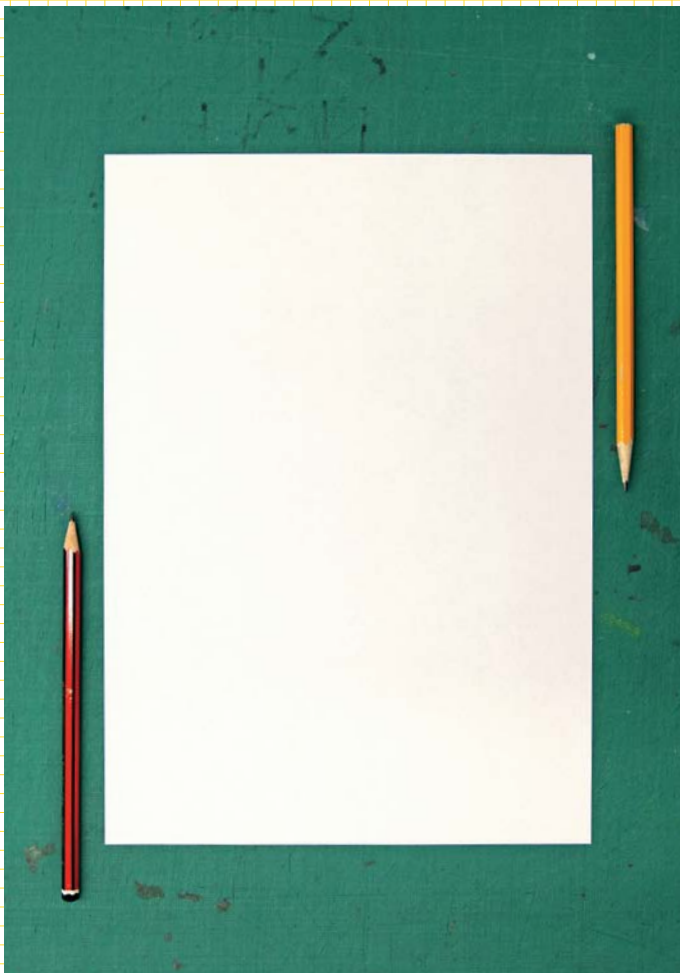
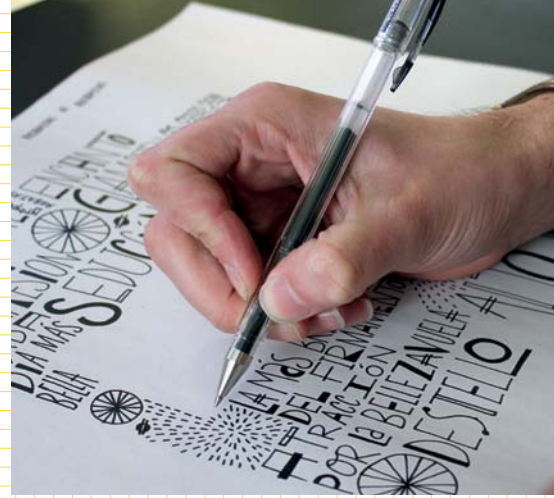


## PROFILE

# PUTTING THE WHAM IN HUTCHISON WHAMPOA

The attitude that anything is possible has guided WHAM's design ethos and collaborative client relationships.



When HWL builds a brand, it goes big. After exiting Orange in Europe and preparing to launch Three, the Group recruited legendary brand guru Doug Hamilton to found a new company to put Three on the map. The new branding agency, 100% Hutchison owned, became HWL's International Brand Group. The agency that has rebranded so much of HWL rebranded itself in 2008 as WHAM. They were seeking an external facing image to match their status as a stand-alone company within the HWL family.

The new branding definitely captured people's attention. WHAM's new look and work for other parts of the Group caught the eye of head office. They contacted WHAM who presented their ideas for the revamped *Sphere*. Their creative seeds found fertile ground and the bold new look is the result. The end product of their work is in your hands – the newly revamped *Sphere* magazine.

The agency started with creative genius built by recruiting the best from around the world – often from inside the global HWL ecology. Darren Edwards, Head of WHAM, a digital user experience expert was brought in from Australia after working with Three. He sat down to speak to *Sphere* about the agency.



WHAM was commissioned to redesign *Sphere* magazine with the goal of reflecting the calibre and global nature of HWL businesses. Working with the editorial team, the new *Sphere* now has a clear focus on people, ideas, enterprise and culture. And it is through these lenses that content and designs are developed.

# sphere

Below: Campaign for Three UK about the One Plan.



## BIG SIMPLE TRUE

Doug Hamilton

### FROM COOL TO COLD TO HOT

In the beginning, WHAM was located on Bond Street, London, in the heart of Tony Blair's Cool Britannia. When they were brought into the corporate office of HWL Europe, it seemed a bit of a dubious proposition. Hutchison House is situated in Battersea. At the time, the building was located next to an old bus depot (and was the former location of a go-kart track). On the day they moved in, a funeral of sorts was underway as bus-spotters were assembled taking photos of the last drive of the old Routemaster buses. This was the last year that this neighbourhood, which sits on a bank of the Thames opposite nearby fashionable Chelsea, was on the 'the wrong side of the river' – because HWL made it 'the right side of the river'.

