2016 Advertising Campaign

THE WORLD'S COMMUNICATION PLATFORM

SPARKLE

THE WORLD’S COMMUNICATION PLATFORM

The new positioning of the company, synthesized by the campaign's payoff "the world's communication platform", emphasizes Sparkle's leadership on the international market and leverages on the know-how and expertise of the brand, projecting its value into the future.

Sparkle today is, in fact, an interactive ecosystem in constant evolution, an intelligent platform capable of generating new value through the interactions between customers, suppliers and partners. A global network for the creation and consumption of technological and innovative communications solutions, able to anticipate market needs before they are expressed.

In its multi-subject declination, the campaign maintains Sparkle’s new identity at the center of the narrative by underlining the distinctive elements of the five product platforms, IP&Data, Cloud& Data Center, Corporate, Mobile and Voice.

Press

Always moving, always connecting, always evolving.
Enter an interactive ecosystem based on a global communications network in constant evolution, whose governance ensures the creation of value for customers, suppliers and partners, every day. With its IP&Data, Cloud & Data Center, Corporate, Mobile and Voice Platforms, Sparkle actively takes part in the development of worldwide communications, providing the best global connectivity solutions to Carriers, ISPs, OTTs, Content and Service Providers, Mobile Operators and Corporate Customers before they know they need them.
Sparkle. The world's communication platform.
SPARKLE | IP&DATA PLATFORM
SPARKLE | CLOUD & DATA CENTER PLATFORM
SPARKLE | CORPORATE PLATFORM
SPARKLE | MOBILE PLATFORM
SPARKLE | VOICE PLATFORM
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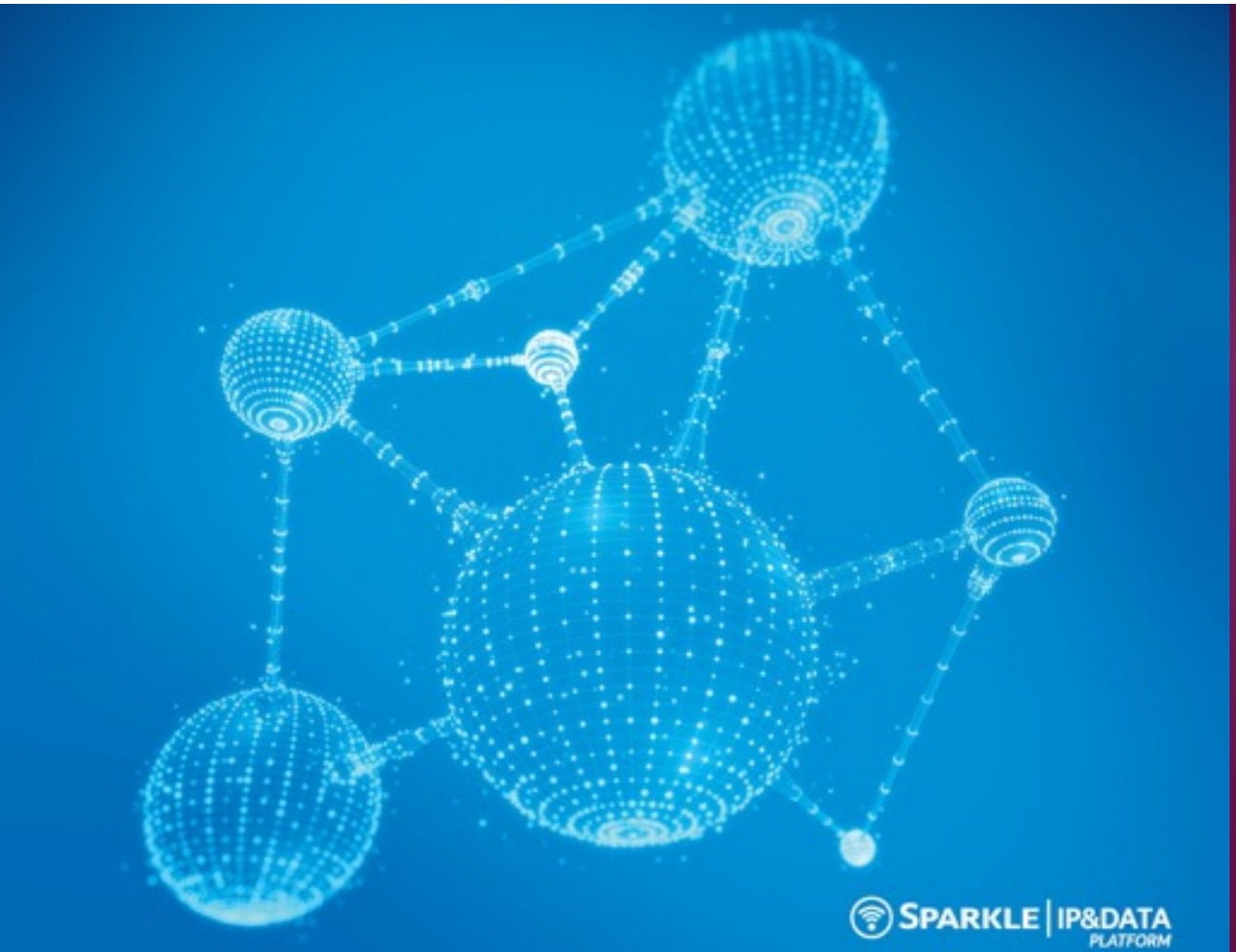

