

THE INTERNATIONAL CORPORATE IDENTITY GROUP

ICIG

Chairman's Introduction

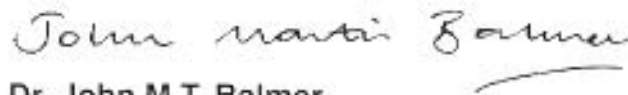
In the early 1990's I became convinced that developments in corporate identity studies and best practice in corporate identity management were being stifled by the lack of dialogue between academics, consultants and managers and through the small amount of cross-disciplinary and cross-national contact. In response to this need in 1994 I organised the first of a series of annual corporate identity symposia at the University of Strathclyde, Glasgow.

Whilst the symposia met some of the above needs and attracted speakers of the calibre of Lord King (President of British Airways), Andrew Buxton (Chairman of Barclays Bank), Robert Worcester (Chairman of MORI), Wally Olins (Chairman of Wolff Olins) and leading academics such as Professor Greyser (Harvard Business School) and Professor Van Riel (Erasmus University), it soon became apparent that much could be gained from the establishment of a permanent body to foster a greater understanding of corporate identity. As such, on the weekend of 17 February 1995 a small group of senior consultants and academics spent a working weekend at the fishing hamlet of Strachur on Loch Fyne, Scotland, and founded what became known as the International Corporate Identity Group. In addition, this group (Adrian Day, Stephen Greyser, Nicholas Ind, Chris Ludlow, Cees Van Riel, Stephen Thomas and myself) penned the first version of the "Strathclyde Statement" on corporate identity, which is named after the University of Strathclyde in recognition of the institution's contribution to corporate identity research and scholarship.

The ICIG was formally launched at the House of Lords, Palace of Westminster at a luncheon hosted by our first honorary President, the late Lord Goold in January 1996. In the same year the ICIG secured a publisher for the Corporate Reputation Review, which is a journal devoted to corporate identity, corporate reputation and corporate communication. Since then, the ICIG has gone from strength to strength with the formation of an Advisory Board which comprises many of the foremost exponents of corporate identity consultancy and scholarship worldwide.

As a member of the ICIG you will receive the ICIG journal "Corporate Reputation Review" whose editors and editorial board comprise an eminent group of academic authorities on corporate identity, image, reputation and communication. I have no doubt that the journal will be highly influential and will be of interest to a wide readership.

I know that I speak on behalf of the Advisory Board in inviting you to join us as we enter the ICIG's next stage of growth and development which promises to be very exciting indeed.



Dr. John M.T. Balmer,
Chairman.

THE INTERNATIONAL CORPORATE IDENTITY GROUP'S STATEMENT ON CORPORATE IDENTITY

"The Strathclyde Statement"

Every organisation has an identity. It articulates the corporate ethos, aims and values, and presents a sense of individuality that can help to differentiate the organisation within its competitive environment. When well managed, corporate identity can be a powerful means of integrating the many disciplines and activities essential to an organisation's success. It can also provide the visual cohesion necessary to ensure that all corporate communications are coherent with each other and result in an image consistent with the organisation's defining ethos and character.

By effectively managing its corporate identity an organisation can build understanding and commitment amongst its diverse stakeholders. This can be manifested in an ability to attract and retain customers and employees, achieve strategic alliances, gain the support of financial markets and generate a sense of direction and purpose. Corporate identity is a strategic issue.

Corporate identity differs from traditional brand marketing since it is concerned with all of an organisation's stakeholders and the multifaceted way in which an organisation communicates.

Membership of the ICIG will bring you :

- ⊗ The ability to keep abreast of cutting edge developments relating to corporate identity through the sharing of up-to-date information on research and best practice

⊗ Speakers at ICIG conferences include:

Professor Michael J. Baker	- <i>Editor, Journal of Marketing Management</i>
Dr. John M.T. Balmer	- <i>Director, International Centre for Corporate Identity Studies, University of Strathclyde</i>
David Bernstein	- <i>Kelland Communications</i>
Andrew Buxton	- <i>Chairman of Barclays Bank</i>
Adrian Day	- <i>Director Landor Associates</i>
John Fry	- <i>Vice Chairman Abbey National</i>
Professor Stephen A. Greyser	- <i>Harvard Business School</i>
Professor Mary Jo Hatch	- <i>Cranfield University</i>
Nicholas Ind	- <i>Consultant and Author</i>
Professor John Kay	- <i>Peter Moores Director, Saïd Business School, Oxford University</i>
John Kerr	- <i>Arthur Andersen</i>
Lord King	- <i>President of British Airways</i>
Wally Olins	- <i>Founder of Wolff Olins</i>
Professor Cees Van Riel	- <i>Erasmus University, Rotterdam</i>
Professor Majken Schultz	- <i>Copenhagen Business School</i>
Professor Michael J. Thomas	- <i>National Chairman, Chartered Institute of Marketing</i>
Robert Worcester	- <i>Chairman of MORI</i>

- ⊗ Preferential rates for attendance at the ICIG's annual conference. This provides a forum for senior managers, practitioners and academics to examine the latest developments in corporate identity management, research and scholarship.
- ⊗ An opportunity to attend other events such as seminars, workshops and dinners.
- ⊗ Receipt of Corporate Reputation Review, the leading academic and practitioner journal devoted to corporate identity and corporate reputation (four issues per year)

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