

Branding attracts unexpected attention

Background

Enigma's product range comprises GPS tracking, fleet management and security solutions for construction, plant and agriculture, waste management, transport and logistics.

Enigma has grown substantially and enjoyed success in many international markets. This means communication regarding the technology has to be clear in many languages and makes sense within different cultures.

The challenge

Enigma is a technology-based company, with a need to communicate in a clear universal manner, without using 'techy jargon'. They are growing at a pace in both domestic and international markets and need to respond to a rapidly developing marketplace.

Enigma is reliant on ever changing technology that reveals new opportunities, often with exciting and spectacular results.

Brand evaluation and definition

We have a long standing relationship with Enigma. Our understanding of their industry enables us to align



enigma
telematics
a Viasat Group company

communications with developments and opportunities in their market place. We continually develop ways to convey complex ideas with clarity.

We clearly defined the functional benefits of the Skyline product: Track, Trace and Monitor. – and designed a brand identity to complement the parent company identity.

The outcome

Enigma has grown substantially and enjoyed success in many international markets. More recently they have attracted the attention of a large Italian Telematics company, impressed by Enigma's growth, professionalism and the quality of their offer. The two companies completed a merger in June 2014.

