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Bola Samba



Telkomsel is Indonesia's leading provider of mobile telecommunications and digital data services. In line with the theme of its 19th anniversary, 'Make Your Future Full Colour', the company continues to expand its portfolio of exciting and relevant content by launching a new smartphone application for the 2014 FIFA World Cup in Brazil that kicks off in June.

discover

The issue – As Indonesia's official mobile broadcaster for the 2014 FIFA World Cup, Telkomsel is planning to launch a mobile application that will offer live match streaming, game highlights, statistic, news and goals alerts to ardent soccer fans. This app required a name and brand identity to match the passion and excitement that is the World Cup. What's more, everything from brief to final artwork, had to be done in 5 days.

develop

Our solution – We created the name *Bola Samba* and crafted a symbol that truly celebrates the spirit of the game, and communicates Telkomsel's position as the hub for exciting mobile applications and digital data services. The identity, in Telkomsel corporate red, stands out in a sea of World Cup-related apps that are predominantly green.

deliver

Sustainable Impact – With 132 million mobile subscribers and an increasing demand in quality digital content, Telkomsel is confident of garnering more than 200,000 downloads and a boost in data plan sales in the coming months



Digital Lifestyle



Telkomsel is Indonesia's leading provider of mobile telecommunications and digital data services. The increasing use of smartphones in the country have driven the use and demand for mobile applications, making it a highly competitive business, one that Telkomsel plans to take to the next level with a new service offering – Digital Lifestyle.

discover

The issue – Moving from being just a service provider to a provider of quality content, Telkomsel needed to communicate and clarify its position as a publisher and distributor of mobile applications. They required a new brand identity and tagline for Telkomsel Digital Lifestyle - a portfolio of digital services and solutions that drives new ways of connecting, working, learning and being entertained.

develop

Our solution – Our design strategy was developed around the widely recognised iconic square button with rounded corners universal to all mobile applications. It is a meaningful symbol to communicate the service's expansive offering of relevant and exciting content at a click of the button. The accompanying tagline 'Where life happens' is purposefully light-hearted and catchy, reinforcing its position as the hub of mobile applications.

deliver

Sustainable Impact – It is the digitally savvy youth who will be part of the 71 million smartphone users in Indonesia by 2015 and it is them who Telkomsel aims to reach with its burgeoning portfolio of digital lifestyle services.



where life happens!

Digital Advertising



Telkomsel is Indonesia's largest mobile network operator with 125 million subscribers. As growth in traditional voice and messaging services stagnates, the telecoms giant is building a commanding portfolio of digital services and apps for the mobile user.

discover

The issue – We were tasked with creating a new identity for one of Telkomsel's fastest growing mobile service brands dedicated to their enterprise customers – Digital Advertising. The rebranding heralds the move beyond SMS advertising and communicates the ability to deliver targeted messages directly to customers' smart phones, based on usage and behaviour.

develop

Our solution – We focused on the 'display screen' as the hub of a connected mobile lifestyle. The new identity celebrates convergence around the multi-display environment that connects us to each other and the world around us.

The tagline "You'll be surprised!" highlights the amazing results and opportunities potentially created by advertisers' unprecedented ability to target their audience with precision, and hence deliver highly relevant messages.



deliver

Sustainable Impact – Launched with much fanfare in May 2013, the re-branding has been enthusiastically received by Telkomsel and their customers alike. Telkomsel is confident of cornering a majority market share and securing over 200% growth in its first year, riding on the popularity of the refreshed brand.