





CASE STUDY

Industry: Logistics • Organization: Aeromar Cargo Services • Period: September 2014 – March 2015 • Job: Branding and Rollout

ABSTRACT

ACS is a cargo and Logistics Company operating in 7 offices in India with their Head Office in Mumbai and regional offices in Delhi, Ahmedabad, Vadodara, Chennai, Cochin and Hyderabad. They also have their North Hub offices in Riga, Latvia and Moscow, Russia supported by liaison offices in Kotka, Finland and Saint Petersburg, Russia ensuring seamless coverage of the CIS including Russia and Central Asian countries.

Web: - <http://acsipl.com/>

JOB DETAILS

We handled the branding of the company; especially for the sister concern known as ACS (Aeromar Cargo Services) and special focus was on their design of the logo and presentation of the brand in the market.

CLIENT EXPECTATIONS

ACS was a great client because they gave us creative freedom in designing the logo. They have been one of the rare companies which actually thought of branding themselves differently than most logistics company and adopted an approach which very creatively portrays their brand without using traditional images or content. They were innovative & were very receptive of newer concepts.

OUR APPROACH

RESEARCH & OBSERVATIONS

We firmly believe in understanding the business of our clients in as much detail as possible before we take up a task and associate with them. After a due diligence of the company's business and their advertising campaigns so far, we were glad to find them as an exception to normal companies in the sector who would stick to traditional and time tested methods of advertising rather than looking at fresh ideas. We had a series of meetings and conducted our research whose findings were our 1st step to the plan of action.

We found that the logo has to be designed keeping in mind that the company is receptive of the new ideas.

THE PLAN

The plan was to create a logo which can be clearly visible on different properties and still is a fresh approach from the boring big containers used in cargo shipping and freight business logos and advertisements. They have a business model which specialized in supplying to and from Russia to the rest of the world and they also carried certain highly specialized materials in the container. These were the pointers to create some logo options and finalize to the last one which is presented here.


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About Us

A multi-national leader in the global... with over 100 years of experience... ACS is a leading provider of... services and solutions... across the globe.



**Local expertise,
global reach.**



OUR DELIVERABLES

As a creative agency with enough experience and also being allowed creative freedom, we know the target audience would be impressed with great design but at the same time, the logo should be able to highlight the company and their business line very well. We decided that the logo should clearly communicate what the company is about and since most of the freight of ACs was through sea we have the “sails of the ship” right before the logo.

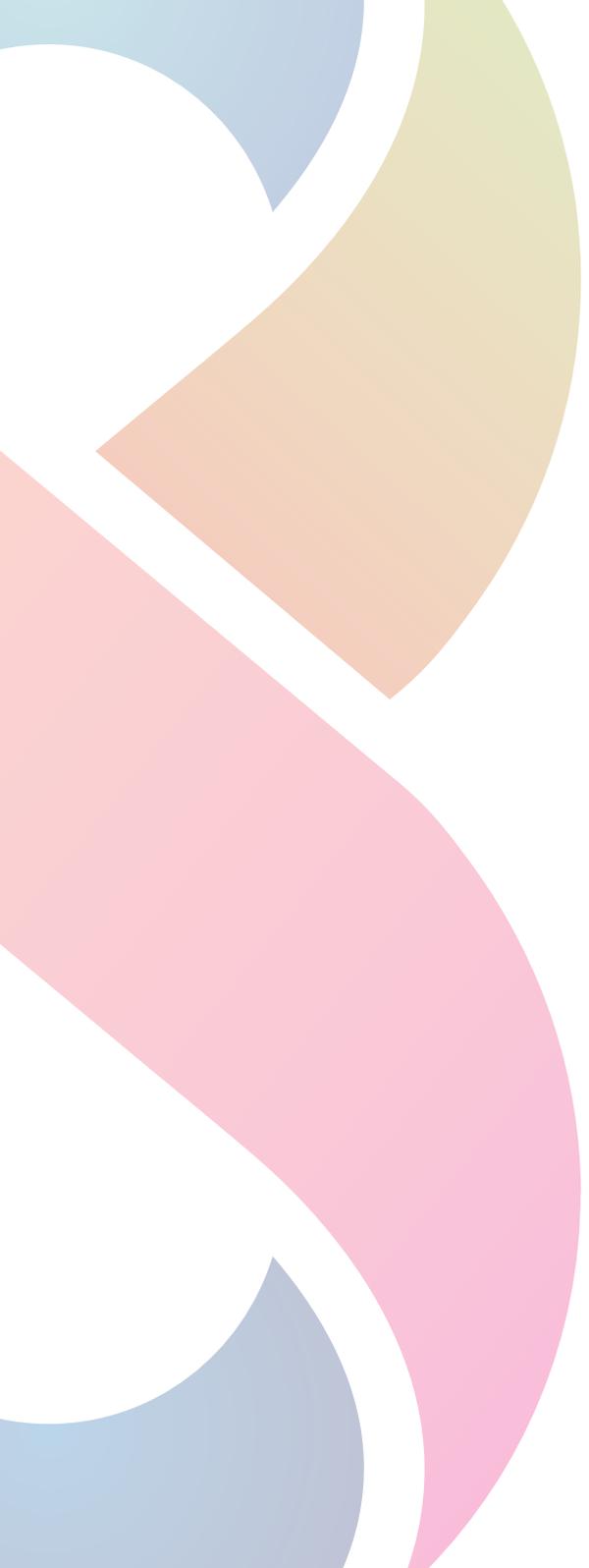
We also had their tagline, brochure and website designed in house and thus had everything centralized which made our work even easier. The website gives a great experience and a glimpse of a shipping company and at 1st glance can never be thought of as a logistics company website.

CHALLENGES

The challenges were just to show a shipping company in a light manner without focusing on traditional elements of the business. The use of images of children on the website with a map and with some text wouldn't be the thought of a representing a shipping company, but thankfully we could get it across right. Most challenges were sorted because of the open approach of the company in actually supporting creative thinking.

CONCLUSION

This was a fun project to work and we have delivered a website which shows the services of the company and represented them in a playful manner. The logo, tagline and brochures were all very well received and the company was really happy with the approach adopted by us.



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