



Make Smiles – Gionee announces its new brand identity

As the new IPL season began in all pomp and pride, Gionee India hosted a press conference in the city of Joy with the Kolkata Knight Riders team to announce the brand's new identity and unveil the team's new jersey.

Finding acceptance and connectivity with the youth at a global level Gionee's focus has been aggressive market strategies to stay connected with the youth and relate to them through their passions in various arenas of sports, music and entertainment. In sync with the brand's vision, Gionee announced their new brand image which involves a new logo, together with "Make Smiles" as its new purpose statement. The tagline is parallel with the brand's insight of inviting consumers to engage with Gionee to partake in the delightful moments in their lives. Gionee and the players of KKR also unveiled the team's new jersey with the new Gionee logo.

In keeping with the mission of 'Make Smiles', Gionee phones will have unparalleled Design and Form defined by attributes like slim, ergonomic, light weight and durable, with long lasting battery life. They will be truly future ready and offer a stress free user experience.

The smiling face which is our new logo, expresses an attitude that we all believe in - a desire to create happiness for our consumers. The brightened orange color signifies an energetic, passionate and warm image. 'Make Smiles', the company's new tagline invites customers to engage with Gionee and include the brand in the delightful moments of their lives. Gionee M5 plus will be the first smartphone to carry the new smiling logo.

The brand chose to announce the new image with KKR since the message as well as the bright hues of the logo signifies an energetic, passionate and warm image which rightfully compliments the extremely zealous team. Gionee is enthusiastic about re-branding itself at a global level and will be investing in it hugely across channels. Today, the company is competing in growing markets and the new brand identity is a big step in the brand's market strategy.

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