
CASE STUDY: NET1

Industry: Telecommunications

Capability: Corporate identity

It's all in the name

"Essentially, for citizens it is a question of democracy to be able to access high-quality information wherever they may live or work." Jan Scherman, member of Net 1's steering group.

A company was started in 2003 to provide mobile internet access across the Nordic region. Today it is already challenging the major suppliers the region and its mobile broadband covers 90% of Sweden. Not bad when you compare that to the 50% coverage for all of its competitors combined. We were asked to get involved to create a new company name and a visual identity in line with a new promise.



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First place

From our Stockholm office, we set about the task of naming this growing company. Its major competitors included Tele2 and 3 Mobile, so what better name for the number one company in terms of mobile broadband coverage in the Nordic region? Net1.

Along with the new name, we were tasked with creating a new visual identity for Net1. As such, we developed a strong, timeless logo for a company that is at the leading its field.



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Double up

Since the launch of the new name and identity that we created, Net1 has gone on to double its client base in Sweden – an amazing result in one of the most competitive market sectors.

