

Positive change to Business

Strategic rebrand for technical PR firm helps to uncover ‘spark’

Scriba PR is a strategic, B2B communications agency – renowned for its technical expertise in sectors ranging from waste and recycling to technology and telecoms. However, when the company’s growth trajectory continued to advance at pace as it headed into its eighth year of operations, a lack of space and time to perfect its own identity, became apparent.

This rebrand didn’t require a wholesale change, but a tweak of the dials to make sure what started as a single-person’s passion now ignited the fire inside a growing team of linguists. Scriba therefore sought the expertise of The Engine Room to facilitate ideation and collaboration, and help bring a tighter structure to its global communications.

**The
Engine
Room.**



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The Challenge

Established in 2013 on the flip of a coin, Scriba PR has never been a brand to shy away from a challenge. When the firm's fast-paced trajectory – in terms of both size and reputation, across the UK and internationally – saw them deliver strategic result after strategic result for its roster of clients, the team recognised a crucial need to hone its own identity.

It wasn't about starting again, but about refreshing the narrative in a landscape that had evolved significantly – not least since the brand first came to fruition. Scriba PR's founder Katie Mallinson was also keen to delve deeper into the core philosophy of the collective, to ensure everyone was invested in the future purpose of the business.

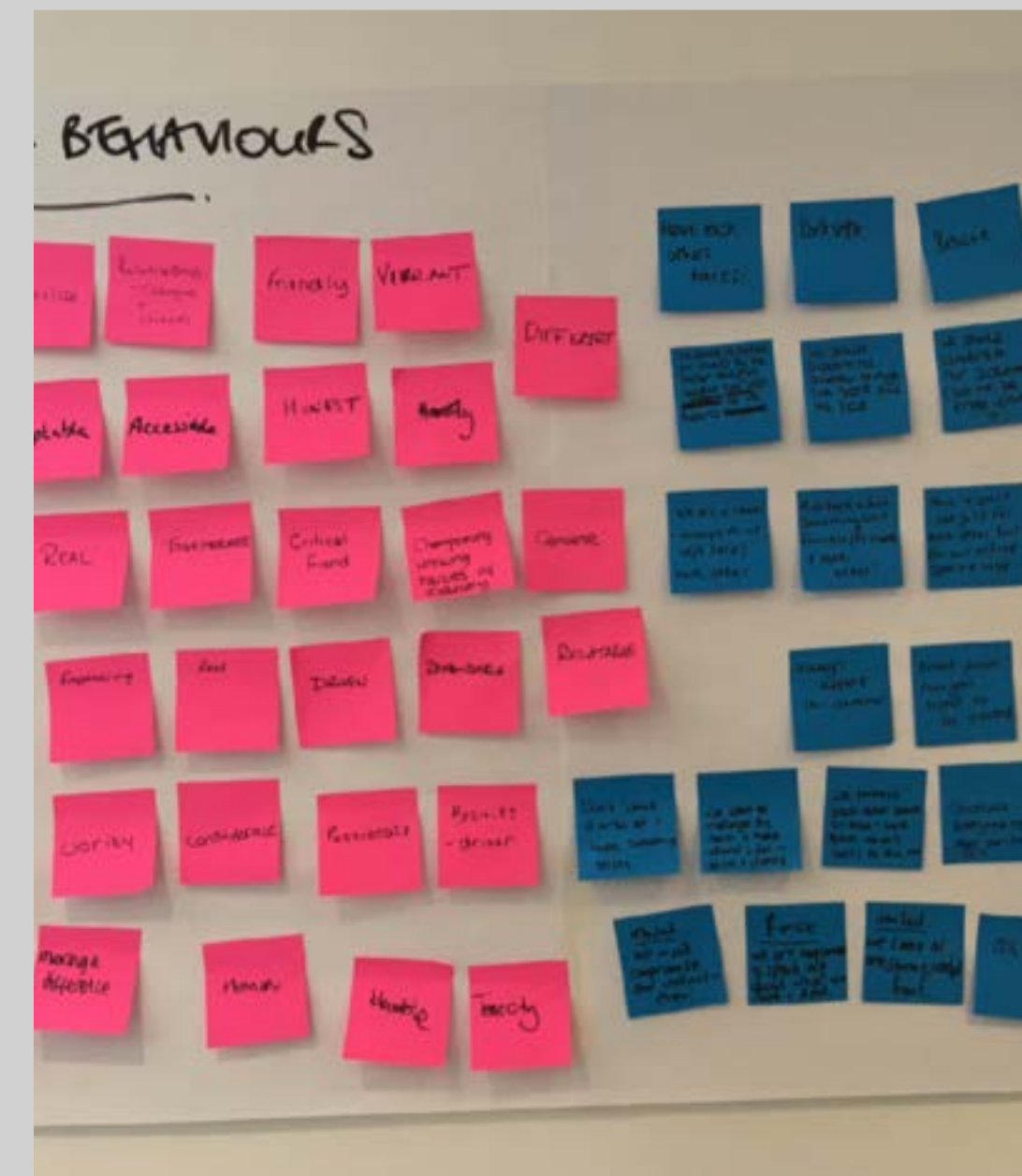
The proposition had been proudly distinct from day one – providing content-based services for businesses who thought their stories were too complex to tell. However, it was time to evaluate which elements of the language – and the brand's visual identity – were still working, and which needed to 'come of age'.

