

BUILDERS OF BRANDS



For more than 50 years, Lippincott has been managing brands and building businesses, one impression at a time.

If you've ever enjoyed a Coke, you're one of them. If you've ever powered a product with a Duracell battery, count yourself among the many. Likewise if you've flown Continental Airlines, charged an item to your American Express card, had dinner at Pizza Hut, sampled one of Baskin Robbins' 31 flavors, rented a car from Hertz, or made a Xerox copy. In fact, unless you've been marooned on a Pacific atoll since the 1940s, you are probably one of the countless consumers who have used a product or service branded by Lippincott.

As one of the world's preeminent identity and brand strategy consulting firms, Lippincott's roster of past and present clients reads like a who's who of major brands. So how does the firm—which increases stakeholder awareness and understanding of its clients' organizations and drives preferences for their products—attract this impressive array of clients?

The answer, as Lippincott chairman and CEO Ken Roberts puts it, is that the firm comes at assignments from a value-added perspective that few, if any, of its competitors can duplicate.

"Most of the companies that have been in the brand and identity business for a long time are part of communications conglomerates, and they bring that perspective to the business," says Mr. Roberts. "As an MMC company and part of the Oliver Wyman Group, we approach the business from a different perspective.

We feel that we bring a deeper understanding of business strategy and economics and how communications and perceptions need to align with them. In fact, what makes our business work is the fusion of creativity and design with strategic planning. There's no question that it's our greatest point of differentiation in the marketplace."

This strategic insight, coupled with some of the industry's best-regarded design expertise, attracts clients to Lippincott. The firm's clients tend to be Fortune 500 or 1,000 companies that have either grown by merger and acquisition or have recently undergone some type of significant corporate transformation. As a result, perception of the organization often isn't keeping pace with the current reality. Enter Lippincott.

“Our business is based on making sure that stakeholder perceptions of a firm match the current reality, or even lead it slightly in terms of where the company wants to go,” says Mr. Roberts. “People talk about brands, and our business is brands, but brands are really all about how you manage perception, which includes everything from how a company communicates to how it interacts with customers and employees.”

A Framework For Success

Whether developing a brand position, creating a name, designing a visual identity system, giving birth to a retail store concept or formulating a corporation’s communications plan, every Lippincott engagement revolves around a framework the company establishes at the onset of each client relationship. Based in large part on front-end research, the framework is designed to get at the heart of the issues at hand by uncovering the perceptions relevant audiences have of the client’s organization, products or services.

“The framework starts from the outside and works in,” says Mr. Roberts. “Rather than begin with a set of objectives—how the company wants to be perceived—we always start from the standpoint of developing a detailed understanding of who the audiences or constituents are and what they do and don’t understand about the client. This insight gives us the foundation on which we can develop a positioning platform and

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tailored communications. It tells us who we’re talking to, what we need to say to them, and helps us determine how to say it.”

The research that goes into developing the framework is multifaceted.

“We use both qualitative and quantitative research to gauge perceptions of client companies,” says Suzanne Hogan, COO, who spends much of her time working with clients on developing brand strategies. “When we’re creating an overall positioning strategy, for example, we must understand the essence of a brand, and that requires an understanding of the emotional needs of the people we’re speaking with, whether they are employees, customers, potential investors or other stakeholders. The research we employ helps us identify the specific drivers that will change people’s perceptions and behavior. It helps us determine what will actually drive our client’s business and create immediate and long-term preference for the brand.”

It’s essential that Lippincott’s research and framework flow directly into the firm’s design work, since design is a critical stakeholder touchpoint—where the rubber hits the road, if you will. As such, each member of Lippincott’s design team, which includes specialists in a diverse array of disciplines—from graphic designers who work on logos, signage and printed materials to architects and interior designers—stays on top of the strategic elements driving client projects.

“If we aren’t linking the strategy to the design, then we aren’t providing the differentiating value that’s unique to Lippincott,” says senior partner and creative director Connie Birdsall. “Our design staff understands the linkage between analysis, planning, brand strategy and the design process.

Once the strategy has been developed and the communications platform put in place, the designers bring them to life. We make them tangible, bring the company’s personality through and give visual and verbal expression to the core elements of the brand.”

1940s

1950s

1960s

1970s

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T u c k e r



About Lippincott

Lippincott is a leading brand strategy and design consultancy that blends art and science to create measurable results. Founded in 1943 as Lippincott & Margulies, the firm pioneered the discipline of corporate identity. Today, Lippincott works with many of the world's leading companies, providing an integrated range of brand science, brand strategy, identity, retail design and brand management services.

Clients

A&P
 ABC Television
 ABN AMRO
 Adecco
 Allstate
 American Express
 Ameriprise
 Andersen Windows
 AOL
 Apax Partners
 Banamex
 The Bank of New York Mellon
 Bausch & Lomb
 Borders
 Brinker International
 BusinessWeek
 Capital One
 Chevron
 Citibank
 Citigroup
 Citizens Bank
 Coca-Cola
 Comcast
 Conoco
 Continental Airlines
 Cornell University
 Country Road
 Daimler
 Deloitte & Touche
 Delta Air Lines
 Deutsche Bank
 Duracell
 Enterprise Rent-A-Car
 ExxonMobil
 Fidelity Investments
 Fluor
 General Electric
 General Mills
 General Motors
 Georgia-Pacific
 Goldman Sachs
 Hewlett-Packard (HP)
 Hilton Hotels
 Hoechst
 Holland & Knight
 Honeywell
 Humana
 Hyatt
 IBM
 Infiniti
 Intel
 JohnsonDiversey
 Johnson Controls
 JPMorgan Chase
 Kaiser Permanente
 Lucent Technologies
 MasterCard International
 Mashreq
 McDonald's
 The McGraw-Hill Companies
 Medtronic
 MetLife
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 Motorola
 NBC
 Neuberger Berman
 Nissan
 Northwest Airlines
 Orange
 Pemex
 RadioShack
 Red Lobster
 Renault Samsung Motors
 Repsol Comercial
 Sabre
 Samsung
 Sanofi
 Save the Children
 Siemens
 Signature Flight Support
 SK
 Sonic Drive-in
 Southern Company
 Sprint
 Standard & Poor's
 Sutter Health
 The Climate Group
 Televisa
 Telmex
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