

Casio

More than a calculator – encouraging reassessment of the Casio brand.

Context

Casio had a famous name, but externally, it was not recognised for its breadth and technological brilliance. Internally, allegiance tended to be to individual sub brands, rather than the corporate whole, meaning the company was not getting full value from knowledge sharing or marketing synergies.

Challenge

To create a new positioning around the totality of the Casio offer that stretched from watches to cameras. The positioning needed to build internal cohesion, provide the context and direction for structural changes within the company, an overhaul of HR systems and procedures and a new approach to pan-Casio communications.

Solution

A motivating, but simple brand story, based around the idea of ‘personal possibilities’ which captured the pride Casio people shared in their ability to discover and harness the power of personal technology to make people’s lives both easier and more stimulating.

