



ATENTO THE CUSTOMERS' CHAMPION

Atento is an outsourced contact provider within the Telefónica group. We found that the contact provider market is a competitive but undifferentiated one. In order to achieve distinction we needed to completely re-brand Atento. We considered the sterile feeling of the marketplace and came to the conclusion that a contact provider should be the customers' champion.

Creatively, we retained Atento's logo but utilised a handwritten font to emphasise Atento's passion for customer experience and its brand promise of being the "Customers' Champion". Working from this insight we created a new brand identity, brand voice and brand guidelines for them. We also created internal brand inductions and we continue to work with them on Brand Guardianship programs globally.