

# MWeb rebrands this week

South African Internet service provider MWeb relaunches its 11-year old brand this week as part of a marketing strategy to broaden the company's reach into new markets, including mobile. The new pay-off line will be "Connect & you can", conceptualised by FoxP2 which won the MWeb account in a four-way pitch.



New MWeb logo

MWeb currently has a subscriber base of more than 320 000, and, according to GM Natalie Thayer, its "clients' requirements have changed and so have we." It therefore decided to relaunch and rework its advertising and payoff line to focus on capturing the power and the possibilities of the Internet and mobile web.

## Rationale

Explaining the rationale for the new brand strategy, Thayer adds, "We've decided to focus our efforts on an audience who enjoy experiencing the power of the Internet from a variety of platforms. Our research has shown that this audience is open-minded and want products and services that save them time, of which they have very little. Our new brand strategy is, therefore, coupled with a broader mobile product offering."

The mobile product offerings will include the integration of Nimbuzz, MWeb.Mobi and custom-made applications for mobile devices.



Old MWeb logo

"We see our new mobile division playing a pivotal role in the coming year. Consumers need information at their fingertips and they are more likely to use their smart phones in a meeting to find answers online, than wait until they are back at the office to boot up their laptops. This market needs products that provide them with solutions which will simplify their lives," explains Thayer.

## Illustrate

MWeb will concentrate on radio and television to communicate its messaging, with ads that will illustrate what you can do when you are "connected".

Another new partner to MWeb is strategic media planning agency Vizeum.

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