

Nuvia

Repositioning in the Nuclear Industry

www.nuvia.co.uk



Business Issue

In 2008 the nuclear decommissioning company, NUKEM, was sold to the French construction company Freyssinet. A name change was agreed as part of the sale and this triggered a review of the brand.

Part of the attraction for the new shareholders was that NUKEM not only had long term contracts at most of the major nuclear power station sites in the UK (Windscale, Sellafield, Winfrith, Dounreay) but they were also developing a more consultancy approach to business and had an excellent reputation in the nuclear industry.

Brand Architects' Process

NUKEM had grown as a result of some well planned mergers and acquisitions over a 50 year history. They had undertaken pioneering work in energy, engineering, nuclear R&D and decommissioning. This long and complicated heritage being, in the past, both privately and part of a government body, had resulted in a disparate culture. Brand Architects undertook both internal and client research and revealed a common set of values, outstanding expertise and a real commitment, even under the most arduous conditions, to deliver for the client.

The new shareholders recognised the value of larger, international project and a vision was developed based on a consultancy approach utilising their skills and experience but in the global nuclear arena.

Outcome

The new brand, Nuvia was launched in May 2008. The name, "Nu" meaning new and "via" being Latin for way, represented the new stage, new destination, new opportunities and new ways of working that the business was adopting. Over a fortnight as series of launch vents took place at each location introducing the vision, values, new positioning and articulating the businesses competitive advantage to ensure everyone understood the new way forward.

Following the UK launch the parent company adopted the Nuvia brand for all other nuclear companies in their portfolio creating a unified, global nuclear offering.

For more information please contact
r.thomsett@brandarchitects.com
www.BrandArchitects.com

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