

## Case Study

# Quadrant

**QUADRANT  
GROUP**

**Project:** Brand launch, strategy, new website, photography and sales support

Quadrant Group is a long-established aviation simulation and training business, operating globally from bases in the UK and the US. Quadrant's operating divisions are market leaders in their highly-specialised fields within air traffic control and flight simulation and training, supplying civilian and military aviation customers with high quality products and services.

## The Brief

To research the pilot training market to ascertain position undertake competitor analysis and benchmarking, lead a messaging workshop and channel review

To launch the new Quadrant Pilot business focussing on brand assets, photography, new website and sales support.

To launch the 25th anniversary of the The Quadrant Group



## Activities

Led a discovery workshop and messaging session with the CEO and Directors

Undertook competitor analysis and audience channel review

Developed The Quadrant Pilot brand, including guidelines, tone, voice, logo

Designed a full suite of stationery

Organised and led on photography and on site based photo shoot

Designed and built a new website and delivered CMS training

Designed, built and installed an anniversary booklet and wall

## Successes

Involvement of all senior personnel in the brand building and launch programme driven by Rose Media Group

From developing a solid understanding of the market place, we directly steered the visual representation of The Quadrant Pilot brand to launch a very strong logo and supporting assets

Production of a range of professionally produced photographs using RMGs connections with real-life pilots as models

Design of a full range of branded stationery including business cards, letterhead, PowerPoint presentation, rollers banners, booklet, floor to ceiling wall art

A fully responsive WordPress website

A tight collaboration between RMG and Quadrant management, positively acknowledged by Jeff Sandiford, the CEO.

“Rose Media Group did a fabulous job of designing our history wall, booklet and logo for our 25th anniversary celebrations. They definitely exceeded our expectations with this project, handling everything with care and expertise, from planning to the designs and artwork. They even installed the wall for us!”

**Jeff Sandiford**

Chief Executive Officer



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