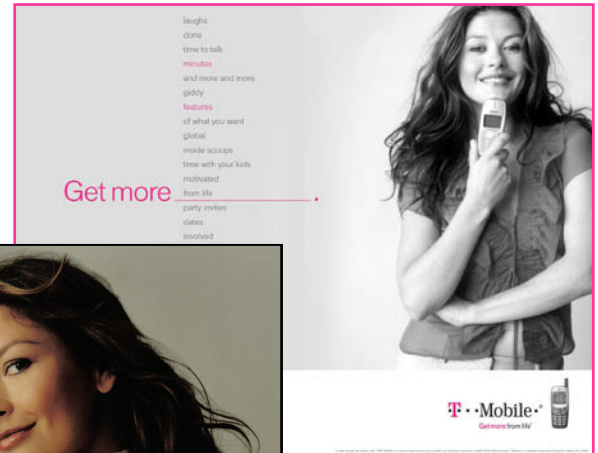


# MarketingHat

## T-MOBILE US BRAND LAUNCH

### SITUATION

When VoiceStream was purchased by T-Mobile — the global wireless unit of German telecommunications provider Deutsche Telecom — the U.S. unit knew they needed to leverage the global T-Mobile brand name and still maintain an American identity.



### PROCESS

After determining T-Mobile’s needs, brand positioning was designed to combine the strengths of VoiceStream and the global reach of T-Mobile. The brand standards were customized to fit the core target audience, the competitive environment, and the unique personality to be established for the brand. Once the brand was clearly determined, a “brand bible” was developed to communicate the brand story and brand identity to internal employees, various agencies, and the network of dealers.

### RESULTS

Through the “brand bible,” regular brand summits and brand templates, brand consistency was higher than at any point in the history of U.S. operations. Brand awareness reached 80% within 12 months

