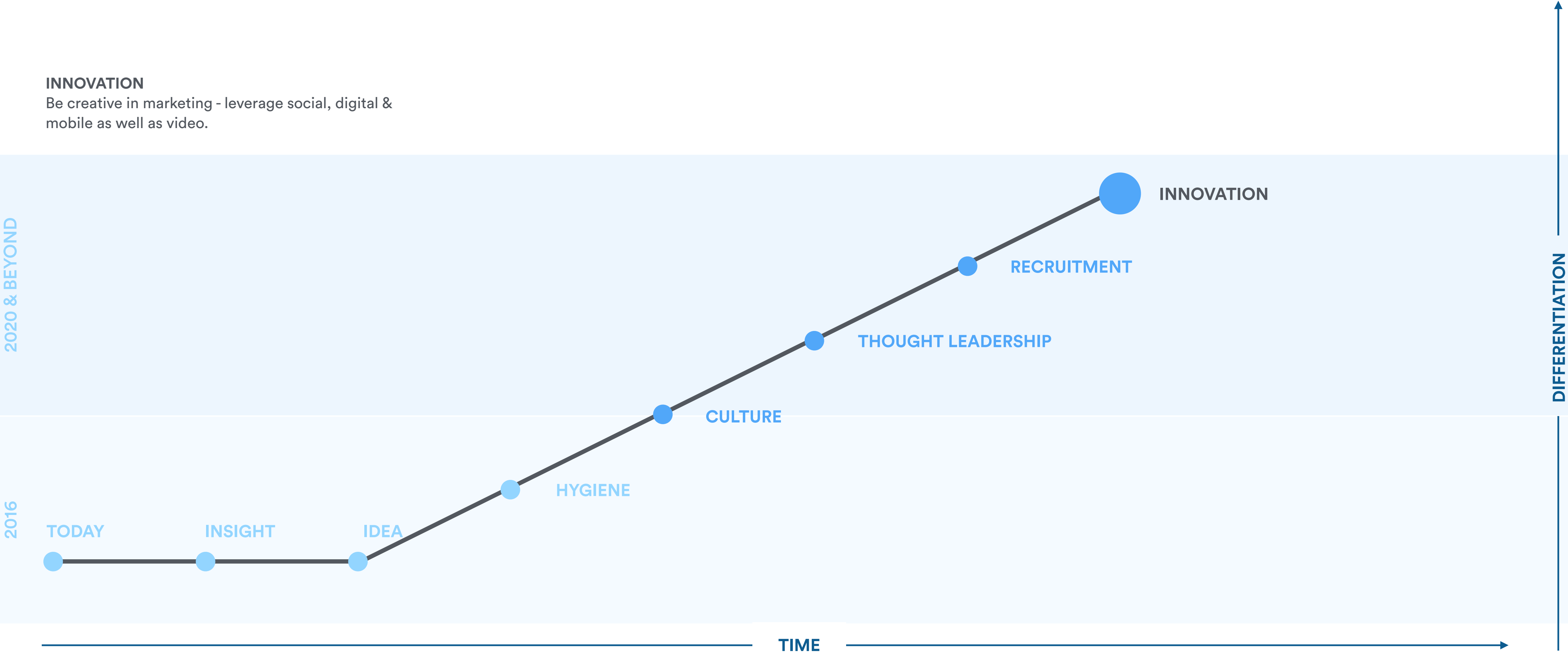
OUR JOURNEY: BEHAVE LIKE LEADERS

RECRUITMENT
Connect with Sri Lankans abroad - create a network of brand ambassadors; work on campuses of MBA schools.

