



THE WORLD'S LEADING DESIGNER OF COMPLEX BUILDINGS

A company of **TRACTEBEL**
ENGIE

An In-House Rebrand Success Story

RED EMBARKS ON EXCITING REBRAND PROJECT

Founded in 2004, RED's brand identity had become dull, outdated and a poor reflection of the company's leadership in professional engineering services. Our mission was to transform RED's stellar industry reputation into a formidable global brand. Beginning with the recruitment of in-house marketing specialists and led by senior figures in the team, we have reimagined RED's brand identity to better reflect our expertise in innovation, engineering excellence and sustainability across digital channels, events and client collateral.



+54%

Social media followers

+177%

Direct job applications

£12M

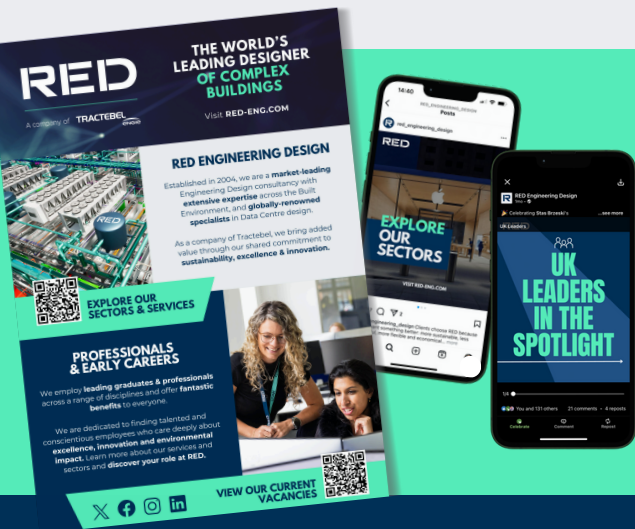
Business opportunities

+324%

Website traffic increase

+137%

Social media engagement



OUR PROJECT SUMMARISED

New corporate identity, clear brand message & tone of voice, exhibition booth redesigns, new artwork for event banners, web rebrand & functionality refresh, updating of 6000+ internal and client facing documents, quality social media content creation, and rich multimedia production.

IMPACT ON RECRUITMENT



"Our rebrand has modernised the way we're perceived by candidates, leading to a noticeable impact on recruitment. Candidates frequently express their admiration for our wellness initiatives and forward-thinking culture, which they have discovered through our engaging digital presence, video content, and enhanced event visibility. This refreshed corporate identity is clearly resonating, attracting top talents who align with our values." **Carolyn Pegg, HR Director**

