About:

Gosub Limited is an online platform that provides telecommunication services for its customers, some of its services are conversion of airtime to cash, Data subscription, Airtime subscription, and many more.

Tasks:

Rebranding: This involves the creation of assets from the brand's initial logo to represent the face of Gosub and, the creation of a color palate for the brand to help boost the brand's personality and promote brand awareness.

Designing Social media flyers for their social media pages,

Creation of tutorial videos for their clients that help teach them how to better use their websites with ease, these tutorial videos are engaging and easy to understand. They are mostly uploaded on YouTube.

Procedure:

I start by having a discovery session with my client, where we discuss the brand's purpose, vision, mission, pain point, competitors, and target audience.

Then, I did a competitive analysis of some of their competitor (Prestmit, Glover, Airtimeflip )

The information from the discovery session and competitive audits is then used to create new logo assets and a combination of colors to create a color palate for the brand kit.

This brand kit serves as a guide and boundary for the creation of visual designs and assets for the brand, some of which are, social media banners, flyer design, Video intro, and outro.

Result:

Increase in customer base by up to 1000 new customers within a month.

Increase in the use of website and website traffic.

Increase in post engagement on social media platforms.

Placing a mark on the first thought on the customer’s mind.