

# Allstream: Satisfying Deal Requirements

## Situation

### Buy-out

**Brand:** Private investors bought AT&T's business to business unit in Canada. The new company was re-branded Allstream.

**Impact:** Allstream had to eradicate the AT&T brand or face fines. Employee and customer retention were at risk.

**Timing:** BrandActive was engaged to eradicate the AT&T brand in 6 months.



## Services

### Brand Change

- Transition scoping, project planning and oversight
- Thorough and rigorous capture of all occurrences of the AT&T brand set the project up for success and enabled comprehensive planning.

## Solution

### Satisfying Deal Requirements

**Smarter:** "The guidance and expertise that BrandActive brought to Project Genesis was invaluable, and we truly benefited from our partnership with them." Angie Specic, Director of Marketing, Allstream

**Faster:** Angie Specic continued, "Completing a \$25 million, marketing-focused project ahead of schedule and under budget is truly a notable feat and one that the branding industry can learn from."

**Better:** Less than 6 months after launch, customer research indicated that the new Allstream brand was well-established.



### Managing Budgets and Timelines

The transition of all branded assets was completed 2 months ahead of schedule and came in 30% under budget.

This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.  
This page will not be added after purchasing Win2PDF.