

Mires+Ball



Qualcomm: MediaFLO

Bringing Technology Closer to Consumers

The Challenge: As Qualcomm prepared to launch the MediaFLO system, a technology for delivering TV to mobile handsets (and a major corporate initiative), the wireless communications leader needed to show it was plugged in to the market's high expectations for mobile media.

The Solution: MiresBall developed a strategic platform and identity that emphasize MediaFLO's accessibility and media-savvy. These brand drivers are expressed through unique user narratives—or "auras"—that illustrate the exciting role media plays in everyday life. Infused with colorful imagery and a bold voice, the final brand execution paints a vivid picture of what mobile media can deliver.

The Result: MediaFLO has captured the attention of leading wireless and media companies around the world.

Strategy
Ideation
Research & Analysis
Competitive Audits
Positioning Briefs
Brand Platforms

Assets/Tools
Identities
Names & Nomenclatures
Messaging Platforms
Visual & Voice Guidelines
Proprietary Visuals

Expression
Print Communications
Packaging Systems
Events & Environments
Digital Media
Advertising

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