



Creativity Software

A Global Leader in Mobile Network Data & Location Intelligence

Branding Case Study

Branding objectives.

- Evolution** The existing logo was liked internally, but it was recognised that this was showing its age, had little relevance, and the associated collateral was bland and lacking in synergy.
- Professionalism** The brand needed to be reflective of the companies global credentials.
- Relevant** The brand needed to be reflective of its pioneering technologies - high accuracy location-based services.
- Differentiation** The client required market differentiation so the branding needed to be appealing and memorable.
- Adaptable** The brand was required to be flexible and flow through all collateral. The website was to lead the way in promoting the brand's refresh and pushing the new secondary styling to the market.

The old brand.

Old logo & associated collateral



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Empowering Government & Law Enforcement with mobile location

Today, location and tracking systems play a vital role in crime prevention.

Not only safeguarding lives and property but also, importantly, increasing field officers' efficiency and gathering valuable intelligence.

At CS we have the expertise and technology to deliver highly accurate and reliable location and tracking capabilities even in cluttered and busy environments.

Law Enforcement location enabled solutions
CS empowers police and agencies in the following domains:

- High accuracy target tracking and monitoring
- Securing sensitive areas through geo-fences and proximity alarms
- Mass movement monitoring and data gathering
- Border Monitoring
- Roaming awareness: Inbound and Outbound
- Evidence gathering

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Powering Digital Transformation with network location data

Creativity Software (CS) can help you generate new revenues, reduce costs and comply with regulatory obligations.

Monitoring the Location Intelligence and business insights within your networks, new digital services can be supported, addressing a wide range of value adding propositions.

CS empowers these solutions with industry expert consultancy solutions to help you realize your Digital Transformation.

Monetize the Location Intelligence in your network

- Increase profitability of Mobile Money
- Power location based Mobile Advertising
- Reduce Churn and increase revenue with location based engagement
- Improve Customer Experience and Revenue Assurance with subscriber location
- New revenue from Big Data for Smart Cities for planning & commercial use
- Safety security mandates for current and historical location of subscribers
- Support Emergency Call Services (112/911) with the highest accuracy available
- Emergency alert system: mass population safety alert communication

Creating the brand...

Evolution rather than revolution as key...

The existing apostrophe icon was adapted to become a stylised location marker, reflective of its location intelligence based services platform.



Creating the brand...



Secondary styling

Effective brand identity is achieved by the consistent use of key specific elements to create a strong and recognisable brand that can stand alone even without the logo. That's why we surround your identity with examples of secondary styling to your flesh out the brand, establishing some of your most important brand assets.



**MOBILE NETWORK
OPERATORS**



**EMERGENCY
SERVICES**



**LAW
ENFORCEMENT**

Secondary styling

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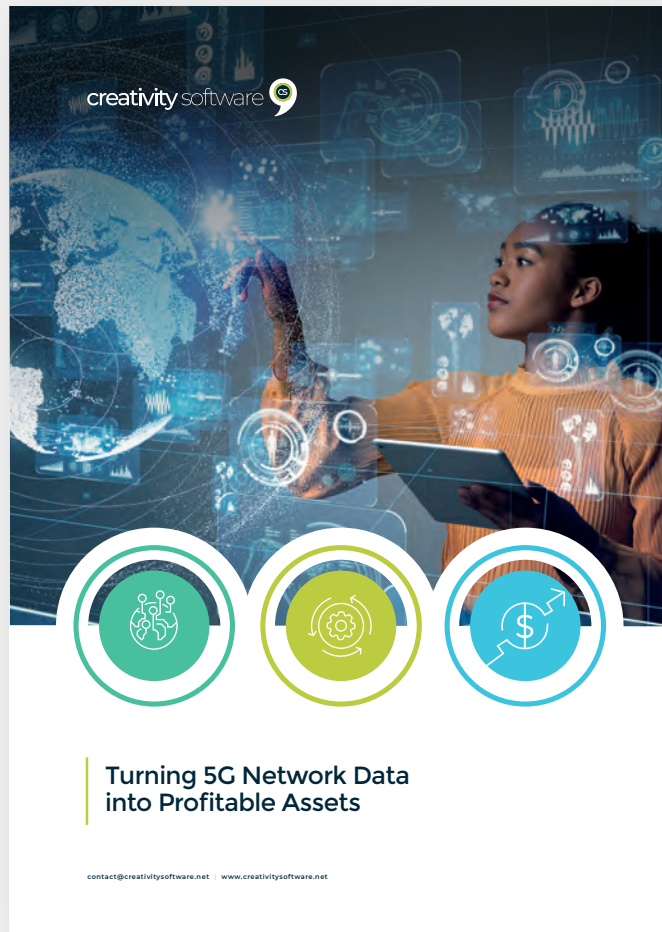
Secondary styling



