

vivo



VIVO VIVA VIVO

The Vivo brand was launched in April 2003, as a core driver to successful integration of many smaller mobile telecoms businesses belonging Portugal Telecom and Telefónica. Together these businesses had some seven million clients.

Three years after its launch Vivo was the largest provider of mobile telecoms services in the Southern Hemisphere and with some 30 million clients is now the tenth biggest in the world.

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A potent brand, strong area coverage and innovative technology all combined to present Vivo with a deeply competitive market position and during the period 2003 to 2004 Vivo doubled its brand awareness to become the leading Brazilian mobile telecommunications brand.

“This is an outstanding result, especially for a brand that has been in the market for a little more than one year. Our brand has created an emotional bond with people. Just feel the incredible empathy Brazilians have with Vivo” says its Director for Image and Communications, Hugo Janeba.

To build on its success, Vivo wished to ensure its market position was absolutely clear and that brand implementation efforts, across all consumer touch-points, thoroughly supported and reinforced this position. In 2004, MYBRAND worked with Vivo to undertake a rigorous brand audit, taking full account of all brand communications media as well as internal staff views.

Following the brand audit, MYBRAND helped Vivo organize its service offer through the development, design and implementation of a single brand structure and a refreshed, more relevant communication style. A complete set of brand applications guidelines were developed to make sure that all brand implementation actions were consistent and that the company projected itself to fully reflect its positioning. This work resulted in greater potency of market communications relative to marketing spend.



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In March 2006 Vivo implemented its first new concept store, created by MYBRAND.

Designed to provide differentiated customer service and greater interactivity and involvement for customers, the store has proved highly successful in changing an overriding consumer attitude that Vivo stores were "boring places to be."

"In our third anniversary, it was necessary to create a new sensorial identity for the brand. With the opening of the new store, we want to bring together, in a very special and comfortable space, distinguished customer support and the most recent technological innovations in mobile telephony," explains Roberto Lima, Vivo's President.

"Our objective is to make the moment of purchase a pleasant and remarkable experience for consumers," he adds.



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Initial research demonstrates a strong improvement in consumer perceptions of the Vivo brand service. Perceptions of waiting time fell over 30%, modernity, clear visualization, ease of access to information and greater involvement and experimentation are also improvements strongly recognized by consumers. In the round, the new store offers Vivo and its consumers a unique and differentiated branded experience that has already started to add significant revenue and brand value.

To provide a commercial grounding for development of the store's conceptual design, MYBRAND started the project by conducting a sound and insightful analysis of survey data of consumer behaviour across different points of sales.

From its architectural design through to services it offers, the new store structure manifests Vivo's brand values: relationship, innovation, interactivity and accessibility. Its wide and inviting entrance, white decor and use of rounded shapes enhance comfort and highlight product displays. The plasma and touch screen monitors enable customers to view promotional, products and brand campaign interactive content.

