

DIFFER

Differ is a management consultancy helping clients differentiate their businesses for competitive advantage. We believe that growth within businesses comes from the ability to deliver better and crucially *different* products and services.

Based in two key European knowledge hubs, Stockholm and London, we take on the challenges of large established businesses, fast growing companies and start ups.

Differ – developing difference for business growth

We have developed innovative approaches to help businesses harness the power of their values, beliefs and competencies to drive a better and different position in increasingly competitive markets. We use the power of traditional management consultancy analytics combined with the insight and creativity of brands and branding to develop strategies which help businesses set direction and translate this into action. This improves internal and external perception, differentiation versus competition and organisational performance.

We are not sector specific and have added value in a wide variety of business areas including both B2B and B2C markets within: Recruitment, IT-Consulting, Telecoms, FMCG, Financial Services, Retail, Media, Healthcare, Motor Industry, Sports Branding, Charities and Public Organisations, Regions and Tourism, Venture Capital and Start ups.

Our consultant experience base is wide and we have a diverse skill base both in terms of industries and functions within these industries. This includes experience with: Ericsson, Volvo, Procter & Gamble, Nestle, BMW, Shell, IBM, Added Value, Adcore, Cell Networks, Bonnier, Arla, Hewlett-Packard, V&S.

Some key questions we have answered for our clients

How do we maintain a clearly differentiated position in a crowded market?

How do we focus our vision into a brand which is meaningful to all the people who consume it?

How do we manage brand value?

How can we use an increased understanding of our competitive advantage to make business decisions?

How can we use our brand to attract and retain the top talent in the market?

How can we use brand equity to create new businesses in different categories or move from a niche position?

How do we leverage our technology advantage for maximum brand value?

How do we assess corporate brand health?

How do we develop product brands which clarify and not confuse customer perception?

How do we understand and develop our brand architecture?

Differ – clients

Differ has helped, amongst others, the following companies:

SEB (Pan European), Framfab (Global), Fincareer (London, New York, Zurich), Logical (UK), Telia (Scandinavian), SpeedyTomato (Pan-European), Eniro (Pan and Eastern European), LPG Systems (Global), OM Stock Exchange (Sweden), Ericsson (Global), Hyperion Insurance Group (Global), Utfors (Scandinavian).

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