



From ViacomCBS to Paramount

Rebuilding a Legacy Media Company Into a Modern Entertainment Brand

ViacomCBS was a global media company with extraordinary scale — iconic studios, category-defining networks, and decades of cultural influence. But as the business accelerated toward streaming and direct-to-consumer experiences, the corporate brand no longer reflected its ambition.

The ViacomCBS name delivered operational clarity, not emotional meaning. Competing in a crowded streaming landscape required more than a rebrand. It required a unifying story — one capable of stretching across audiences, platforms, and the future of entertainment.

Brand Challenge

- Evolve from legacy media conglomerate to consumer facing entertainment brand
- Unite a fragmented portfolio under one global story
- Stretch across audiences and business models without diluting equity
- Compete emotionally with brands people love — not simply recognize



STRATEGIC DECISIONS

Partnered with executive leadership to align brand, business, and platform strategy. At this scale, the challenge was not a single decision but a sequence of connected ones — translating belief into a system, a system into behavior, and behavior into sustained growth. The strategy focused on strengthening the brand across four dimensions: **equity, attribution, cross-platform performance**, and **creative expression**.

To support this, we built a durable framework that guided decisions, reduced complexity, and enabled consistent execution — allowing teams to operate independently and the brand to perform, adapt, and scale over time.



MASTERBRAND

Rename

Leveraged one of the most iconic names in entertainment to signal ambition, cultural relevance, and global scale.

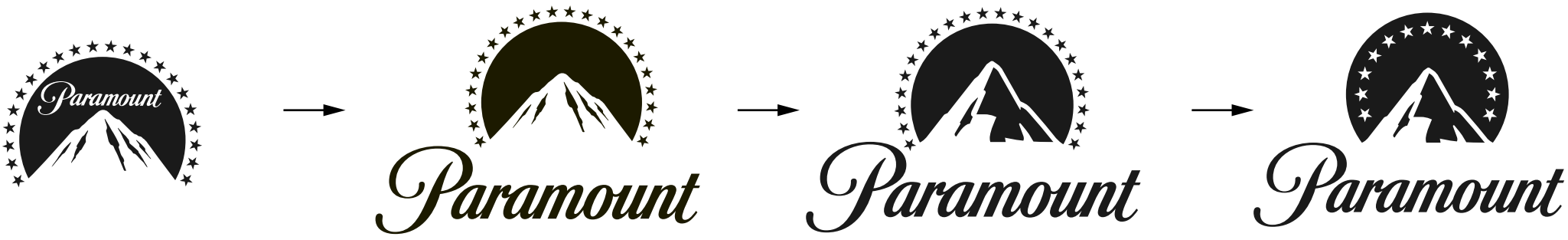
Optimize the Logo

Reduced and refined the identity to balance heritage with modernity — rebuilding it for a digital-first world.



NAMING OPTIONS FOR RESEARCH

- | | | |
|----------------|-----------|-----------|
| CBS All Access | Eyeconic | Vivi |
| All Access | Curve | Honeycomb |
| Paramount+ | Apex | Hue |
| Paramount Apex | Parascape | Lumi |
| Showtime+ | Paraplay | Panigo |
| Pluto Premium | | Juxt |
| Pluto + | | Riffer |



Liberate and optimize the script Simplify and match the mountain Reduce and enhance the stars

SYSTEM

Streamline Architecture

Unified studios, platforms, and business units under a single masterbrand while preserving the strength of each.

Increase Attribution

Shifted broadcast and platform behaviors to ensure Paramount received visible credit across its portfolio — strengthening recognition and accelerating brand equity.



DIVISIONAL IDENTITY

Corporate

Platform

Studio

Department

Business

Sample Static ID bugs

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OPERATIONALIZE THE BRAND

A transformation at this scale required more than a new name and identity. It demanded a system capable of aligning teams, guiding decisions, and enabling consistent execution across a global organization.

We built a flexible brand framework designed to move seamlessly from iconic to expressive — supporting everything from corporate communications to streaming interfaces, marketing, partnerships, and live experiences.

