

Brand relaunch of PIDSO this spring

Most significant visual identity brand relaunch since PIDSO was founded 10 years ago.

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PIDSO's product and offering spectrum is continuously expanded and adapted to new trends as well as customer needs. On the occasion of the brand's 10th anniversary, the antenna manufacturer is once again going with the digital transformation and rolling out in a newly resplendent look.

Preparatory work for the relaunch began about a year ago with a whole series of intensive brand workshops with the Kill the Dragon agency. Together, they developed a strategy that set the course for the next few years. The relaunch of the brand thus occupies the theme of "next-generation wireless communications - from digital transformation, service consulting to individual product solutions.

The new brand identity reflects PIDSO's self-image of being an expert in all topics related to the establishment of strong wireless connections, whether it is technical devices, machines, robots, aircraft, drones or people, the focus is on recognizing the value of the components that are connected. "We want to convey that PIDSO can be trusted to stand for a strong connection. The radio connection of our customers becomes stronger with our product solutions, because maintaining the best possible connection at all levels is what distinguishes our solutions, but also lives as a maxim for our customer relationship," explains Dr. Christoph Kienmayer, Managing Director of the viennes antenna manufacture.

The use of the new brand logo was adapted to the central strengths of the enterprise and concentrates on a modern international look, which exists in the surrounding field, as well as broad application possibility over all channels and simplicity offers. This is intended to achieve differentiation from the competition, as well as greater relevance and accessibility among the target audience.

"Our 10th anniversary was an ideal occasion for us to set new accents within the communication. The goal was to give the PIDSO brand a contemporary look, as well as to achieve a "uniqueness" that can be quickly and easily grasped. The new brand identity shows attitude and anchors our corporate values," says Renate Jaksic, Head of Marketing at PIDSO.

The use of the brand logo is now much more flexible within the framework of the new corporate design, thanks to the stringent clarity and the modern lettering with a clear language of forms.

"Connecting Values"

The challenge was to charge the PIDSO brand with authenticity and personality. Therefore, the brand DNA was brought before the curtain. For this purpose, a brand umbrella was created with the new claim "Connecting Values", which sets the strategic direction. In addition to the relaunch of the logo, which now includes the implicit representation of the DNA within the logo, a soft website relaunch was also undertaken to give it an international and modern look as well.

With its concise brand umbrella, the new design creates a successful combination of good old craftsmanship with high impact through the implicit representation of a strong connection and strong branding in the antenna market," adds Renate Jaksic.

The entire communication presence, starting from brand positioning, logo relaunch, website relaunch, packaging design and video case studies is meant to radiate the 10-year passion for wireless communication.

For more information about PIDSO and the company's products, visit:
www.pidso.com

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About PIDSO

PIDSO is an Austrian high-tech-company that specializes in the development and manufacture of antennas and antenna systems. The company offers specialized expertise in the manufacture of lightweight antennas and the integration of antennas into existing building spaces. Its performance portfolio includes proprietary developments, customer-specific solutions, high frequency simulation and measurement services, and prototype construction. Thanks to the company's distinctive structure, all assembly work and quality assurance are carried out in-house, offering PIDSO customers a unique one-stop solution for high-performance antennas.