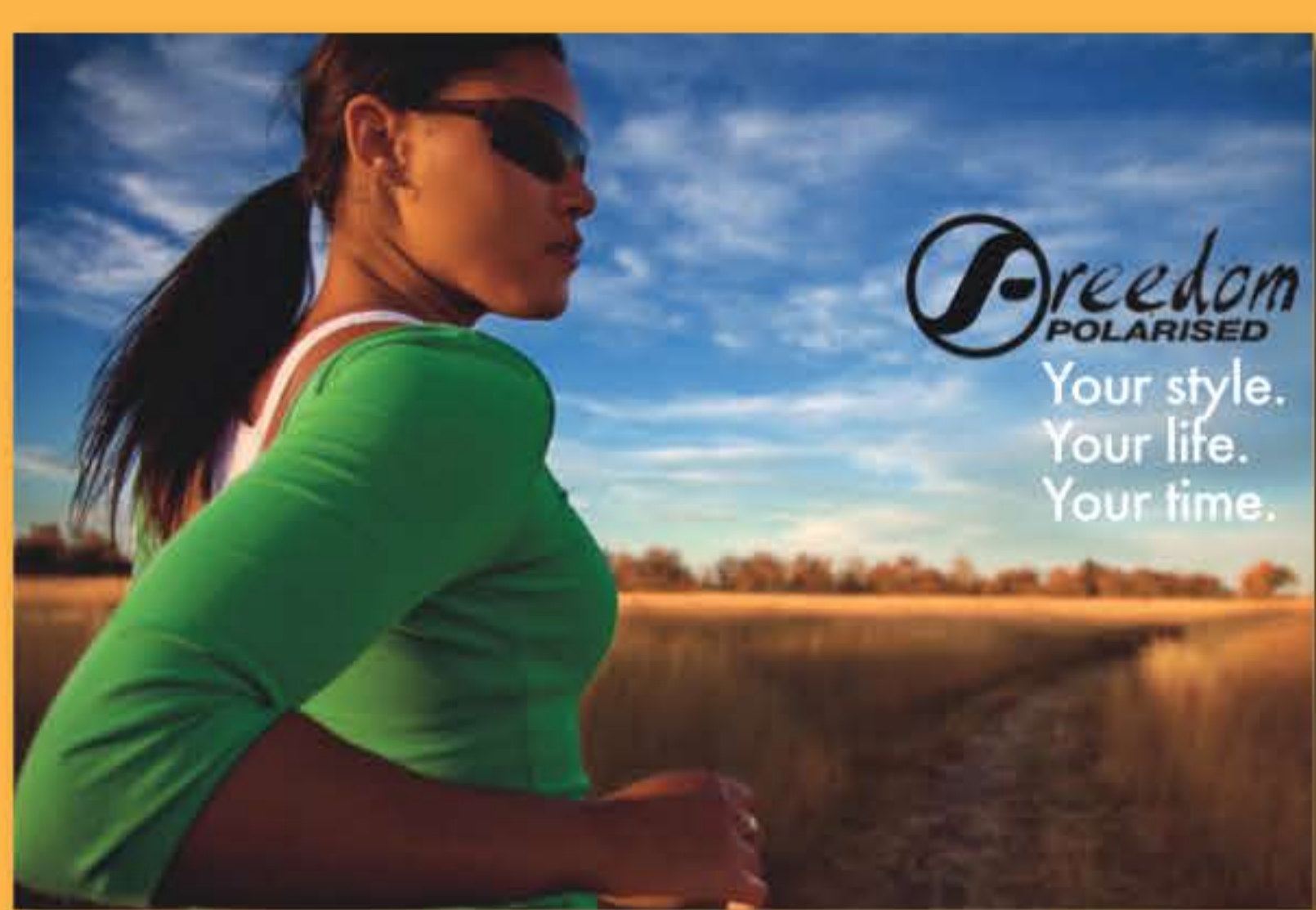




Scroll down and see a few of the Organising Ideas I have helped develop



By changing the F of F Polarised to 'Freedom' this brand has captured one of the strongest emotional motivations. Building the brand around this idea has transformed distribution, sales and the scope for new design.

REINVENTING GALLO

How one California winery redefined its business

Three Generations. One Passion.



Aligning Gallo to its core strengths as a family company saw sales rise from a hundred thousand cases to over three million a year in the UK alone.



From Gro Bags to Gro clocks, Gro books and Gro Lights all aspects have been built around the Organising Idea of 'safe sleep'.

