



YOUR
VISION,
OUR DUTY.

MERCURY REBRAND

Q&A with CEO Eoin Vaughan



Mercury is delighted to announce that it is rebranding for the first time in fifty years. Eoin Vaughan, Chief Executive Officer provides key insights into Mercury's rebrand.

Mercury is an Irish contractor with reach across Europe. We build and manage complex engineering projects that reimagine how people work and live in the built environment. We believe that real innovation happens if you're willing to be brave. Our determination and sharp focus enable us to deliver leading edge construction solutions across a range of key sectors, taking our clients to new territories they never thought possible.

WHAT IS GOING ON IN MERCURY?

Mercury have made a key decision to rebrand – our first and only in almost fifty years of business.

WHY REBRAND?

WHY NOW IN 2019?

With almost 2000 staff and revenues in excess of €750 million, Mercury is entering a new phase. As a company, we strongly pride ourselves on having a staff that grows and evolves along with us, so it became clear to us very quickly that a new message was needed to articulate what sets our people apart and reflects our drive and hunger to execute exceptionally. This was the key factor in Mercury embarking on a rebrand.

WHEN IS THIS HAPPENING?

The official launch date is set for 14 June 2019 and the process has already begun on many of our key sites. This project began early in 2018 and has been a major undertaking and one of our key strategic objectives for 2019.

MERCURY'S GOT A NEW LOGO AND DESIGN. ANYTHING ELSE?

A core element of the rebrand was the emergence of our positioning line 'YOUR VISION, OUR DUTY' to reflect the culture that has always existed within Mercury.

'YOUR VISION, OUR DUTY.' comes out of Mercury's continued commitment to delivering the best possible service to our clients. This is something we were always doing - all we've done here is find a new way to articulate it. YOUR VISION puts our clients at the heart of everything we do and positions Mercury as their strategic partner. OUR DUTY provides our clients with a sense of importance and recognises that they all have their own unique goals. It's forward looking and demonstrates our agility, openness and ability to stay aligned with our

clients' needs. It also welcomes challenge and suggests that there are no limits or restrictions - success is the only result.

WHAT HAS THE REBRAND INVOLVED?

The rebrand encompasses everything – from changing our safety signs and our PPE on sites to our fleet, our head office and our digital assets like our website & social media. It's also given us an opportunity to reflect on our core beliefs as a company and ensure that these are also incorporated into our rebrand. As such, our team conducted interviews with 30 stakeholders made up of both Mercury clients and employees to identify Mercury's company values and identity.

SO, WHAT ARE MERCURY'S VALUES?

Mercury's culture has always been deeply rooted in its rigorous approach to ensuring employee safety and wellbeing. We thought long and hard about what set Mercury apart from our competition and a number of things emerged from the interviews we conducted.

In addition to keeping safety at the forefront of everything we do, we have three core Mercury values. Our first value is being dynamic, the idea is that it's our agility that sets us apart - at Mercury, we're completely unafraid of change because we understand its true potential.

The second value is based around the fact that we believe you have to be brave to achieve incredible things. We're proud of who we are and our plans for the future. We stand over everything we say and do. We're direct and to the point because we respect our clients, their time and needs. With a generous spirit and vibrant energy, hard work's made easy because we genuinely enjoy what we do.

The third value is about making things happen. No matter the client or sector, we always deliver. It's our commitment and promise. Success is the only option for us. It's our delivery, training, processes that make The Mercury Way. This relentless dedication earns a trust, security and assurance that is second to none. It turns clients into partners and builds relationships that grow and prosper with time.

WHAT'S NEXT FOR MERCURY?

We'll continue to strive to be the best company that we can be. Our Group Strategy, "Mercury 2021", was developed four years ago to pave a clear pathway for Mercury to achieve measured growth and continued operational success over a five-year period. With only one year left, we've already begun planning our next brave strategy. We're going to continue to put our clients at the heart of everything we do as their strategic partner. We will also continue to deliver leading edge construction solutions to clients and push industry boundaries by doing incredible things in areas such as digitalisation, offsite manufacturing and safety. It's our bold promise that Mercury will always deliver.

Eoin Vaughan

