

Megatron Federal rebrands

Megatron Federal, a division of Ellies Ltd, an African provider of turnkey infrastructure solutions has announced its re-brand as of October 2012. With the recent expansion of the company, the new look has become a necessity in order to communicate effectively with key stake holders.



The company previously positioned itself within the power generation, transmission and distribution business, but now it has to communicate to a wider, more diverse audience base in South Africa and across Africa, with the brand needing to appeal and follow suit.

The new look and feel through simplicity, will deliver consistent messaging across divisions, will align with the relevant service offering and deliver a more corporate experience to the expanding market.

Megatron Federal now consists of three business units: Power Products, Infrastructure Projects and Telecommunications. It was imperative that the brand and message the brand delivered correctly, reflect the new structure and service offerings.

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