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Hutchison unveils brand identity for 3: A concept of more enjoyment and performance together

The Hutchison Whampoa Group today unveiled the brand identity 3 for its mobile multi-media services (3G) worldwide. A number, a name and a logo, 3 also represents the Group's promise to deliver more enjoyment and more performance, in a way that is simple, human, open, positive, creative and passionate.

The new brand name was chosen for its brevity and simplicity. It is easy to remember, ubiquitous, and transcends language, cultural barriers and even technology. In numerology, three is a lucky number, and is associated with entertainment, optimism and clarity. Behind the name lies a new adventure - 3 is the door to a brand new multi-media communications category that offers much more than 2G or 2.5G.

"For customers 3 represents the natural next step. A step on from where we've been but most importantly the first step of something new that has never existed before, bringing information, communication and entertainment to people on the move." said Doug Hamilton, Global Creative Director of Hutchison Whampoa, who led development of the brand.

Together with its full graphic identity, 3 presents a more complete picture of the brand's character. The logo has a light titanium outside and a dynamic, playful, vibrant inside, animating through the whole spectrum of colour. The contrast between the outside and the inside articulates the spirit of 3: cool on the outside, hot on the inside, echoing the same spirit as the tough outer shell of the 3G handsets and the cauldron of dynamic information and entertainment inside.

"3 will deliver on its promises and maintain its appeal over time. The brand is not a chameleon, but it has to have flexibility built in. The average term for our 3G licences is twenty years. We are making something that will live and prosper for at least 20 years. We do not have to promise everything on day one, but we do have to deliver everything that we promise on day one," said Mr Hamilton.

"The technology is real. We are building a completely new kind of consumer experience. Creating a service that over time will become an indispensable component of daily life for all of us. 3G is a new category, it is not about promising some perfection in a fantasy future, it is about delivering enjoyable services that are relevant to the consumer. 3 is simple and straightforward, it is about exciting services. By the time we've finished, the measure of our success will simply be how many people can't imagine life without 3," added Mr. Canning Fok, Group Managing Director of Hutchison Whampoa.

3 will be adopted throughout all of HWL's 3G operations in nine markets, which include Australia, Austria, Denmark, Hong Kong, Ireland, Italy, Israel, Sweden and the United Kingdom.

For the 3 fact sheet, please visit our News section in www.hutchison-whampoa.com.

More details about the brand will be available on www.three.com