

vivo™



VIVO: NOT MARRIAGE BUT BIRTH

Keep and grow

In 2003, Telefónica and Portugal Telecom merged their six Brazilian mobile phone operations, and had to change name. How would they keep their existing customers, and then grow? The answer was: create something new. With help from Wolff Olins, they changed their way of thinking. The merger would not be an amalgamation of six very traditional utilities, but the birth of a vibrant consumer brand.

Playful energy

Under the idea of 'playful energy', we created the name Vivo, Brazilian for 'alive', and a brand personality that expresses all the vivacity of Brazil, inviting everyone to join in, take part and enjoy. We designed a brand identity, centred on an animated character which interacts with people. Behind the scenes, we developed a brand migration strategy and a new product brand architecture. We helped unify the cultures of the six companies, engaging all 10,000 Vivo employees. And we redesigned 225 shops, and changed 66,000 point-of-sale displays.

5 million new customers

The impact was huge. Vivo kept its 17 million existing customers, and acquired 5 million new customers in year one. Now with 33 million users, it's the largest mobile network in Brazil, and one of the top ten in the world.

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