

R.BIRD

procede®

How PROCEDE  
Meets Your Needs

March 2005

# 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	\$ 17,500
Level B: Expanded Ideation	
2 to 3 weeks	\$ 25,000 – \$ 45,000
Level A: Greater Possibilities	
3 weeks or more	\$ 55,000 - \$ 75,000

## 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?”

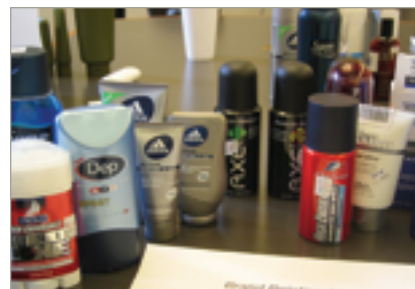
### Practices

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

Competitive landscape

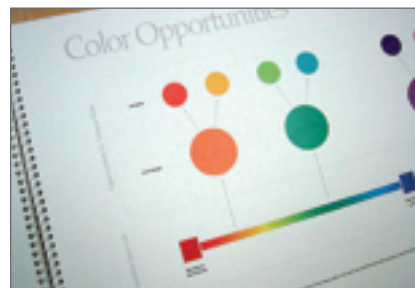
Informed, practical creative possibilities

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?”

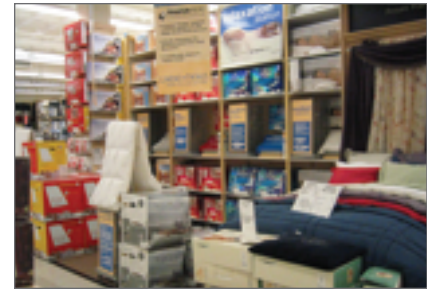
### Practices

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.

# Principles

Certain principles apply to every PROCEDE project, regardless of scope.

Ever-present throughout the life cycle of each project, the principles of PROCEDE inspire our designers to swing for the fences in the search for truly unique, creative possibilities.

## Make no assumptions

Investigate open questions and avoid making assumptions about anything. Favor empirical evidence and observation over “judgment calls.”

## Build REAL understanding

Objectively gather impressions and observations about all facets of the brand, product and/or customer in search of first-hand understanding.

## Expand the possibilities

Always look for new areas of opportunity – new ways to sell the product, new reasons to use it, new people to sell it to, and new ways to express its essential qualities.

## Inclusive rather than exclusive

There are no wrong answers. It is better to consider an option than to presume an objection.

## Reach beyond the ordinary

Ordinary ideas aren’t an option. Pursue the ideas that have NEVER BEEN SEEN BEFORE.

## Eliminate the superfluous

Unnecessary details can put the brakes on innovative thinking. Better to focus on “big picture” up front. The details will follow naturally.

## Adapt, change, evolve constantly

PROCEDE is a living framework, an environment with a heightened potential for innovative possibilities. Every project presents new challenges and new opportunities to adapt the process.

## Guidance is suggestive

There are no rules of engagement. Everyone involved in the process is free to suggest an approach for each problem that s/he feels may be most powerful.

## Decisions are collective

We are all in this together as designers, thinkers, artists, people. Decisions are based on consideration and consensus over decree.

# Approach

We make observations about how the customer chooses and uses your product.

Design is a response to something. But, just what is that something? We call it “context.” Where will the design live? Who is it supposed to affect? What response is it expected to elicit? What triggers that response?

You might think that all of these things would be self-evident. Yet, when we go down the path of any of the exercises that are part of our PROCEDE method, our observations lead us to an expanded understanding of why and how the product fits within a potential customer’s world.

We discover underlying needs being met (or not) and new possibilities presented by the product or by its consumers.

We frame a context that articulates an expanded picture of the customer’s needs and desires -- and discover new opportunities.

Next, we link this expanded context with the design work that we do to develop concepts. Archetypal themes and palettes of reference materials are created to focus development toward discovered areas of opportunity. Keywords, colors, imagery, and other relevant visual references stimulate designers’ thoughts by provoking connections that would not have otherwise been apparent. Design development explodes against this rich framework of visual and strategic context.

The result is a group of informed and actionable solutions that exhibit a remarkable level of innovation while all pointedly addressing the context of the product and the goals of the project.

During concept generation steps, our focus is to consider more options. An important differentiation in the PROCEDE approach is that even though we are considering more options it is not just more for quantity’s sake. It is because we’ve discovered more potential solutions to the initial design problem. Not only more solutions, but predictably innovative solutions provoked as a response to the expanded context.