That was then. Now, WHAM is on the ground floor of HWL Europe, a hip agency in an ultra-hip neighbourhood that has become a creative hotspot in London. Vivienne Westwood's studio, Victoria Beckham's fashion home base, The Royal College of Art and the offices of venerable architect Norman Foster all surround Hutchison House. The go-karts and buses are long gone.

### INSIDE HWL – THE IN-HOUSE SPECIALISTS

WHAM now works almost exclusively with HWL firms. They do have some external clients including Cancer Research UK

and SAB Miller, one of the world's largest brewers.

However, despite these top flight clients, WHAM made a conscious decision to re-orient its business on HWL a little over two years ago when Darren took over the running of the agency.

"For us, the huge opportunity is to work within such a diverse Group, while also continuing to work with some top quality long term clients," tells Darren. For HWL the work which began with Three was soon expanded to include other parts of the Group including A S Watson, Ports, Properties and a number of energy and utility companies.

Being perceived as an in-house branding company could potentially be seen as a drawback for attracting talented creatives who fear suppression of the creative drive and a lack of diversity. Not at WHAM.

"We are constantly surprised by how diverse and challenging the work is," says Darren.

The level of detail and creative expression can be vast, from creating brands, building websites, designing magazines, creating advertising campaigns through to designing furniture for retail outlets in Paris. They have done concept stores for





## PUTTING THE WHAM IN HUTCHISON WHAMPOA



### WATSONS

Watsons: Health. Beauty. Quality. Value. And - dated and tired. The brand needed to be clarified and re-defined to align with HWL's ambitions for growth and consistency across 12 markets.

Remaking a trusted brand is a tough challenge. WHAM had to maintain values that people trusted and deliver on modern aspirations. WHAM redefined the brand, bringing it closer to customers. New logo, new visual assets from corporate material to in-store navigation, graphics, photography, guidelines, CRM and digital applications.

In the end, WHAM achieved forward goals while connecting to the past. The customers stayed with Watsons for the rebrand. And goals for the future: achieved! As part of the Hutchison 'family', WHAM can continue to be there when Watsons needs them.



### HUTCHISON PORT HOLDINGS (HPH) PORT OF FELIXSTOWE

The Port of Felixstowe was a venerable, fading port when Hutchison bought it out. Under HPH management, it became the number one container port in Britain.

That position was not going to be retained by assuming the position was unassailable. Other global operators had their sights on the UK business and invested heavily in marketing, with Felixstowe in their sights. WHAM got to work.

WHAM undertook stakeholder research on Felixstowe's identity to understand its story. WHAM saw the opportunity for the Port to secure its leadership for years to come.

This insight became the "The Port of Britain" story. WHAM brought this to life across areas including website redesign, a film, and international roadshows.

The operational excellence of Felixstowe was married with its vision for the future for the Port, Britain and the industry. The industry reacted enthusiastically, bringing Felixstowe to the position of leadership it merited. WHAM continues to be an inside partner pushing Felixstowe's leadership forward.



a mature demographic in Malaysia, youth oriented retail in Romania and telecoms in Indonesia.

Working with HWL around the world, they have an internationally diverse workforce to ensure they hit all the right notes regardless of where they work. Chinese, Iranian, Taiwanese, Indian, Portuguese, French, Australian, Kiwi and, of course, Brits, are all part of the team. And they travel. Extensively. On any given day of the week WHAMmers are on the road; in Hong Kong, China or some part of Asia or Europe.

**CREATIVES MEET CORPORATES - WHAM IN THE HWL GROUP**

Hutchison Whampoa's many firms are often technical, industrial, and utilitarian – not the natural home of creative types. Darren was asked about how they 'fit in'.

“A lot of people are surprised to know there is a creative group inside Hutchison.” Darren stressed that the reason WHAM works well with the Group is that HWL is good at “understanding the value of brands” and how they contribute to the success of a business. And for those at WHAM, working ‘internally’ means that they are given a lot more access to information and issues facing each of the businesses they work with.

“At our best we work side by side with the senior management teams on strategic issues facing their businesses, and we then might work with all parts of a business and their agencies to implement those strategies,” says Darren. “As we are part of HWL and there for the long haul, we get to know businesses in a way no other agency can. There is deep trust, and that allows us to do a much better job.”

**AND SO TO THE FUTURE...**

While WHAM's primary offering is branding, the creative team led by effusive Executive Creative Director, Alex McReynolds, has successfully delivered a growing slate of services including films (for Ports), TV ads and advertising campaigns (Marionnaud Switzerland), new store concepts (Marionnaud, Watsons, Superdrug), communications (Three, Port of Felixstowe), digital (A S Watson, Three, INQ) as well as a major launch campaign and brand refresh for Watsons.

WHAM continues to build brands for firms within the Group and around the world. They have big plans for the future. As the business grows, *Sphere* expects them to keep putting the WHAM in WHAMpoa for years to come. □

**The reason WHAM works well with the Group is that HWL is good at “understanding the value of brands” and how they contribute to the success of a business.**

**WHAM prides itself on the diversity of creative work and disciplines it covers. Fundamental to this is the diversity of people, experiences and skills in the team.**

