

For GMV, “The revitalization and unification of our brand has been a huge success”

After a year's experience the corporate development manager of the Spanish multinational, Martínez Olagüe, praises the product developed with Landor's consultancy and advice

The new identity is a beacon of excellence, drawing in people who wish to join a prestigious firm and work in high level projects

Madrid, 26 September 2007. – GMV, the Spanish multinational of engineering, development and integration of systems in sectors such as space, defense, transport, telecommunications and IT, embarked upon an important process of overhauling and unifying its brand a year ago. Today, in the first *Brand Speak* encounter organized in Spain by Landor, GMV announced the positive results of this brand renewal process, tackled with the expert professional aid of the world's leading company in brand development. Martínez Olagüe, GMV's corporate development manager, stressed that “for a B2B company like ours this was a somewhat “risky” decision and called for some soul searching beforehand. It might have been misunderstood by some, but the results are now proving us dead right”.

Since 2006, the year in which the various brands under the GMV umbrella were overhauled and unified, the business group has invested heavily in marketing and public relations to implement the new brand.

As Martínez Olagüe has pointed out, “one of GMV's prime values is its trailblazing mindset, striking out boldly where others might fear to tread. GMV's main asset is the people making up the company, a great number of engineers and top level technical graduates who seek not only financial rewards but also interesting work in a company of worldwide prestige”. He also stressed that “although it's a bit early yet to take stock, we can already see that the company has won itself a much higher profile in the media and more mentions on internet search engines”.

In the Brand Speak conference organized by Landor, Andrew Welch, Landor Corporate Branding Director Europe, quoted from *Funky Business*, written by two gurus of the business world, Kjell Nordström and Jonas Riddestråle, “The surplus society has a surplus of similar companies, employing similar people, with similar educational backgrounds, coming up with similar ideas, producing similar things, with similar prices, and similar qualities ... in such a world a timely difference may hang by a thread. And this thread is invariably an emotion, a belief, a stance, an experience”.

Welch therefore advocates the creation of the CBO, Chief Branding Officer, who will take on responsibility for the company brand, with a longer-term view than those usually held in finances and marketing. He argues that the company should always think first and foremost about the experience of the consumer.



GMV is a privately owned Spanish technology group founded in 1984 and trading on a worldwide scale in the following sectors: Aerospace, Defense and Security, Transport, Telecommunications and IT for public administration and large corporations. In 2006 it chalked up a revenue of 66.5 million euros working with a 750-strong staff. The company's growth strategy is based on continual innovation; 10% of its turnover is spent on R&D. **GMV** hence ranks fifth among all Spanish firms in terms of returns on the European Community's Sixth Framework Program for Research and Technological Development and holds several international patents. GMV is currently one of the world's foremost suppliers of satellite control centers; as a firm it boasts Europe's third biggest participation by volume in Galileo; it is the main supplier of C3I command and control systems to the Spanish army and the nation's top supplier of telematic systems for public transport.

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