R.BIRD & Company, Inc.
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"What we do as designers at R.BIRD, first, is make observations about how the customer chooses and uses a product or service.

From these observations, we frame a context that articulates and visualizes a better understanding of customer needs and desires. New and important areas of opportunity are discovered.

In the context of these discoveries, we create an expanded realm of richly informed solutions – greater possibilities – exhibiting a remarkable level of innovation. All pointedly addressing immediate tactical needs, while defining and expanding upon the original project goals and strategies.

2012 Marked the beginning of R.BIRD's fourth decade – a milestone that few realize.

Even more remarkable: with never more than 15 people in any office, we've had the pleasure of seeing things getting done on more than 8000 programs for 298 brands, 40 categories and 172 clients, worldwide.

The following pages offer a small sample of this company's thinking, capacity and promise."

Richard Bird

Sweeney's®

Since 1892

Sweeney's

brand strategy, identity redesign, new product packaging & line extension

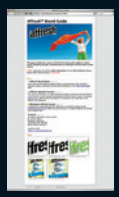
"Fundamental to our sales and marketing strategy is the use of design, both graphic and structural, to propel our brands. It has been the means for us not only to differentiate our products in very crowded categories, but also of paramount importance to engage the consumer at the retail shelf. In the high-turn, high-demand Lawn & Garden category, consumers respond to our strong shelf presence and recall our brands."

R.BIRD

affresh™

Affresh

brand strategy,
identity standards,
new product packaging,
line extension &
brand marketing support



"We've developed a breakthrough, convenience product to remove odor-causing residue that can build up in High Efficiency (H-E) washing machines.

This is an opportunity to define and lead a new category of care for buyers of H-E washers… by helping them keep a clean and fresh laundry room."

R.BIRD

PRO Extreme / PRO Sport

brand strategy &
new product packaging

"The Evolving Man. The man who's aware that the world, and his place in it, are changing all the time. Age and increased income provide some of the impetus to evolve. Other influences are the effects of design and fashion, health and wellness on his life. He is growing more aware of all these things and has the sense of adventure to go along, at least in some of these changing aspects of his life."

R.BIRD

Twister

brand identity,
package redesign &
line extension

"Twister is a wafer stick snack that has been a segment leader in Eastern markets for 10 years. The current pack has a sort of an old-fashioned looking logo, and a messy combination of a tornado-twister. The problem we need to solve is how to modernize the pack design to better target teens & young adults and, at the same time, align with the TV advertising's energy. The result needs to span 5 flavors in many sizes and pack types, some of which are vertical. We don't want anything too radical, just an evolutionary modernization. Let's discuss. I'll call your office in the morning."

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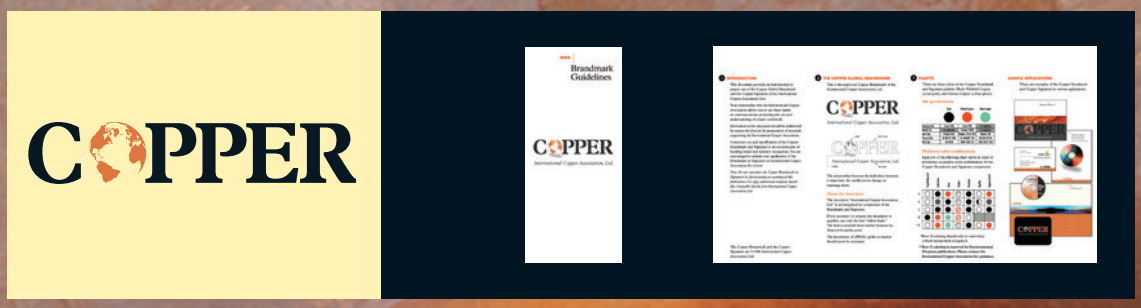


International Copper

global brand & corporate identity strategy, standards & execution frameworks

"Dear, Catherine. Our draft proposal is structured with four major task areas: Development of a new Copper identity and positioning strategy; Delivery of a structured design system for Copper communications; Models for execution of specific Copper publications planned for the next 3 years - with an eminent focus on the environment, and; Visible frameworks for improvements in usability and function of your organization's 65 web sites, worldwide."

