



# Redefining Television

**STRATEGY:**

- Brand Audit
- Competitive Analysis
- Customer Segmentation
- Positioning
- Values
- Brand Architecture

**CREATIVE:**

- Full Brand Identity Solution:
  - Logotype Evolution
  - Visual Property
  - Colour Palette
  - Tone of Voice
  - Strapline
  - Brand Photography Library
  - Iconography

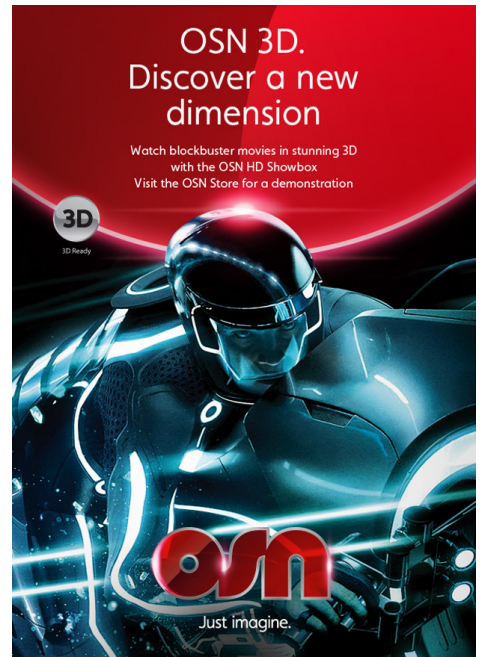
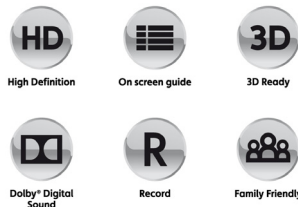
**IMPLEMENTATION:**

- Brand Guidelines
- Artwork Production
- Advertising Guidelines & Templates
- Environmental Guidelines
- Tone of Voice Guidelines

**Who they are**

OSN came into being when the jointly-owned Showtime Arabia Pay-TV network and the privately-owned Orbit Communications Pay-TV network merged to create the biggest subscription-based television platform in the Middle East.

OSN is able to deliver exclusive movie, drama and documentary programming with state-of-the-art features, including Personal Video Recorder (PVR) technology and HD content to subscribers primarily in the KSA, Egypt and the UAE.



**What they needed**

The Middle East was saturated with Free-To-Air (FTA) channels that were available throughout the region to a very diverse range of audiences.

The newly-launched OSN needed effective brand strategy to convince consumers that



their service was worth paying for, over the FTA alternatives and maximise the lifetime of their existing customer base.

**What we delivered**

We saw that Middle Eastern consumers were very keen on purchasing HDTV's but were unaware that FTA channels were not broadcasting HD content. They were, therefore, missing out on the full HD experience that OSN was offering.

We therefore felt that the best way to engage OSN's target markets would be to reposition the brand around an attitude of discovery. We defined OSN's new brand proposition as: 'Redefining The Television Experience'.

This new proposition empowers the brand to excite and educate their target consumer segments about the superior entertainment experience that OSN was able to deliver through its exclusive content and HD broadcasting capabilities.

We developed all of OSN's off-air elements, including retail environments, packaging, print advertising and brand touchpoints with our new, strategy-driven creative.



“OSN had a 30 percent increase in subscribers in 2012, and 22 percent during the first nine months of 2013 reaching more than 895,000 households across the region.”

Hamad Malik  
Chief Marketing Officer,  
OSN