A business renowned for crafting comprehensive and cohesive identities for others, Scriba didn't need help with the 'words' as such – they instead required an independent pair of trusted hands to facilitate the rebrand and help pull raw ideas together in a creative and compelling way.

Scriba PR therefore relied on the expertise of The Engine Room to provoke open discussion and inspire new thinking, to help write the next chapter.

scriba^{pr}™

Our words mean business



100% impact.
Nothing less.



The *Difference*



To kickstart the project, The Engine Room conducted a thorough review of Scriba's existing identity to help address which areas were still working well and which would benefit from a refresh.

We began by extracting crucial creative insight into the 'soul' of the business, involving everyone in the team, to understand the nuances that make Scriba stand out in a fiercely crowded industry. To see if these interpretations aligned with external views, it was then crucial to grasp the confidential thoughts of clients, too.

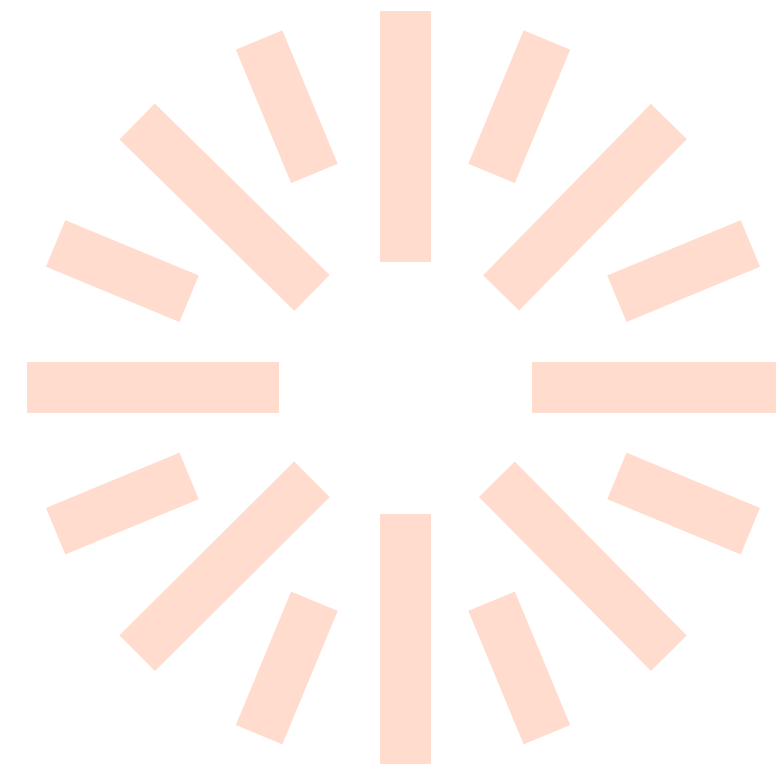
It quickly became apparent that many value Scriba for the firm's balance of warmth, energy, and fun, as well as its dynamic and flexible expertise and tenacity. While customers and clients were clearly happy with Scriba's service, this research-intensive insight uncovered a desire to bring the brand's intelligent and strategic approach to the fore of its identity, as well as offer a clarity of positioning and process – not least to do justice to the breadth and depth of the team's work.

Competitor research validated that this would give Scriba a stand-out presence among the hundreds of agencies who all looked and sounded the same.

Although the logo wasn't in need of attention, the team also collectively agreed that Scriba's visual identity could work harder to complement its messaging.



The Results



Scriba's purpose was clear from the outset – making a significant impact and driving strategic results genuinely empowered the team. With the support of The Engine Room, as well as the insight gleaned throughout the research process, the remaining cornerstones of the brand were soon able to be shaped.

A twelve-long list of affectionate principles were rationalised to define the concept of Scriba S-O-U-L (smart, optimistic, uncompromising, listen) – the beating heart of who they are and why they do what they do. Then, taking Scriba's nuanced ability to make sense of complex briefs and deliver impressive results,

The Engine Room helped align purpose with process in a way that truly made S-E-N-S-E (strategy, engagement, narrative, shape, evaluation).

