

Re-Branding

A New Face Always
Gets Noticed



CASE STUDY

Re-Branding

A New Face Always Gets Noticed

Ten years is hardly old by any standards. But Symphony Solutions, now nearly 11 years in continuous operation, wanted to explore ways to evolve their branding. Ideas and visual expressions had been added over the years, such that the image was not as single-focused and cohesive as Founder and Chief Executive Theo Schnitfink once intended.

“For me, the difference between a good performance and a great performance by a Symphony Orchestra is the passion of the musicians. Just being technically perfect is not enough. I think the same is true when developing IT solutions, hence the line, “Write Code like Music.”



Theo Schnitfink

Founder & Chairman of Symphony Solutions

Background

In 2008, the company was small and cohesive, a company that lived by values and commitment, where people were passionate about what they did and injected that passion and energy into their work. Customers recognized and appreciated that and expanded work with Symphony Solutions.

That passion is one reason the rich red burgundy was chosen as the main color for the brand. The name Symphony Solutions reflects the connection between music and technology, for the precision and commitment and passion that each field demands, for the harmony that people working together can create.

Issue

By 2018, the company had grown in number and in locations. After a decade, elements had been added which needed better integration into the brand. A strong brand image is imperative to gaining traction in a dense competitive field.

We embarked on a path to discover what was needed to update the Symphony Solutions brand.

What We Did

Focus Groups

Focus groups were conducted to gain insight into how Symphony Solutions is perceived among employees, segmented by tenure and seniority in case those viewpoints differed. This included people in all 4 locations: Lviv, Ukraine; Krakow and Rzeszow, Poland; and Skopje, Macedonia, 9 groups total, mixed gender, 75 people. The methodology uses visuals and words to create a composite image for Symphony Solutions. Respondents are instructed to “choose visuals (and subsequently words) that reflect the essence of Symphony Solutions.” This methodology was selected because it elicits unconscious feelings and eliminates tendency for left brain censorship.

Here's how it works:

- Each group is shown monadically 45 visuals of wide variety, from which they ultimately select 6. These are taped on the wall.
- Then 45 words are shown monadically until 6 are finally selected.
- Those words are taped to the wall with the visuals in a unified group, and a discussion ensues about what it means.

“We were so motivated by what we found, especially because it is differentiating for Symphony Solutions. We often say that ‘it is not what we do, but how we do it that makes us different.’ We think this branding embodies everything that is Symphony Solutions.”



Valentina Synenko
CMO at Symphony Solutions

The composite image of that unified group, consistent among tenure and seniority across all 9 locations, follows.



Analysis

Analysis shows a warm, open welcoming culture, striving and supportive, freedom of expression, creative ideas, working and socializing together.

Culture

Open, welcoming, supportive spirit with clients and each other

Creativity

Flowing ideas, collaboration with clients and teams, music as coding

Freedom

To be oneself, freedom of expression, striving

Fulfills Aspirations

Career support, creative pride

Quantitative Research

Quantitative research was important to obtain lifestyle information, attitudes toward jobs, and hierarchy rankings for three important areas: company benefits, culture, and salary, ranked by importance among age, gender, and seniority,

- conducted internally among employees in all locations,
- conducted externally among software developers in Lviv and in Krakow.

Findings show differences in benefit hierarchy by age, gender, and seniority. Interestingly among external participants in Lviv and Krakow, company culture ranks #1 in importance, higher than salary and benefits, in every demographic segment except ages 31–35. This was confirming, because the Symphony Solutions culture is distinct, and culture can often be a deciding factor for potential employees and clients.

Design

A Creative Brief was developed and issued to designers, whose assignment was to bring to life all that we learned, in the most captivating and relevant fashion.

Along with the Creative Brief, case studies of well-known brands were shown to spark ideas regarding brand evolution, a brand image that could grow and evolve, versus just a one-time execution. The designers did a thorough creative exploratory over 3 – 4 weeks.

