

BRANDING USA

*Branding USA 4 and cover design is
copyright © 2011 Graphis, Inc. and is
reproduced here with permission of the
publisher.*

R.BIRD

R.BIRD & Company Inc
10 Bank St Ste 820
White Plains NY 10606 USA
(212) 317-8300
(888) 317-8300

www.rbird.com

Innovation, strategic thinking and creativity are more important than ever in the discovery of new opportunities, differentiation and success. This is especially true for growing brands and new products seeking to challenge the leaders or define new categories.

Equally important is the ability to do this reliably and efficiently when the stress of limited resources and short-term needs threatens to compromise.

Is your agency consuming precious time with rambling theory and vague concepts...

never seeming to move the ball forward with clear results? Are they dropping the ball when it comes time execute on the thinking?

At R.BIRD, we embrace the realities of getting things done with great thinking up front supported by effective, dependable execution.

Our proven process, "PROCEDE," develops strategic, areas of opportunity with relevant design concepts and actionable results in as little as three weeks – so, you can move forward with confidence and determination.

“Greater possibilities for challenger brands.”



Done.

Power brandz. Done.



TERRO[®]

Terro

category design audit,
brand strategy,
brand identity,
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

Launches and leaps. **Done.**

PLURD 5



affresh[®]

Affresh

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



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

Its success grew into a leadership position in an expanding category of care products for owners of any kitchen surface and washroom appliance. The Affresh brand

clearly demonstrates our commitment to delivering a clean and fresh experience at home."

R.BIRD

Category breakthroughs. **Done.**



eclipse™

Eclipse

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



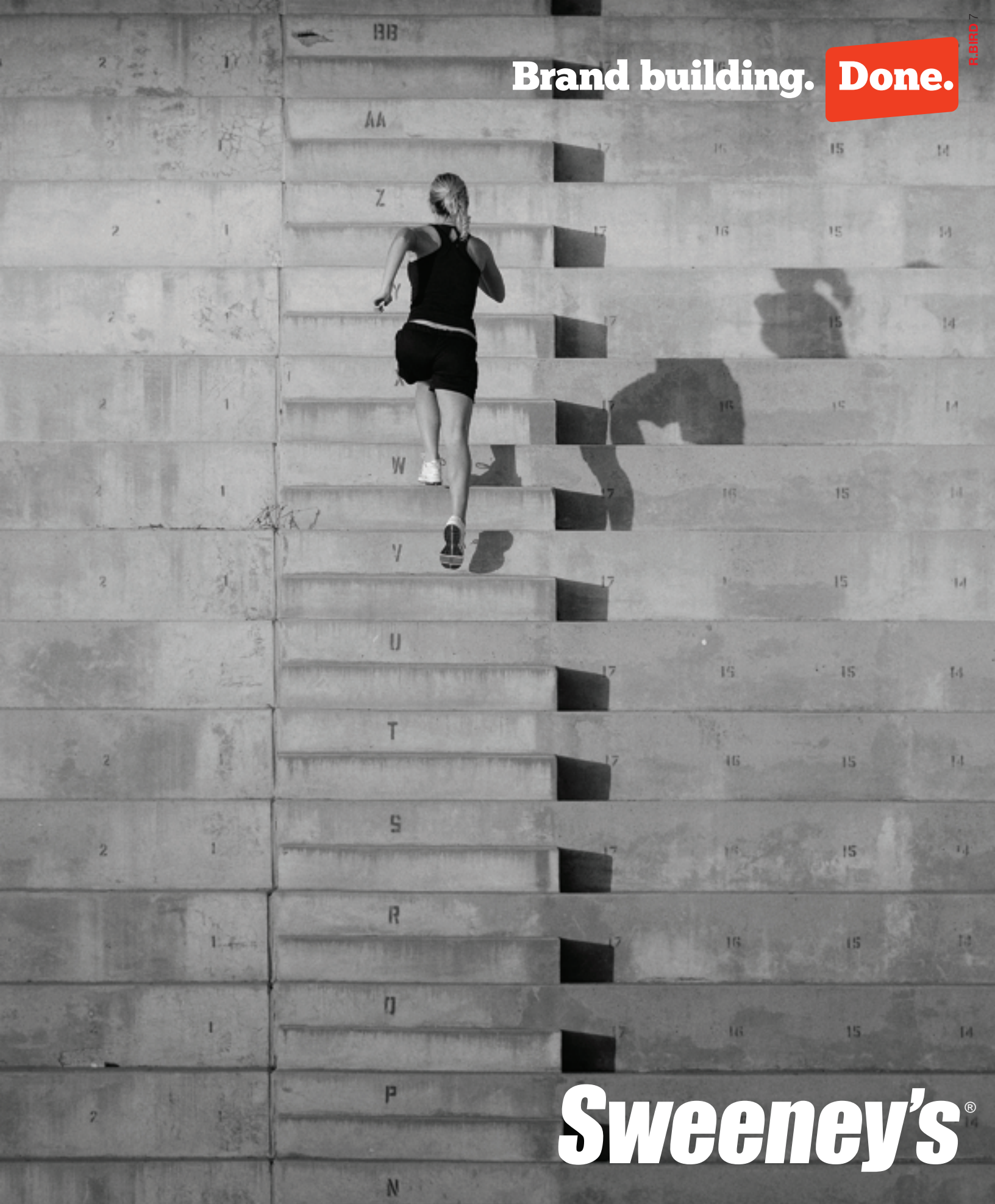
*“Brand management
is a foreign concept
in fiercely competitive
home furnishing
categories where the
retail buyer typically
calls the shots and*

