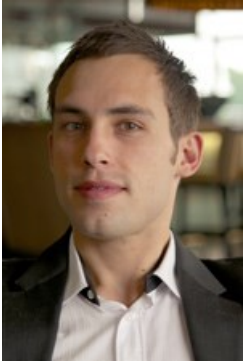


Fuseware rejuvenates brand

As a market leader in social media measurement, [Fuseware](#)'s mission is to provide clients with a precise understanding of their digital footprint, online market and competitive climate in social media.



"Digital is an ever-increasing and essential component of any business offering," says Mike Wronski, Fuseware's Managing Director. And with a client portfolio including the likes of Media24, Telkom, MultiChoice, Standard Bank and Vodacom to name but a few; remaining at the forefront of the digital landscape, across both service delivery and positioning, is key to the company's business strategy and growth.

In support of this, Fuseware began researching potential vendors to assist them to align its brand more closely with its business proposition, together with a follow-through across all mediums and brand collateral.

"We required a complete rejuvenation and refresh of our brand and corporate identity," says Wronski. "While this was needed for greater professionalism across all communications moving forward, it was essential to enable a more accurate perception of the company in the marketplace."

The brief, which comprised an entire brand refresh included the elements of a complete web redesign; consistent branding across all social media and digital profiles right through to business cards, proposal documents and other brand collateral.

The original tender comprised no fewer than 10 agencies around the country, but Engage Brandcraft, a Cape Town-based branding agency focused on the origination and renovation of brands across logo creation, digital, packaging design and print, was awarded the final contract.

"It has been a perfect fit," said Wronski.

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