

Smartcom Freedom is yours

Smartcom, which belongs to the Endesa Group, was the third largest cellular telephone company in Chile. In 2004 as a result of a change in its competitive landscape (Bellsouth has been acquired by Telefónica), Smartcom decided to redefine itself and consolidate Smartcom as the preferred mobile communications company in Chile.

To achieve this, they approached FutureBrand, who redefined their brand strategy starting with their evaluating their history and adding unique, clear attributes: Smartcom is witty, free spirited, and provides solutions.

Seizing the color orange, the brand adopted a personality that could speak and be expressed of a bold way, applying the concept of freedom to each one of its activities and offerings. FutureBrand also developed an environmental system whose implementation contemplated headquarters, commercial offices and stores.

Telephone sales increased 44% in less than a year and in the same period of time, sold twice as many high-capacity phones than the year before. In 2004 Smartcom managed to exceed 1.5 million clients (in 2000 it counted just 300,000) and achieved profitability for the first time, after 5 years of existence. In 2005 the client base was still growing at 1.7 million clients, and the company continued to grow in value. This allowed Smartcom shareholders (in August 2005) to sell it to América Móvil Group for 414 million euros (505 million dollars), fusing its image in favor of Claro.



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Office: Santiago de Chile

FutureBrand

