



Securing a £50 million contract

The Challenge

The Rullion Group, over the past 35 years, had grown from a very small business with an annual turnover of £180k, to one of the largest and most successful recruitment companies in the UK, with a turnover of £270m. With such growth and heritage they faced a common challenge, “How do we maintain the client’s focus today and differentiate ourselves from our competitors?” One of the answers is to refresh the brand and present it to current and potential clients as a BIG statement of intent to be better than the competition.

The Approach

Using aspects of our Brandschool® process, we started with a month of workshops, shadowing and road mapping to understand each of the Rullion businesses. Using the insight and knowledge gained through our explorative piece of work, we have created a truly great landmark, positioning, and suite of supporting marketing materials. These not only look great, but serve to accurately position the Rullion Group in the marketplace as the new face of modern recruitment, which provides clarity to everyone within the business as to what Rullion stands for. The new strapline ‘We place you first’, epitomises the deep rooted integrity which has sustained such a successful business over volatile years. This is Rullion’s unique brand essence, and the key message we needed to communicate to all internal and external stakeholders.

The Results

On the back of defining their brand, the group won a £50 million contract, followed in quick succession by many more. Not only that, but following the re-brand, the company made a commitment to focus on its people, conducting a sentiment survey to establish areas they could improve to make the business a truly great place to work. Since then we’ve launched Discovery, an induction day where new starters are invited to partake in discovering more about the heritage of the group. The Sales Academy, a comprehensive training programme accredited by the REC, and more recently BE Magazine and the BE team, are both set to improve communications across the group and the regional offices around the country.

