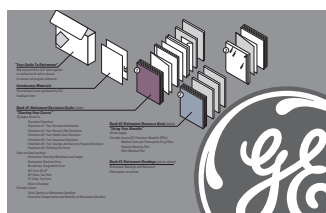


We design corporate, brand and product packaging solutions that communicate clearly and win new customers.

Executive Summary

R.BIRD is a consulting firm with more than 35 years of experience in the planning, design and implementation of Brand Identity, Product Packaging, Corporate Identity and Corporate Communications. Our clients are strategy-minded organizations, large and small, around the corner and across the globe.

Expertise



Consumer Brands

R.BIRD is internationally recognized for developing strategic thinking, consumer brands, and product packaging that connects with consumers and wins new customers.

Strategy

Procede® is our perfected, repeatable method that delivers competitive positioning, brand language and actionable results. Every time.

Insight

Brand and Category audits document and decode the context within which brands and marketing communications will be developed.

Corporate Identity

We have created and managed large-scale, corporate brands and visual communications for some of the most recognized names in the world.

Leadership



Richard Bird
Founder & President

R.BIRD, the company and brand, was established in 1983 on Richard's belief that creative talent, technical expertise and insightful management were basic requirements for the creative services industry.



Joseph Favata
Creative Director

30 years with R.BIRD responsible for the successful creation and implementation of major design and branding programs for top consumer product companies.

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Clients & Brands

2GO
4U
A&W
Absolute Zero
Affresh
AIGA
airBOSS
all
All by Myself
All Out
All Season
Amaya™
America's Choice
American Express
American Safety Razor
American Savings Bank
Anu
Arm & Hammer
ARMS
Arrow
Artists Space
Atlas Chemical
Avanti
Avon
Axion
Baby Magic
Bakers
Banana Boat
Bank of Canada
Barrelhead
Beatrice
Beech-Nut
BenefitsMarket.com
Best Foods
BIC
BIG Insights
Birds Eye
Black & Decker
Boar's Head
Body Love
Bowater
Bowl Fresh
Briko
Bristol-Myers Squibb
Broadway Nails
Brownberry
Bubble Yum
Cadbury Schweppes
Captain's Wafers
Caress
Ceres
Certs
Cha Cha Crispy
Chelsea Milling Company
Chem Systems
Chesebrough-Pond's
Chloraseptic
Citibank
CJ Gourmet
Claudia Calhoun
Clear Genius
CM Partners
Coca-Cola
Cognet
Colgate-Palmolive
Combe Incorporated
Comfort 3
ComfortTECH
Concern
Copper
Country Kitchen
Country Tuff
Curtain Fresh
Datalogix
Dayco

Daylite
Deer Off
Delfi
Diamond Flexible Packaging
Dickson's
Dixie
Do You Remember
Dove
Dow Jones
Ducks Unlimited
DuPont
Dynalog
Eclipse
Ellery Homestyles
Enoz
Epic Productions
Essence
Ez-Fit
Fab
FabricSpa
Febreze
Feelin' Fresh
Felicity Huffman
Fibero
Firm Support
Fly Magnet
Fortress
Fresh Start
General Electric
General Signal
GenSpec
Georgia-Pacific
Gerber
Gilda's Club
Gillette
Gladiator
Good Humor
Good Samaritan Hospital
Good Seasons
Grape-Nuts
Great A&P Tea Company
Great American Audio
Grime Boss
Halls
Handy & Harman
Hasbro
Havahart
Head's Up
Hearst
Hebrew Institute
Hellmann's
Henri's
Hoffmann-La Roche
IAMS
IBM
IceTaps
Impact Analytics
Impact Market Research
Impromptu
International Copper
Irish Spring
Irving Sandler
Ivory
Jiffy
Jimmie Lee's
JLT BBQ
Jofra
jumpstaHRT
Juraku Di
Ketchum
Kirkland
Kiss Products
Knorr
Kodak Colorwatch
Kodalux
Kraft Foods
La Fresca
Lance, Inc.
lavaluva
Lawry's
Leucovorin
Lever 2000
Lifecodes
Lockheed Martin
Lysol