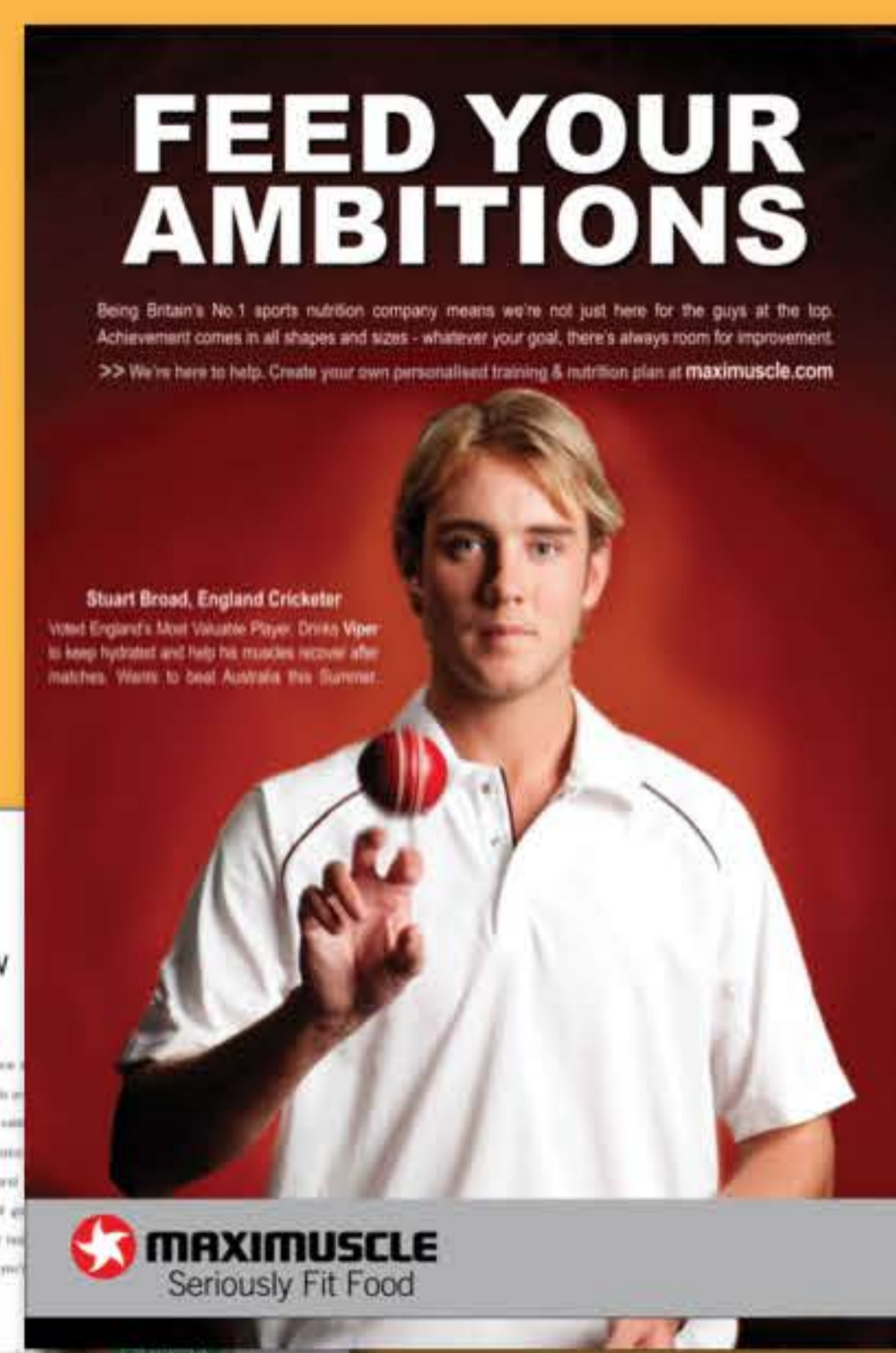


Invulnerable. In Comfort. In Hunter



The brand line says it all for this well-regarded company and was designed to allow them to step well beyond their wellington boot roots.

A company in danger of being isolated with its audience of bodybuilders. Taking its strengths and putting them in a new context opened up sales dramatically growing it from a £8m company to a £162m brand in just six years.



The new powerful Organising Idea of 'child protection' has boosted brand sales, distribution, design and development direction as well as on-line attention from mums for Monkey Monkey sunglasses.



