

## Flagship



Flagship owns, manages and provides over 21,500 homes to people across East Anglia. They also provide homes and services for older and more vulnerable people, and provide accommodation and training opportunities for 16-25 year olds. Flagship is a not-for-profit organisation, regulated by the Tenant Services Authority (TSA) and the Homes and Communities Agency (HCA).

Flagship Housing appointed ETT in 2009 to work on an extensive rebranding project which involved taking an existing brand that had been modified over years

to encompass a number of Housing Associations that became part of the Flagship Group.

ETT worked closely with the client to develop the new brand and to roll out the chosen identity across a wide variety of collateral both offline and online.

Flagship has retained ETT's services since 2009 to produce literature, marketing materials, newsletters and associated brand collateral. In 2011, ETT acted as consultants to Flagship to assist in their 1 Future project that saw them merge all of the separate RP's into a single business unit.



ETT work with Flagship to design, edit and publish their quarterly 'In Touch' tenant's magazine.



The new brand is rolled out across all of the organisation's assets.



The new Flagship brand was developed by ETT after a series of consultations with key stakeholders.



The Annual Report is designed and published by ETT working closely with Flagship's marketing department.



Consistency of brand delivery runs through all types of literature and advertising.



Part of the rebranding project included the provision of a comprehensive set of brand guidelines.

# case study Flagship



Brand consistency runs through all corporate literature types.



Brand fluency is ensured via clear guidelines.



Online activity remains on-brand.



Contemporary designs for exhibition panels.



Tone of voice is consistent throughout all material including use of images and photography.



Flagship's recent merger was marketed under the '1Future' brand – ETT acted as consultants working closely with the Flagship Board over a 12 month period to help deliver the 1Future message successfully.

**ettbranddelivery**

Norwich. London. Nottingham.

Head Office: 17-23 Ber Street . Norwich . Norfolk NR13EU | T: 01603 663086

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