

## The challenge

An R.BIRD brand concept, “ME,” becomes a cornerstone for enterprise communications at William M. Mercer, one of the world’s largest business management consulting firms. As the concept execution is already under way in print and traditional media, there is concern for how to integrate the program with existing technology architectures.

## The solution

Rollout of the ME brand concept requires a structured and well-documented model for visual, conceptual and technical implementation. This will allow tactical responsibility to be distributed across Mercer’s global, internal resources.

## The results

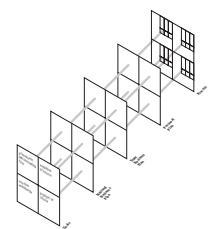
Three communication channels, “select, explore, and advance,” simplify site navigation

Style guides and page templates follow the distinctive palette, geometry and individualist imagery of the ME brand model

New information hierarchies map directly to employee communications and ME brand concepts

Technical integration with existing technology infrastructures is resolved.

	select		explore		advance	
	identify	screen	plan and prepare	initiate scoping	construct solutions	deliver solutions
Office Head/Unit Head						
Business Development Team Leader						
Client Manager						
Practice Leader						
Project Consultants/ Subject Matter Experts						
Consultants - Internal or External						
Team Support						



Above: A brand applications matrix demonstrates the relationships between brand, website channels, and employee communication stages.

## R.BIRD

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