Secondary styling - icon development



Secondary styling - brochures



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MNOs' Unique Selling Point: More Accurate, Faster and Cost-Effective Insights

The strength of MNOs lies in the generalised and constant use of mobile services – which is set to increase with 5G and IoT. This generates up-to-date, real-time data – about the user location, for example – that is continuously captured in the network. With 5G, the number of data points and speed of data capture will multiply significantly.

This enables MNOs to provide more accurate, granular and timely insights much faster and more cost-effectively than with traditional approaches (e.g. market research, counts, camera etc.) which tend to be lengthy, expensive and limited (single location or point in time etc.). The added value MNOs can bring in this area is unquestionable, and the revenue potential is substantial – that is if MNOs have the capability to process and transform the network data into actionable insights effectively and rapidly.

Mobile Network Data is Key to Digital Transformation

The capacity for MNOs to exploit the ever-growing mobile network data is paramount to digital transformation, the ability to innovate, and to fully capitalise on the 5G opportunity. The network data can also be enriched with other internal and external data streams to provide more insights, create more effective, targeted campaigns or enrich the customer experience.

Through mobile network data, MNOs can make more insightful and profitable business decisions, including context-aware engagements, location-based commercial decisions, network optimisation strategies, customer experience optimisation, fraud detection and more.

MNOs also have the potential to provide such data intelligence to other businesses and organisations, and create a substantial, enduring revenue stream for themselves. This implies a transformation into data intelligence providers.



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3. Providing Accurate Mobile Location Intelligence

Location is one of the most valuable types of network data that is highly coveted by all. It is used by operators internally for geo-marketing and commercial purposes, but it is also extremely desirable for external businesses and governmental agencies. Smart cities, for instance, rely on location information to analyse population movement patterns for planning purposes, in order to optimise infrastructures and minimise the impact on the environment. Advertisers want location insights to launch their ad campaigns in the right place at the right time to maximise impact. Governments also need location information to enable emergency services and law enforcement.

5G brings the potential for higher accuracy location faster, which can power many innovative use cases. Nevertheless, obtaining accurate and fast mobile location consistently remains a challenge on all networks and MNOs need the right technologies and expertise to help.

- The capacity to deliver high accuracy location reliably and fast to enable more use cases. Typically, cell level of accuracy ranges from 200-500m in urban environments to 1-10km in rural areas – which may be enough in some cases, but would be inadequate for many commercial, emergency services and law enforcement requirements. For example, much higher accuracy is required to gain location insights around a billboard or to distinguish between a customer coming into a mall or one driving along a nearby motorway.
- A flexible, adaptable solution with full passive and active capabilities that can deliver real-time, historical and mass location intelligence for both commercial and regulatory purposes.
- A reliable network-based solution that enables MNOs to profit from their network location data by providing accurate and non-intrusive location intelligence, with nothing needing to be installed on the device.
- A solution that works on any network technology (5G, 4G, 3G, 2G) and their MVNOs, for any mobile phone (not just smartphones) and IoT devices, at any time and anywhere – even in dense urban environments, indoors or outdoors, in-country or overseas.

With the right solution, MNOs will be able to leverage network location data to differentiate and further take advantage of 5G, which can support higher levels of accuracy.



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Secondary styling - business cards

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Website highlights

Responsive

Fully responsive to work effortlessly across desktop, mobile & tablet. Working with usability and user experience in mind.

Seamless

CRM integration linking the online lead generation to feed into the internally used Pipedrive CRM system. Capturing and organising key information and data that can be used for marketing and sales.

Easily editable

Website is built upon latest WordPress standards to allow easy updating but keeping brand and styling consistency.

