

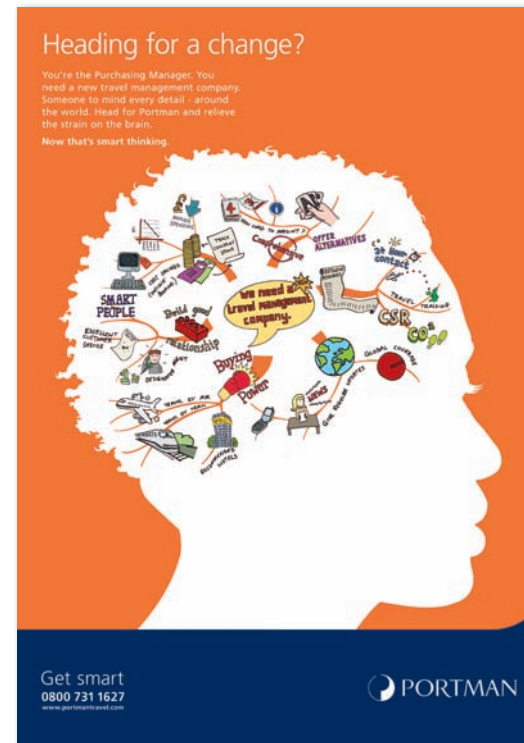
# Portman by Glazer™

## Brand Strategy and Visual Identity

The business travel management industry underwent a sea-change as airlines abolished commission on ticket sales. In this new era, travel has become a commodity, where the market price is determined by demand and availability, rather than the underlying cost. This has forced travel consultancies to adopt new marketing tactics.

Portman Travel, the largest independent business travel management consultancy in the UK, has always positioned itself as something of a maverick – very efficient, very knowledgeable, very personable, yet slightly quirky in its customer communications. Looking to evolve this brand characteristic for the new era, we came up with ‘Smart’ – a simple but apt description of the Portman ethos. It accurately describes the way that Portman consultants approach their job, and answers the external demand for evidence that a service is worth paying for. It is also campaignable: it can be used for naming Portman’s sub-brands, and as a running element in the company’s ad campaigns.

Following implementation Portman has seen its turnover increase from £179m to £364m per annum.



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‘Stewardesses’ is the longest word that can be typed with only the left hand.

British Airways saved 300 lives in 1935 by outlawing wing-walkers.

The top downhill speed of the Ford Model T was 50 mph.

DBA Design Effectiveness Awards Finalist

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