

GE SeaCo by Glazer.™

Brand Strategy and Visual Identity

GE SeaCo is one of the world's leading container leasing companies, operating a fleet of over a million containers for customers in over 80 countries.

Formed in 1998 by Sea Containers Ltd and the General Electric Capital Corporation, GE SeaCo is now entirely independent, with headquarters in Barbados, and 24 sales and support offices worldwide.

GE SeaCo asked us to conduct a brand audit and produce an 'Ambition Statement' that would be meaningful and help unite all their stakeholders, both internal and external. They also asked us to help them establish a set of Values and Behaviours to help establish a common culture across the world.

Having helped GE SeaCo anchor their organisation, they then appointed us to roll out their branding globally.

Subsequently the company was acquired by an investment partnership and it was acknowledged our re-brand had added almost 50% to the sale price.

"We chose Glazer for their in-depth business approach and for their outstanding track-record for creating, communicating and implementing brands."

Tim Britton, GE SeaCo Global VP

