

CASE STUDY: TIME WARNER CABLE

Industry: Media & Communications

Bringing personality back to technology

Time Warner Cable approached us with a unique challenge: to revitalise the brand by moving it from a functional aesthetic to a more consumer-friendly, lifestyle sensibility. In a competitive landscape, where others were undergoing drastic name changes, Time Warner Cable chose to leverage the equity in its name. However, their visual identity system had become cluttered and caught up in category conventions, rather than focusing on the ethos of the brand: simplicity. So we were asked to address this and help visually communicate those things that the brand had stood for over many years. By elevating the prominence of the iconic eye & ear symbol and showing how its simple, modern and confident design sensibility could be incorporated in branded touchpoints, the team was able to accurately reflect the brand essence. This led to a friendly, differentiated, lifestyle-focused brand that stood out in a category full of cold, technology-driven players.



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Shaking off convention

We worked closely with Time Warner Cable's marketing team to gain a deep understanding of the mission that drives their practices. Based on that understanding we created a refreshed visual identity system, which activated the mission both internally and externally by highlighting the vibrant and youthful tone of the brand. We shook off the category's complex conventions by refreshing the existing eye & ear symbol, and developing a new colour palette, a proprietary typeface and a unique photographic style to reflect the simplicity that technology should bring to the everyday lives of consumers. Finally, we consulted with Time Warner Cable on the migration of the new brand and its appropriate application to branded items.



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Keep it simple

The new visual identity system became a catalyst for the reinvigoration of the brand internally, refreshing, re-energising and re-engaging the Time Warner Cable workforce with their mission of building a platform of technologies that simplify and enhance people's lives. While a brand advertising campaign and website refresh was key, two of their most important customer interactions – a simplified and redesigned billing statement system and a redesigned fleet of service vehicles – were fast tracked. Since the new identity launch in October 2010, Time Warner Cable has continued to use our expertise to infuse similar vibrancy and character into their sub-brands and additional areas where the brand is brought to life.