What this provides for a client is a greater range of options that are all pointed at the same goal. This allows the client to partner in the process and evaluate a wider range of options, including some that come from unexpected directions.

PROCEDE produces more design solutions that are informed and innovative in their response to your particular context.

PROCEDE is the R.BIRD advantage.

# How PROCEDE is better

R.BIRD design and marketing clients benefit from PROCEDE (our method for exploring creative strategies and greater possibilities) in several important ways.

## New ways to uncover relevant and innovative possibilities

We start with project goals, then expand on them to look at customers and their lives in a larger context. Exercises we've developed help us better understand related wants and needs, thinking and behavior. Reacting to these discoveries enables us to consider multiple points of view and come up with more innovative design directions than we could without such a broad perspective. This reflects a recurring theme with PROCEDE: "greater possibilities."

## More than just "three" options to choose from (way more)

How many times have you looked at design options and wished you had more to work with? PROCEDE uses a method we call "creative parallel processing."™ What that means is a whole team of designers in our studio works on your project. Everyone brainstorms possibilities. We vote "in" everything that is a relevant and potential solution. You get to see them all, and decide for yourself which ones answer your criteria in the most innovative or compelling way.

## Not just design concepts, but a toolset to help find the right direction

The purpose of presenting ideas in the different PROCEDE formats is to encourage and facilitate discussion and decision making. You, the client, are brought into the formative stage of the design process and given several different ways to review and edit the potential options. Everyone involved works with a common set of visual reference points.

## A range of concepts that allows for (and even answers) changing criteria

You've been there. Somewhere between the time the project starts and the time it's due, someone changes the criteria 180°. The beauty of the range of submissions with PROCEDE is that if the criteria changes, you already have a set of alternative designs which can easily become the jumping off point for the inevitable "where do we go now" discussions.

## A bridge between marketing, strategy and design

PROCEDE helps translate words and ideas into visual expressions that all team members can see and talk about. Innovation, Marketing, Brand, and Design can share results in a way that all can easily and instantly understand. The effect is a potentially more collaborative, integrated and communicative process - regardless of stage or scale.

# PROCEDE Results

What kind of results can be expected with PROCEDE? Our method yields surprising, relevant and actionable results that are unique to every situation.

Depending on your project goals and level of commitment, PROCEDE results may look something like this.

The pages shown here are excerpts from several, actual PROCEDE projects.

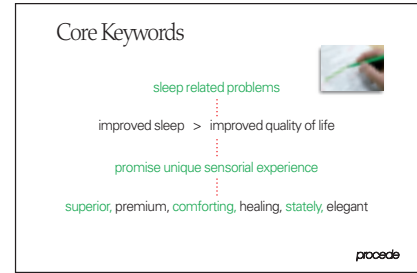
## 1. Cover page



1

## 2. Core Keywords

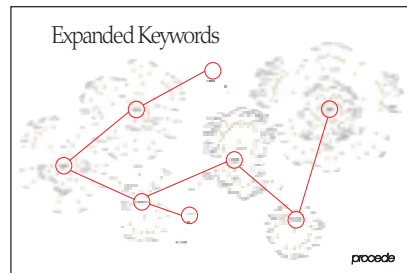
Close scrutiny of the project brief and notes from client meetings reveals high-priority keywords and core concepts



2

## 3. Expanded Keywords

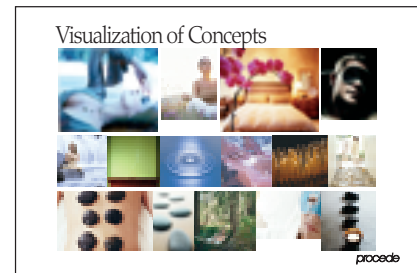
An ever-expanding web of relationships and metaphors based on the keywords identified in the brief



3

## 4. Visualization of Concepts

A series of images exemplifying the expanded keywords and concepts



4

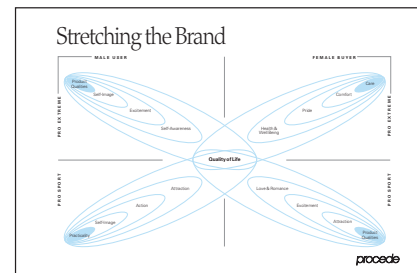
## 5. "5 Whys"

Asking the question "Why?" five times gets to deeper motivations for both the female buyer and the male user

5

## 6. Stretching the Brand

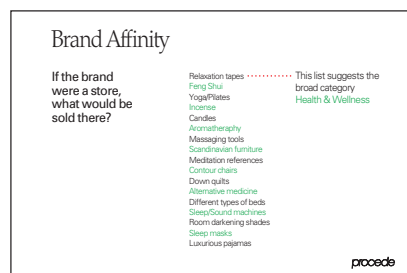
A pictograph of deep wants & needs identified for the female buyer and the male user



6

## 7. "If This Brand Were a Store"

Imagine the newly expanded brand as a store: What would it look like? What other types of products would be sold there?