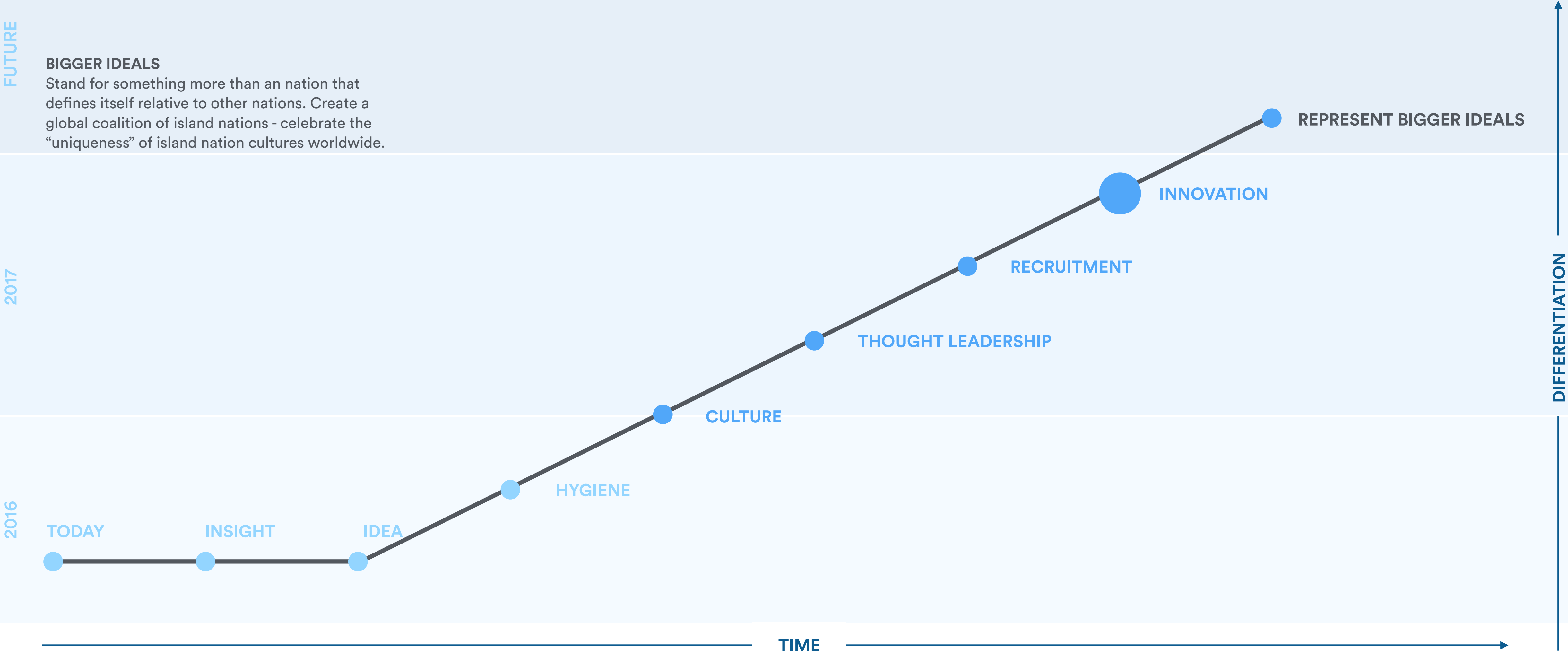


OUR JOURNEY: BEHAVE LIKE LEADERS

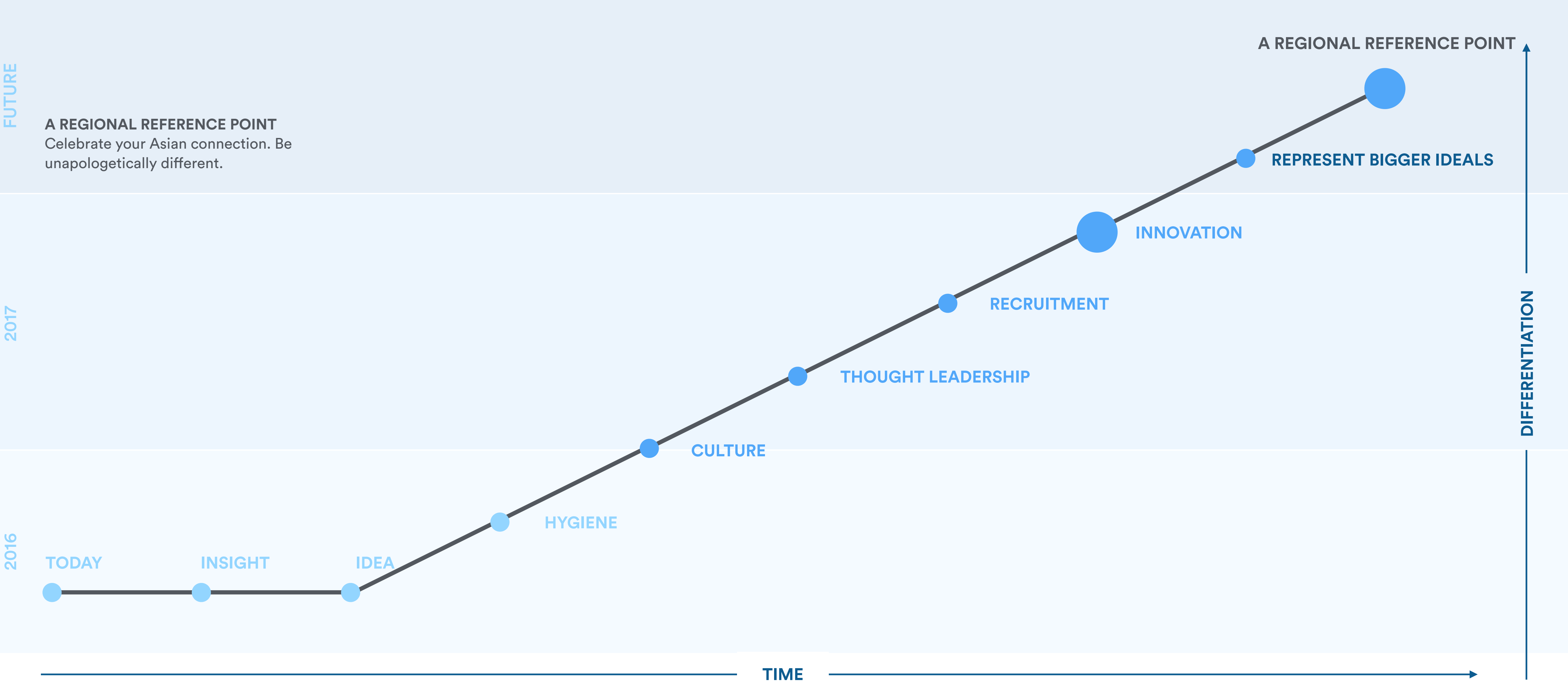
INNOVATION
Be creative in marketing - leverage social, digital & mobile as well as video.



