

Reinventing the SETnet Global brand

Transforming the look of this innovative travel industry technology company.



The Situation

SETnet Global is a technology company which offers a unique booking and settlement solution to the travel trade.

Its original look and feel lacked impact and was underselling what SETnet Global offers. Communications were bogged down in technological detail and the benefits weren't coming across.

Solution

AHK created a new brand identity which more accurately reflects the radical change SETnet Global is making to the way travel agents and hotels transact with each other. AHK reviewed the brand's proposition and identified the key selling points. We created a new logo, incorporating an open door, to symbolise SETnet Global opening up the travel trade.

For additional standout we introduced a new colour palette, with bright impactful colours and powerful imagery. The identity was then implemented across the corporate website, video, PowerPoint template and stationery.

AHK also redesigned SETnet Global's agent booking portal to make it easier and more interesting to use. The content is now presented in an inspiring way to encourage more frequent visits and higher numbers of bookings.

Result

Almost immediately following the launch of the new identity SETnet was able to secure a significant new deal which has increased its travel agent client base by over 100%. It has also generated several more leads which have the potential to have a similar or even bigger impact on their business.

- Client:** SETnet Global
Skills: Creative concept, branding, infographics, proposition and messaging, sales collateral, stationery, website, brand guidelines.
Website: SETnet Global

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.