

## Brand gets breath of new life

Earlier this year, specialised wireless telecommunications provider Multisource appointed Talk2Us to facilitate its communication, relationship building, branding, employee support skills, design and public relations. After a lot of research and hard work, the Multisource brand was officially re-launched last month.



New logo

“We have revamped their logo, developed new, refreshed, appropriate taglines and fine-tuned the Multisource positioning statements and reputational priorities, ensuring that they are perfectly in line with the company's strategy and objectives. We have designed new templates for advertising and launched a vigorous marketing and PR campaign to run alongside the new and improved Multisource brand image,” explains Linda Hamman, director of Talk2Us.

“After meeting with Talk2Us, we recognised that by making use of their comprehensive in-house facility, we would be able to take our product to the next level,” comments Hugh Myres, CEO of Multisource. “We look forward to enjoying a more focused and hard-hitting marketing approach, which will make us stand out among our competitors and take our brand to new heights.”

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