

brandinc
global branding solutions
LONDON • HONG KONG • SYDNEY
LOS ANGELES • SINGAPORE

*BrandInc adds a magic touch
to its global communications*

When world renowned franchises, such as Batman and Scooby Doo, build their merchandise products, or when Harry Potter: The Exhibition is travelling the world, nothing can be left to chance. That's where the branding consultancy, BrandInc steps in. In 1998 BrandInc opened its doors as a design agency, managing music and corporate merchandise in London. Now they have grown to offices in Sydney, Hong Kong, Singapore, New York and Los Angeles managing online stores, developing corporate branded merchandise and managing entertainment licensing products. With a growing international presence, when BrandInc discovered a mobility solution as global as they were, they knew this was something magic.

BrandInc business challenges

Running a global business means Adrian Ferrand, (CEO of BrandInc) is constantly speaking with his global contacts, travelling the world numerous times a year. To stay connected, Adrian held numerous international mobile contracts, regularly swapping SIMs, carrying extra devices and frequently updating clients with the best number to reach him on. "Where ever I am, I need to start working and be contactable right away, this was usually easier said than done" said Adrian.

"To find a solution that solves my issues as a global businessman, but also makes me more efficient and saves me money as Truphone does – it's very rare."

Adrian Ferrand, CEO of BrandInc

The Truphone solution

BrandInc are now as productive and connected abroad as they are at home. Plus, fast data speeds ensures that at home or abroad, it's business as usual. "I'm not worried about making a phone call or downloading that email – before it was such a pain" says Adrian.

- **Always productive**
After long flights, the team needs to start working right away. With Truphone they can jump straight on to a high quality call or start downloading emails while collecting their bags.
- **A global presence**
With an Australian, UK and US local number all on a single SIM, contacts can always reach Adrian on a number local to them, no matter where he is in the world. "My contacts see me as a global citizen now, which is great for my brand."
- **Meeting client expectations**
Adrian is now able to fulfil his promise to his clients, "We promise our clients 'we're open 24/7' and with Truphone we can meet that. We're everywhere and they can call us anytime, on the same number that's local to them."
- **A single SIM around the world**
Adrian now uses his single Truphone SIM around the world. With multiple international numbers and a single bundle of talk, text and data that can be used in and between 66 countries, costs are predictable. No more juggling multiple SIMs and multiple contracts, at a cost that is significantly less.

Want to know more? Get in touch.

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