



How Hunter achieved double-digit growth on relaunch using a modern strategic brand narrative

Hunter is perhaps the only brand which can be worn by HRH Prince Charles and Kate Moss on the same day with both of them thinking they are wearing absolutely the right thing. Yet Hunter had been in and out of insolvency for a number of years before it was bought by Searchlight Capital with plans for a full lifestyle brand.

Hunter's CEO asked Verbal Identity, the London tone of voice agency, to develop a modern brand narrative. But how can you protect your brand's provenance *and* ask your team to focus on the future? How can you harmonise multiple departments so work happens in parallel? How can you ask the world to believe in your brand again? Most importantly, how can you do that as fast as modern investors demand?

Challenge

"We're not a fashion brand," said Hunter's Creative Director, Alastair Wills. "This brand needs to stay very fluid in how it communicates."

To achieve that fluidity, Hunter required a modern corporate and brand narrative with a clear tone of voice and style guide. It was essential that the narrative was flexible, yet also precise enough to guide the hundreds of critical decisions being made each day by people throughout the company.

To satisfy the investor's aggressive timelines and ambitions, the narrative had to be developed quickly and in sync with the brand design and product design work. And with limited management time available, it had to be practical, not theoretical.

Solution

In 2013, Verbal Identity created a brand and corporate narrative which helped transform Hunter's fortunes. This narrative included the traditional Vision+Manifesto but also extended into a long-term strategic narrative, brand architecture for other collections, competitive analysis and comprehensive verbal guidelines.

The company achieved significant growth immediately, with double-digit growth in the first three years after relaunch.

The strategic expression developed by Verbal Identity remains a guiding principle for qualifying new initiatives and hires. It has successfully harmonised departments with one vision, creating long-term stability, and protecting the brand's provenance.



Results

19%

Rise in sales two years after the brand's relaunch

30

Number of countries where Hunter is now distributed

142%

Growth in non-key markets after launch

Create a modern strategic brand narrative:
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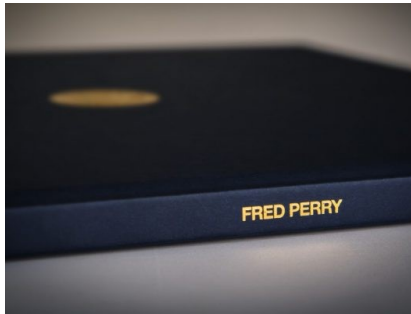
Training 200 writers to write with one brand voice

The CMO of a modern brand can have 200 writers across their external agencies and in-house teams. So how can you make sure your brand speaks with one voice across all your channels?

In a fast-moving, complex world with high turnover, traditional classroom teaching no longer works effectively.

Find out why Vauxhall, a global brewer, John Lewis, and start-ups in different industries use Verbal Identity for their writer training .

[Train your brand writers](#)



Starting with a brand-voice audit to identify 4x ROI

The challenges for the modern CMO are constantly changing. So why disrupt things further by creating new brand voice guidelines?

Our advice is don't— until you've quantified 3 commercial gains from at least 3 different brand points.

See why Fred Perry, Alphabet, TalkTalk and a global jewellery brand asked Verbal Identity to audit their brand voice and identify their ROI before deciding whether to create new brand voice guidelines.

[Start with a brand voice audit](#)



Publish 4x more content and save 'thousands' of hours

Mulberry needed to quickly make the world aware of its wider range and its new 'see now—buy now' offering. But how do you do that without an increase in budget for your writing team— and while still maintaining a high quality?

Hear how Mulberry (and other brands including Belstaff, General Motors, and start-ups in fintech and skincare) worked with Verbal Identity to create modern tone of voice guidelines and radically increase their content production.

[Tone of voice and style guides](#)