



International



Brand Brief

The Product

Product Description

eFax is a trusted brand used worldwide, and is the market leader for Internet fax services. With over 11 million subscribers, eFax offers a choice of fax numbers in more than 42 countries, the ability to receive faxes as email attachments, and other advanced features for sending, forwarding and storing faxes—without paper or a fax machine.

How it Works

When users sign up for eFax, they provide eFax their email address and we give them real fax numbers that are answered by our network of fax servers. The fax servers convert received faxes to email attachments and send them directly to the user's email address. The process works in reverse for sending faxes. Users send an email with the fax as an attachment and our fax servers convert and deliver them to traditional fax machines. eFax works with all email service providers and any type of fax machine. It makes faxing as easy and convenient as email.

Benefits

- **Easy:** Send and receive faxes as email attachments
- **Anywhere:** Access faxes by computer, laptop or handheld device
- **Instant:** Sign up quickly online, in less than 5 minutes
- **Reliable:** No paper jams, empty toner cartridges or busy signals
- **Money-saving:** Cut the cost of a machine, extra phone line, and high-priced long-distance charges
- **Green:** Helps the environment and does not waste paper or toner
- **Private:** Faxes are delivered directly to your inbox

Service Levels

- **eFax** is our full-featured subscription service, targeting the person who would generally own one fax machine and have an average level of fax activity. Get a local fax number and choose an area code. Send and receive faxes as email attachments.
- **eFax Corporate** is a multi-user fax service. It is targeted at businesses and corporations who need 10 to thousands of fax numbers.

The Brand Position

Tagline

Easy faxing anywhere.

Brand Promise

Send and receive faxes by email.

Brand Differentiator

eFax is the market leader. eFax is the largest, best, biggest, and we have more domestic and international local numbers than anyone else.

Disruptive Idea

You can get rid of your fax machine and fax by email.

Desired Response

"Wow, this makes faxing as easy and hassle-free as email."

Why should they believe us?

Because eFax solves traditional faxing problems.
Because eFax has been the market leader for the last decade.
Because eFax has more than 11,000,000 + members.
Because eFax is available in 2,900 cities and 42 countries.

Message/Art Tone

A smart, savvy and contemporary voice that understands the current needs of SMB and mobile professionals.

Imagery

Sleek and savvy business-style photography of business-casual men and women in modern, brightly lit workplaces, in front of laptops, on smart phones, on the move, and in leisure locations where they are conducting business easily and with mobility. Imagery should evoke the flexibility of a successful, up-to-date, SMB.

Target Audience and User POV

Small Business

"Everyone in our office now has a dedicated fax number connected directly to their email. They receive faxed orders right at their desks and can read, forward and save them quickly. This cuts our response time in half."

Road Warrior

"I'm on the road and know how to receive my email anywhere. Now with eFax, I can get my faxes anywhere too."

The Consultant

"I needed to get faxes for a project I just landed. I got a fax number from eFax, in my client's area code, and was up and running in five minutes."

The IT Guy

"I need to make sure that every person in my company can send and receive faxes easily. eFax takes care of all the tricky stuff—like phone numbers and fax hardware—and I look like a star for choosing them."