

Rebranding

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Rebranding

Rebranding (eng. Rebranding) - active marketing strategy; includes a set of measures to change the brand (both the company and the product it produces) or its components: name, logo, slogan, visual design, with a change in positioning. Held in line with changes in the conceptual ideology of the brand. This implies that there have been quite significant changes in the company (product). Restyling and brand repositioning are integral parts of the rebranding process

Successful rebranding allows the company to reach a new level of development, attract the attention of new customers and increase the loyalty of existing ones.





Activ/Kcell rebranding



- I chose a company that is a cellular operator in Kazakhstan - Kcell

In 2014, Kcell - the leader of the telecommunications market in Kazakhstan in terms of market share and number of subscribers, reports that it has started re-branding the Activ brand, focused on the mass market. The goal of rebranding is to update the concept of the brand and its visual image in order to strengthen customer loyalty, stimulate growth in the mass segment of the market and maintain leadership in a highly competitive environment.

Kcell/Activ



- In parallel with the rebranding of Activ, Kcell takes significant measures to improve customer service and improve the experience of subscribers. Also launched a large-scale project aimed at increasing the value of the brand.

Kcell JSC is the leading mobile operator in Kazakhstan in terms of revenue and number of subscribers. The company has been operating since 1998, and as of December 31, 2013, the number of its subscribers was approximately 14.3 million users, which corresponds to a market share of 46.2%, as estimated by the Company. The estimated market share of the Company in terms of revenue was 54% for the year ended December 31, 2013.

Activ Kcell



- Kcell provides mobile voice services, short messaging service, additional services (VAS), such as multimedia messaging, access to mobile content, and data services, including Internet access. In the market, the Company is represented by two brands: Kcell, whose target audience is corporate clients (including government institutions), and Activ, which is targeted at mass market subscribers. The company provides services through its extensive high-quality mobile communications network, which covers almost the entire populated area of Kazakhstan.

Kcell Activ

- In December 2012, the Global Depositary Receipt of GDRs was completed on the London Stock Exchange. The price was set at 10.50 US dollars per GDR and 1,578.68 tenge per share, while one GDR corresponded to one share. The placement included a sale of 50 million shares by TeliaSonera, corresponding to a 25% share of Kcell's share capital. TeliaSonera owns, directly and indirectly, 61.9% of the common joint shares