

## The Real Potential Case Study

A London based management training and development organisation trusts Studioworks360 for all their branding solutions.



“Exceptional design and creativity, amazing responsiveness, anticipation of our needs as a client and just wonderful people to do business with. This summarises Chittlesoft and their services. We as a business will use them again and again and I highly recommend them to any individual, organisation or business of any size.”

Founder / Chief Speaker at The Real Potential  
London, United Kingdom

Using business and management training as a means rather than an end, they focus on releasing at least 15% of the vast under-utilised potential in our client organisations:  
markets & customers  
Resources & processes  
People & management  
Individuals

You could say that they are not a training company but a company of trainers, experienced, committed and passionate about seeing organisations and people within them achieve their real success.

### Challenges

- Create an unique corporate visual identity.
- Build an effective brand that will distinguish its training & development programs.

### Studioworks360 Solution

- Effective and cohesive branding strategy.
- Conducting effective market research
- Focus on unique value proposition

### Why Studioworks360

- Client centered
- Cost conscious
- Forthright and honest
- Technically informed

### Results: Client Benefit

- Well recognition in the industry.
- Built a strong clientele base.
- Award winning organisation

## Challenges

Sanjeev Loomba, founder of The Real Potential, an MBA from Cranfield, accountant and finance graduate and winner of the UK National Training Award 2009 had a significant challenge in his hand when he approached Studioworks360 to create a corporate visual identity for his company. He wanted his company to have its own identity which will clearly distinguish his company from any other competitor. A successful brand name that will encourage loyalty among customers who will be more likely to join his training programs on a regular basis. An effective brand that will distinguish his training and development programs than any other training institutes.

## Studioworks360 Solution

Developing a new brand from scratch is exactly the kind of creative branding project we love to sink our teeth into. And as we do with all branding projects, we set out to research the market, the history of the company and the competition. We needed to create a niche—something unique to set this training and development organisation apart from all the other choices that consumers have and provide them with something that was missing. The solution for the brand identity design took the path of simplicity and restraint, using high-quality papers, classic typography and specialty printing techniques to create a very high-end look and feel. We developed The Real Potential into an unconventional brand that appealed to its core audience of equally free spirited learners. The Real Potential logo and tag line “Unleashing the power within business and People”, a simple and upbeat phrase, soon became its calling card in the industry. Studioworks360 worked with The Real Potential to develop a graphic style and achieve uniformity with respect to its key messages. Using the website as a flagship, we developed a graphic identity for the organisation that is now used on all communication materials. We designed

Business card, Labels, Cover letters, banners, envelopes, emailers, brochure, booklets, e-greetings, certificates & many more materials. Studioworks360 also worked with The Real Potential to develop a data model that clearly presented the various workshops and tailored In-house programs to be displayed on their website. The website proved to be a resounding success, with most of those asked agreeing it played a key role in the decision-making process.

## Result: Client Benefit

Today, The Real Potential is a brand in itself and a well-recognised organisation in the industry. The company today has a strong clientele base which includes Johnson&Johnson, Activeair Ltd, Aerospatiale, QBE Insurance & many more. We're happy we had the opportunity to be a part of such a successful company's launch that started with a simply brilliant solution and as for The Real Potential, there has been no looking back, as an award-winning organisation it's now a solid competitive differentiator in the marketplace. The result of the branding was a powerful name, clear baseline and striking logo. The logo symbolises what an individual or organisation can achieve after undergoing training, as well as the mission of the institute. The brand was very well received, both internally and externally, and has provided the organisation with a strong basis for its communication activities.

## Value Delivered

Studioworks360 helped The Real Potential from marketing and product development to building a cohesive, compelling brand identity.

**For more information, contact Studioworks360 at + 91 20 41242593 or visit us at [www.studioworks360.com](http://www.studioworks360.com)**