

Wind Mobile: Competing in the Canadian Telecom Industry Case Solution



Presented to you by:
Danielle, Darina, Elisa,
Miriam, Olivia, Suzanne
and Vicky.

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Background History

- Originally from Europe: "Wind Telecomunicazioni"
- Globalive, a Canadian telecommunications company wins bid to launch network
- Difficulty entering the Canadian Market
- Entered the Canadian market in 2009

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Brand Elements

- Memorable
- Meaningful (Persuasive)
- Likeable
- Transferable
- Legally Protected
- Adaptable Over Time
- Easy to Use



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Agenda



- Sources Evaluation
- History of Wind
- Brand Elements
- Keller's CBBE Pyramid
- Positioning: Current and Future
- Value-Link Analysis
- Implications of Future Positioning

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Source Evaluation

- Company Websites
- Social Media
- Newspapers & Broadcasting
- Interviews

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CBBE

Resonance
medium to high

Feelings
mixed emotions

Judgements
not a superior brand

Imagery
young, 18-25,
urban, student, down to earth, budget

Performance

low performance compared to top competitors

Salience

high depth, low breadth

VALUE LINK ANALYSIS

Terminal Value	SELF CONFIDENCE / INDEPENDENCE	
Brand Assets	Independent Life	Independent Personality
Color	Redness	Greenness
Shape	Squareness	Roundness
Texture	Smoothness	Bumpy
Material	Softness	Hardness
Weight	Lightness	Heaviness
Temperature	Warmth	Coolness
Sound	Quietest	Loudest
Smell	Least Odorous	Most Odorous
Age	Youngest	Oldest
Gender	Male	Female
Height	Tallest	Shortest
Weight	Lightest	Heaviest
Complexion	Lightest	Darkness
Eye Color	Lightest	Darkness
Eye Shape	Roundest	Least Round
Eye Color	Lightest	Darkness
Eye Shape	Roundest	Least Round
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Current Positioning

Current

Provide core quality mobile service in the top 100 cities in the market at a lower price



Subscribers and Tonnage



Market Share



Future Positioning

- Simple, no frills mobile service provider for the average city dweller
- Niche market, ages 25 - 40
- Non-competitive, reasonable



Implications of Future Positioning

- Boring - doesn't stand out
- Non-competitiveness could be unappealing to people who want the best
- Difficult to build loyalty and attachment
- Unreliable service outside of major cities

Thank you!

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Please Turn Off Your
Cell Phones

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Current Positioning

Current

Provide same quality mobile service as the top providers in the market at a lower price.



Subscribers and Towers



Market Shares