Always connecting, always evolving.

January 2016: Sparkle connects North to South America with new Seabras-1 cable.

Seabras-1 is the only submarine cable system directly connecting Sao Paulo, Brazil, to New York, USA, fully operational by 2017 and with an initial design capacity of 72 Terabytes. Thanks to this long-term infrastructural investment which will further enhance one of the most advanced and reliable networks in the region, Sparkle becomes a leader in the Americas wholesale market. Discover Sparkle's IP&Data Platform, an interactive ecosystem based on a global communication network in constant evolution whose governance ensures the creation of value for customers, suppliers and partners, every day, before they know they need it.

Sparkle. The world's communication platform.

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Always growing, always evolving.

April 2016: Global Cloud Xchange expands reach across Europe through Sparkle SICILY HUB.

Global Cloud Xchange, a subsidiary of Reliance Communications, has expanded its reach into Sparkle's state-of-the-art Data Center SICILY HUB in Palermo, with a multiservice PoP providing enhanced coverage and increased diversity options to support customers' business growth in the region. Discover Sparkle's Cloud & Data Center Platform, an interactive ecosystem based on a global communication network in constant evolution whose governance ensures the creation of value for customers, suppliers and partners, every day, before they know they need it.

Sparkle. The world's communication platform.

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SPARKLE | MOBILE PLATFORM
Always moving, always evolving.
April 2016: Sparkle launches SMS Booster for total traffic control and fraud protection.
