

AOL REINVIGORATING AN INTERNET ICON

To reclaim its leadership position, AOL looked to its brand for a meaningful way to reconnect with consumers.

WHAT WE DID

- Brand Positioning
- Brand Architecture
- Experience Strategy
- Experience Design
- Naming
- Visual Identity
- Graphic Design
- Web Design
- Advertising
- Packaging
- Environmental Design
- Brand Guidelines
- Identity Management
- Co-branding and Partnership Strategy
- Brand Innovation
- Brand Training
- Brand Monitoring



Before



Updated Identity



Supporting
Visual System
Applied to
Sample Ad



A fresh take on AOL Retail Space: Complete with Sound Studio, Electronic Bar and Picture Sharing Capabilities

AOL

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CHALLENGE

Once, America Online was the leader in Internet service. But as the Internet evolved—along with its users—AOL found itself losing ground to its competitors. Its reputation as “Internet on training wheels” eroded its top position, and brand loyalty along with it. AOL needed to re-establish its emotional connection with its existing members and build relevance with new users. In spite of its passé perception, this Internet icon held the potential to become a tried-and-true user advocate: the service provider with not only the capability, but the experience and awareness to meet members’ needs.

SOLUTION

We started with a 360-degree strategy renovation to elevate AOL’s status. To help AOL shed its outdated skin, we developed a fresh, updated positioning: “The Service That’s On My Side.” We upgraded AOL’s visual identity to a bolder look that reflects the vitality of the brand’s new personality. A reformed marketing communications system followed, including the training of all marketing and design staff to ensure consistent delivery across all channels. Ongoing efforts focused on simplifying and organizing AOL’s flagship brand architecture and nomenclature to help customers navigate AOL’s portfolio of offerings. Finally, adding a new dimension to the AOL experience, we developed the brand’s first-ever retail environment: the AOL Lab Store, in partnership with CompUSA. We applied striking design and engaging interactive displays to connect with customers. The results proclaim that the training wheels are off and AOL is moving forward.



Updated Red Identity—AOL’s Teen Targeted Offering



Supporting Visual System Applied to Web



Supporting Visual System Applied to Sample Ad

Supporting Visual System Applied to Collateral

