

White Pages

RE-establishing an Australian icon



Situation

The White Pages brand was in overall decline and usage consideration continued to decline.

Approach

An integrated brand development process that included all key functions of the business. After a thorough market analysis, positioning options were determined in a workshop using HuNeeds™ (mext has previously worked with the parent company, Sensis to establish the relevant HuNeeds™ models).

In a further workshop the team defined the trust drivers and brand values using HuTrust®. After qualitative evaluation and refinement, the quantification proved that the trust drivers were highly appealing to the key audiences and that the defined drivers clearly differentiated from the key competitors.

The brand implementation over one year included helping Sensis in agency pitch management, workshopping implementation plans and ideas with the functional teams, presenting to and engaging the sales team as well as developing the brand book and communications plan.

Result

A new brand icon was developed and became part of the logo (Creative Director: Michael Fadey, DDB). The brand icon is continuously built to develop the same prominence as Yellow Pages' 'walking fingers'. The brand work re-established internal pride and excitement. Communication increased usage consideration by 30% in the key target audience.



The White Pages brand book. Used for internal and Sales purposes.



Example of an outdoor advertisement



The 'Hi' brand device becomes a part of the new Telstra Hub.