



## BOOZ & COMPANY: UNAMBIGUOUS SUCCESS

### Launching a new old company

Edwin Booz defined the management consultancy profession when he launched his business in 1914. Since then both the company and the role of professional advice have changed significantly. In 2008, Booz Allen Hamilton decided to separate the US government business from the global commercial business, selling a majority stake to the Carlyle Group, a global private equity firm. This provided the opportunity to re-launch a near-century old brand, demonstrating its relevance in a rapidly changing world and re-invigorating employees, new talent and clients alike.

### Move fast Change nothing Change everything

Wolff Olins worked with a global client team to rapidly create a new brand that would link to heritage and provide a clear separation from the sold business which retains the Booz Allen Hamilton name. The new name, 'Booz & Company', provides the reassurance that business continues as usual. And the new brand, emphasising creating and delivering essential advantage, provides a powerful platform for the company to refocus around its intellectual capital and the attitude and experience of its people – essential in today's fundamentally different business environment.

### The next chapter

Shumeet Banerji, CEO of Booz & Company, described the brand launch in May 2008 as an 'unambiguous success'. The brand was accompanied by raised expectations and a stronger sense of ambition and vision for clients, partners and employees. Since the brand launch Booz & Company has grown by completing a combination with U.S based consultancy firm Katzenbach Partners (May 2009). It is a top consulting firm, ranking 4th in the 'Top 50 Most Prestigious Consulting Firms U.S.' and 4th in the 'Top 25 Consulting Firms Europe' (Vault Guide 2009).

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