

Hawksford is recognised at national branding awards.

Local trust company, Hawksford, received a Silver Award for Best Rebrand in the Financial Services Sector, at this week's prestigious Transform Awards.

The Transform Awards, which are run by Communicate magazine, are the UK's leading awards that recognise, benchmark and celebrate excellence in brand transformation. The awards provide an opportunity for all staff, at companies and agencies alike, to see their efforts recognised and to celebrate excellence in rebranding. The winners were announced at a gala dinner in London on Wednesday night (21 March).

Hawksford chief executive, Peter Murley, said: 'We are delighted to have been recognised with a Silver Award at last night's event; it is great for our brand to be recognised as strong and innovative amongst those of our peers in the financial services sector.

'We re-branded in 2011, creating a new series of sub-brands, following findings of our in-depth client research. The corporate brand imagery Hawksford has adopted is refreshingly different to the traditional corporate imagery promoted throughout the trust sector. It is our brand and client philosophy that helps Hawksford to stand out from the crowd,' concluded Mr Murley.

Early in 2011, Hawksford, previously Hawksford International, commissioned a significant piece of client research, with the results informing a well-considered brand refresh. This brand refresh, which was developed with MerchantCantos, was shortlisted for the Best Brand award at the 2011 Jersey CIM awards.

Led by the research data, Hawksford has developed a series of sub-brand identities to ensure that both clients and intermediaries have a clear understanding of the comprehensive range of services the business offers. These include Hawksford Fiduciary, Hawksford Family Office, Hawksford Wills and Probate, Hawksford Funds, Hawksford Employee Solutions, Hawksford Media and Sports, Hawksford Advisory, Hawksford Succession Planning and the company's Swiss offering, L-S&S GmbH.

As part of the rebrand process, Hawksford has also developed a business philosophy and positioning statement, 'thinking beyond tomorrow'. 'Thinking about tomorrow' encourages

Hawksford's people to think differently for clients and plan structures that will not only meet their present short-term objectives, but be flexible enough to address the future needs of generations to come.

- (ends) -

Issued by Lisa Gutcher, Liquid, t: 01534 488899, e: lisa@weareliquid.com

Notes to editor

About Hawksford - www.hawksford.com

Hawksford is an award winning, successful and leading independent wealth structuring company specialising in preserving and enhancing wealth. Clients range from small and large corporates to ultra high net worth individuals, including well-known 'A-list' global sporting and entertainment stars. Hawksford offers trusts, companies, foundations, partnerships, family offices, investment fund administration, succession planning and employee solutions.

In 2011 Hawksford was recognised as Trust Company of the Year at the Citywealth Magic Circle Awards and in 2010 was crowned Independent Trust Company Team of the Year 2010/2011 at the STEP Private Client Awards. In 2010 and 2011, Steve Carr, associate director at Hawksford, was recognised by Private Client Practitioner in the Top 35 Under 35 rankings. Hawksford was also recognised in 2010 and 2011 by Private Client Practitioner, as a Top 25 Trust Company in its annual listing.

Hawksford has an established network of partners in other locations and is actively seeking expansion into countries that will add further value to clients. Hawksford now has operating capabilities in Jersey, British Virgin Islands, New Zealand, Singapore, Switzerland and the United Arab Emirates.

'Thinking beyond tomorrow'

'Thinking beyond tomorrow' is more than a positioning statement, it clearly outlines Hawksford's business philosophy for its clients, and echoes its people's commitment to be client focused.