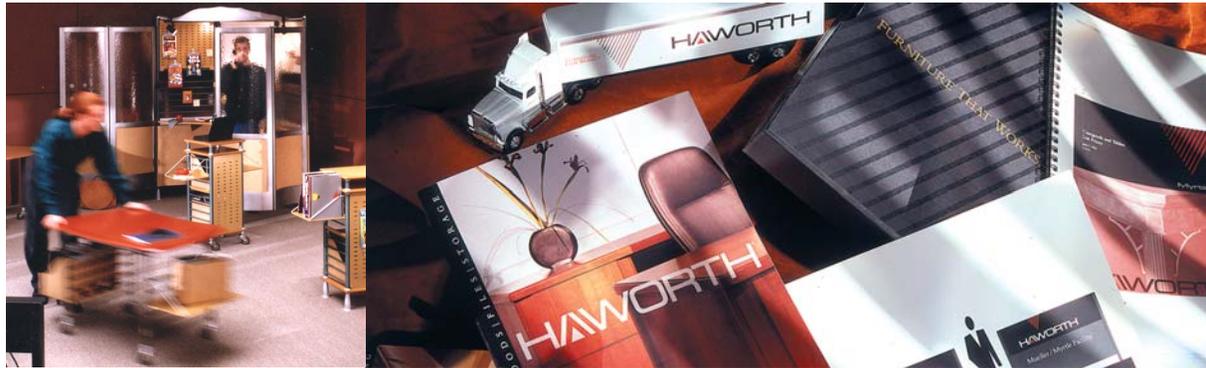


Case Study: Corporate Identity Development



Haworth Inc

This office furniture company builds a global brand based on innovative product design.

When you have influence you have



influence by design

Overview

After a decade of global acquisitions, Haworth had grown to become one of the world's largest manufacturers and marketers of office furnishings and corporate facility management services. As a result of this growth, Haworth's brand image and product offerings had become blurred and fragmented in the minds of leading architects, designers and specifiers of corporate office interiors and furnishings.

Challenge

Originally known for its UniGroup Open Office System developed in the 1970's, Haworth's product lines had expanded to include innovative designs of office seating, files and storage, executive casegoods and other forms of freestanding office furniture. These additional products were marketed and sold under different brand names, and through various sales organizations and dealer networks of the companies Haworth had acquired. To gain global marketing, sales and distribution efficiencies, Haworth had to consolidate these diverse product brands under a unified Haworth brand and begin to centralize integrated marketing communications and sales programs targeted to a growing list of customers worldwide.

Solution

PULL redefined Haworth's brand positioning and created a unified corporate identity and design management system that centralized all product and tradenames from the acquired companies under one global brand. Additionally, we developed a new creative direction for all of Haworth's global and marketing communications targeted to leading influencers, architects, interior designers, and corporate facilities executives.

Strategic Services

- brand positioning
- brand architecture
- corporate identity development
- communications planning

Creative Services

- identity design
- design management
- corporate communications
- marketing communications
- branded environments

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HOW WILL YOU influence YOUR CUSTOMERS?

PULL is a brand development, design and communications consultancy specializing in enterprise strategy, corporate and brand identity, retail design, branded environment design and integrated marketing communications. We work with our clients to create more pull and influence in their brand building initiatives, connecting customers into a two-way conversation. If you would like to learn more about our work, please visit our site, or contact Thomson Dawson tdawson@pullinc.com



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