

CASE STUDY: TELKOM

Industry: Telecommunications

Revitalising a national institution

Telkom Indonesia is a state-owned telecommunications company, which, with over 25,000 employees, provides a broad range of services from fixed line to network and infocomms. Over the years, Telkom had developed an unwanted reputation for being slow to change, non customer-centric and bureaucratic, and once the market was deregulated, Telkom faced the difficult job of retaining its customer base and modernising its image and range of services. Technological progress in Indonesia has also created new lifestyles, moving people away from the fixed-line services that had been Telkom's core business for decades. To tackle these challenges, Telkom's strategy was to transform itself from a telecommunications company into a comprehensive TIME company – Telecommunications, Information, Media and Edutainment – so a fresh, relevant and dynamic brand was critical in achieving this long-term business aim. And so we set to work.



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A trusted brand in a changing world

Our job was to refresh the Telkom brand by leveraging existing strengths but also infusing distinctive change elements. We developed a brand strategy to put Telkom back into shape by focusing on progressive changes to the company. The new brand would guide all businesses and inspire a modern internal culture. Acknowledging that change can be daunting, but also recognising its benefits, a new brand positioning was developed to inspire Indonesians to find new confidence in Telkom and its commitment to support their lives amidst the changes of a fast-paced technological world. To signal this progressive direction, we created a new identity that would not only represent Telkom's strategic transformation, but also reflect its nurturing personality. The circle and hand combination portrays a sunrise, to signal new beginnings and change, while being in touch with a world of future opportunity, and reaching out to customers and stakeholders.



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From identity to action: breeding a new business culture

Refreshing the Telkom brand involved an exciting end-to-end corporate branding project, comprising strategy, design, retail and engagement. The new brand was launched in Indonesia in October 2009 and was very well received. Stakeholders immediately acknowledged their personal appreciation by displaying an open-handed wave or salute, inspired by the icon of the new identity. Therein, the new brand set a major milestone for both Telkom and Indonesia, influencing internal corporate behaviour and inspiring lives.

"Our new brand strategy and architecture have been set by The Brand Union based on their in-depth research and evaluation. The new brand positioning and values are on their way to becoming a new culture that will transform the company." – Muhammad, Telkom Indonesia, AVP Corporate Communications was united in pride.

