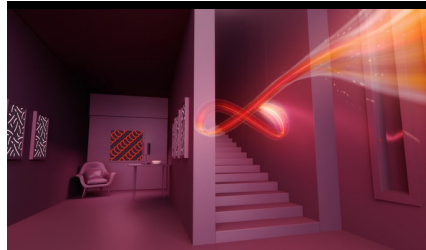


# VIRGIN MEDIA GIVES WIFI A LIVING IDENTITY

By Livvy Houghton and Alex Hawkins

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UK – **Virgin Media** has created an animated identity to bring its new Intelligent wifi product to life.

In partnership with consultancy Zag and motion graphics specialists **Territory Studio**, the brand has produced a series of marketing films that represent the next generation of wifi as a lightweight, futuristic entity. The films visually explore the unique features of this enhanced wifi service, which automatically fixes itself, detects black spots and optimises to use less congested channels.

‘The living identity we have created is a fusion of the well-known wifi radar symbol and the Virgin Media logo,’ says Neil Cummings, head of creative at Zag. ‘We’ve given it an intelligent mind of its own through four animated behaviour ‘stings’ and four explainer films where it moves and behaves in ways that communicate the product’s key features such as scanning, mapping and optimising.’

Similarly, our **Digital Dialogues** design direction explores how a new visual language is helping to demystify algorithms and AI-driven systems by communicating them as visible and tangible entities.