7

## 8. Discovering Direction

Preliminary exercises and visualizations reveal one central theme and two sub-themes for creative exploration



8

**9. Better Sleep Through Science**

A deeper exploration of one of three themes. How does design communicate core messages?



9

**The World of Men**



Regular Guy - Homage to...      Working Man      Sophisticated - Homage to...

10

**10. The World of Men**

The male customer's primary affinities are profiled along a continuum from the "regular guy" to the "sophisticated man"

**11. Environment: In Store**

A look at the real-world shopping experience for the typical customer



11

**Competitive Marketplace**



Mass market      Upper end

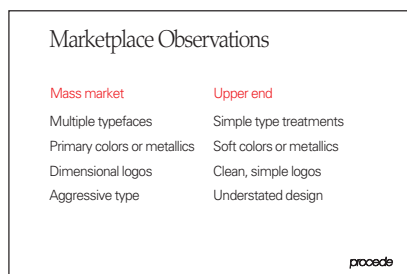
12

**12. Competitive Marketplace**

A side-by-side comparison of competitive products

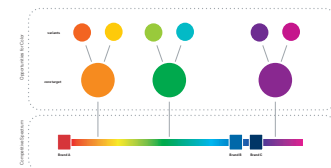
**13. Marketplace Observations**

Succinct professional opinions and recommendations based on marketplace observation



13

**Color Opportunities**



14

**14. Color Opportunities**

Three core color groups are targeted for unique opportunity within the category

**15. Design Language**

A collection of real-world design examples across multiple categories appropriate to each theme identified



15

**Exploration**



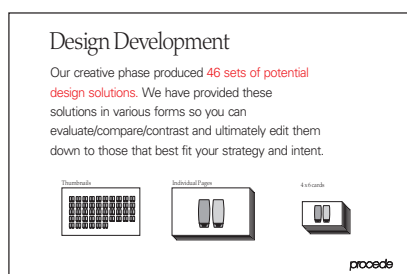
16

**16. Exploration**

Snap shots of the creative process in action

**17. Design Development Overview**

A brief summary of our results with an overview of what's to follow



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**A Bird's Eye View**



18

**18. A Bird's Eye View**

A thumbnail view of the creative results that follow helps get a sense of it all in a single glance

**19. Design Result Page**

One of our designs on a single page a variant to consider



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**20. Structural Considerations**

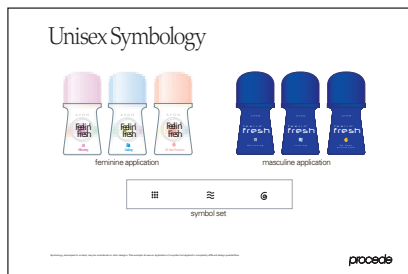
Concept sketches for new structures to consider



20

**21. Unisex Symbology**

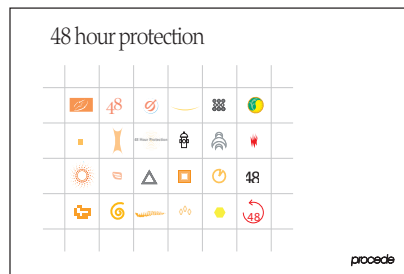
A side by side comparison of two design results to show how symbology can be applied to any design for both sexes



21

**22. 48 Hour - AB Iconography**

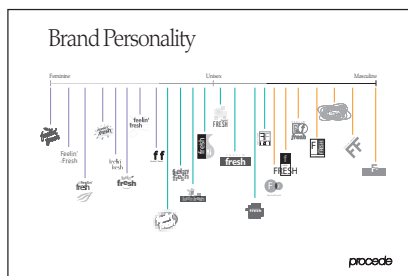
An isolated look at recommended iconography exemplifying the qualities of 48 hour and anti-bacterial protection



22

**23. Brand Personality**

An array of recommended brand marks plotted on a continuum from feminine to masculine appeal



23

**24. Back Cover**



24



**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 25 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 7,000 design programs for more than 225 brands and clients in over 35 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 9 years.