The Art of Cooking

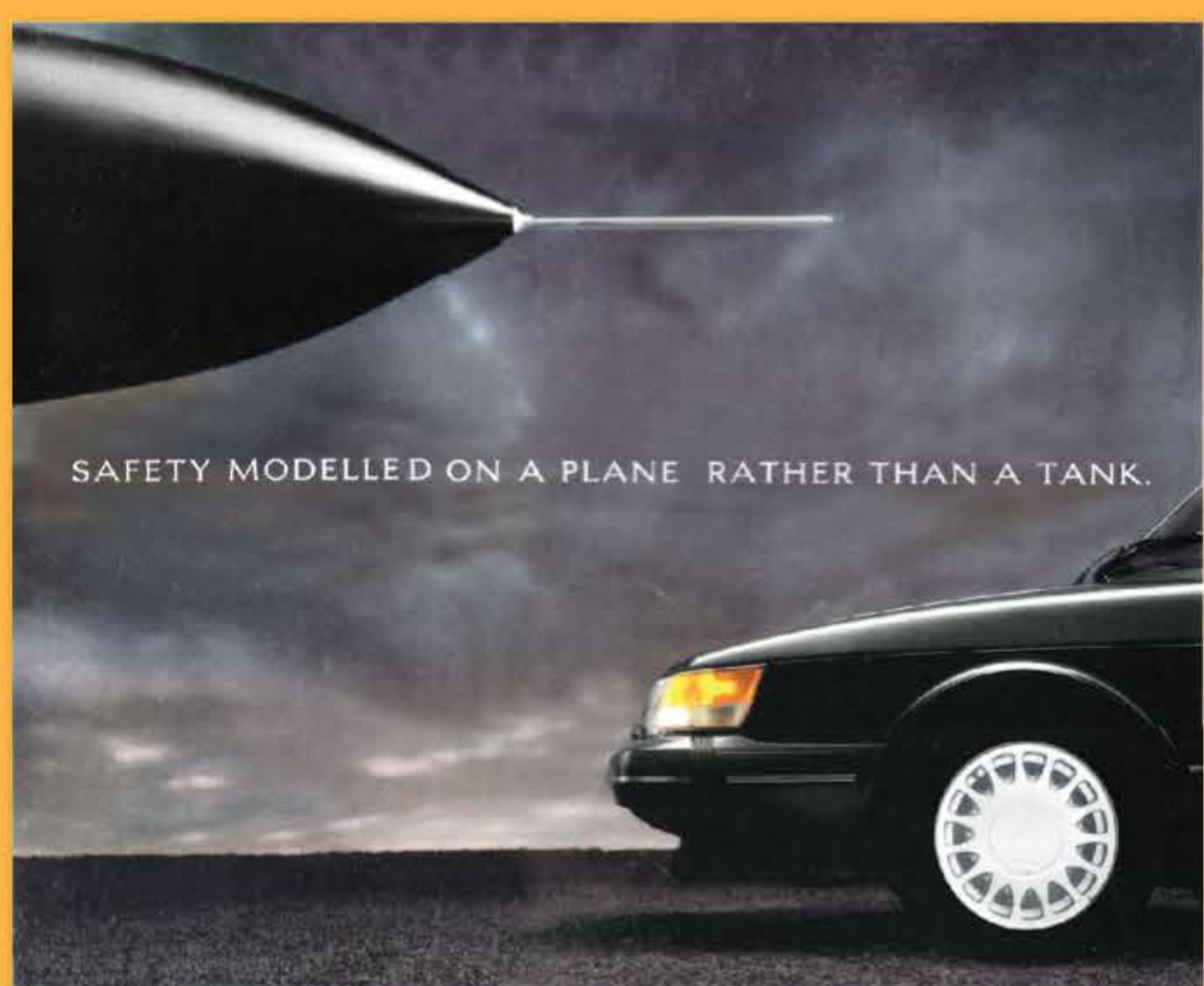
Noticing the growing importance of desirable kitchens, Neff was launched on the Organising Idea of the oven as kitchen art rather than just cooking performance. A unique position at the time, this focus has seen the Neff brand established as the brand leader in fitted ovens.

Rohan. Great clothes that despite all the skills that went into making them deserved greater attention than they were getting. The Organising Idea was to capture the spirit of adventure but express the brand's quality and design.

Travel Unlimited



Despite Clarkson's scepticism, the Saab breakthrough was based on reality. Aerodynamics and ergonomics all came from the parent company. As did most of the management. The Aircraft Company Organising Idea expressed as 'Nothing on Earth Comes Close' took the brand in the UK from 7000 to 30,000 units a year.



The Appliance of Science.



Imagine having the electrical appliance you rely on most built by Italians. Now imagine it as technically-advanced and futuristic and you have the organising idea that set Zanussi on the path to brand leadership.

Conceived not by me but by one of my teams, it remains a great example of the power of well-founded ideas.



UP FOR LIFE!

