



UCOM

REBRANDING ROADMAP



THE NEED

Ucom is evolving from a traditional telecom operator to a **technology-first** enabler of digital lifestyles and connected futures.

The current brand identity, while being recognizable and locally beloved, does **not fully reflect** our strategic direction, both among younger, digital-native audiences; and our loyal customer base.

We are preparing for a **holistic brand transformation**—redefining how we show up in the market, inspire people, attract talent, and lead into our next phase.

We aim to **preserve Ucom's core DNA** and emotional resonance, building on its strength while moving toward a more future-focused, relevant, and differentiated brand.

PROJECT GOALS & VISION

The new brand must:

1

Reposition Ucom as **progressive and customer-centric** telecom brand.

2

Differentiate us from competitors, and **strengthen brand equity** and emotional connection across generations.

3

Build a **modular brand ecosystem** to support product growth (e.g., uTravel, uKid, uTV, etc.) and business streams (Uplay, Upay)

4

Create a **scalable, modern identity** adaptable across ATL, BTL, digital, UX/UI, physical environments, and beyond.

SCOPE OF WORK

Discovery & Brand audit

1

- Market analysis (Armenia and regional)
- Stakeholder interviews
- Brand equity assessment
- Competitive benchmarking
- Cultural and local relevance audit

Brand Strategy Development

2

- Brand purpose, vision, and mission
- Core values and personality definition
- Brand positioning and architecture across business streams and products
- Tone of voice and messaging pillars

Creative Development

3

- Logo design (including rationale)
- Visual identity system
- Brand guidelines: print, digital ads, web, retail, packaging, and motion use
- Sound branding

Brand Experience & Applications

4

- Retail, digital, and customer touchpoints guidelines
- UI/UX asset guidance for app and web
- Branded environment interior design concept: retail shops and HQ office

Rollout Planning

5

- Internal rollout and engagement campaign
- External launch concept and GTM plan
- Launch campaign creative direction
- Hero brand content (video, manifesto, etc.)

Measurement & Governance

6

- Brand governance model and toolkits
- Training/workshops toolkits for internal brand ambassadors

PROJECT DELIVERABLES



PHASE 1

- Brand Audit Report
- Stakeholder Insight Synthesis



PHASE 2

- Brand Strategy Blueprint
- Positioning & Architecture Model
- Brand communication framework



PHASE 3

- Brand guidebook (.pdf, master files)
- Verbal assets provision with adaptability option into Armenian language
- UI/UX Branding Toolkit
- Interior (including HQ office)/retail space brand concept moodboards



PHASE 4

- Brand Launch Roadmap
- Internal Engagement Assets
- Key Launch Creative Concepts



PHASE 5



PHASE 6

- Training Decks / Recordings



AGENCY PROPOSALS EVALUATION CRITERIA

Proposals will be evaluated based on:

- Strategic fit and creative vision – 30%
- Cost-value ratio – 20%
- Delivery timing – 20%
- Experience with telecom brands – 20%
- Team expertise – 10%



PROJECT TIMELINE

Milestone	Date
RFQ Issued	08.08.2025
Proposal Submission Deadline	01.09.2025
Agency Shortlisting & Interviews	20.09.2025
Agency Selection & Briefing	01.10.2025
Project Kick-off	15.10.2025
Final Brand Rollout	To be finalised with selected agency