*product manufacturers
answer. Eclipse was
among the first to break
that rule and - through
consistent and careful
branding - become a
wildly successful model*

*that competitors seek
to emulate, retailers
envy and proves the
power of branding.”*

R.BIRD

Brand building. **Done.**



Sweeney's[®]

Sweeney's
brand identity,
package redesign &
line extension



“Acquisition of Sweeney’s presented an opportunity to create a category leadership position. To compliment the #1 selling Sweeney’s product, the new company

began a growth strategy through new product innovation and branding. In less than five years, we had redesigned the century-old brand and introduced an expanded

line of products and sub-brands, including several patented innovations. Results are ten-fold.”

R.BIRD

Makeovers. Done.



Delfi®

Delfi Chocolate

brand refresh,
package redesign
& line extension



"The Delfi brand was introduced in the 1980's and became well-known throughout Europe and Asia for its quality and taste. But, today's global-brand competition issued

a challenge to focus on differentiation. This was done with careful brand mark updates, packaging color systems and illustrative appetite appeal. The result is a

more dynamic presence that consumers still recognize as their own."

R.BIRD

Greater possibilities. **Done.**

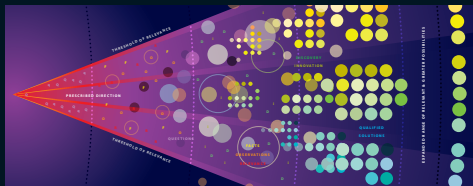
R.BIRD 9



procede®

PROCEDE®

Principles for exploring creative strategies and greater possibilities.

