



AIRWAY BILL'S BACKPAGE



HE PRETENDS TO KNOW WHAT HE'S TALKING ABOUT

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AZURA INTERNATIONAL

contact Michael Sales:
T +44 (0) 203 870 7585 • **M** + 44 (0) 783 463 0891
E michael.sales@azurairinternational.com

A graphic designer writes

When it's time to be out with the same old, same old

Nearly every freight forwarder will want to build their marketing around the concept that their people, service and products are better than their competitors, which effectively means following the pack. The same rationale expects if they stick with their logo for a long time, customers will come to trust and choose their brand. London-based graphic designer and marketing guru Paul Kelly of Actualis took on a forwarder that had no intention of following the pack

Freight forwarder Unsworth Global Logistics took a long, hard look at themselves before turning to Kelly to update their image. It is very tempting, especially for established businesses, to assume that their brand will automatically be interesting to prospective customers, but perceptions and tastes are constantly evolving, meaning that what was once effective, may start to feel dated and out of touch.

Forwarders, like many in B2B, can be guilty of holding on to their branding far too long, suffocating the next generation under a look and feel that was established years past.

The problem with the "it's worked this long... why change it?" mind-set is that employees never get passionate about the business, or simply forget why they joined in the first place.

Rich history

Founded in 1974 Unsworth Global Logistics (UGL) has a rich history of experimentation and innovation, reinventing itself as a project forwarder, specialist automotive shipper, independent LCL consolidator, eCommerce experts and digital trailblazer.

The current UGL leadership team is committed to continuing this tradition of reinvention, by articulating why they are different, their customer commitment and their vision for the future.

Understanding that shippers do not seek more of the same and that what will attract their attention is something totally different, underpins the UGL future view of forwarding.

The brief from UGL was to create branding and marketing that would promote these strengths, presenting their diverse product range to support growth. Our starting point was spending time with UGL colleagues and customers to get the candid revelations that lay bare a business'

From this



strengths and weaknesses. These insights provided solid foundations for the solutions that followed, because they were based on reality and not simply creativity.

We also recognised the imperative that any rebranding should reflect the power of UGL's history and legacy.

The most relevant and loved aspects of your brand that have been built up over the years need to be identified, protected and amplified. Sometimes evolution is more effective than revolution.

What's in a name

Name is the first and most recognisable brand element, which is why we stripped away 'Global Logistics' to return to their roots with Unsworth. A name enriched with heritage and

an ideal umbrella for subsidiary service brands, providing consistency and clarity, which makes it easier to engage and looks much more professional. The use of a modern, more rounded typography provides personality and relates to Unsworth's forward thinking and people ethos, while lower case suggest a flowing, softer approach.

The interlocking graphic symbolises a solid, perfect fit, the integration which Unsworth strive to develop with their customers. Context is critical, because a new name and branding mean nothing if you haven't changed something about the way you do business, added new services or realise a new vision.

And Unsworth has context in spades. With new services, new technology, a clear vision for the future and an invig-

orated team that shaped the whole process. Unsworth's prospective customers see a more professional image and receive their unique selling points (USP) consistently, which will prompt recall when they are in need.

Ambitious businesses don't follow, they lead the way - winning multiple awards - which makes them attractive, because we like to back winners that push boundaries, to create something new and exciting.



Sleeping in the cargo hold

AIRBUS in co-operation with Safran has won the 2019 Crystal Cabin Award in the category Cabin Concepts. The Lower Deck Modules Pas-



senger Facility enables extension of passengers' space into the cargo hold. Airbus and Safran have partnered to develop and market lower-deck modules with a variety of flexible passenger solutions in the cargo hold such as beds, stretching, children's playground or business areas.

The modules, which would fit inside aircraft cargo compartments, offer new opportunities for additional services to passengers. The passenger modules could be easily interchangeable with regular cargo containers if required, as aircraft cargo floors and cargo loading systems would not be affected - the passenger module would sit directly on it.

Sören Scholz, head of cabin programme Airbus, said: "We are delighted to have won the Crystal Cabin Award together with Safran. Innovation is our main driver for success and we are continuously striving to offer the latest solutions to airlines and passengers worldwide. I congratulate the team on their great job and well-deserved success."

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