“The biggest challenge was to combine a sufficiently broad theme of music with its visual variability and quite literal code, to combine 2 key ideas into one synergistic imagery that would communicate a meaningful slogan for both the client and the employees, and to capture this within the cultural embrace of Symphony Solutions.”

Iryna Kalyn, Branding Designer



Final Testing

Initial ideas were shown to employees and clients. All confirmed validity of direction and ownability to Symphony Solutions.

Solution

Copy Line

The line **Write Code Like Music** conveys the creative link between

- 1) the heritage and ethic of the company name and
- 2) writing music and writing code.

This line is ownable to Symphony Solutions whose name implies the connection between these two disciplines.

Visuals

The visual elements are modern and strong:

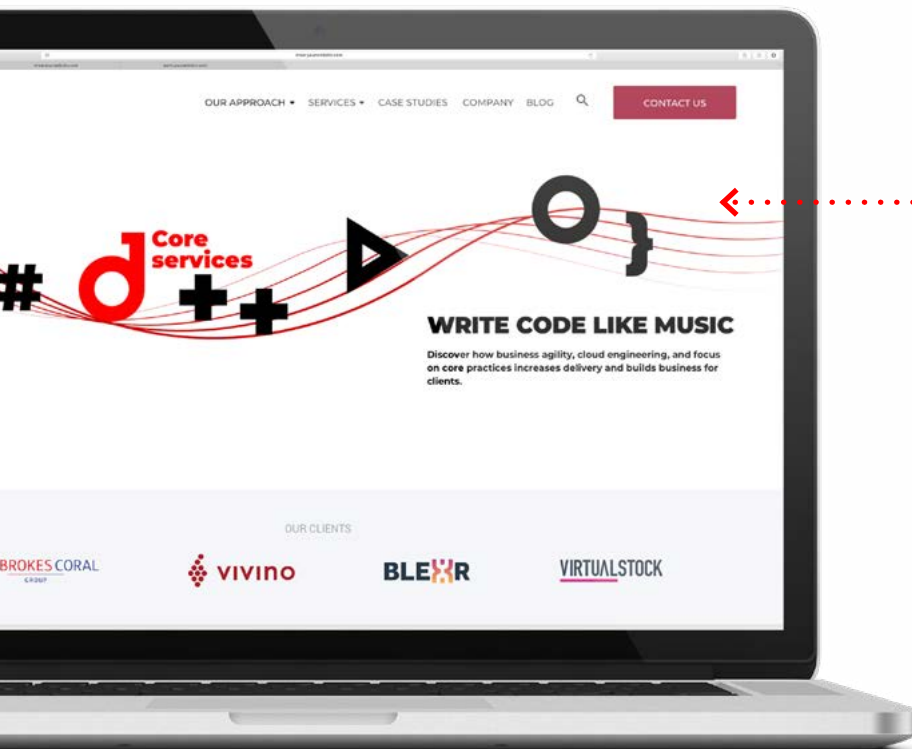
- wafting musical scales to show motion, creativity and freedom,
- abstracted code symbols and musical notes,
- use of bold warm colors in reds, white, black, and grey to add richness and brand identity.

This contrasts to cool color families like greens and blues and blacks often used by competitive companies in futuristic, robotic worlds. The Symphony Solutions brand image is more human, because the deciding factor in coding and playing music is the human being behind the instruments.

The humanity of the brand is part of Symphony Solutions' culture of a warm, friendly, open-spirited environment where people work in the collegial embrace of Agile practice and teamwork, where they feel free to be themselves, and where they are richly engaged.

Results

The branding is executed on the new b2b website, on ads, on display banners, brochures, T-shirts and bags, and on conference display units.



