



## **Oovie Movie brand launches** ***Moon Group develops new national identity from scratch***

**Sydney, Oct 30, 2009:** STW's Moon Communications Group, a leading digital and brand consultancy, has created a complete brand and identity for a new DVD rental business that launches nationally throughout major supermarket chains this week.

Called 'oovie' – a name conceived by Moon as part of the brand identity development – the new business is run by Instant DVD and will operate 500 DVD rental machines in Woolworths and IGA supermarkets throughout the country.

It follows Instant DVD's approach to Moon in 2008 to help establish a strong, consumer-facing brand that was both fun and memorable, and said "movies with a difference", explains Moon Group's Creative Director Greg Logan.

"When we began this process, we knew the new brand identity, look and feel would need to reinforce fun and memorability to provide cut-through in shopping locations," Logan continued.

"The result is a name and identity that we hope families and couples will grow to love, and associate with all the values the oovie brand represents."

As part of its brand development, Moon developed a corporate identity, new logo, colour palette, photography and image style usage, completed artwork and design for machine decals, POS materials, DVD covers and stickers, and an advertising concept. It also developed all other design and communications devices.

"oovie is challenging the way that Australians rent DVDs by offering them \$2.99 DVD rentals at the most convenient locations. Because customers are renting from a machine in a retail environment, it was important we had a strong, friendly and memorable brand," said Instant DVD's co-founder, Ian O'Rourke.

"The result is a bold design and identity that represents both fun and accessibility. We love it," he continued.

The new oovie business launches this week, with branding developed by Moon to be rolled out across all machinery applications, DVD stickers, flyers, cinema advertising, website and other in-field POS solutions.

**About Instant DVD and oovie:** oovie (formerly called Instant DVD) is Australia's largest network of DVD rental machines. Founded in 2005 by Andrew Evetts and



Ian O'Rourke, oovie currently has more than 80 machines in Sydney and Melbourne and is rapidly expanding. The business has more than 60,000 customers and has rented more than 750,000 DVDs.

Moon Group is part of STW Group, Australia's leading marketing content and communications services group.

**Ends.**

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