Marketing in mind

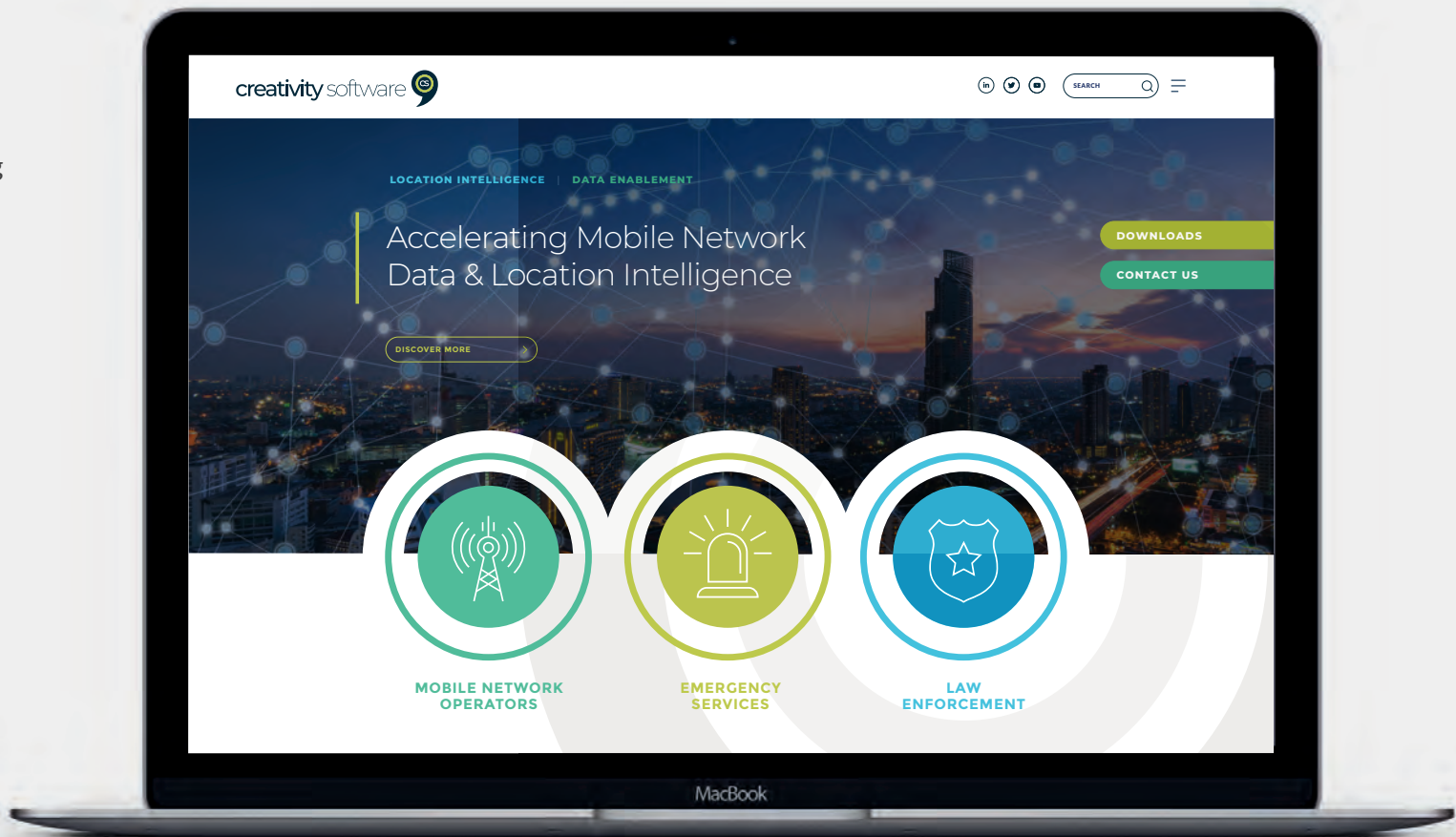
Push users towards the solution or industry relevant to them and funnel them into value driven areas they would be interested in.

Refresh flagship

The website leads the way in promoting the brand's refresh and pushing the new secondary styling to the market.

Overview

The main objective of the homepage is to channel the user to the area of the site that is relevant to them. Maximising and increasing the users time on site and delivering them the content they are looking for to then optimise for lead generation. The initiation of the user funnel is created by the use of three clear and screen dominating portals to meet this objective.



Web development - tablet - sector page

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The site is built around the concept of taking users off to the part of the site that matters most to them and delivering information that is relevant and of value. Colour coding is used as a visual indicator to the sector you are in.



Web development - tablet - sector pages

Strong secondary styling is translated to the webpage through the use of dynamic elements. Making the secondary styling appropriate for the page content and never forced or overused in an unnecessary way. Creating a fully bespoke website design that works seamlessly with other branded collateral.



There are three responses to a piece of design...
Yes, No and WOW...

WOW is what we aim for...

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