



BCC



SVT BRANDING  
DESIGN GROUP



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A store concept should be constantly tested against the desires and needs of the consumer. Especially in this time of intensive competition and shrinking customer loyalty. BCC was consulted by SVT Branding & Design Group on its positioning and brand development.

The essence of the concept to be developed was increasing the distinguishing features in the branch by positioning the brand personality clearly. Core values in this were reliability, service and inspiration with a basic rule 'innovative in the branch'. Based on the brand personality a new corporate design and a well-structured in-store communication concept were developed.

By means of the Brand in Your Hand® model developed by SVT the objective –enhancing the product familiarity and developing strong positioning- was established. The developed concept is a system that can be easily applied by BCC. By using the design manual the concept can be easily rolled out to all communication criteria. Of course continuous activities are carried out on the further development of the concept, and the broadening of the brand personality.



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