

Allstream: Satisfying Deal Requirements

Situation

Buy-out

Brand: Private investors bought AT&T's business to business unit in Canada. The new company was re-branded Allstream.

Impact: Allstream had to eradicate the AT&T brand or face fines. Employee and customer retention were at risk.

Timing: BrandActive was engaged to eradicate the AT&T brand in 6 months.

Services

Brand Change

- Transition scoping, project planning and oversight
- Thorough and rigorous capture of all occurrences of the AT&T brand set the project up for success and enabled comprehensive planning.

Solution

Satisfying Deal Requirements

Smarter: "The guidance and expertise that BrandActive brought to Project Genesis was invaluable, and we truly benefited from our partnership with them." Angie Specic, Director of Marketing, Allstream

Faster: Angie Specic continued, "Completing a \$25 million, marketing-focused project ahead of schedule and under budget is truly a notable feat and one that the branding industry can learn from."

Better: Less than 6 months after launch, customer research indicated that the new Allstream brand was well-established.



Managing Budgets and Timelines

The transition of all branded assets was completed 2 months ahead of schedule and came in 30% under budget.