



REVIEW, REDEFINE & REIMAGINE



# Empowering People to be Future-Ready Faster.

## **FOR IMMEDIATE RELEASE**

### **Real People Empowered (RPE) announces brand re-launch.**

**Sydney, 3<sup>rd</sup> July 2023** - Real People Equity (RPE), a leading business strategy and coaching specialist, is excited to announce the re-launch of their brand and expanded product offerings. This strategic move reflects RPE's remarkable growth and their commitment to evolving to meet client needs.

Under the visionary leadership of Founder and Director Marcella Davis, RPE partnered with Ideas Marketing, a renowned brand and marketing agency, to develop a comprehensive rebranding strategy. This collaboration aims to solidify RPE's position as an empowering pioneer in business strategy and coaching.

The rebranding process has allowed RPE to sharpen its focus on People, Performance, and Strategy, while maintaining its authentic and purposeful approach. RPE delivers unparalleled organisational support, proven strategies for development and coaching, and long-term sustainable performance and growth for individuals, teams, and organisations.

RPE's rebranding introduces two flagship programs: Accelerate, focused on enhancing individual performance, and Ignite, designed to empower organisations and leadership teams. These programs, backed by RPE's experience and innovative solutions, provide clients with transformative pathways to success.

Scott Bouquet, Founder and Director of Ideas Marketing, expressed his enthusiasm for the collaboration, believing that the rebranding initiative will propel RPE to even greater success and enable them to make a profound difference within the organisations they serve.

The ground-breaking rebranding positions RPE as trailblazers in the industry, redefining the power of people and setting new standards in business strategy and coaching. With their refreshed brand identity and unwavering commitment to excellence, RPE is poised to drive remarkable transformations and empower organisations to reach their full potential.

#### **About Real People Empowered (RPE):**

Real People Empowered (RPE) is a pioneering consulting firm specializing in business strategy and coaching. RPE develops unique tools and approaches to uncover and resolve people-related challenges for individuals, teams, and organisations.

For more information about Real People Empowered (RPE) and its rebranding initiative, please contact Marcella Davis, Founder & Director, at 0428 635 937 or [marcella@rpempowered.com.au](mailto:marcella@rpempowered.com.au), or visit the official website at [www.rpempowered.com.au](http://www.rpempowered.com.au).

#### **About Ideas Marketing:**

Ideas is a full-service brand and marketing agency that collaborates with other leading, future-focused brands across a variety of industries. By playing creatively and thinking strategically, the team at Ideas provide clients with a genuine point of difference in the market, setting them apart from the competition and assisting to with highly effective solutions across any or Strategy, Creation, Digital or Marketing project.

For more information about Ideas Marketing, please contact Scott Bouquet, Founder & Director, at 1300 643 327 or [scott@ideasmarketing.com.au](mailto:scott@ideasmarketing.com.au), or visit [www.ideasmarketing.com.au](http://www.ideasmarketing.com.au).