Sparkle and 365squared, an international managed services provider specializing in mobile solutions, launch SMS Booster, a new service that combines Sparkle's Application-to-Person gateway with 365squared firewall managed services to support customers with total control of SMS traffic and fraud protection. Discover Sparkle's Mobile Platform, an interactive ecosystem based on a global communication network in constant evolution whose governance ensures the creation of value for customers, suppliers and partners, every day, before they know they need it.
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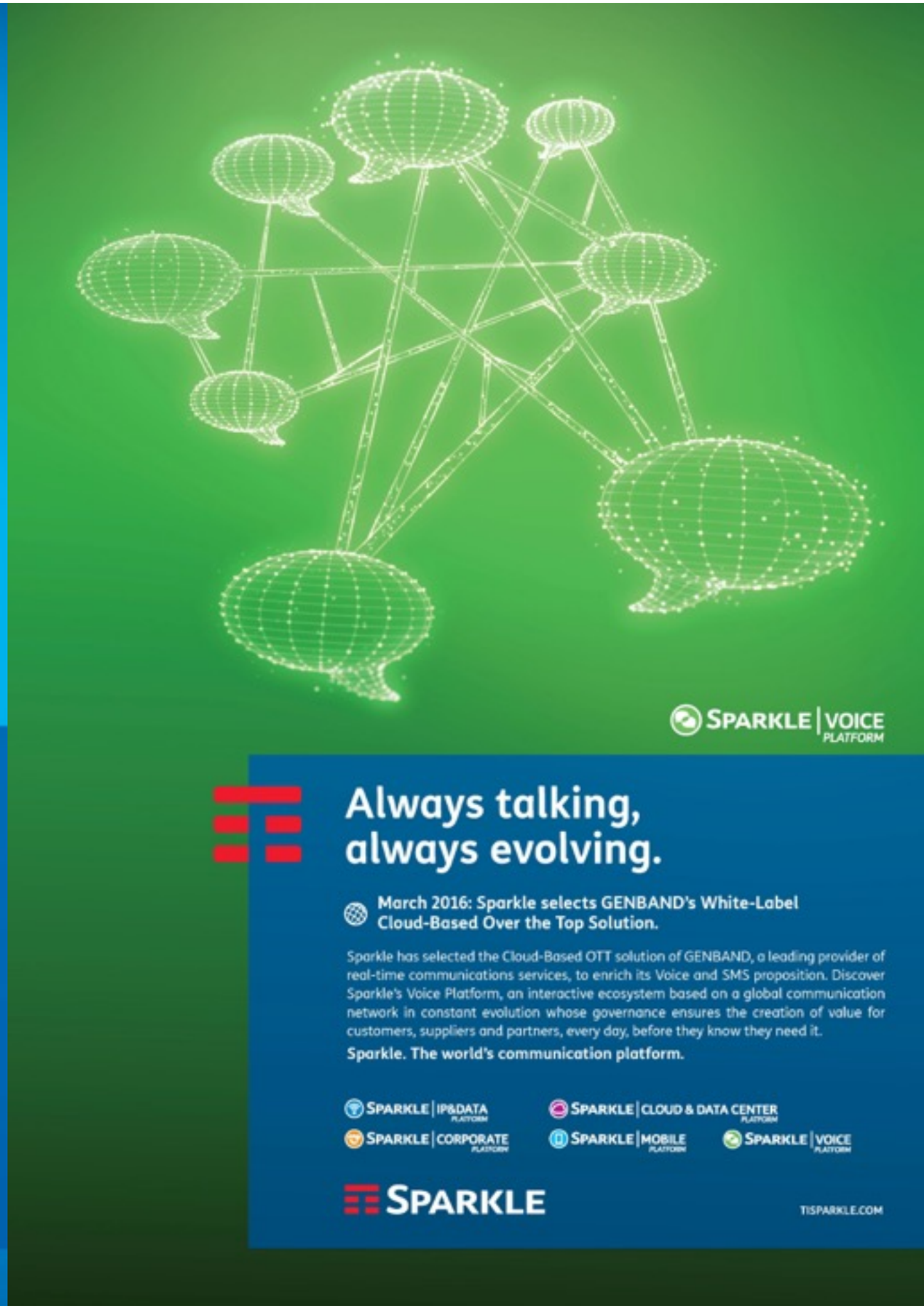
SPARKLE | VOICE PLATFORM
Always talking, always evolving.
March 2016: Sparkle selects GENBAND's White-Label Cloud-Based Over the Top Solution.
Sparkle has selected the Cloud-Based OTT solution of GENBAND, a leading provider of real-time communications services, to enrich its Voice and SMS proposition. Discover Sparkle's Voice Platform, an interactive ecosystem based on a global communication network in constant evolution whose governance ensures the creation of value for customers, suppliers and partners, every day, before they know they need it.
Sparkle. The world's communication platform.
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SPARKLE | CORPORATE PLATFORM
Always collaborating, always evolving.
With its Corporate Platform, Sparkle enhances your business with highly customized and advanced seamless connectivity delivered worldwide through our MEF CE 2.0 certified Ethernet platform as well as with innovative solutions to drive your contents anywhere. Discover Sparkle's Corporate Platform, an interactive ecosystem based on a global communication network in constant evolution whose governance ensures the creation of value for customers, suppliers and partners, every day, before they know they need it.
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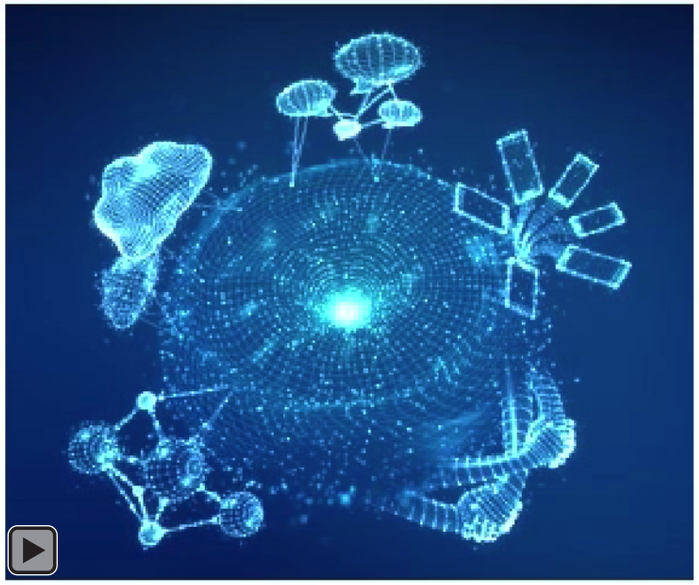
Web



Corporate video

https://www.youtube.com/watch?v=fAL76kAXseM