



SETTING THE PACE

Mature market

In 2005 the Russian mobile communications market was approaching saturation, especially in Moscow. The challenge was to turn Beeline into a brand that could stand apart and compete effectively in this context. A more clearly differentiated position was required, one that focused on creating long-term customer relationships and deeper emotional bonds to drive real loyalty. This combined with a strong identity has been key to setting a new standard in the Russian market.

Live on the bright side

With Beeline and BBDO we developed the new positioning, identity, communications style, image libraries and campaign for launch. We then rolled out the brand across all communications, packaging, retail, web and HQ interiors, alongside a number of internal brand building initiatives. The re-brand was a huge success and at the end of 2005 revenue was up 40%, market cap by 28% and ARPU by 7%. We continue to work with Beeline as they grow into new regions and product areas.

Most valuable brand in Russia

Since re-launching the brand, Beeline has been independently ranked the most valuable brand in Russia for 3 consecutive years, according to Interbrand Zintzmeyer & Lux in Business Week. It has become the benchmark for all recent brand launches and the one to beat in mobile telephony.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

www.wolffolins.com

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