

## Muvee

Muvee is the first instant personal media company of its kind, offering the capability for non-technical consumers to easily compose a home video.

Largely known as a B2B supplier, muvee was increasingly marginalised by the key players in the desktop and online space. To this end, it sought to create a breakthrough brand that would speak directly to end-consumers.

As a latecomer to on-line, muvee had to separate itself from other players (slideshow, photo and video management providers) by connecting the experience of creation and sharing videos.

FutureBrand Singapore articulated muvee's brand philosophy, crystallizing its brand positioning and values into the core idea "Magical Life".

This brand positioning was a springboard for consolidating muvee's product and service offerings into a more coherent system.

Year: 2008



FutureBrand