Madhouse Munchies
Marcal
Mark IV Industries
Marketcircle
Martin Marietta
Massive Productions
MasterCard
MasterColor
Matrix Instruments
Mazola
MBIA
MBIA-Ambac
MBNA
McDonald's
ME
Medinet
Melville / CVS
Mennen
Mentadent
Mercer HR Consulting
Merrill Lynch
Microsoft
Minute Gourmet
Minute Rice
Morgan Stanley
Mutz
Mystique
National Re
Nestlé Waters
Nice 'n Clean
Nice-Pak Products
Norelco
Novartis Consumer Healthcare
Oasis
Ogilvie
Old London
Olin Corporation
Ora
OTC Review
Otis Elevator
Pace
Package Design Council
PaineWebber
Pairs To Go
Parker Brothers
Peak
PepsiCo
Personna
Pfizer
Pirelli
Pitney Bowes
Pizza Quick
Planters Lifesavers
Playtex
Poland Spring
Pond's
Popcorn Palace
Popipi
Post
PowerTeam.com
Pro Extreme
Pro Sport
Procter & Gamble
Prodigy Communications
PT. Ceres
Public Access TV
Public Relations Society
Q-Tips
Qualex
Ragú
Reader's Digest
Reckitt Benckiser
Red Snap'r
Regina
Retirement System Group
Reuters Group
Reynolds American
Rinso
Ronzone
Roper Industries
Saatchi & Saatchi
Safer
Selamat
Senoret Chemical Company

Shake 'n Bake
Sharp
Sheaffer
Sheetz
Shiseido
Silver Queen
Skippy
Skype
Smithfield
SnapIt
Snuggle
Sofpac
Soft & Dri
Soleil
Solstice Medicine Company
Sony Electronics Inc.
Sounds of Our Lives
Splash
Springmaid
Springs Industries
St. Luke's-Roosevelt
Stanley
Sterling Filters LLC
Sterling Vision
Stove Top
Suave
Sundance Software
Sundrop
Sunkist
Sunlight
Surf
Sweeney's
Sweet Snackers
SynCrypt
SynData
TalentPower
Tandberg
Tang
Tempur-Pedic
Tender Bottoms
Terro
ThermaBack
ThermaLiner
ThermaLuxe
ThermaWeave
Thinsulate
Third Coast Popcorn
Thomas'
Toast Snackers
Tokuhon
Top
Towers Perrin
TruTac
Tussy
Twister
Ty-D-Bol
Unilever
UST
V-Pro
Vargas International
Vaseline
Vick's
Victor
Wagner Group
Warner-Lambert
Webfones
Westchester ARC
Western Union
Western's
Whirlpool
Willert Home Products
Wish-Bone
Wisk
WiskAway
Wood Lock
Woodstream Corporation
Work o'the Weavers
Wyeth-Ayerst Lederle
Xerox
Xvivo
Yuban
Zensa
Zeon
Zirus

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Categories

Advertising & Marketing
Apparel
Appliances
Automotive & Motorcycle
Baby Care & Feeding
Beer & Wine
Beverages
Business Services
Candy & Confections
Canned & Frozen Foods
Cleaning Products
Coffee & Tea
Computer Services
Computer Software
Consumer Electronics
Cookies & Crackers
Dairy Products
Energy Sports & Nutritional Drinks
Entertainment
Fast Food
Financial Services
Fish & Seafood
Flavorings Spices & Ingredients
Food Service
Fresh Prepared Foods
Grains Bread & Bakery
Handheld Computers
Health Care Products
Home & Kitchen
Textiles & Home Furnishings
Housewares

Insurance
Leisure
Meat Products
Membership Organizations
Metals
Nonalcoholic Beverages
Non-Profit
Office School & Art Supplies
Over-the-Counter Medications
Paints & Finishing Products
Paper Products
Pastas & Cereals
Personal Care Products
Personal Computers
Pet Care & Feeding
Pharmaceuticals
Photographic & Optical
Private Label
Publishing
Retail & Restaurants
Rubber & Plastic Products
Sauces Condiments & Oils
Snack Foods
Sporting Goods
Sugar & Sweeteners
Tools Lawn & Garden
Toys & Games
Vitamins Health Nutritionals

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