

Press release

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Dragon Rouge creates a unified voice for The Quoted Companies Alliance to raise awareness

The Quoted Companies Alliance is the independent membership organisation for small to mid-size quoted companies, championing their interests to ensure that the business environment is conducive to their success.

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With their 20th anniversary in 2012, the organisation felt the need to create greater visibility and awareness. Recognised predominantly for their campaigning activities, the full scope of their work was being overlooked - not only among their member audience, a vital driver of today's economy, but among those they aim to reach out to.

Together with Dragon Rouge, the Quoted Companies Alliance began work this year to evolve their brand, focusing on their positioning, visual identity and tone of voice.

Having remained unchanged for years, their visual identity was no longer a strong reflection of the vibrancy, vitality and future-focus inherent in their work and their sector. A lack of coherent voice and a lack of consistent message, both internally and externally, missed an opportunity for impact. Ultimately, the organisation was missing the stand-alone presence they deserved.

To develop the brand, Dragon Rouge conducted an extensive research programme, questioning stakeholders in order to ascertain the key distinctive aspects of the organisation. This led to a new brand positioning based around the idea of '**impact through influence**'. Bringing greater clarity, vision and ambition to the organisation, this idea reflects the central, influential role they help their members play, while highlighting the fundamental wider impact they make.

To bring this idea to life in the organisation's messages, Dragon Rouge developed a confident new logo, underpinned by a dynamic visual style, an updated colour palette and an authoritative yet accessible tone of voice. Evolving the brand has given the Quoted Companies Alliance a united platform, helping them deliver their message with clarity, confidence and gravitas.

Tim Ward, Chief Executive of the Quoted Companies Alliance said: "Dragon Rouge's work has provided clarity to our brand; we now have a focal point supported by a strong message. From now on, we will be able to speak to our membership and audiences with a clearer voice, raising awareness of the work that we do and ensuring



that it is relevant to our members. All of this inspires our own team, the companies we represent and the people and organisations we speak to in the UK and across Europe. I am pleased to say that our brand creates impact through influence.”

He continued: “What I like best about Dragon Rouge is they always have that extra idea that jolts you into a fresh way of thinking.”

The new identity and brand positioning will be launched on 27th June 2012 at the Quoted Companies Alliance’s conference - Engineering Growth for Small and Mid-Cap Companies.

For more information contact Kerry O’Connor, Head of Communications, Dragon Rouge on kerry.oconnor@dragonrouge.co.uk or 020 7262 4488.

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About Dragon Rouge

Dragon Rouge is a global design and innovation business founded in 1984. Our independence gives us the ‘alternative view’ and with an open network we can maintain an open mind. We use insights and creativity to deliver powerful brand performance. We do this from eight locations, working as a team of 300 individuals to maximise client opportunities using innovation, strategy, design, communication, engagement and sustainability.