

Rebranding ZenithOptimedia Group

ZenithOptimedia Group has announced a new strategic positioning that has been translated into a corporate identity rebrand, rolled out recently across all 250 offices worldwide, including South Africa, and encompassing all its companies, including Zenith, Optimedia, Moxie, Newcast, Performics, Ninah, Sponsorship Intelligence and Scoop.



Steve King, global CEO for
ZenithOptimedia Group

Tagged as 'Live ROI', the new branding retains the subtext 'The ROI Agency', the signature colour blue and a refreshed peak symbol, but includes a refresh of the agency's wordmark and visual identity. 'Live ROI' delivers its same rigorous approach, but in real-time and cements its commitment to delivering state of the art data analytics and breakthrough creativity to deliver innovative ROI solutions for its clients.



"Reinvigorate corporate brand"

Diana Morris for ZenithOptimedia South Africa comments,

"As part of the repositioning, we have taken this opportunity to reinvigorate our corporate brand, both internally and externally. This new identity heralds our next stage of growth and demonstrates our commitment to our clients and staff that we will continue to be at the forefront of communications planning and buying."

Steve King, global CEO for ZenithOptimedia Group, adds, "Consumers increasingly live their lives in a digital world in which traditional ROI techniques no longer deliver everything our clients need. Live ROI does. It takes ROI to the next level and ensures a real time approach that identifies how and where budgets can be invested to deliver the best returns. Over the past two years we have put Live ROI through the most demanding tests and it is the most comprehensive and future facing approach available to clients."

The new positioning will be supported with a number of tools, processes and development programmes including Touchpoints ROI Tracker, Socialtools, Adforecast.com, Open and Live Academy.

Continuity

For continuity, Zenith and Optimedia will also use the same typeface as the ZenithOptimedia, the refreshed peak symbol, the same corporate colour palette and 'The ROI Agency' subtext. Zenith Media is renamed Zenith.

The logos of all other group companies, Newcast, Performics, Moxie, Ninah, Sponsorship Intelligence and Scoop, have been redesigned to create a clear brand relationship. All companies use the same typeface as ZenithOptimedia, distinguishing themselves by additional colour and symbols. These additional colours combine with the ZenithOptimedia colours to make the corporate colour palette.

