

Excellerate Australia

Transforming a government research brand



We have been impressed by the calibre and breadth of your services, which have come together to create a powerful business outcome.

IAN CHRISTENSEN
Chief Executive, Excellerate Australia

CHALLENGE

AutoCRC had to transform itself from a narrowly focused industry-research collaboration body to a more general consultancy directed to technology development and manufacturing management.

SOLUTION

We determined the transformation required extensive brand research with staff, customers, prospects and industry stakeholders to inform a robust brand strategy and resulting creative development.

RESULTS

One of the most visible elements of this transformation was the new name and logo, which we created and designed. Twelve months in, the business has successfully transitioned from a government-funded Cooperative Research Centre focused on automotive to a diversified business addressing the food, construction and wider manufacturing sector.

