New Look For Research Industry’s ‘Best Kept Secret’

Contributed by ICG
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Since the group gained independence from the Market Research Society over eight years ago, the ICG (Independent Consultants Group) has been considered by some to be the research industryâ€™s â€˜best kept secretâ€™.Â But thatâ€™s all change.

With a new brand identify and a re-design of its website, both launched at this yearâ€™s Insight Show on 29th June, the ICG is making some noise!

The ICG, a 350-strong association of highly skilled, independent market researchers, recently carried out its own research to uncover what people knew about the ICG and its brand. Â

By sampling group members, people in the broader market research community and buyers of research, the ICG identified some confusion about the function of the group and discovered that some respondents were not even aware of the groupâ€™s existence.

Lesley Thompson, ICG member and one of the lead researchers on the project said,
â€œMany of those interviewed didnâ€™t understand who our members were or why the group existed.Â As a network of experienced researchers, it would be very strange if we didnâ€™t take note of the findings!â€•

With this in mind, the ICG commissioned Keen as Mustard Marketing to create a new brand identity and web design which conveyed the idea of connections â€“ between members, members and clients, members and suppliers.Â Their new logo design combines a series of coloured dots with connecting bars and the ICG initials and also features an integrated strapline â€“ â€œexpert independent researchersâ€•.

In support of the new branding, the ICG has a new look website, implemented by web solutions agency dthree, with a new, more memorable URL (www.theicg.co.uk) and an easier to use search facility for buyers looking for researchers with specific skills or for members looking to work with other members.

â€œThe website was central to our re-brand as itâ€™s an excellent resource both for our members and for those seeking researchers for their projects,â€• said ICG member Liz Montgomery, who worked with Lesley Thompson to implement the research and re-brand, â€œWe took the opportunity to demonstrate its search facility at the Insight Show and it received a lot of attention and positive feedback.Â The ICG is no longer the research industryâ€™s best kept secret.â€•Â Â Â

About the ICG:
For more information please visit http://theicg.co.uk/

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