

ORANGE: ORANGE BUSINESS SERVICES CAMPAIGN

THE FUTURE IS STILL BRIGHT



Our online and offline communications campaign **reassured Orange customers** around the world.

Problem

Orange Business Services, the B2B arm of Orange, needed to develop a series of communications that would help allay the fears of clients in difficult economic times. The communications needed to reinforce Orange's efforts at becoming a trusted global telecoms partner.

Solution

The primary need was to create a positive uplifting story, without being naïve about the recession. It was decided to use humour to make its serious point.

The communications needed to work for both online and offline channels, in order to allow the global Orange network to tailor the approach to its specific markets.

A set of 6 statements was developed that highlighted the various forms of help that Orange could offer its customers. The statements were illustrated with fanciful tools that playfully exaggerated the solution. The illustrations were in keeping with the Orange brand voice. They were adapted for postcards, posters, online use, as well as small animations that could run on the site.

Impact

The campaign was launched throughout Orange Business Service's global network, reaching 38 locations around the world. The campaign helped to reassure and retain existing customers, while boosting internal morale at the same time.

See casestudy online

[Orange](#)



ORANGE

Develop a story with the right tone

Bring it to life for online and offline channels

Stay true to the Orange brand

Be upbeat and fresh, with a sense of humour

Make it understandable around the world



looking to squash your IT costs...?

Dear Mr Clegg,

...we've got the right tools for the job

Designed to meet your organization's most pressing priorities in today's challenging climate, our solutions can help you:

- get a total view of your complete infrastructure, and see where you can control costs – simply reporting top mobile spenders can cut costs by 10%
- save as much as 30% on mobile services – hotel wifi, 3G and roaming charges and hot desking
- save up to 20% on service management costs
- reduce travel costs: our advanced conferencing and wifi solutions mean your people can work to optimum efficiency... without leaving the office

challenging times call for inventive solutions.
Orange Business Services offers a range of powerful tools to help you make real economies without compromising on quality.

see how we can help you squash your IT costs
check out our website at www.orange-business.com/cost-cutting-tools

Business Services orange