This, coupled with an underpinning personality of smart, determined, trusted, and playful demeanour, provided a platform for Scriba to make its identity more cohesive and representative of its growing team, and to bring the 'spark' that fuels results to life. The identity of the brand was also augmented in many ways – notably a bolder colour palette enhanced with the 'spark' element – and a more creative visual use of words across its various communication channels.

The unveiling of Scriba 2.0 coincided with the team's office expansion at its Huddersfield HQ and three new appointments, taking the total tally to 16 – a distant sight from the one-person passion it was just a few years ago.

Sp^{ark}

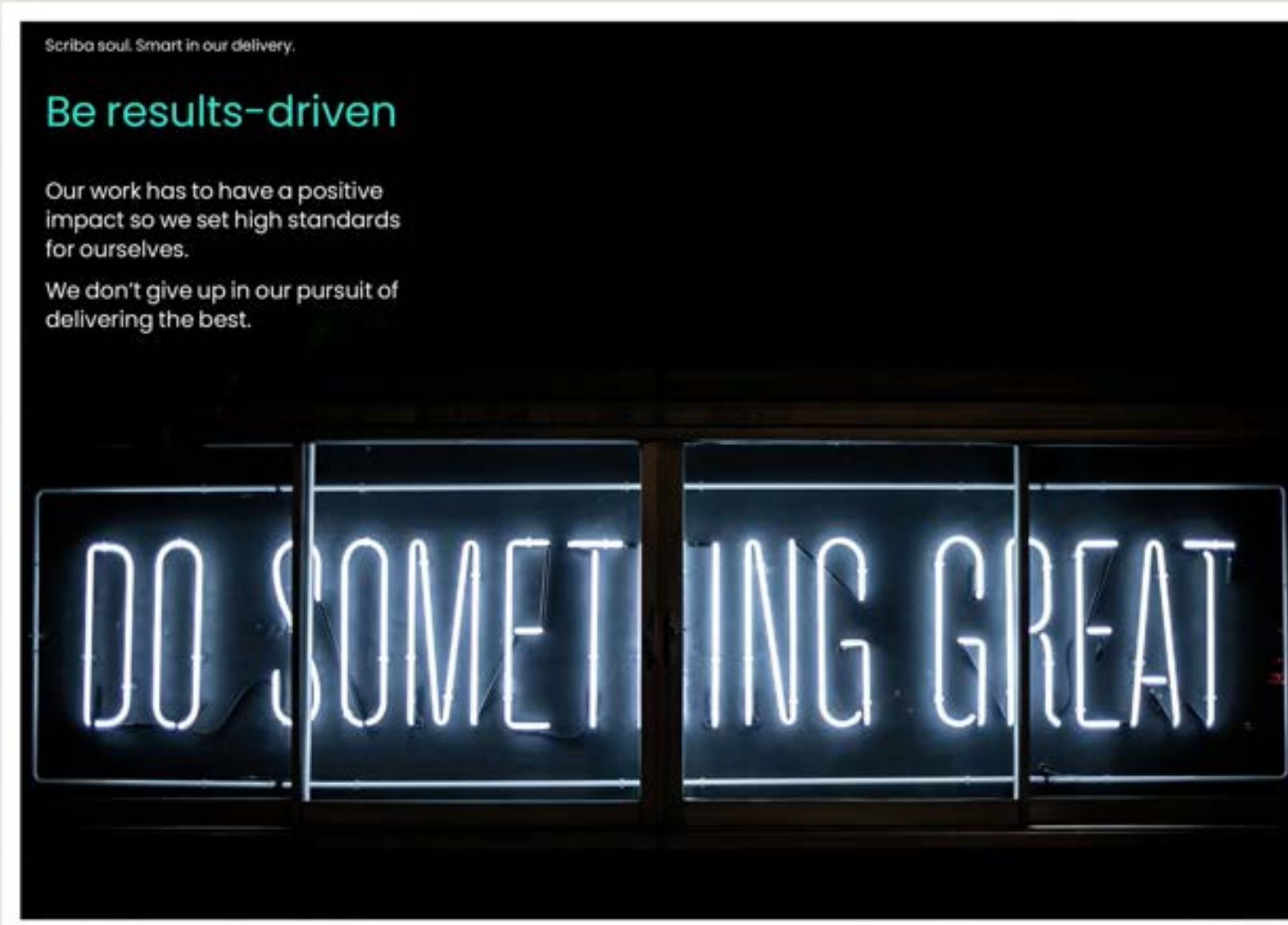
sense
& soul
=
spark

scriba

words
that
spark
results.

Scriba is a B2B
communications agency.
We make sense of complex
businesses with intricate
messages.