R.BIRD

procede®

Make no assumptions

Build real understanding

Expand the possibilities

Include, rather than exclude

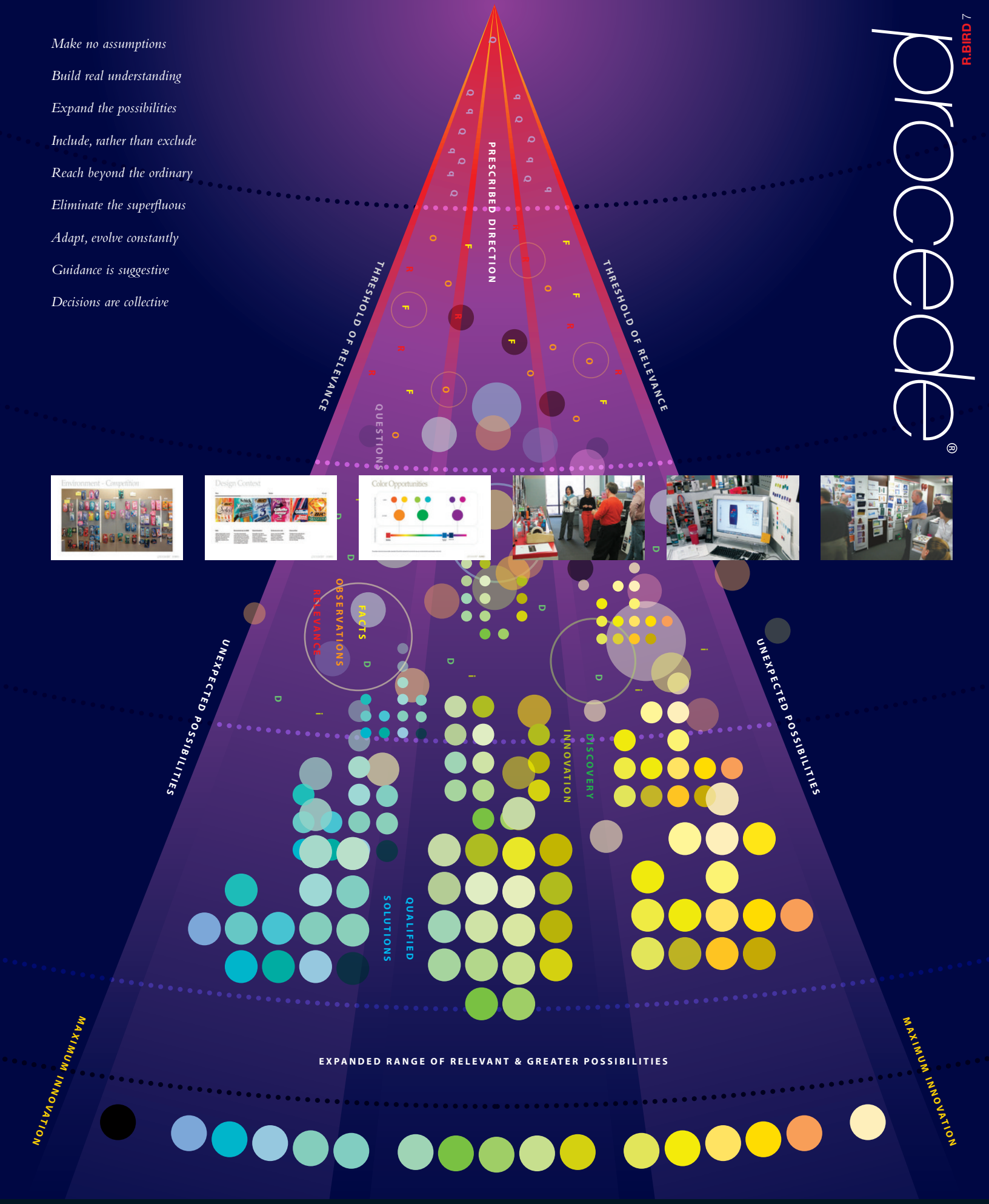
Reach beyond the ordinary

Eliminate the superfluous

Adapt, evolve constantly

Guidance is suggestive

Decisions are collective



PROCEDE®

Principles for exploring creative strategies and greater possibilities.