Elements from
the New Branding

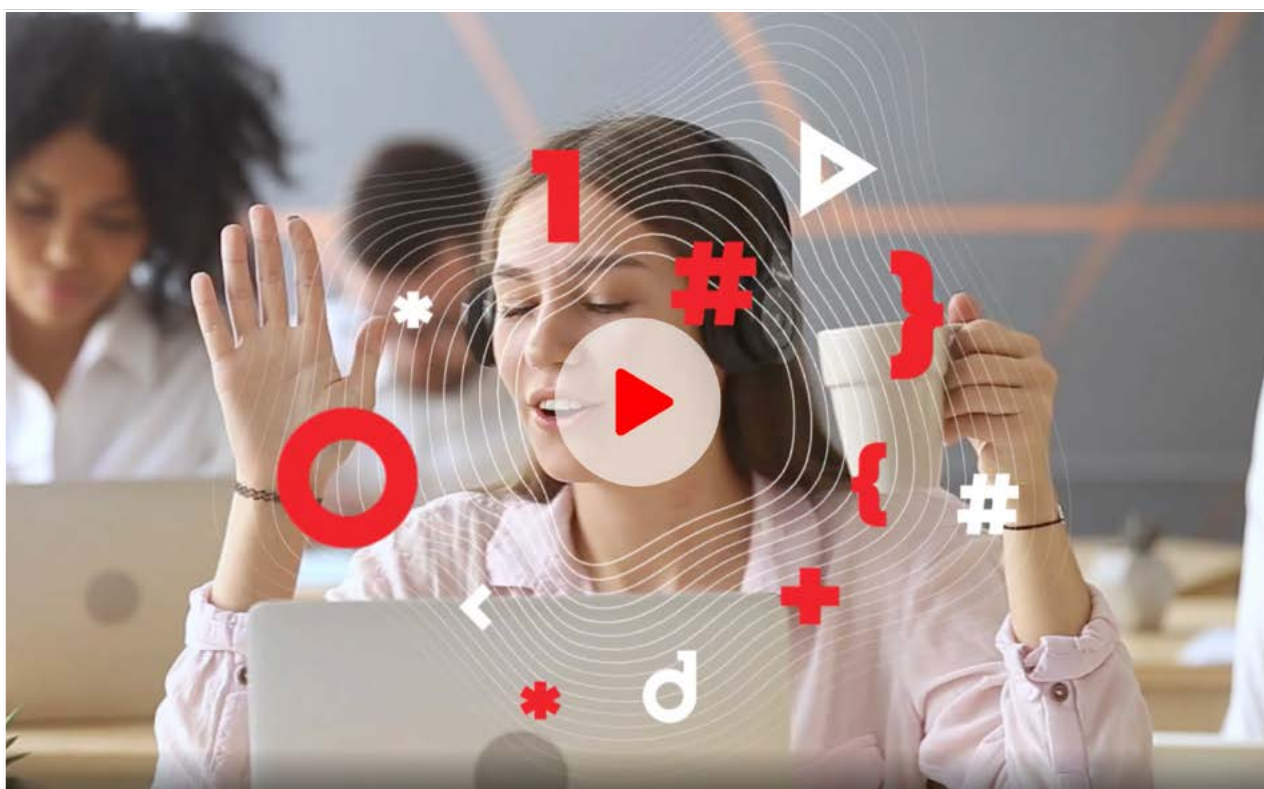
Implementation
in to the style
of Company



Though execution is still very recent, early results show:

- higher response by potential clients on LinkedIn
- higher response by potential candidates on LinkedIn
- brand awareness is at 62% in Lviv
- branding video viewed by 53,000 people in one month

This favorite is a quick-cut video set to up-beat Stomp-style energetic music. The video takes the brand outside, where young athletic dancers move to rhythmic beats, while the dialogue, “Write Code Like Music” cuts in and out.



[GO TO WEB SITE](#)

info@symphony-solutions.com

The Netherlands

Laarderhoogtweg 25, 1101 EB
Amsterdam, Netherlands

The USA

77 Sleeper Street, 2nd Floor,
Boston, MA 02210

Ukraine

Naukova, 2B, Lviv,
Lviv Oblast, 79053,

Macedonia

Skupi 3a, Skopje 1000,
North Macedonia,

Poland

O3 Business Campus, City
Space, 1st floor, 114 Opolska
Street, 31-323 Krakow

Poland

20 Siemenskigo,
35-234 Rzeszow