

# our smile

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*We're better together.*

## Who can resist a smile that makes the whole world smile?

A new strategy, a new identity, a new color, and a smile! A recipe of togetherness, team work, positive emotions that generates unconditional success for a unified global team. This is our aspiration, this is what we believe in. After months of preparations and hard work, our new identity was unveiled and launched one-by-one in our 4 operations. Our new identity was welcomed by everyone in each and every market.

## 01 MESSAGE FROM OUR CEO



In today's evolving business world, we aspire to meet the challenges facing us with determination and strong will. Our new strategy is based on our future vision "To be everyone's first choice communications partner in each community we serve" and our mission "We aim to bring a smile to everyone we serve by innovating friendly, rewarding and valuable communications services, working together as one". Hence, We aim to be the first to embrace personalized

market needs, to innovate and deliver friendly, rewarding and valuable communications services. In the past, Comium's fragmented brands and inconsistent approach to markets confused and gave the perception as an unknown, inconsistent and smaller player. Therefore, let's build on our history and our past successes to rejuvenate and transform to be closer to our customers' needs and expectations. Our new brand: Inspired from the most basic and beautiful human gesture,

a smile. The iconic design speaks straight to its audience, and leaves a memorable positive impression. It speaks of unity and of hope. It affirms that people are always better together: All of us, Always! Our Brand values are: Confidence and success, Togetherness, Honesty and transparency, Creativity and innovation. Our brand essence is: "We're better together", which is our signature.

Jurgén F. Peetz

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## "We aim to bring a smile to everyone we serve."

## 02 MESSAGE FROM OUR CCO

Branding is brought to life by the people, all of us, which embody the brand. Only with shared values can we win as a team. The main reason behind our rebranding is to meet our new strategy: to transform from a technology company to a customer oriented company and to serve customers in a friendlier, more personalized way. We want to provide services that make our clients' daily lives easier and more convenient and reward them for staying longer with us. Most of

all, we want to create a monolithic brand across all current and future markets, one that balances between "corporate needs" and "African relevance". This re-positioning goes beyond simple branding, rather it challenges us to transform ourselves from a technology oriented collection of operations to a UNIFIED customer friendly organization, offering national products and services that make our customers' daily lives a little better. Internalizing the brand and involving



each and every one of us in it is now the only way to win as an individual, as a team, as a company and as a member of our society.

Michel A. Hebert

03 1ST LAUNCH IN SIERRA LEONE



13 April 2009: Comium teased everyone with the new brand during our East versus West music event. Our Commercial Director, Osman Habbal wrote: "The feedback was already positive, as people saw the new logo on the tickets on the 12th. Concert goers pleasantly commented about a different approach, positive messages, and a new happy Comium. 'We're better together' was instantly establishing itself as a successful motto. More teasing continued one week later during the Fair organized by the Ministry of Trade when Comium revealed multiple positive messages on the same logo background. Then more waiting while we received pleasant feedback from the fair visitors, "nice color" "nice message"... After 5 additional days, the old logo was taken off all the walls while more teasing with the new brand continued at an event organized at the football stadium by the Government's 'attitudinal change', sponsored by Comium. This continued

a day after during the International day against malaria, when Comium actively participated in the awareness campaign by sending sms's to all people notifying them about the dangers of malaria. This in itself was a first in Sierra Leone. Then, during preparations for independence day, all the



billboards started showing the new face of Comium. On Independence day, 5000 Sierra Leonean flags with the new Comium logo on one side and the Sierra Leonean flag on the other were distributed in Freetown; all the big visuals were up, a new Comium is in town and phone calls supporting the new brand started flooding in." To meet the promise of the new brand, Comium launched a loyalty bonus plan rewarding customers based on the time they have been with us, which Sierra Leonians welcomed with open arms and warm smiles.

