



Client BAE Systems

Project Rebrand of the Hawk Advanced Jet Trainer and design of supporting literature

BAE SYSTEMS

Welcome to fathom. We are designers of business communication. Responsive, agile and refreshingly honest, we use design to set our clients apart from their rivals.

We call this process **design brains for business**®

What it means. It is our promise to take an intelligent, rational and considered approach to solving your business communication issue. Working as part of your team, we combine stunning design with clear, appropriate messaging to create business-to-business communication that gets the right results.

How it works. There are four steps to Design Brains for Business. Although our work is varied, each project benefits from the same approach.

1. Beacon

Your brief will be thoroughly explored and questioned. Where necessary we will write a new one, distilling the problem to be solved into a simple thought, expression or proposition.

2. Beachcombing

We will get to know your product or service ourselves. Through discovering, sifting and shaping the compelling stories that make it desirable, we will help develop key messages and copy.

3. Breakthrough

Our creative development will be on brief, on budget and, most importantly, we will take you with us as our ideas come to life.

4. Buzz

Invest in us and we will pay you back with innovation and creativity applied to get results and enhance the bottom line. And everyone gets a buzz out of that. Particularly us.

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Modern military air forces demand pilots who are capable of flying the most advanced combat aircraft in the world. In order to achieve the standards required, student pilots need to be trained safely and cost-effectively. The Hawk Advanced Jet Trainer from BAE Systems combines a proven airframe, fully integrated training system and an optimised package of support measures to produce fast jet fighter pilots in the most cost-effective and flexible way possible. Recent competition threatened the Hawk's position as the world's most successful jet trainer. Because of this a pitch was held by the client asking agencies to design brand materials that more accurately reflected the market leading position of the Hawk.

Beacon

The initial brief was fairly broad. The only element we had to work with was the Hawk logo and our task was to design contemporary, forward-looking brand styling that could be used throughout the Hawk communications programme. This programme included a requirement for a new livery for the Hawk demonstrator aircraft that features at air shows throughout the world.

Through in depth pre-pitch meetings with the client we found that the shape for the aircraft was over 25 years old. Despite the critical fact that the Hawk contains proven, market-leading technology the visual perception was that the aircraft was outdated when compared with the competition. From these discussions it became obvious that we had to tackle the issue of the demonstrator aircraft livery first before cascading all other elements from this point.

This key insight drove us to focus on ways of using colour and line to enhance the shape of the demonstrator aircraft and create a new livery that

gave the Hawk a sleek and streamlined profile. It was this understanding that underpinned our work on the livery and helped us develop and refine pitch-winning concepts.

Beachcombing

Following the contract award we worked closely with the Hawk communications team to analyse the ten audience segments they had identified and look at appropriate ways of communicating with each one. These segments ranged from individual VIP customers such as the Crown Prince of Bahrain through to air spotter fans of the Hawk. During the course of these discussions, we advised the client to distil the audience types down into 3 pieces of communication so enabling them to save money and time. During this process we also helped develop the key 'Prepared for anything' messaging to be used throughout the programme, positioning the Hawk as the first choice aircraft for training fast jet fighter pilots.

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“Hawk is the most successful trainer jet in the world. It features the very latest in advanced avionics and this new identity really reinforces this positioning. We are delighted with the results and look forward to developing the Hawk communications programme with Fathom in the near future.”

Ashleigh McClure, Senior Communications Adviser, BAE Systems

Breakthrough

In addition to the livery there were several other communication elements to consider. In the beachcombing phase we had agreed with the client that the livery, a brand book and an executive summary would be produced and we were now able to refine our concepts for the brand book.

Our initial pitch idea for the brand book was that it should be a celebration of the Hawk and the people who use and work with it, as well as showing the benefits of the technology it features. We deliberately kept the book none technical in content and developed a list of 10 or so key benefits that would give the book its structure. A mix of graphics, 2D/3D illustration and portrait photography kept each page fresh and interesting.

The executive summary was positioned as a more technical book and contained much more dense technical information. Designing this was a case of making the content easy to navigate with clear signposting and explanatory illustrations throughout.

Buzz

Feedback has been extremely positive throughout and has led to more opportunities for Fathom from other departments of BAE Systems.



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this is how they feel confident in it
part of an important production line of

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Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

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HMMK
Dossier



HMMK
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To see how we can help you solve your current business communication problems, please call Paul Kennedy on 0161 274 3407

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