OUR JOURNEY: BEHAVE LIKE LEADERS



OUR JOURNEY: BEHAVE LIKE LEADERS



A close-up, high-contrast photograph of a lion's face. The lion's fur is a rich golden-brown color, and its eye is a deep, warm brown. In the reflection of the lion's eye, a small, detailed image of a traditional East Asian boat with a single figure is visible. The background is a solid, deep black, which makes the lion's face stand out prominently. The lighting is dramatic, highlighting the texture of the fur and the intensity of the eye.

1996

**ENTREPRENEURSHIP:
THE PURSUIT OF OPPORTUNITY
BEYOND THE RESOURCES
THAT YOU CURRENTLY CONTROL**

THINK HORIZONTALLY
BUSINESS LED, GOVT COORDINATED, COMMUNITY OWNED
30 YEAR VISION, 3 YEAR IMPLEMENTATION HORIZON
RECONCILE, RENEW, RELAUNCH
HUMAN CAPITAL IS KEY
FINANCE <—> FUN
MASTER DEVELOPER APPROACH
BRANDS <—> BUILDINGS
HERITAGE <—> ECONOMIC DRIVER
MEGA-EVENTS <—> CATALYSTS

THE VOLVO OCEAN RACE



Sailing across 4 oceans and 6 continents, the Volvo Ocean Race is one of sailing's preeminent brands and the longest and toughest event in professional sport.

For sailing's elite, the race is a "must-do" for their personal CVs. They sail the world in state-of-the-art racing yachts, at speeds that defy belief and in conditions that put them at the very limit of endurance. At present a Volvo Ocean 70 boat holds the world 24 hour speed record, covering 596.6 NM in 24 hours. For the first time, in the 12th edition (2014-15) of the race, all teams are using the cutting edge 'one-design' Volvo Ocean 65 boat, designed by Farr Yacht Design.

By combining off-shore racing with an In-Port Race Series, the Volvo Ocean Race can unequivocally claim to be the only event that showcases the greatest sailors and sailing teams on the planet.

Host ports are the heart of the race, forming the route and giving a local flavour to this most global of events. Each of those port Stopovers offers a wide variety of entertainment, culture, cuisine and commercial activity contributing to the adventure of the race in a unique way.

Global reach, direct market engagement and an unmistakable positioning combine to provide host cities with an exceptional opportunity to promote and market their cities to an international audience.

Inspirational places, incredible support and extraordinary stories of human accomplishment have attracted a wide range of global sponsors past and present, such as Ericsson, ABN AMRO BANK, Puma, Disney, SCA and Telefonica.

The Volvo Ocean Race operates a 3 year cycle with opportunities now available to become part of the 13th edition (2017-18) of the race.

A STORY OF UNPARALLELED HUMAN ENDURANCE



A VOLVO OCEAN RACE STOPOVER



A VOLVO OCEAN RACE STOPOVER

Stopovers are at the heart of the Volvo Ocean Race. Unforgettable entertainment, world-class hospitality, exciting racing, educational activities, cultural showcases and international exposure provide a unique platform for the host port, built around a Race Village that buzzes with activity.

Throughout the build up to the race, and the 9 months of the race itself, Volvo Ocean Race activates global marketing and promotion across its entire media platform, providing host cities extensive opportunities to showcase their natural environment, iconic venues and market-leading event hosting capability.

Stopovers are where race sponsors activate, filling their corporate pavilions with interactive brand and product-related displays and demonstrations, seminars and conferences, creating innovative content and bringing in thousands of corporate guests. In short a Stopover provides a first class platform for trade and business activity.

THE ANATOMY OF A STOPOVER

ARRIVALS (PG 12)

ON-WATER ENTERTAINMENT (PG 14)

ON-LAND ENTERTAINMENT (PG 13)

LEG START (PG 15)

THANKS!

Q&A