

Client

Sellafield Ltd

Providing clarity and leadership in uncertain times for sensitive markets

Sellafield Ltd is the company responsible for safely delivering decommissioning, reprocessing, nuclear waste management and fuel manufacturing activities on behalf of the Nuclear Decommissioning Authority (NDA).

Client

Sellafield Ltd

Project

Corporate rebrand

BNFL required a branding strategy to support the proposed establishment of seven Site Licence Companies (SLCs) by the NDA to manage the commercial and nuclear clean-up operations across the NDA's estate of nuclear sites.

This would initially involve the rebranding of the former British Nuclear Group sites. We and our strategic partner Stratia, both having had considerable nuclear sector experience, were commissioned to devise a cost-effective solution to a complex branding challenge.

Project details:

- In-depth consultative process
- Articulating key brand positioning statements
- Cost-effective SLC family brand development
- Support for each independent SLC
- Accommodated reference to Parent Body Organisations (PBOs) and the NDA.
- Our strategy was adopted by the NDA for all of its seven SLCs



Sellafield Ltd

