



## CEGETEL: THE NEW ALTERNATIVE

### **To win customers from France Telecom**

When French telecommunications began to open to competition in the late 90s, few companies could mount a genuine challenge to France Telecom. Cegetel was created to do just that and drew on the strength and experience of major players in the US and British telecommunications markets, as well as a leading French corporation. The challenge was to win customers from France Telecom, the national provider, and to make Cegetel compellingly visible at a time when newspaper headlines were full of France Telecom's privatisation.

### **The symbol tells a story**

Wolff Olins advised that Cegetel's brand personality should be warm and friendly, contrasting with the stuffy, civil service style of France Telecom. It should be perceived as a modern business, as opposed to a static bureaucracy. Cegetel's agreement with this principle made the creation of a meaningful identity an exhilarating, collaborative process. The little Cegetel figure expresses confidence, imagination and a new way of delivering telecommunications.

### **A major competitor**

With all systems delivering on this promise, Cegetel's initial performance was excellent. It succeeded in introducing a radically new idea and style of customer-centred service to the French telecommunications market. Between 1999 and 2007 Cegetel's turnover increased from €335 million to over €3 billion. In 2005, following the completion of the merger between Neuf Telecom (formerly known as LDCOM) and Cegetel, the company was renamed Neuf Cegetel.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

[www.wolffolins.com](http://www.wolffolins.com)

© 2009 Wolff Olins Limited. All rights reserved.