The feedback was already positive

04 2ND LAUNCH IN THE GAMBIA



6 May 2009: A press conference was held to reveal our new identity. Mr. Amer Atwi, Gambia's GM wrote: "The New smile of Comium was well greeted by Gambians as the press conference was held today at Comium's HQ, and the first impression was WOW WOW!!... and smiles began to show on the audience... Already the brand started appearing on Billboards; and all our staff and call

center were flooded with positive comments... The smile for life program, a well greeted campaign, is a great concept, and what a better execution to our signature than our latest offer dubbed "Comium together" allowing each



customer of Comium to choose any other Comium subscriber and call unlimited for FREE anytime of the day and any day of the week!!

A lot of heated moments preceded the launch, but all was forgotten after we saw the reaction of the crowds... After all, the efforts made were not in vain, a "happy" customer is compensation for all the efforts made, and a promise of success for the days to come..." An employee event took place one day prior to the press conference on May 5th, followed by a massive road show on May 9th, introducing our smile to the entire Greater Banjul Area. The road show included all Comium staff wearing branded t-shirts and caps with the new logo, excitedly distributing promotional items to spread our smile across The Gambia!







9 May 2009: During one of Liberia's major annual events, Miss Liberia, Comium's new identity was revealed, putting a smile on the faces of contestants and attendees alike. Our Commercial Director in Liberia, Michael Andersen, wrote: "There is an African saying that: "When the music changes, so does the dance". We hope that the new brand will be a new tune that will carry us forward to fulfill our vision to be everyone's first choice communications partner in each community we serve. But rebranding is only the start. During the coming weeks and months we will launch a number of new



initiatives to improve the distribution and increase our customer base. The first campaign under the Smile For Life is "Call 3 friends for three Cents" is launched. This campaign will take advantage of the Friends and Family feature, which Comium was the first to introduce in Liberia. We started at around 8 in the morning to install the branding material and Miss Liberia

was crowned at 3:30 in the morning. Even though there were a few tears among the contestants we

did indeed manage to put smiles on the faces of the large crowd that graced the Miss Liberia event."

**"When the music changes, so does the dance".**



## 06 4TH LAUNCH IN COTE D'IVOIRE



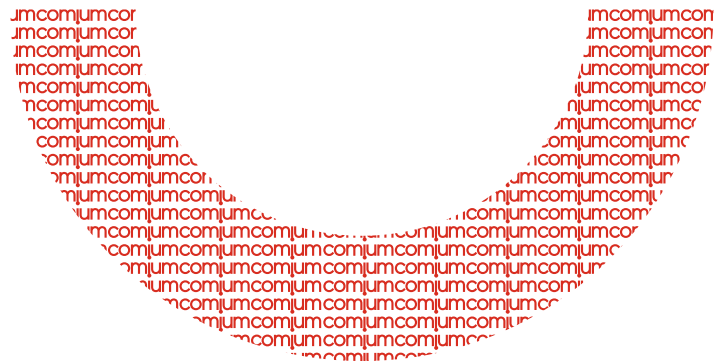
Cote D'Ivoire: 15 May 2009: Launching with a Big Bang! To celebrate the introduction of Comium in Cote d'Ivoire, a major VIP event was organized, preceded by an internal event for Comium and KoZ staff. We announced the unique strategy: One team- 2 approaches- One collective smile! On May 8, 2009, the day started with an early breakfast at the Comium CI premises. The team then headed to Versus Bank ,Plateau where General Manager Francois N'Ze delivered a solid exposé of the new Comium to resounding cheers. The event was animated by the famous local MC, Marcellin Govoi to the delight of all. The day continued with a team building at Koreal Beach, Grand Bassam: lunch, animation, orchestra, paint building sessions designed to transform the Comium identity were shared in a spirit of togetherness by all our Cote d'Ivoire team members.

The VIP event held on Friday May 15th was the culmination of months of preparation. A glamorous red carpet entrance, seated dinner, mesmerizing artists in a futuristic dome welcomed VIP's, high ranking Government officials and powerful elite to celebrate the new Comium in Cote d'Ivoire. The evening was capped by an Ibiza style beach party. The moment was right



and propitious to announce our new 'Concierge Service', our groundbreaking personalized VIP assistance service. More than 250 invitees fell under the spell of a "Smile For Life"! 10 ministers attended the event and were enchanted by our smile. All were beguiled by our new Concierge concept.





As we move forward, We're definitely better together... with a wonderful contagious smile!