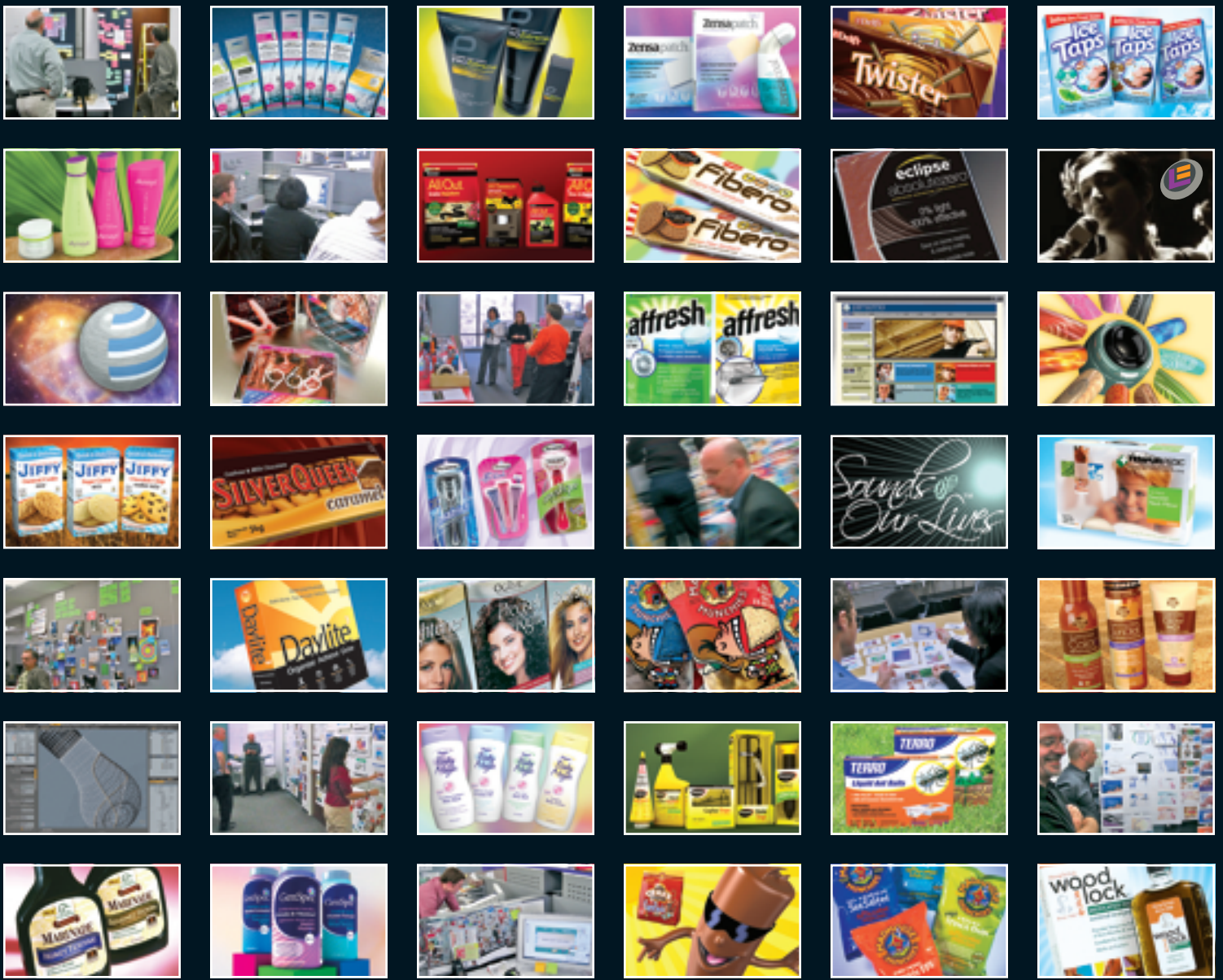


“Move this higher up. Set a meeting with VPs.”
“This has greater potential as a strategic tool.”
“If your goal was to capture my interest,

you’ve hit the mark.”
“Competitors have reason to be concerned.”
“Returns ten times the investment.”
“Others have failed. You have something here.”

“We have complete confidence.”
“Revolutionizes the entire creative process.”

R.BIRD



Brand Strategy

Brand Identity & Redesign

Brand Marketing

Design & Category Audit

Form & Structure

Innovation

Line Extension

Name Building

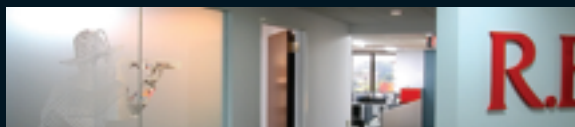
New Product Packaging

Production and Maintenance

Workflow Management

Brand Web Site

Bilingual, Multilingual, Ethnic



R.BIRD is a consumer brand and identity design firm with more than 25 years of experience creating market successes for strategy-minded organizations, large and small, around the corner and across the globe.