

EDGE53 unveils new branding, services

After a campaign that built up excitement around its rebranding, EDGE53, an events production and management company operating in Ghana, finally revealed its new look, tagline and twist to its name earlier this week.



Old logo

Addressing the company's friends, clients and partners, CEO Yaw Amponsah Debrah Snr. said that the company launched a new EDGE53 brand that better communicates its commitment to helping companies and to transforming the advertising and marketing industry.

The first component of the new brand identity is the revision of the logo, which conveys the company's strong, unique value proposition. Gold which signifies success is represented in the new identity and exemplifies its commitment to transform brands and grow businesses.

The new tagline 'Reimagine the way you do it' reflects the company's unwavering commitment to building extraordinary brands which will in effect accelerate their business performance growth and Return on Investment.

Name twist, services

In addition to the new logo and tagline, the name of the company has been changed from EDGE53 to EDGEFIFTY3.

The brand will also offer new services such as market research and feasibility analysis, media strategy, interactive and social, creative, digital marketing, visual and audio production, media planning and buying, BTL advertising, public relations and events management.



New logo

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