

Claro

# Brand Consolidation & Naming

www.claropaper.com



## Business Issue

Our client MAP Merchants (a European paper manufacturer) needed to condense the brand equity of three established trade papers into one, pan-European brand to make the most of its marketing budget in a crowded and largely undifferentiated marketplace, where one paper was being sold under three different names (Challenger, Silverblade and EuroArt) across 17 different European territories. To achieve the company's ambitions, it was absolutely key that each territory manager was fully engaged with the process, as country managers were concerned that brand equity would be lost in the transfer to a new name.

## Brand Architects' Process

We undertook an intense programme of perceptual research groups and in-depth interviews both to understand the legacy of the brands and to gain buy-in from the territory managers and their customers. Once the concerns of the country managers were understood, a rationale for the new name was written, circulated and agreed creating a framework from which the name could be written. The white, offset paper had some key features which differentiated it in the marketplace: the long heritage of the legacy brands combined with the latest advances in product quality offered competitive advantage: this differentiation was identified and explored as being a clever advantage for the printer. The name 'Claro' evokes the meanings of to make clear or understood, from the Latin but also the readily understood European equivalent from modern Spanish. The strap line, 'clearly clever,' was chosen

to accompany the name. Claro is clear in its purpose, function and performance. The new name built on both the legacy of the existing brands and the new technical advantages, giving the customer confidence that they could trust the paper as a clever choice. Pan-European legal and linguistic checks were made within the paper marketplace to ensure that both the name and strapline were protected; forming a secure foundation on which to build new value.

## Outcome

The new brand won support from all territories and Claro is now an established brand challenging other existing papers. The paper has grown across Europe and in 2008 was ranked the seventh largest paper brand in Western Europe by Opticom. Map Merchants is now a part of Antalis, the largest paper merchant in Europe and the fourth largest in the world.

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