

Rebranding Whello

Getting them ready for the next step

Whello is a full-service digital marketing agency based in Amsterdam and Indonesia, offering branding, web development and campaigning services. They have grown a lot the last few years since their establishment in 2018. However, this growth is not reflected through their current branding. This, combined with their desire to take the next step by entering the international market, led them to the idea of a rebrand.

Therefore, the aim of this thesis was to develop and implement a new and improved brand image for Whello that better reflects their growth and positions them as a professional and experienced player in the international digital marketing industry. The project was performed in 3 overlapping phases to ensure an iterative process based on design thinking; the research phase, the ideation phase, and the implementation phase, to conceptualize, perform, and substantiate the rebranding of Whello.

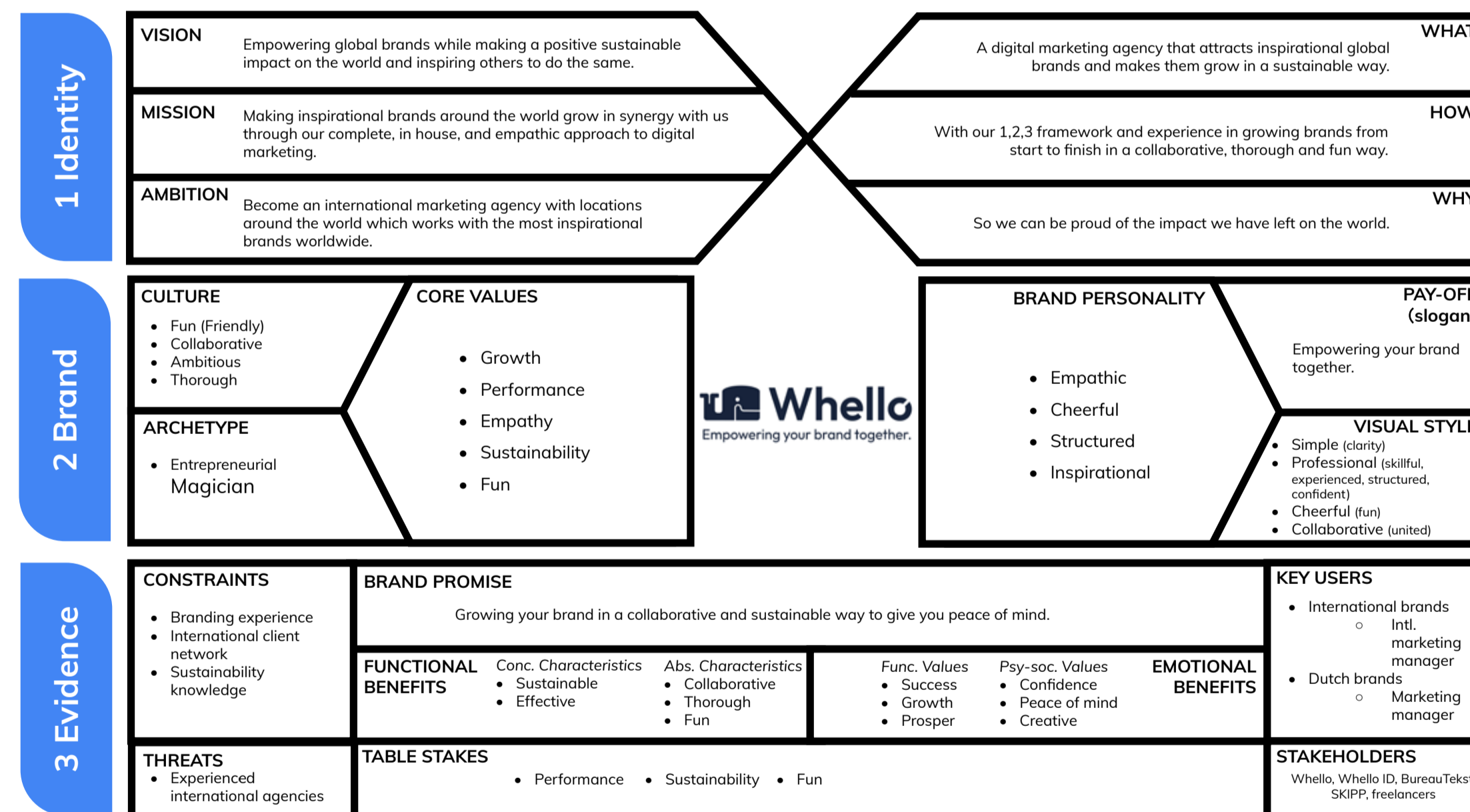
Analysis

The analysis showed that the emphasis in growth and the friendly approach worked very well for Whello in their current branding. However, multiple of their strengths and parts of their vision were not recognized yet. Their new 3 step model being a complete full-service empathic approach with an emphasis on co-creation, communication, and synergy between specialists, was not recognized by clients very well, but could set them apart from their competitors. On top of that the brand needed more emphasis on a universally accepted idea to be better adaptable to cultural nuances for their international approach. Lastly, their vision showed a big emphasis on sustainability, which was not yet present in their current branding.

