

*Positive change to Business*

# *Strategic brand overhaul for international commercial interiors specialist*

Since day one, the strategy for disruptive commercial interiors specialist Agilité has been to have a seamless pan-European business that can be operational in multiple locations for multiple customers. This clear ambition and a rapidly earned reputation for excellence, means only four years later, the organisation has experienced exponential growth. The brand therefore deserved a 'coming of age', and founder Neil Coales turned to The Engine Room.

**The  
Engine  
Room.**



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# The Challenge

*Formed in 2018 by a senior management team with extensive European-wide experience, the goal for Agilité was to tackle construction and fit-out projects in the way they believed they should be handled. And this has clearly proven to be a market differential, attracting significant customer demand.*

In only four years, what began as a small but purposeful Parisian start-up, has evolved into a truly pan-European commercial interiors specialist, with offices in France, Italy, Luxembourg, and the UK – with launches in Germany and the USA also imminent.

Specialising in office, retail, and hospitality fit-outs across the continent, the team is unwaveringly customer-orientated and offers a bespoke set of service options – from due diligence, sustainability guidance, space planning and design, through to strip-out, installation, furniture recycle schemes, dilapidation advice, and final delivery. Regardless of the project specifics, strong lines of communication, innovation, and best-value solutions lie at the heart.

While Agilité's values have remained unchanged during this period of significant growth, lots of other things have changed for the business. The time was therefore right to revisit the brand, to better convey the firm's stand-out proposition – irrespective of country or nationality.

With the help of communications partner Scriba PR, Agilité enlisted the strategic brand expertise of The Engine Room.



Redefining spaces.  
Redefining places.  
Redefining brands.  
Redefining mindsets.  
Redefining cultures.



AGILITÉ  
OFFICE

AGILITÉ  
RETAIL

AGILITÉ  
HOSPITALITY

The resourceful  
problem solver.

# *The Difference*



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*On the face of it, the brief from Agilité was very simple – “help us underpin our brand purpose and principles and show us how to manifest these throughout various international fractions.”*

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However, as always, an intricate and carefully executed process unfolded to do the project justice. Nothing was ‘wrong’ with the business to date, but the brand had to work harder for this visionary firm – especially as founder Neil Coales had his sights on further growth, as well as sustainability breakthroughs.

Following exploratory strategy sessions with the management team, every single Agilité colleague was invited to join an in-person brand workshop in Paris, to share their interpretation of what the company does, its personality, and what sets it apart. Equivalent virtual sessions were held with any colleague who couldn’t attend, and The Engine Room also spoke with clients, partners, freelancers, subcontractors and consultants of the company, to understand their perspectives and uncover a more rounded view. Wider competitor research was undertaken to complete this phase.

All these elements were brought together to redefine the organisation’s purpose and principles – the core foundations of not just every project, but every single client or colleague interaction.

Drawing on hundreds of pieces of insight, we articulated that Agilité's purpose is to optimise every customer experience, while minimising the environmental impact.

Working hard towards B Corp certification it was critical that this 'green' commitment was brought to the fore. Four clear brand principles were also conveyed – be proactive, be genuine, be solutions-focused, and be sustainable.

