

For immediate release

International brand strategists spearhead backlash against the one-dimensional consultancy

Anne Bahr Thompson launches Onesixtyfourth, facilitators for change through holistic thinking and integrated, people-centric approach to brand and business

London, UK, 19 April 2004 - Renowned US brand strategist Anne Bahr Thompson aims to shake-up and energise the UK consultancy industry by launching Onesixtyfourth, a new company borne out of a passion to facilitate change within corporations, enabling them to achieve their potential.

In an industry that some say has lost its focus and become overly complex, Onesixtyfourth challenges convention through inspired thinking and people-centric approaches that integrate the brand with the business, delivering tangible results.

Anne Bahr Thompson explains “Brand should be a vehicle to inspire and motivate organisational change, not an end in itself. For some time now my colleagues and I have been increasingly frustrated watching an industry we love failing to keep pace with client’s needs. We formed Onesixtyfourth with a vision to inject new life and passion into this crucial area of business with an overall goal to inspire companies during times of organisational change.”

She continues “Rather than leaving clients with little else but a report gathering dust on the shelf and wondering about the ROI, Onesixtyfourth sets new standards re-igniting the brand strategy/strategic planning debate. We present compelling new business opportunities to our clients and, crucially, make them and their customers fall back in love with their brand(s) and business.”

Consumer insight and brand-focused strategy is all set within a rigorous analytical framework and adapted according to the specifics of each client’s brief. Where Onesixtyfourth delivers its real difference however is in their approach to collaborative implementation. Working alongside client-teams they facilitate change through thought-leading expert advice, executive coaching, and inspirational work sessions. They also have network of agencies and partners who can deliver a multitude of complementary services such as HR change management, graphic design, web development and other consultancy solutions.

“For years, clients have handled the management decisions independently from the marketing decisions, with different consultancies often advising isolated departments. However, businesses are becoming increasingly aware that to be truly successful, they need to see their organisation from a multi-dimensional perspective and align their people, processes and products through the brand proposition. This integrated approach is core to Onesixtyfourth and is what defines our difference,” Ms Thompson adds.

The core team

Anne Bahr Thompson MBA	Founder and Managing Partner
Martin Rowlatt	Associate Partner
Yannis Kavounis MBA	Associate Partner
Genie Bailey	Consultant

With twenty years of international business experience behind her, including having driven complex corporate campaigns for global banks, respected management consultant, leading brand strategist and published author Anne Bahr Thompson MBA launches Onesixtyfourth.

Anne Bahr Thompson, Martin Rowlatt and Yannis Kavounis bring together a stealth, international team formerly of Interbrand (one of the world's largest and most powerful brand consultancies) comprising the most ambitious and dynamic young marketers and highly respected and successful thought leaders.

The team's impeccable credentials speak for themselves whilst their passion for building global corporate and brand equities for companies that list like the *Who's Who* of business has been redirected and expressed via the philosophy of Onesixtyfourth. That is, bringing the human side back to the marketing mix, leading companies into viewing people, both customers and employees as the key to successful market growth.

The teams' combined client portfolio includes BAA, Boehringer Ingelheim, BP, Citibank, IBM, Kraft Foods, ebookers, ING, Irish Distillers, L'Oreal, Microsoft, Motorola, Reckitt Benckiser, Palm, Unilever, Reuters, SAP, Scandinavian Airlines, Sony, Stolichnaya, Toyota, and Tri-Star Pictures, to name a few.

Ends

Urban Fox Communications

t: 01483 872072

Sarah Pocock
Philippa Franklin

m: 07786087789
m: 07970056694

e: sarah@urbanfoxcomms.com
e: philippa@urbanfoxcomms.com