Paramount

LATIN AMERICA

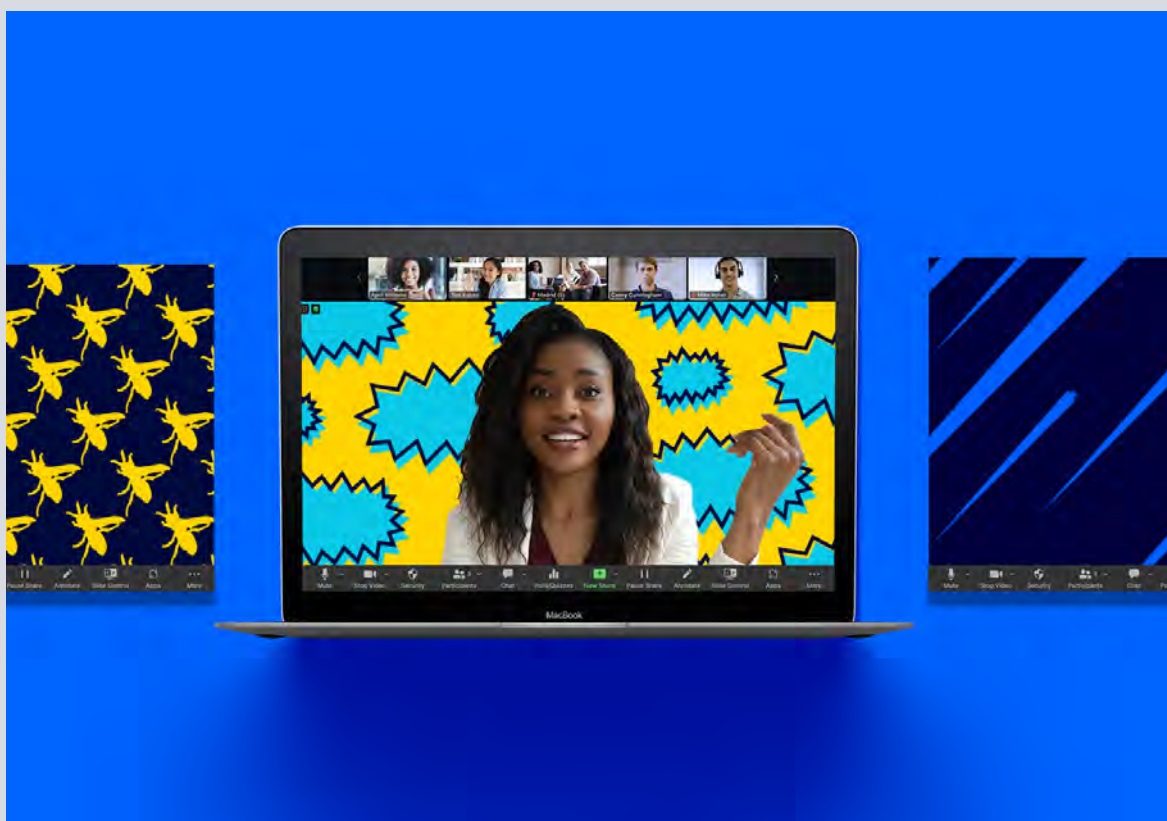
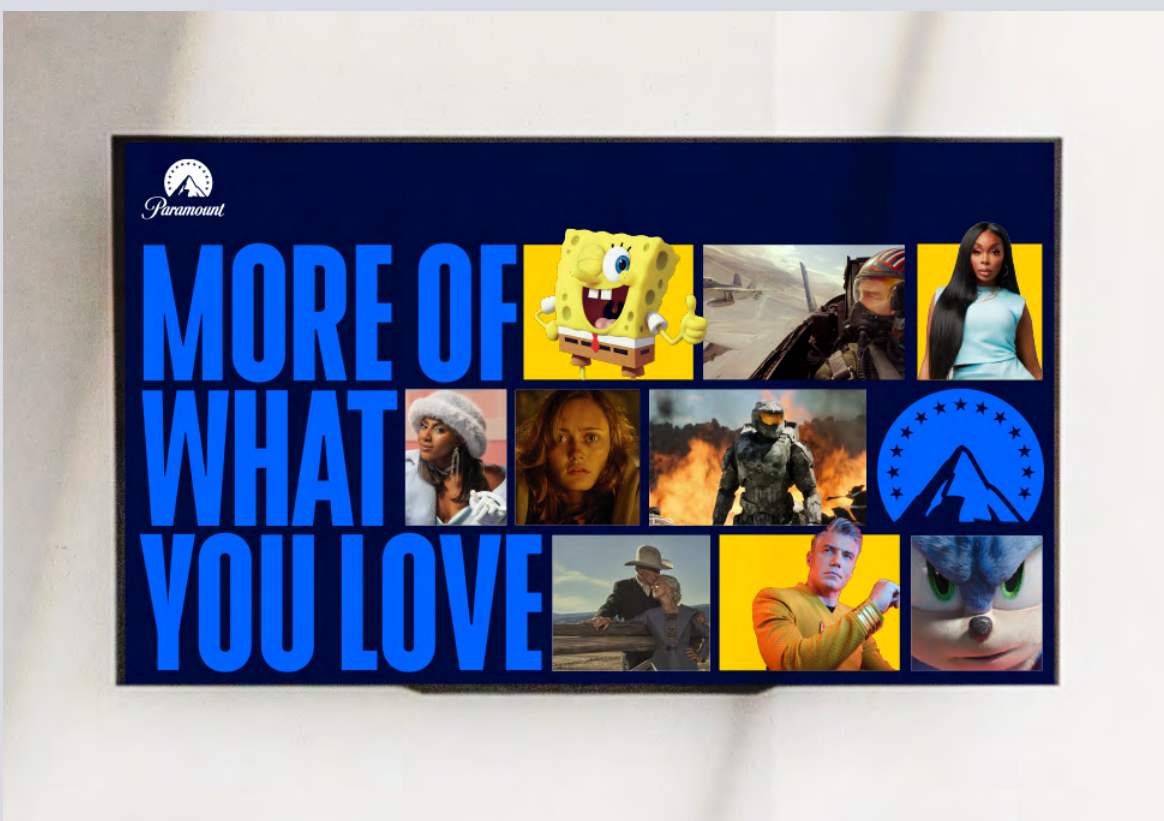
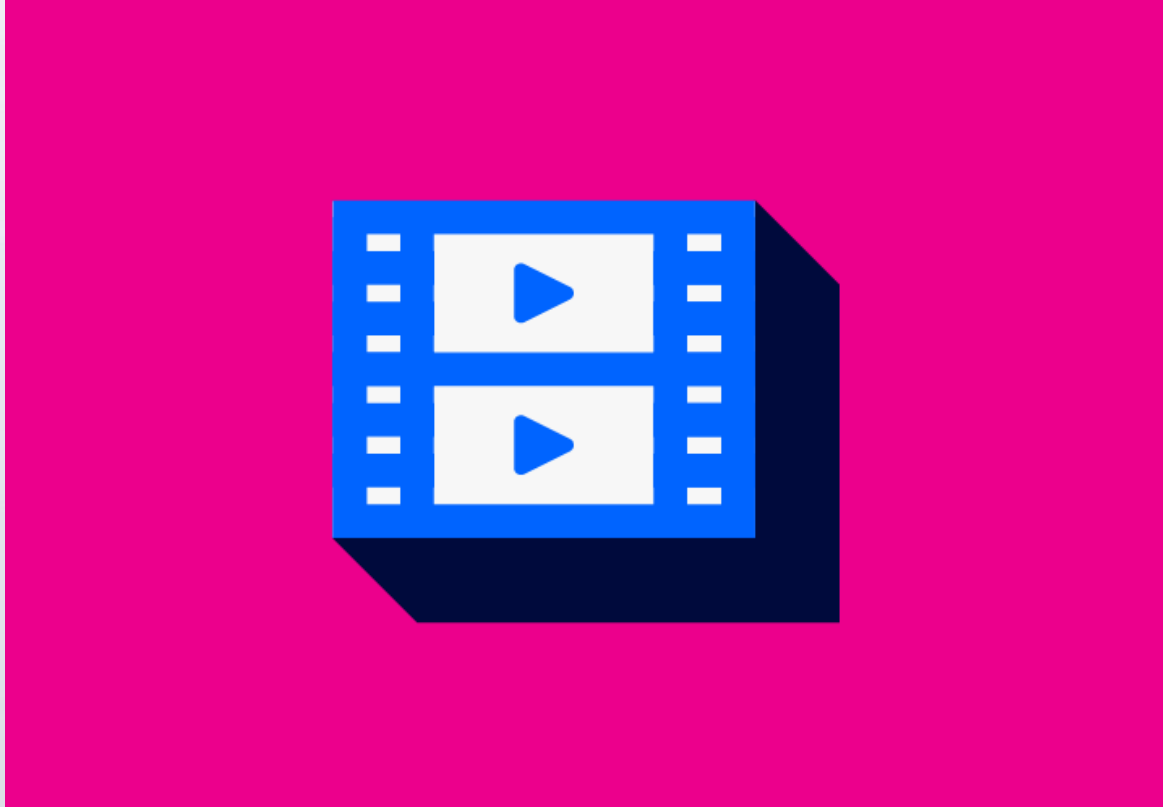


EUROPE



ASIA





RESULT

The transition to Paramount strengthened emotional equity and clarified the company's role in a rapidly evolving entertainment landscape.

- Increased brand awareness and brand love (positive impressions among trade audiences improved 15% YOY)
- Strong industry response to the simplification
- Supported streaming momentum, including subscriber growth, (20% compound annual growth) ad-tier adoption, (doubled the proportion of its subscriber base on ad tiers) and pricing power (ARPU increased 9% YOY)
- Enabled faster, more consistent execution and decision-making

