

Nualight, an Irish LED lighting company with patented technology targeting the top 100 global food retailers, experienced rapid elevation to the top tier of the global marketplace in just 12 months.

Threesixty were approached by Nualight after the first round of VC funding. The branding at that time focused on the 'Irishness' of the company which led to a market perception that Nualight was too small in scale to compete globally at a high level.

In order to achieve global success it was decided to bring the company through a branding process that encompassed market positioning as well as brand communications. The key objective of the process was the development of a new brand that would catapult Nualight into the same league as GE and Phillips, the two major players in the LED lighting market.

Through workshops with Nualight's senior management team, we developed an understanding of the marketplace and of Nualight's unique strengths. Following our own competitive research, we developed a brand platform with a clear market position, differentiation strategy, core proposition, brand values and marketing messaging strategy.

Our brand platform made a core recommendation to specialise in global food retail, aiming for the No.1 position in that market niche in Europe.

We developed a visual brand identity with a sharp contemporary global style, a green ethos, and powerful messaging under the banner: "Lighting the way to greener retail". The logomark itself was based on the concept of light shining through the word 'NUA' and a pure, fresh colour palette was designed that created real visual distance between Nualight and its competition.

We held internal brand workshops to educate the R&D, Sales and Customer Service teams about the new branding strategy and how best to communicate the values of the Nualight brand through all points of customer contact. The Sales team was equipped with a full branded toolkit incorporating sales collateral, quotation templates and pricing tools. We developed "Green Light Thinking" as the internal mantra, focusing the team on developing an innovative mindset, a green ethos and a can-do attitude.

The brand was launched at Euroshop in Dusseldorf in 2008. It was the catalyst that took Nualight to the negotiating table of 50 of the world's leading global food retailers.

Threesixty is designing the new website for Nualight to be launched before Euroshop 2011 as well as a new product catalogue and a suite of corporate literature.

Nualight is today the no. 1 company in their market sector in Europe and one of the top three in the US.

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Threesixty are experienced B2B Brand Specialists who help our clients to develop competitive advantage, create customer growth and win market leadership.

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Brand visual samples

