

Fitch Risk Management

Company positioning platform / Brand architecture / Marketing collateral system

After leading a successful branding initiative for Fitch Ratings, a leading global ratings agency, Carpenter Group was asked to develop a positioning platform and collateral system for its sister company, Fitch Risk. The challenge included bringing three separate—but well-known—products under a unified umbrella.

Carpenter looked to create a platform that would appeal to Fitch Risk's core audience of analysts and investment managers, while helping to establish the company as an innovator, and differentiate the company and its products from key competitors. The result was an editorial and visual platform centered on the concept of "our business equation combines thought leadership and practical industry experience within the realms of credit, operational, market and business risk." To reinforce this theme, marketing collateral featured risk-related mathematical symbols and icons easily recognizable to the company's target audience. Bold and oversized headlines were written in the form of equations—helping to unify the creative platform.

With an editorial and visual platform established, Carpenter then developed a flexible literature system featuring a firm capabilities brochure and individual product brochures, as well as a series of one-page inserts that enabled Fitch Risk to customize its fulfillment packages to address the needs of a particular client or prospect.

