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CWC REFRESHES BAHAMAS BRAND

Cable & Wireless Communications (CWC) has updated the brand of its Bahamas business, the latest stage of making the company more modern, effective and efficient.

The new Bahamas Telecommunications Company (BTC) brand will create a fresh identity for the business and more strongly emphasises its customer-focused approach.

The launch of a new interactive web site has been central to the brand update. The web site (www.btcbahamas.com) has improved navigation and more interactive features. An expanded BTC customer support database, for example, includes videos, articles and frequently asked questions, but also enables web site visitors to leave their own tips.

Customers can also search a complete database of all the mobile handsets and tablets which BTC sells and compare different models to find the best one for their lifestyle. It is now also possible to purchase all BTC's products and services online for the first time.

The web site is built with Responsive Technology meaning that it will work better for those accessing it by smartphone or tablet. The Bahamas has seen a strong growth in smartphone sales and mobile data usage since BTC introduced services to the country in 2011. [BTC will launch 4G \(LTE\) services in December](#).

The web site showcases BTC's new brand identity. Marlon Johnson, BTC's Senior Vice President, Brand and Communications, said:

“BTC has refreshed its brand logo and changed its tag line to ‘Everyday’ to reflect the company’s growing commitment to listen, improve and deliver positive change and progress – everyday. The move to a modern image supports our forward plans and the organisational improvements that have already taken place over the last 12-18 months.”

“The primary brand-material colours of yellow and blue reflect the Bahamian flag and royal purple was injected to capture and infuse the vibrancy and creativity of the Bahamian culture, particularly Junkanoo, into our company culture.”

The new logo will appear on BTC's marketing materials and its headquarters in Nassau before being gradually introduced across other Bahamian islands.

About Cable & Wireless Communications

Cable & Wireless Communications is a full-service communications business. We operate leading communications businesses offering mobile, broadband and domestic and international fixed line services in most of our markets as well as pay TV, data centre and hosting, carrier and managed service solutions. Our operations are focused on providing our customers - consumers, businesses, governments - with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit www.cwc.com.

About BTC

The Bahamas Telecommunications Company (BTC) is the leading telecoms operator in The Bahamas. We are jointly owned by Cable & Wireless Communications (51%) and the Government of The Bahamas (49%). Cable & Wireless Communications has both management and Board control.

We are the exclusive mobile operator in The Bahamas, as well as a leading provider of fixed-line, broadband services, enterprise and carrier services.

We are a significant investor into the Bahamian community, supporting organisations such as the Bahamas Association of Athletics Associations (BAAA) and organising events such as the annual BTC Blood Drive and BTC Starmaker contest.

For more information, please visit: <http://www.btcbahamas.com>

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