Ideation

The key findings, together with findings from a workshop with employees, were turned into a new brand identity through the ideation phase. This consisted of three sections; the identity, the brand, and the evidence, together setting a foundation for the implementation phase in the form of the Brand Charter as seen below. From this Whello's new brand identity was made to be empathic, cheerful, structured, and inspirational to show their strengths, growth and future vision.

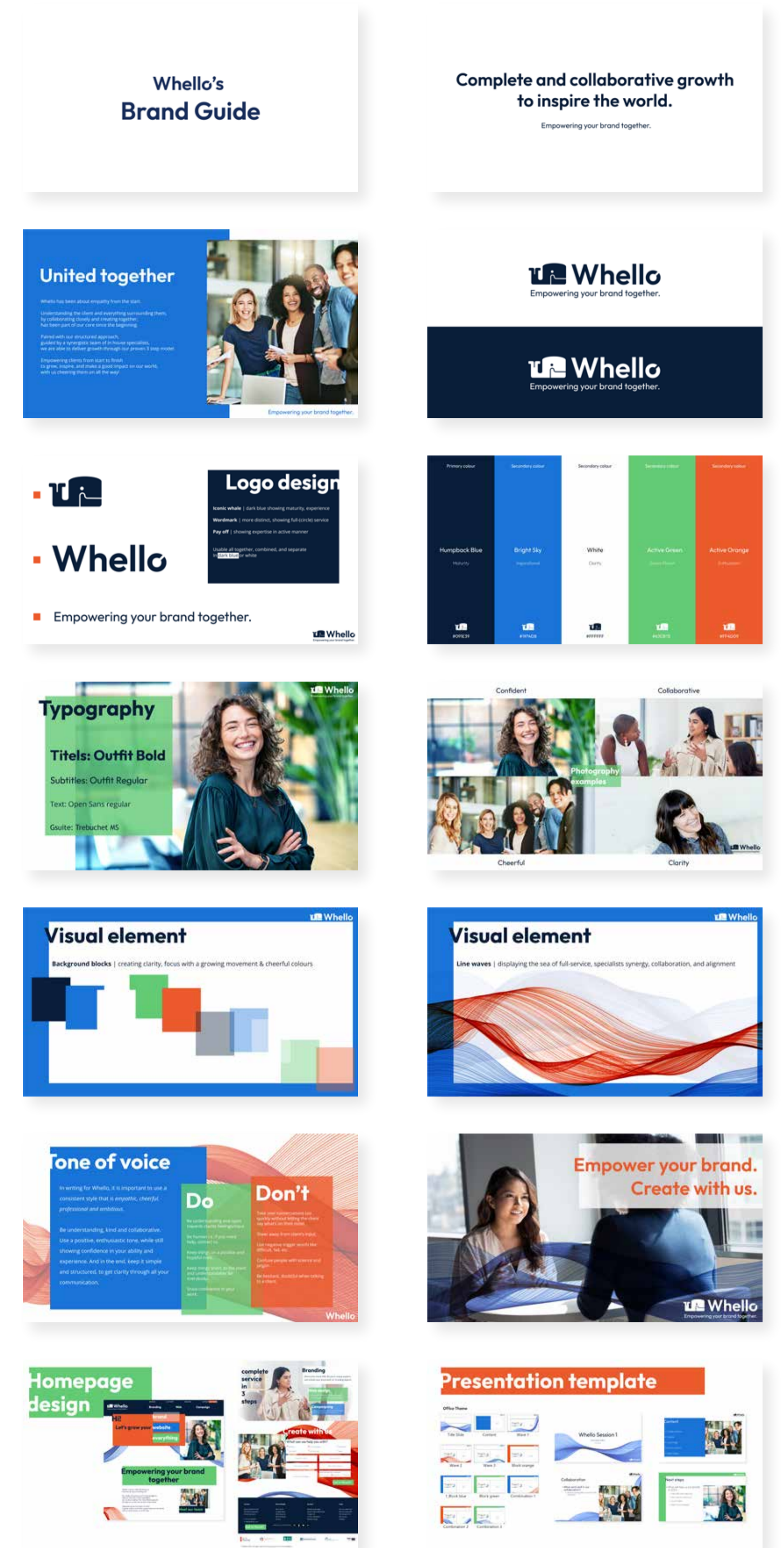
BRAND CHARTER



Implementation

To help Whello with the implementation of their new brand identity, a Brand Guide was created and evaluated. This showed how the brand is translated visually and tonally, through a new logo design, colour palette, typography, key visuals, visual elements, tone of voice, and three brand touchpoint examples as can be seen on the right.

These examples were then also evaluated on whether they reflected the intended brand identity. This showed that most of the intended elements served their purpose, but that they should be used together, and that sustainability was not well recognized in the design.



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