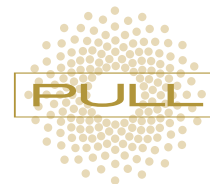




Be in good company.

These case studies demonstrate how other companies have benefitted from our specialized expertise. We don't claim to lead clients into the future, only to contribute our expertise to increase their capabilities, improve their effectiveness, and help them make confident decisions about the strategic and creative aspects of building the value of their brands.



JB Jewelry / SoulMate Diamond Brand Development

We created a new diamond jewelry brand positioning that celebrates all of life's special connections.

SOULMATE™

Become one. Again.

Overview

JB Jewelry is a leading global diamond jewelry marketer. Its North American subsidiary, had created a line of mid-priced diamond pendant jewelry for distribution at mass retail outlets and independent jewelry stores in the US and Canada. Marketed under the brand name SoulMate. The jewelry line featured keepsake diamond insets that were cut from the same original rough stone and placed in matching pendant designs.

Challenge

JB Jewelry's North American division was primarily a distributor of a variety of diamond jewelry designs to independent jewelry stores. To penetrate the competitive major jewelry retailers in North America, a new brand that resonated with consumers on a highly emotional level was necessary to pull customers through to the mass retail channels.

Solution

We developed a brand positioning based on the special relationship and connections consumers have in their lives. The big idea was to position SoulMate Diamond Jewelry as a perfect expression of love and devotion, evocative of the eternal bonds between loved ones symbolized by the jewelry designs featuring matching pendants with diamond insets cut from the single rough stone. We designed the brand identity, taglines, brand messaging, retail packaging, and point of sale elements that featured the key attributes of the product's value proposition to consumers.

Outcome

Since its introduction in 2006, SoulMate Diamond Jewelry is now established in all the major jewelry retailers in the US, Canada, UK and Asian markets.



Strategic Services

- consumer segmentation
- brand strategy and positioning
- naming
- brand identity development

Creative Services

- brand identity design
- retail packaging design
- brand communications
- advertising creative direction



JavaJamu Inc / JamuLife Brand Development

We helped this venture funded start-up define and position its flagship product brand for launch into the US market.

Overview

JavaJamu is a health and well-being company that bases all its products on ancient herbal formulas from Java. These restorative teas and dietary supplements are known throughout Indonesia as "jamu".

Challenge

JavaJamu was a start-up venture with no products in the US health and beauty market, and very little resources for marketing in a competitive and crowded category. Our mission was to build a compelling value proposition that specialty distributors in the grocery channel would embrace.

Solution

We immersed our brand team in the dietary supplement category and discovered that few competitive brands were formulated from natural herbal formulas. With that learning we created a brand positioning, product name development, tagline, visual identity, and retail packaging that leveraged the unique and mystical associations of Javanese culture for US consumers.

Outcome

JavaJamu was successful in securing partnerships with the two largest distributors in the US, giving the new brand a toe-hold in the competitive grocery channel.

Strategic Services

brand strategy and positioning
naming
brand identity development

Creative Services

brand identity design
retail packaging design
brand communications
advertising creative direction





Hewlett Packard New Product and Brand Development

When HP invented an innovative direct disc labeling technology, we invented a new global attribute brand.

Overview

Hewlett-Packard continues to live up to its promise to invent useful technologies in personal computing, digital imaging and printing products. HP invented a revolutionary disc labeling technology that enabled users to burn silk-screen quality CD labels right from the computer's disc drive.

Challenge

The marketing strategy mandated this technology be branded under a new tradename targeted to OEM companies who would license the technology and embed it into their computer and media storage products.

Solution

Learning how consumers wanted to label their media, and that self expression was a key factor for users who share their music and video assets on CD or DVD, guided our early ideas for developing a relevant positioning. From that learning, we crafted a differentiated product positioning that set a new standard for disc media labeling other disc labeling alternatives simply could not accomplish.

Based on this positioning, we developed the tradename and designed the visual brand identity system. Included in the identity development, we created a comprehensive design management system to enable consumers to properly identify computer and media storage products having this embedded feature.

Outcome

Now known throughout the industry as LightScribe Direct Disc Labeling, it continues to be one of HP's most successful product introductions. You'll find LightScribe enabled disk drives and media storage products represented by nearly every major brand throughout the world.



Strategic Services

- brand strategy and positioning
- naming development
- brand identity development

Creative Services

- brand identity design
- brand communications
- advertising creative direction



Affinity Media Inc. / Woodall's RV Campground Directories

We helped this leading publisher of RV travel and family camping directories refresh its brand positioning in response to a turbulent economy.

Overview

Affinity Group is a leading publisher of recreational outdoor enthusiast magazines. Its hallmark brand is Woodall's, North America's best known publisher of RV and Family Camping travel directories in print and online.

