



MATRIX MAKES SENSE

To mark its 15th anniversary, Matrix, an Indian based mobile solutions company offering international SIM cards and data solutions, was looking to reflect its growing business with a new brand identity. Extensive research led us to the insight that service is the key differentiator within the telecoms sector.

Working from this finding we positioned Matrix as the 'Easy and Smart' telecoms solution. This brand promise formed the basis of a new flexible brand identity, allowing Matrix to speak to its segmented audience. We recognised Matrix's website as a key business tool to help drive international perception and growth and we are currently redesigning it for launch in early 2011.