"Move this higher up. Set a meeting with VPs."
"This has greater potential as a strategic tool."
"If your goal was to capture my interest, you've hit the mark."
"Competitors have reason to be concerned."
"Ten times the investment."
"Others have failed. You have something here."
"If competition had this advantage, I'd be concerned."
"Our project direction changed mid-stream, we have complete confidence."
"Revolutionizes the entire creative process."
"You should change the name of your company to PROCEDE."

R.BIRD

"We had used our current branding group for six years and had become accustomed to guiding the designers, to the point where, on many jobs, we would simply layout the design ourselves and send it to them to finish. Then, we decided to upgrade.

We needed a classy design outfit, one with a little pizzazz and spark, one that could make us look like professionals. What we were really looking for was leadership - and a firm that could sell that leadership all the way up to our corporate chairman level.

Our first stop was [MegaBrand] New York.

These people were like investment bankers. They had every slick move: video conferences between sleek Manhattan headquarters and our international conference room with our chairman presiding and feeling like he had finally arrived in the world of branding culture: thousand dollar suits, pitches for brand equity and return-on-investment studies. The buzz words were flying fast and thick and I liked it. Finally, we were in the big leagues. We were talking strategy, baby!

Then came the designs and… well, something was lost in translation. We couldn't see our strategy anywhere in the layouts. We tried to convince ourselves that, despite what we were actually seeing, we were in the presence of a new 'brand architecture expertly constructed from proprietary wizardry harnessing the collective force of consumer intelligence and passion'! But, with each revision, it became more obvious that the exercise was pointless.

I Googled… And R.BIRD popped right up. I looked at the case studies. I instantly knew I had found the right firm. There was no doubt in my mind then, or now… three and a half years and dozens of successes later.

What impressed me from their case studies was how the strategies behind the designs spoke for themselves. I had become a fan and would often show these examples to people in the office, bringing them into meetings to make the case how design can work to make new, strategic points.

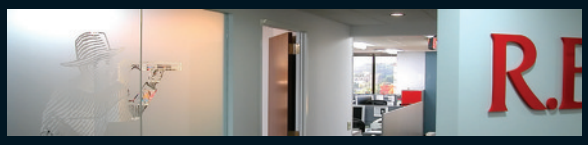
I was blown away, too, by their "Patterns" reports: Studies from the point-of-view of shoppers trying to zero-in on a purchase and pluck just the right product from an ocean of options. They brilliantly elevated seemingly mundane categories by exploring all of the exciting detail and complexity, in visually simple and workmanlike reports. I mean, who cares how great your design is if your customer doesn't understand the visual codes?

We hired R.BIRD immediately. Right off the bat, they started solving real problems. Talent galore, but with no fuss, no mess. R.BIRD invents great design solutions that are exactly what you're looking for. They don't put you or your brand on a couch to get you or it to cry. They are practical people: positive, friendly, easy to communicate with, a pleasure to work with, taking an interest in each person on the client side: which makes a big difference in engendering good will. Brand managers are eager to work on projects with R.BIRD. They know that a comment made today will come back as an improvement tomorrow.

R.BIRD gets it right without delay. When concepts come in, our marketing department clicks the mouse and forwards designs on to the big bosses, knowing strategy is "in there," with plenty of alternatives to choose from.

R.BIRD makes our marketing department look like pros, and that's the most important thing of all."

Baby Magic · Ice Taps · Personna · Jiffy (Quality and Value since 1930) · eclipse · TERRO · La Fresca · by Felicity Huffman · Daylite · GenSpec · Body Love · Tussy · Zensa · Caress · Ogilvie Salon Styles · Dove · Lever 2000 · matrix3 · Tempur-Pedic · Henri's · Personna American Safety Razor Co. · Amaya · All Season



R.BIRD is a New York identity and design consulting firm with more than 35 years of experience creating brand identity, packaging, corporate identity and internet applications. Its clients are internationally-recognized brands and strategy-oriented organizations.

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