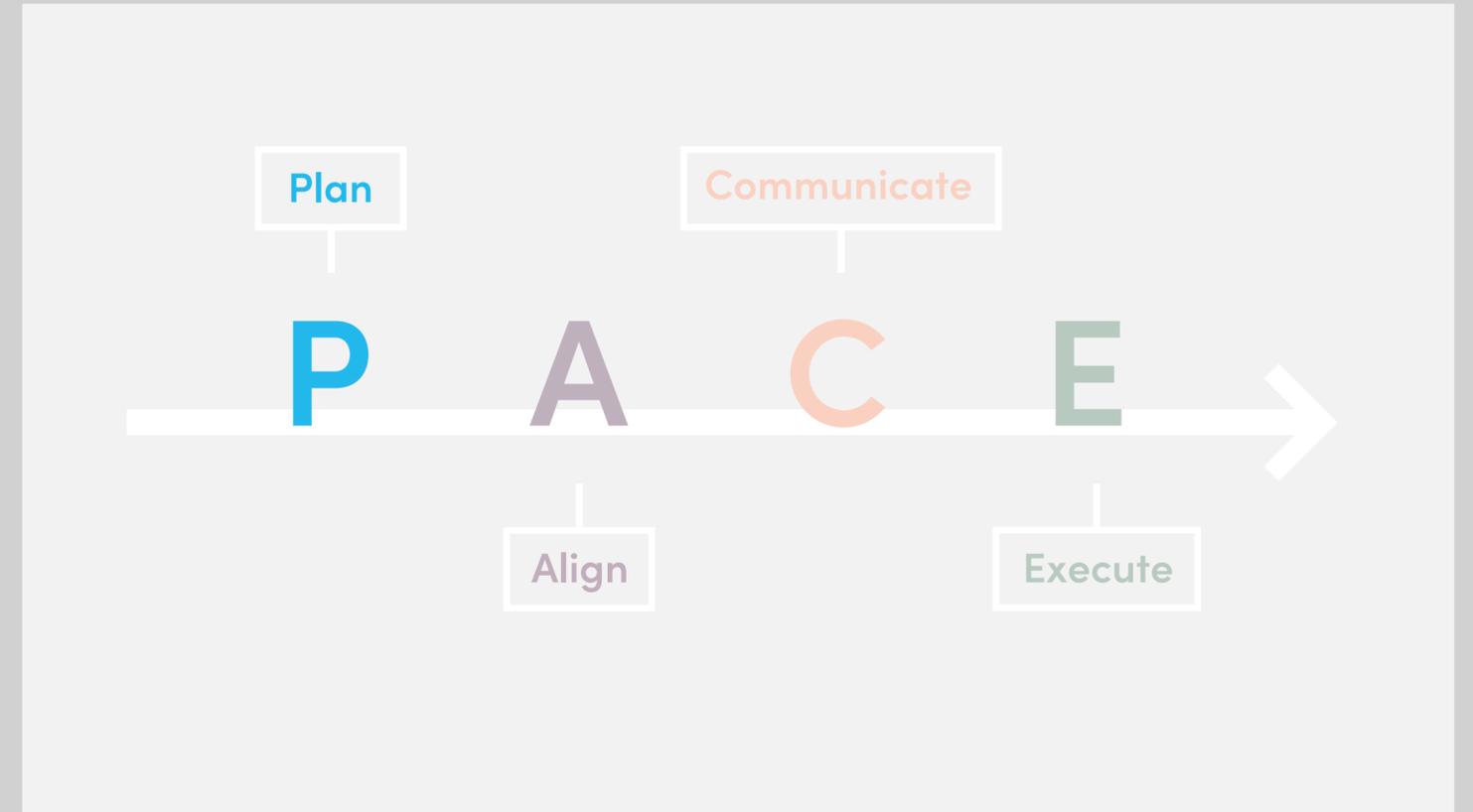
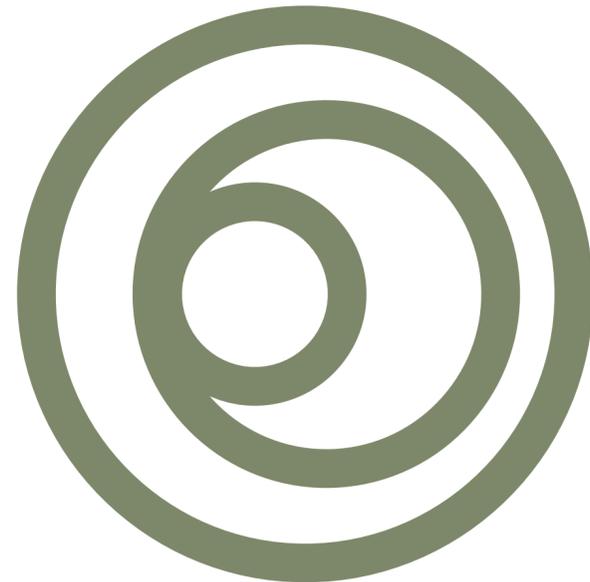
Keen to add depth to Agilité's USP without overcomplicating the message, we also developed the acronym PACE – Plan, Align, Communicate, Execute – to better position the team's tried-and-tested approach to project management. While the brand transformation was about so much more than a logo enhancement, we updated the company's visual elements including colour palette, too.

