

Kames Capital Rebrand based on Onesixtyfourth Strategy

Agencies Onesixtyfourth and Whitestone International rebranded AEGON Asset Management UK as Kames Capital based on financial services market insights

London, September 1 2011 – Today, strategic brand and planning consultancy Onesixtyfourth and brand identity consultancy Whitestone International, revealed themselves as the strategy and creative team behind the rebranding of AEGON Asset Management UK as Kames Capital, which launched their full identity today. Onesixtyfourth, formerly known as ABT & Partners, collaborated with Whitestone to review, redevelop and help implement the new brand for the asset manager.

Faced by increasing challenges in the financial market post 2008 and increasing demands for greater transparency in communications, the global asset manager had identified a need to rebrand itself as part of their corporate strategy to continue to grow its global third party business. Onesixtyfourth/Whitestone was contracted to work with the senior team at AEGON Asset Management UK during Q4 2009.

“We wanted to send a signal to the market that we are dedicated to growing our third party business and that our values and motivations are focused on sustaining and increasing capital for our clients,” said Andrew Bell, Chief Marketing Officer, Kames Capital. “The Onesixtyfourth/Whitestone team delivered an in-depth analytical framework that gave fresh insight on the positioning of our asset management business. The team devised a strategy that is authentic to the history of the AEGON brand and crystallised our vision for the future. This was precisely the depth of insight that we needed.”

“AEGON Asset Management UK needed to clarify the distinction between their business and that of their parent insurance group. This clarity is vital in their highly competitive and rapidly evolving industry,” said Anne Bahr Thompson, Founding Partner, Onesixtyfourth. “We knew that in order to determine the most effective brand, we had to first understand how perceptions and motivations had changed post 2008 and identify the parameters of the new playing field.”

“We are excited about the launch of Kames Capital,” adds Chris Lightfoot, Founder, Whitestone. “The rebrand strategy and identity responds to the changing global financial landscape and differentiates Kames Capital as a candid and focused asset management firm owned by a large insurance company but guided by an independent spirit.”

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About Onesixtyfourth

Onesixtyfourth is a brand strategy and planning consultancy that helps organizations connect more meaningfully with their audiences and leverage the power of their brands. Onesixtyfourth delivers actionable strategies and expert advice and support to senior management teams in the development and implementation of brand strategies that are designed to be readily integrated with existing business goals and objectives and deliver tangible results across the organisation. They work directly with clients and collaboratively with agencies. Onesixtyfourth recently launched operations in New York, NY and continues to provide services in the UK. For more information www.onesixtyfourth.com

About Whitestone

Whitestone International is a strategic/creative agency specialising in building brands, revenue and value. With a deep understanding of how brands and their activation generate business and secure margins both nationally and internationally, through bridging strategy, creativity and innovative design in all media Whitestone delivers integrated, aligned and powerful engagement platforms that fulfil our clients' objectives. Founded in 2000 to focus on the integration of strategy and design, Whitestone's strategic creatives have worked with some of the world's best known national and global brands including FIFA, Bic, Natura, NFL, Adidas, Olympic Council of Asia, ATP, Ricoh, Reebok Budweiser and many others. For more information www.whitestone.ac