

CASBAA



The Cable & Satellite Broadcasting Association of Asia (CASBAA) represents nearly 130 member organisations that offer multi-channel pay TV via cable, satellite, broadband and wireless networks across Asia Pacific, who in turn serves over 3 billion viewers worldwide.

discover

The issue - Re-positioning. Over the last 15 years, CASBAA's role as Asia's representative in the cable and satellite industry has now evolved to include various new platforms like DTH, mobile, broadband, IPTV that have radically altered the content and entertainment industry. The new identity needed to reflect the realities of an evolving market and creating a contemporary, dynamic image for CASBAA.

develop

Our solution - CASBAA is committed to a building a strong content industry community of professionals and organisations that represent today's content & distribution industry. To reflect this intent and the organisation's goals, we used visual cues such as Colour, Energy, Vibrancy, Content, Multimedia and Entertainment to express the brand's new identity.

deliver

Sustainable impact - CASBAA is the focal point for the industry and its network, an avenue for converging perspectives. This new logo and brand image was launched at the association's 2010 convention in Hong Kong. It has since created a rejuvenated sense of connection and enthusiasm amongst the members, press and the industry at large.

