

Verizon Wireless: Transitioning a Major Acquisition

Situation

Acquisition

Brand: Verizon Wireless acquired a major competitor.

Impact: Verizon Wireless became the largest wireless telecom company in North America.

Timing: BrandActive was engaged directly after deal announcement to plan a 6 month conversion upon deal closure.

Services

Brand Change

- Defined the project scope and worked with the marketing and integration teams to establish workgroups, communications and organization
- Reviewed overall asset transition strategies, timing, standards and processes and created or reviewed asset transition approaches and project plans
- Worked directly with regional transition teams to audit branded asset touchpoints, project plans, structure and communications to identify opportunities for improvement.

Solution

Structure, Review and Control

Smarter: Verizon Wireless is full of capable branding and project management resources. Given the scale, importance and objectives of this acquisition, they thought it valuable to engage one central resource that could hit the ground running, validate their capability and be ready to step into any gaps that were revealed.

Better: Our work identified branded assets that were unaccounted for, as well as a variety of opportunities for cost savings, greater standardization, quality control and brand impact. BrandActive's rigorous approach helped to reduce the risks of customer loss and negative market perception.



Before Deal Closure: Working with Limited Data

Planning the optimal transition of an acquired brand is dependent upon starting early in the deal lifecycle. Verizon Wireless engaged BrandActive prior to deal closure, meaning most of the planning would occur with limited availability to data.



Properly Considering all Touchpoints

Including thousands of fleet vehicles, HR materials, IT assets, documents and forms and more - Verizon Wireless had to consider cost, time and quality dynamics for each asset.



Locations Across the Country

The transition involved nearly 1,000 corporate and retail locations.