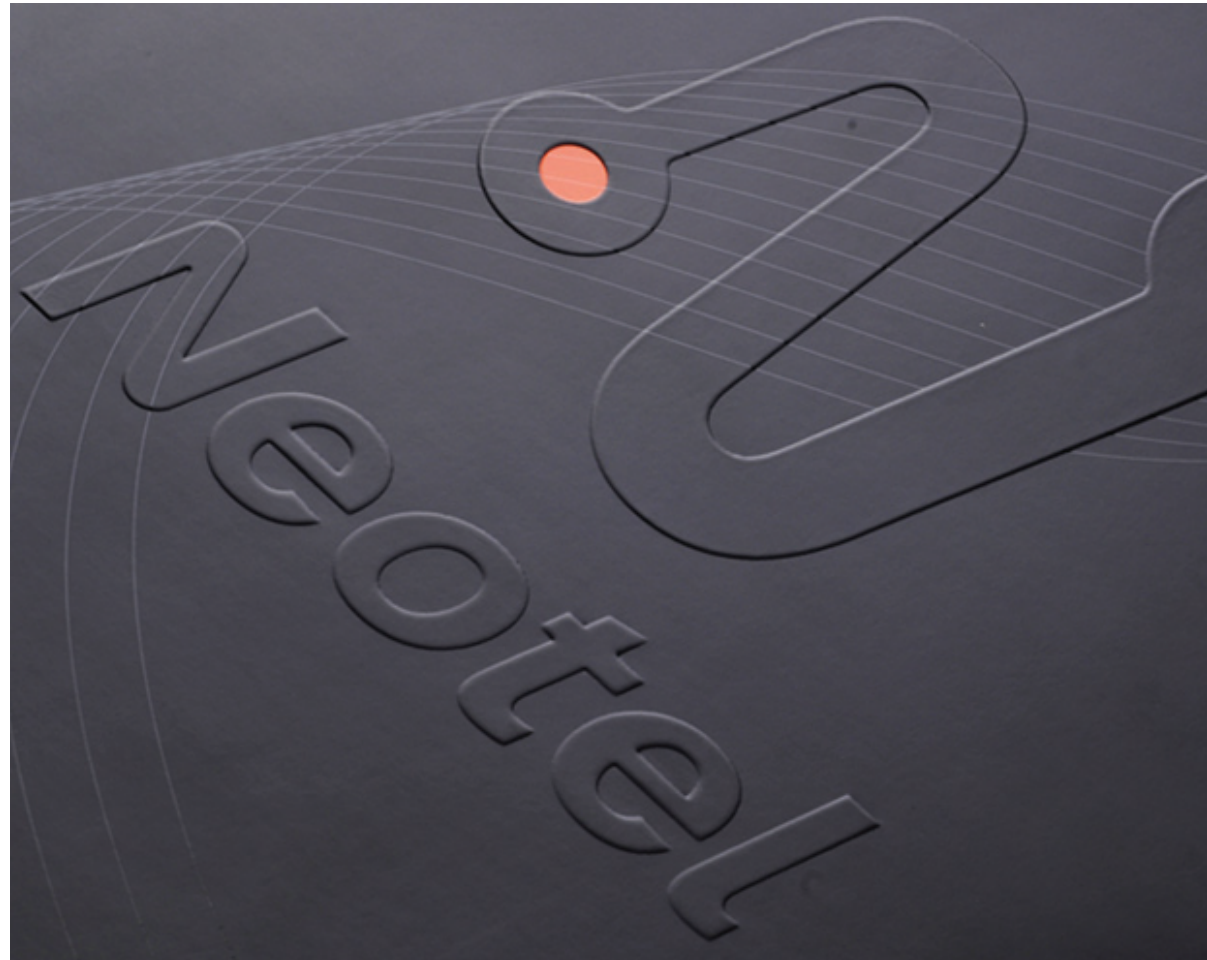


CASE STUDY: NEOTEL

Industry: Telecommunications

Neotel – complete brand creation

For decades, the South African telecommunications environment had been dominated by one monopoly, creating a substantial gap in the market for a new player that could offer consumers the gift of choice. When local company SNO Telecommunications (with its strategic shareholder Tata Group) was awarded its operating licence, their aim was to launch a world-class telecommunications service to satisfy customer needs through considered technology. We were asked to get involved to develop a viable, creative strategy to take this new brand to market.



CASE STUDY: NEOTEL

Industry: Telecommunications

From concept to full brand execution

We began by dissecting the market to analyse opportunity and business offerings, and create a credible and competitive brand platform. This enabled us to identify a differentiated and compelling market position on which the new business could deliver. In response, we created a new visual identity and language for the brand, with a uniquely South African flavour, to represent the promise of a brighter and better future for the country. The brand name 'Neotel' has resonance and relevance in classical English as well as African languages, with 'neo' meaning 'something new' in English, 'the gift of a young one' in Setswana and 'a holy or revered gift' in Sotho.

We delivered an end-to-end branding programme that started with the brand strategy, positioning, naming and identity, ultimately leading to the retail space design and signage.



CASE STUDY: NEOTEL

Industry: Telecommunications

A competitive brand is born

Since its launch Neotel has grown into a fierce competitor within the telecoms market in South Africa. After only four years it offers a viable option to customers, and has achieved 12% market share, with a turnover exceeding R3 billion.

"The articulation by The Brand Union of what the Neotel brand promise stands for and aims to deliver on is really a global representation of what the telco industry and South Africans have been starved of for eons. Well done to the Neotel team and The Brand Union for raising the bar on brand articulation." –Mala Suriah, General Manager, Brand and Marketing, Neotel