Challenge

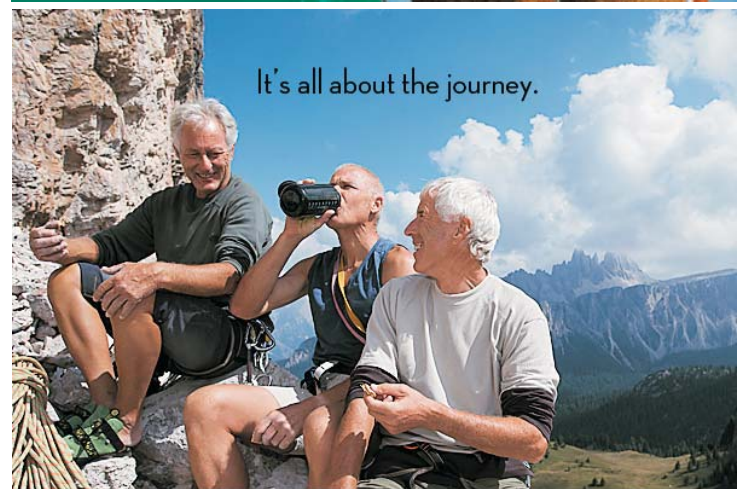
As a response to a turbulent consumer economy, shifting demographics and the higher cost of fuel, Woodall's was facing significant headwinds in growing its advertiser base, particularly advertisers in the travel and tourism segment of the market.

Solution

What began as a conversation about direct marketing to this advertiser segment, evolved into a deeper process of re-thinking the Woodall's brand positioning and value proposition to users and advertisers alike. The brand positioning "Everywhere RVers go" proclaimed Woodall's leadership position with RVers. We then crafted a new marketing communication initiative based on this core competitive advantage—Woodall's is the most widely used and trusted travel planning resource for RVers and family campers all across North America. Advertisers know RVers really care about what Woodall's provides them.

Outcome

In 2009, all the major competitors were experiencing double-digit drops in advertising revenue. Woodall's, on the other hand, experience only modest reduction it's revenue projections, and is now in a stronger position to take advantage of a stronger economy.



Connect your travel & tourism marketing to the source of the affluent RV lifestyle.

WOODALL'S
Everywhere RVers go.



Strategic Services

consumer research
brand strategy and positioning
brand identity development

Creative Services

brand communications
advertising creative direction



Coapt Systems Inc / Hydrelle Brand Development

We helped this facial aesthetics marketer position and launch a new product brand to women consumers within the North American market.

Overview

Coapt Systems is a global developer and marketer of facial aesthetic devices for the plastic surgery and dermatology markets. To grow their business outside of their core products of minimally invasive surgical devices, Coapt developed new facial products with Lidocaine that relieved patients from the discomfort associated with dermal filler procedures.

Challenge

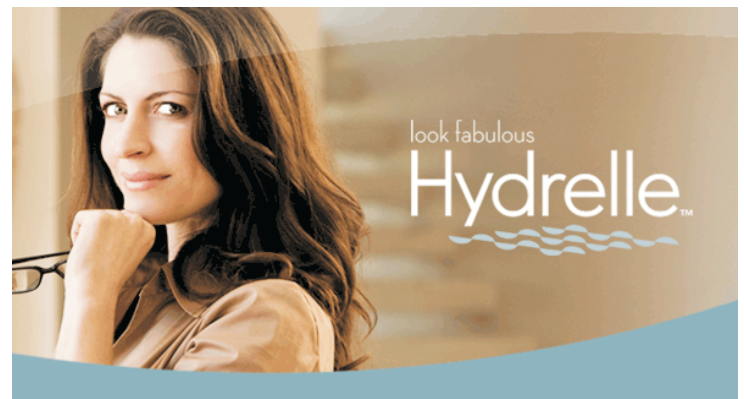
Position the Hydrelle brand in a crowded category against more established competition. More importantly, facial aesthetic procedures are not covered in major medical plans. Introducing the product in a tight consumer economy had inherent challenges.

Solution

We began by talking to target consumers to learn what drives their decisions to engage in facial procedures, choose their physician, and repeat the procedures on a regular basis. We learned that feeling better was just as important as looking younger to the target consumer. From that learning, we developed the brand positioning idea around the consumer-facing idea that "nothing feels better than looking fabulous" to leverage the functional aspects of less pain, and connect with the evocative and personal aspects of greater self-esteem. To bring this positioning to life, we designed the brand identity and created all the marketing communications materials to support the product launch in the US and Canada.

Outcome

In 2009, Hydrelle was introduced to physicians and dermatology practitioners to rave reviews. In the first six months, over 1,500 physicians would be using Hydrelle with far greater patient satisfaction.



Strategic Services

- consumer research
- brand strategy and positioning
- brand identity development

Creative Services

- brand identity design
- product packaging
- brand communications
- advertising creative direction