



## Omni Resource Management Solutions

Omni is the UK's leading independent specialist in multi-channel, managed recruitment services.

### ROUTE

IE Design Consultancy named and branded Omni on its launch in 1997 and has worked with them over the last 10 years during which time Omni has grown from 2 to 25 employees with a turnover of over £10 million. Omni is a Sunday Times Virgin Fastrack 100 company.

### BACKGROUND

Omni recently identified several new business opportunities and have sought to bring the full weight of the Omni brand to bear on a cluster of subsidiary companies, each specialising in a narrower recruitment related field.

### BRIEF

To rebrand the parent company and create a cluster of 4 closely related sub brands. To specifically launch Omni Executive Search International through a press advertising campaign leading to a sales focused marketing website.

“A website that, in three weeks, has generated 126 formal expressions of interest at a potential £22,000 per sale... The results of IE's work speaks volumes. From the day that they named us we have considered IE an invaluable strategic partner. They deliver excellent value for money and nearly ten years on we continue to benefit from their expertise and to confidently recommend them to others.”

Craig Sweeney, Omni Resource Management Solutions, Operations Director

### TIMEFRAME

16 weeks from commission to delivery of stationery range and 2 x lead generation websites including online questionnaire, interactive game, free downloads and Additional work ongoing: initial 2 year contact (2004) renewed January 2006.

### BUDGET

Rebranding project up to first published literature: £8K. Web based work: £14K.

### OUTCOME

3 weeks after Sunday Times advertising launch Omni Executive Search International received 126 applications from franchisees, every one of whom has passed through the website. Every successful sale will generate £20,000 income.



### SERVICE OFFERING

- Creation of new visual identity
- Creation of 4 subsidiary sub brands
- Creation of a suite of print based resources for use in presentations and pitches
- Design of templates for press advertising
- Signage
- Website design and build x 2: <http://www.omni-esi.com> and <http://www.omnirms.co.uk>

**FIND OUT  
MORE**

WANT TO FIND OUT MORE  
ABOUT OUR WORK FOR  
OMNI? CONTACT  
US NOW FOR DETAILS

**0800 047 0807**