

imò | Brand Identity

# Clearly different.

Voicing the spirit of independence with the launch of the IMO retail brand

## Overview

IMO is a national multi-carrier mobile retailer that delivers on the promise of its full name: Independent Mobile. The model for IMO's stores was conceived as an alternative to the carrier-led handset sales and promotions-led service offers that have turned traditional cell phone retailers into a dreadful, commodity-shopping experience. Catapult Thinking's brand identity and retail communications emphasized IMO's high degree of personal service, welcoming environment, and its proprietary tools that equally represent all the carriers in a market. IMO has reset mobile retailing expectations for its customers as a clear alternative to high-pressure high street merchants, and is positioned to become a reliable, consistent advisor to its customers as their handset and service needs mature.

## Impact

Featured in USA Today, Fast Company and on CNN Money, IMO is representative of a new retail store format that analysts refer to as a "solutions boutique." Initial IMO stores have been well-received in their Columbus, Ohio and Framingham, Massachusetts test markets.

- Scope
- Channel Research
- Market Research
- Brand Strategy
- Naming & Nomenclature
- Brand Identity
- Verbal Branding
- Environmental Graphics



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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