*"Agilité makes tough projects possible – we work collaboratively with clients to understand what people need from the spaces we build. We redefine spaces, places, brands, cultures and – across the many sectors we work in – we do it responsibly. I'd even go so far as to say we're starting to redefine expectations in our industry."*

*We now occupy quite a niche and nuanced position in an environment busy with architects, builders, designers and more.*

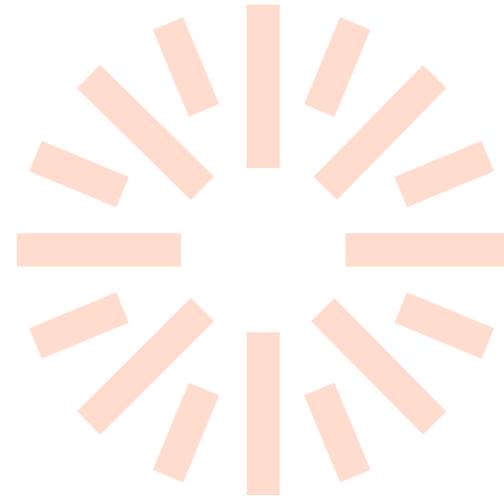
*This has been the secret to our success in a complex pan-European market, and The Engine Room – with help from our comms firm Scriba PR – enabled us to bring this story to life. We don't look like an ambitious start-up business anymore. We look like an established and authentic commercial interiors partner, trusted by clients including Lids, LinkedIn, Saatchi Gallery and Indeed."*

Kirsty Shearer, development director, Agilité



**Agilité Solutions is the international commercial interiors specialist with the proactive mindset.**

# The Results

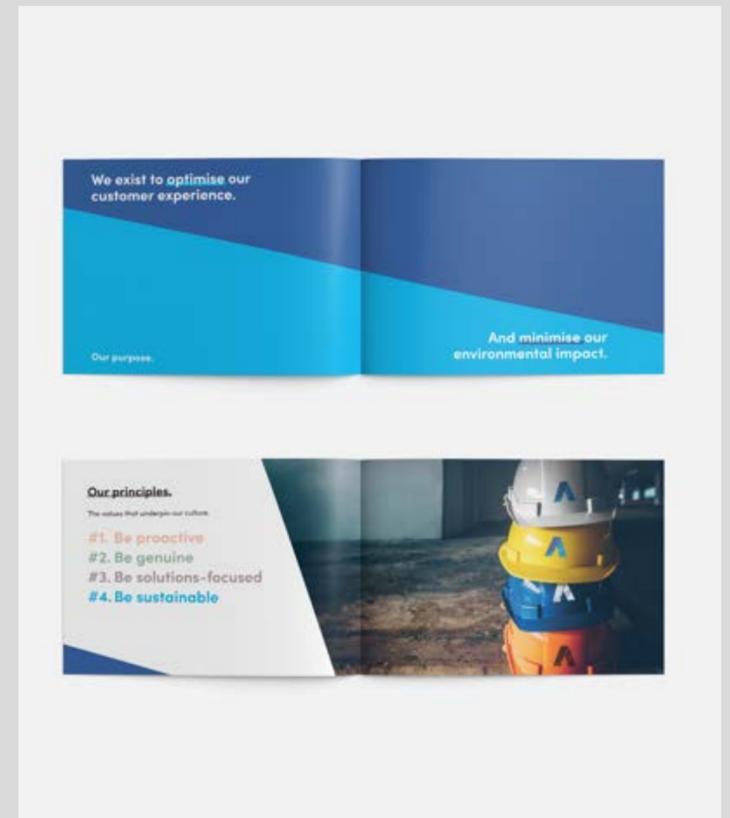


*Agilité unveiled the new brand to all colleagues at a celebratory launch event in Luxembourg. Following consultation with A Beautiful Green – the partner supporting Agilité’s B Corp journey – a new website was designed, built, and published in four languages, to coincide.*

Social media graphics, a capability statement, company presentation template, and advertising concepts have been developed too, to provide Agilité with a comprehensive suite of assets moving forward. Sustainable branded merchandise was also sourced and gifted to staff on launch day.

*“PACE is a powerful framework that translates well across the continent and through the eyes of different stakeholders in industry. A culmination of the views and expertise of a multicultural team – and wider stakeholders – it will act as a platform for further growth as Agilité continues on its upward trajectory.”*

**Darren Evans, Design Director,  
The Engine Room**





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