



## REPSOL: NEW SPAIN

### National champion

In the mid 1980s, the major oil companies had their eyes on Spain, the last major western European market to open up. Spain's domestic player was a heterogeneous collection of oil companies, and needed to assert itself against its new global rivals. The Instituto Nacional de Hidrocarburos (INH) had a bold ambition: to create an integrated service-oriented brand-driven energy business to become a champion of modern Spain.

### Bold and confident

Wolff Olins worked with INH to create Repsol: a bold and confident brand that could drive growth and help position the business as a world-class player aiming for long-term success. Its name, look and service standards gave it a pivotal role in Spain's emergence into renewed economic growth and dynamism.

### World's top ten

Wolff Olins provided Repsol with a brand that fuelled the radical transformation of a national entity into a global player, setting new standards among international oil giants. In 1999 Repsol extended its reach by acquiring YPF – a leading company in Argentina and one of the largest in Latin America – to become Repsol YPF, one of the world's ten largest oil businesses.

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