



O₂ A BREATH OF FRESH AIR

O2 heralded a new approach to corporate identity. Bringing together four companies, the new entity needed a unified brand to communicate with all audiences. Our research revealed the insight that your mobile phone is 'essential for life'.

Following this thought, we brought it to life with the new brand name and the distinctive bubbles on a blue background that became O2's new identity. Freeing the brand from a conventional logo created maximum awareness with dramatically reduced advertising budgets. Our work helped O2 sell for £18 billion just three years after launch, and as brand guardians we're still integral to its continuing success.