



MOVISTAR: WORLD BRAND

Power brand Telefónica Móviles, one of the world's biggest mobile phone operators, had created or acquired a cluster of mobile phone brands across the Spanish-speaking world, and decided in 2005 to unify them under the Movistar name. In the mobile world, where brand is power, it would have, for the first time, the stature and muscle of a truly global brand.

Sociable and extrovert Working from Movistar's brand idea, human technology, Wolff Olins created a new brand image – fresh, dynamic and future-facing – that would enable Movistar to take its place among the world's great mobile brands – and to stand out. The identity aimed to be more sociable, extroverted, clear and inspiring.

Dominant The identity was launched in 2005. It's the dominant mobile brand in Spain, with 22 million customers, and operates in twelve markets in South America. The brand has given Telefónica huge presence in the Spanish-speaking world, alongside the power of its other mobile brand, O2, in the UK, Germany and Ireland.

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