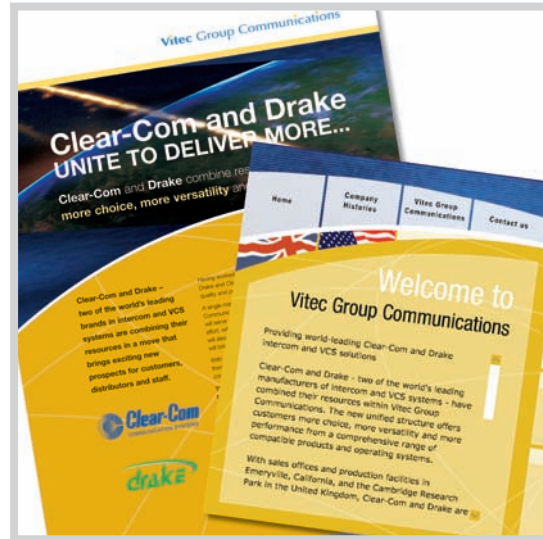


Case Studies



Two of the world's leading brands in intercom and voice communication systems, Drake Electronics and Clear-Com, chose Smye Holland Associates to launch the merger of the two companies.



“launched the merger of two companies”

Drake Electronics, based in Cambridge, and Clear-Com, based in California, manufacture and supply systems for broadcast, live performance, air traffic control, space, military, aerospace and government. Having worked as discrete partners within the Vitec Group for five years, Drake and Clear-Com combined to provide service across all markets.

We worked to tight deadlines with Drake and Clear-Com to develop a new company logo and corporate identity. This involved designing and producing new literature, posters, adverts, stationery, pens, shirts, and banners, which combine the Drake and Clear-Com brands.

In addition, we planned the media relations and advertising required to accompany the new brand strategy.

Communication was planned to ensure that the company was able to announce the news of the merger itself and to make certain it was not leaked before all key stakeholders - including employees - were informed of the changes and of their effects.

The whole project was kept confidential until the launch event and we ensured that all aspects of the branding were delivered either on time or before schedule.

The launch was a great success and the two companies received positive staff feedback about the new branding.