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PwC unveils new brand positioning that better reflects how the network mobilises experience and technology to support clients

For immediate release. SINGAPORE, 29 April 2025 – PwC has today unveiled a new brand positioning, visual and verbal identity. This will be brought to life through an advertising campaign called 'So You Can'.

PwC's new brand positioning and identity better reflects how it works today to support clients to unlock and protect value to ensure its identity provides the right platform for the future. At the heart of the new positioning is the idea that PwC helps clients to build, sustain and accelerate momentum. Changes to the visual identity include an updated logo with a new 'momentum mark', a new signature colour of orange and new imagery. Alongside visual changes, there is a new verbal identity with a clear tone of voice based around the new personality traits of being bold, collaborative and optimistic.

The new positioning and advertising campaign, developed with FutureBrand and McCann, can be seen from today on [pwc.com](https://www.pwc.com) and is being rolled out across the network in the coming months.

Antonia Wade, Global Chief Marketing Officer, at PwC, said:

"PwC is constantly evolving how we bring technology and expertise to help our clients create and protect value. Now, we are evolving another important part of who we are: our brand. As technology and other megatrends continue to transform the economy, it is important that our identity provides the right platform for the future."

"Today we are unveiling a new brand positioning, logo visual and verbal identity and advertising campaign. At the heart of it all is greater clarity about the role we play for clients. In the environment our clients operate in, they need to work with a company that will help them build, sustain and accelerate momentum. That's where PwC comes in."

The advertising campaign will include high impact Out of Home buys including in major airports and other transport hubs, global and national print, and digital channels in key markets, as well as some high-profile media partnerships. There are also a number of innovative digital activations, including connected TV and AI-driven experiences, designed to connect with audiences where they are most engaged.

Patrick Yeo, Markets Leader, PwC Singapore, added:

"PwC brings together our extensive experience and expertise to help our clients outthink, outpace and outperform their competitors. Our new brand embodies our

continuous evolution as a firm that is innovative, forward-thinking and a true strategic advisor. Our commitment to ensuring meaningful experiences for our people and clients is what drives us forward every day.”

The brand update coincides with PwC sharing several initiatives to support clients in unlocking the value of AI at enterprise scale and advance to the leading edge of their industry. This includes activity around agentic AI, technology alliances and leveraging deep industry insights, processes, technology & data models to deliver industry specific transformation.

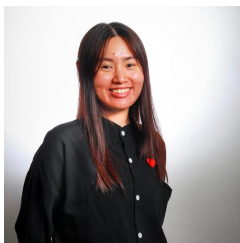
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Notes to Editors

About PwC

At PwC, we help clients build trust and reinvent so they can turn complexity into competitive advantage. We're a tech-forward, people-empowered network with more than 370,000 people in 149 countries. Across audit and assurance, tax and legal, deals and consulting we help build, accelerate and sustain momentum. Find out more at www.pwc.com.

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