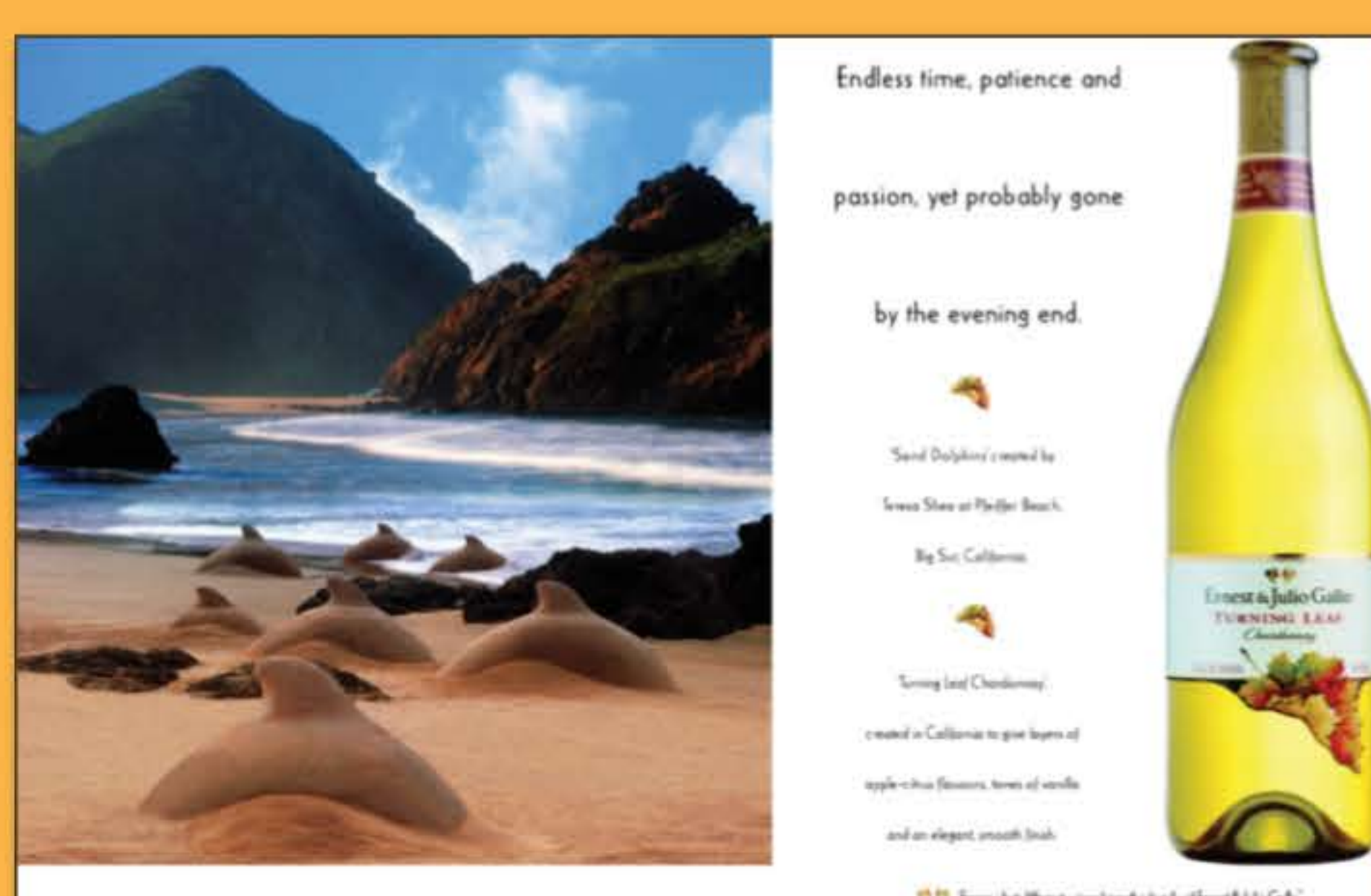
THE GOOD WHEY CO



Volac. A highly successful dairy business that wanted to break into the consumer market. It wanted working with them to create both a new company and a completely new product. The name, packaging and the Up for Life idea all came from the Organising Idea of Elemental Lifelong Vitality in this well executed product. Winner of the European Dairy Launch of the Year.

Turning Leaf. Gallo's first successful foray into a higher priced market.

The Organising Idea focussed on the similarities between artists using nature and the natural art of the winemaker.



.....and the one that got away



Even 30 years ago research said banks were thought to be arrogant. With the introduction of credit cards, bankcards and cheque cards it seemed a good time for a new attitude. More consumer focussed with services designed around the customer. Consumers loved it.

The board of the bank thought it offended the dignity of the bank and rejected it!