

## XSEL

### Excelling in China Through Sports and Entertainment

With more media platforms are targeting the growing upwardly mobile demographic in China, XFMedia has decided to switch focus to sports and entertainment. With the new focus, XSEL needed to clearly differentiate itself with its brand proposition and identity.

The additional challenge was to express the excitement of the new focus while maintaining the gravity and reassurance of a principally B2B brand.

The brand proposition, identity and visual elements are refreshed to communicate the new strategic direction of XSEL. The brand architecture has also been consolidated to maximize the value of the masterbrand.

A new name, XSEL, is chosen to reflect the strategic direction. An abbreviation of Xinhua Sports and Entertainment Limited, XSEL conveys the energy of its new focus and also its commitment to excellence. A matching Chinese name is also developed.

The new visual identity and application of XSEL are built around the strategy and the excitement that makes a show truly great. The overlapping spotlights represent the multi-layered, diverse and innovative offer that XSEL brings into the limelight. The orange tones express the lively and contemporary nature of the brand, while the red tones reflect that passion for excellence that sets XSEL apart from the rest.

XSEL has successfully launched the new brand in 2 March, 2009.

Hong Kong 2009



FutureBrand

