

TELUS: Overnight Brand Transition

Situation

Acquisition

Brand: TELUS acquired BC Tel.

Impact: Created Canada's second largest telecommunications company.

Timing: BrandActive were engaged to take the project from initiation to launch in 4 months.

Services

Brand Change and Touchpoint Improvement

- Scoped, planned, managed and executed launch to maximize market impact
- Post-launch transition management for all brand applications including 2,135 vehicles and 22,000 phone booths.

Solution

Create the Impression of an Overnight Transition

Smarter: "The impact BrandActive was able to create in only four months was remarkable. This allowed us to terminate a brand advertising campaign ahead of schedule, resulting in significant cost savings."-Drew McArthur, Vice President Corporate Affairs and Compliance Officer, TELUS

Faster: Senior management received accolades for the seeming "overnight" transition of BC Tel to the TELUS brand.

Better: Our signage team developed new standards for phone booths that significantly increased the visibility of the brand. Overall TELUS brand awareness increased from 6% to 81% within six weeks of launch (source: TELUS tracking study).



Control

BrandActive oversaw the transition of 22,000 phone booths, with those in more competitively strategic locations being converted first.



Impact

Strategically selecting high visibility assets gave the illusion of a complete transition though only 20% of assets had been transitioned.



Improvement

New standards for high-visibility assets like fleet and phone booths increased the visual impact of the brand name by 12%.