

**Case Study: Cherry Mobile**

**With our help,  
Cherry Mobile has got  
the whole world talking  
for less.**



## The Brief

Cherry provides corporate travellers and individuals with low cost mobile voice and data services. They were looking for a brand that positioned them as a market leader in the international roaming SIM solutions niche, as well as creating global appeal to cement their name in the marketplace – where they compete with simple, iconic brands for low price point, high-volume sales.

## The Solution

Looking for impact in a crowded marketplace, BRANDSavvy sought a brand for Cherry Mobile that was palpable and accessible, but carried enough kudos to become a desirable emblem in a very discerning customer group that would not always choose a product on the basis of price, but also on image and brand association. Our market research highlighted the travel habits of the market – media consumptions, buying decisions, and common destinations. The large, funky Cherry logo was an instant hit, with a bold, simple palette and reversed out text to present the message in a no-nonsense but appealing way.

## The Outcome

In order to ensure a consistent message across all retail outlets, we first developed an internal launch strategy to encourage staff buy in, which included brand guidelines to ensure all marketing communications – internal and external – are consistent in promise, image and tone. We then set to work on an external launch strategy for Cherry using a combination of communication channels, but heavily weighted on outdoor, press and online advertising, including high turnover materials informing customers of the latest tariffs and deals. A range of point of sale materials and a presence at every point of the traveller's journey, from the approach to the airport through to check-in and lounges, supplemented the main advertising activity.

## The Result

The CherryMobile brand started life in 2006. In the three years since, research demonstrated that customers recognised the Cherry brand as the leading provider of international roaming SIM solutions in the UK. With 70% of potential customers saying that they would choose Cherry over their competitors on the strength of their brand and 98% of existing customers saying that they would recommend Cherry to friends and colleagues.

Outlets at Glasgow and Edinburgh airports began trading in September 2007, gaining a significant slice of the market and evolving to be recognised as an innovative mobile orientated lifestyle brand.

Cherry has since been integrated into a larger mobile communications group called Stream, and their focus has changed from consumers to corporate clients.



## We can help you.

If you can think of one good reason why customers should choose your offering over all others, then you have a reason to get us to brand it or rebrand it.

At BRANDSavvy, we'll secure your success through the power of effective branding – helping you stay visible in your markets, and in the minds of your customers, with tried and tested brand-building methodologies.

**Contact us today to arrange your FREE branding workshop and prepare for branding success.**

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