

Commit creates and designs marketing collateral for renowned Telco

The client is a leading player in the Indian telecommunications arena, providing wireless and wireline carriers with expertly crafted solutions, guaranteed to drive revenue and achieve faster ROI. The client excels at providing state of the art VAS products designed to demolish revenue blockades and yet provide compelling voice and data services to subscribers. The client's product suites enable service providers to offer differentiated services, reduce customer churn, increase Average Revenue per User (ARPU) and assist operators in generating significant sustainable new revenue streams.

The Situation

The client had developed a huge number of telecom products that are classified into different suites according to their usability, such as Messaging, Roaming, Prepaid and Call Management. Each of these suites have varied products, some standard telecom products such as SMSC, and some which were exclusively developed by the client. The client needed to showcase these products and the suites and a new and impressive corporate profile. For this, they required product suite brochures, individual product brochures and a corporate brochure.

The client had a vast amount of literature concerning the products, yet they were not satisfied with it. There was minimal organization among the contents and it was not exciting enough to be used as a showcase at any expos to hand out these flyers to interested clients. Hence they turned to Commit to refresh and re-write the content for these products, and to design the brochures.

Commit's Expertise

Commit took up the challenge and executed the project with panache. Commit had to deliver product suite brochures, individual product brochures and a corporate brochure. The product suite brochures were developed first. Extensive collaboration with the client team ensured that Commit was able to acquire all the pertinent knowledge regarding the suites. Thereafter Commit also designed the flyers, developing a color scheme which would be used for all the individual products in the suites.

The individual product flyers were developed next. For these Commit had to speak to the client representatives, as well as derive content from previously written literature. These product flyers underwent stringent quality analysis and the results were favorable.

The Corporate Brochure was a challenge, as there was not much written matter about it. However, Commit worked at it diligently in tandem with the client team to deliver an outstanding corporate brochure, written crisply and designed elegantly.

Benefits for the Client

The client got a distinctive mix of revamped and fresh content along with remarkable designs for each brochure. As a result of constant interaction with the content team at Commit, the client was also able to consistently get their views across. This ensured that Commit's content team was able to translate the client's ideas into reality most effectively.

Tools used by Commit

1. MS Word
2. Adobe Illustrator 10
3. Photoshop 7
4. Adobe Acrobat