

R.BIRD

procede®

How PROCEDE
Scales to Meet Your Needs

How PROCEDE scales to meet your needs

PROCEDE is designed to scale in order to meet the variety of needs you face every day

Executive Summary

PROCEDE is a powerful and effective method for exploring creative strategies and greater possibilities. Its ability to scale and fit project parameters is an important feature.

Not all projects are created equal. The typical, “everyday” creative assignment demands results within narrow parameters. Others require a little more “out of the box” thinking, while remaining mindful of boundaries. Finally, there are those assignments that seek revolutionary creative thinking.

PROCEDE is designed to scale in order to meet the variety of needs you face every day:

Level C: Informed Creativity

Informed and practical results for focused parameters

PROCEDE Level C is appropriate for managed changes and mature brands within focused parameters.

Level B: Expanded Ideation

Expanding what is known and using it to power creativity

PROCEDE Level B is appropriate when considering a more expanded range of creative ideas.

Level A: Greater Possibilities

Looking for what is unknown and discovering new areas of opportunity

PROCEDE Level A is appropriate when seeking big ideas or dramatically new alternatives for a new or existing brand.

Cost Guide

The timing and budget amounts shown are for general consideration and should be reviewed in the context of specific project goals and requirements.

PROCEDE is scalable to 3 Levels	
Level C: Informed Creativity	
1 to 2 weeks	\$ 9,750
Level B: Expanded Ideation	
2 to 3 weeks	\$ 15,000 – \$ 19,750
Level A: Greater Possibilities	
3 weeks or more	\$ 25,000 - \$ 45,000

Level C: Informed Creativity

Informed and practical results within focused parameters

Everyday creative assignments rely on informed direction in order to get beyond the commonplace response. PROCEDE Level C was designed to allow thinking and response to meet and more often exceed the narrow parameters that typify maintenance-level creative assignments.

PROCEDE Level C is appropriate for evolutionary modifications, mature brands and focused parameters.

Clients who benefit from Level C assignments ask questions like: “How can we improve consistency and differentiation across our line of products?” or “How can we effectively a new product while being mindful of established brand equities?”

Practices

PROCEDE Level C practices may include some or all of these explorations and their results:

Competitive landscape

Informed, practical creative possibilities

Decision making support



Understanding the competitive landscape

Observation and experience keeps us well informed about your brand and category



Informed and practical results

Presented in a way that helps you make smart decisions

Level B: Expanded Ideation

Expanding what is known and using it to power creativity

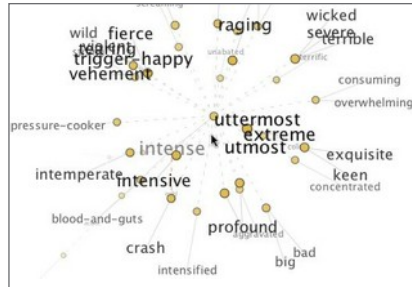
PROCEDE Level B is designed to place more emphasis on “out of the box” thinking. Marketplace insights and added visualization techniques build fertile ground for an expanded range of ideas.

PROCEDE Level B is appropriate when considering a more expanded range of creative ideas.

Clients who benefit from Level B assignments ask questions like: “How can we extend our brand into this new product category?” or “How can we breathe some new life into our existing line of products?”

Practices

PROCEDE Level B practices may include some or all of the explorations shown, plus those considered at Level C.



Keyword expansion

Extends the parameters of exploration in unexpected ways



Competitive landscape

Observation and experience keeps us well informed about your brand and category



Marketplace observations

Reveals details about how the customer chooses the product



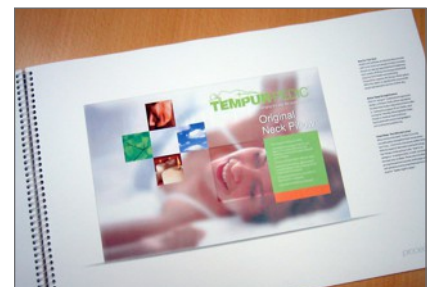
Design language

Real-world design and imagery based on expanded keywords and concepts provide a springboard for creative



Expanded creative possibilities

A wider range of possibilities to help reach new creative ground



Relevant Solutions

Actionable design solutions presented in a way that makes it easy to communicate and make decisions

Level A: Greater Possibilities

Looking for what is unknown and discovering new opportunities.

Unprecedented,
Unmatched,
Unbeatable,
Without a doubt,
Exquisitely greater creative possibilities
Every single time.

PROCEDE Level A is the no-holds-barred approach to exploring greater possibilities and revolutionary creative ideas.

We leave no stone unturned in the pursuit of something we (and you) have NEVER SEEN BEFORE in relation to your goals for brand, product or category.

PROCEDE Level A is appropriate when seeking big ideas or dramatically new alternatives for a new or existing brand or product.

Clients who benefit from Level A assignments ask questions like: "How can we redesign our brand to appeal to a newly redefined target market?" or "How can we make a big splash with a new product in xyz category?"

Practices

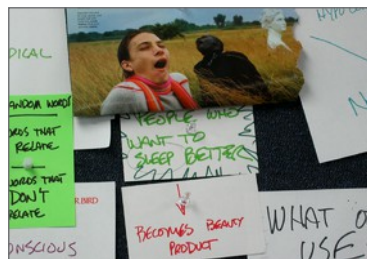
PROCEDE Level A practices may include some or all of the explorations shown, plus those considered in Level B.



Competitive landscape
Observation and experience informs brand and category



Marketplace observations
Reveals details about how the customer chooses the product



Deeper wants and needs
Finds more important, deep-seated values and relationships



Brand Elasticity
Exposes a greater range of understanding and potential



Areas of opportunity
Potentially revolutionary opportunities for positioning



Expanded creative
Creative Parallel Processing™ yields a wider range and reaches new creative ground



Greater possibilities
Relevant, actionable results that allow for changing criteria



Decision-making
Presented to communicate and help make smart decisions.

Relevance.

Understanding.

Simplicity.

Usefulness.

The brand stewardship and package design experience of R.Bird & Company together with creative and technical expertise produces extraordinary and coherent results for business, product, service and marketing initiatives.

R.Bird & Company is an identity and design consulting firm with more than 35 years of experience. Clients are internationally recognized brands and strategy-oriented organizations.

Identity for Brand and Enterprise

We understand the visual impact and strategic implications of identity management. We have created and nurtured brand loyalty and personality for some of the most recognized names in the world.

We use design to create thoughtful programs for understanding complex information, clear messaging and simplified decision-making.

R.BIRD has completed more than 8,000 design programs for more than 475 brands and clients in over 40 categories of business.

Joseph Favata

Creative Director, Brand Identity, R.Bird & Company

Mr. Favata is the creative director and key account contact for R.Bird brand identity and package design projects -- overseeing the creative direction, budgets and results for these projects.

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Richard Bird

President, R.Bird & Company

Mr. Bird has more than 32 years' professional experience, the last 26 as principal of R.Bird & Company. Richard's multidiscipline background in arts and sciences uniquely contributes to firm perspective and capacity.

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Staff

Creative staff are designers with both graduate and undergraduate degrees in graphic design and related specialties. Tenures for non-management design staff range from 24 months to 24 years.