



## GE: MOST ADMIRABLE

### Twenty-first century powerhouse

With 300,000 people in 174 countries, and 3,500 businesses, all number one or two in their markets, GE defined the twentieth-century corporation. With the transfer of leadership from Jack Welch to Jeff Immelt, GE was poised for transformation. From manufacturing to technology and service. From US centric to an emphasis on Asia and Europe. From a business driven by organizational silos to greater focus on the customer. From an under-leveraged atomized old-world brand to a twenty-first century powerhouse of innovation and impact.

### Market-facing brand

We worked with GE to create a market-facing brand architecture that hugely simplified its portfolio of businesses into solution platforms for customers. This allowed GE to enhance existing relationships with businesses and develop new relationships with consumers. We created a modern identity that liberates and celebrates the GE monogram, and that's flexible enough to work with everything from jet engines to light bulbs. We travelled the world to excite GE leaders about the brand idea 'Imagination at work', and defined with them how the brand should be made real throughout the business.

### \$25 billion new revenues

GE has been named 'most admired company' for two years running by Fortune magazine. It's now pitching to countries and governments, using its new ability to bring unified solutions to its customers. \$25 billion in additional revenues have been added by 85 'Imagination breakthroughs', inspired by the brand idea. The GE brand has steadily grown in value and is now (2007) worth more than \$51 billion.

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