



TWS



TWS

Re-energising a Leading  
Rechargeable Energy Brand

# Refreshing the Brand of an Energy Storage Specialist

TWS is a dynamic, global industry leader focused on energy storage and rechargeable battery solutions. After more than a decade of development, the Group now employs more than 2,500 staff on four continents. In view of this scale of expansion, TWS asked Base Creative to refresh its brand from the ground up – from brand positioning statement to website design.

## Business Strategy

## Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Ongoing Brand Management
- Unique Positioning Statement

## Design and Touchpoints

- Brand Identity
- Brand Guides
- Brand Grid
- Advertising Design
- Corporate Brochure Design
- Marketing Collateral Design
- Vehicle Design
- CD Cover Design

## Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

# TWS Brand Refreshment

## Repositioning a Producer of Rechargeable Energy Solutions



Reviewing each of TWS's products, we clarified the product lineup and services, establishing a clear understanding of the company structure and the core principles that set the company apart. This enabled a fresh definition of a company-wide positioning statement, "Technology with Spirit", which speaks volumes about the company as being in the forefront of rechargeable energy technology and its pioneering spirit of quality.

### Scope of Work Business Strategy

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