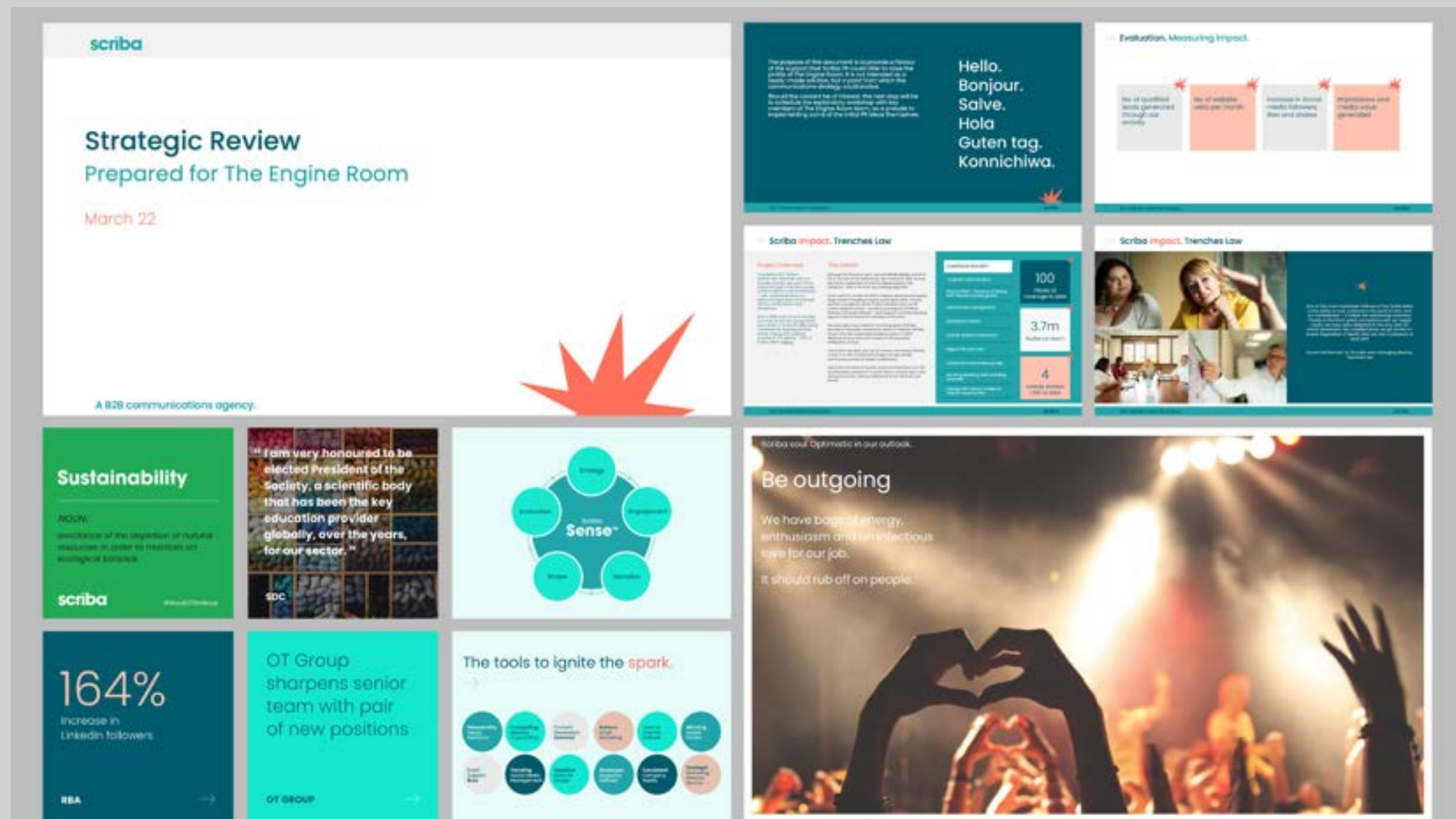
scribapr.com



“Scriba works closely with The Engine Room, so knows all too well the role that proposition, principles, and personality, play in brand. But they knew they were too close to their own business – so much so they were worried they couldn’t perfect the agency’s identity alone.”

“We’ve given Scriba a solid foundation from which to pursue their next chapter of growth. They plan to launch a marketing director service for example, and the language they now consistently and authentically use, is befitting of that. We’re all particularly pleased with the spark – a subtle yet impactful note that shows just how much professional energy there is in that team.”

Roger Barrett, Design and Communications Team, Reliance





“When it came to entrusting an external party with the future of our brand, there is nobody else we would have turned to, other than The Engine Room. They approached the project with the perfect blend of empathy, humour and inquisitiveness, challenging us to push our thinking at all times. We are so proud of our new identity, both visually and in terms of how everyone within the business now talks about Scriba. It couldn’t be more ‘us’ if we tried.”

Katie Mallinson, founder and managing director, Scriba PR

