StudioRED

Design

Studio RED competes in close proximity to some of the biggest names in product design. In order to sustain and grow the business, a positioning exercise was undertaken to define how to illustrate real differentiation and avoid the trap of selling services based on price.

One of the unusual characteristics of Studio Red is their depth of knowledge about manufacturability, which coupled with a robust prototyping facility gives clients a very clear idea of how their product will look in final form. Accurate knowledge of the final form of a product before committing to volume manufacturing significantly reduces client risk.

But the rational, cost- and feasibility-oriented aspects of design are not enough to ensure a successful product. The design must also have emotional appeal - the "wow" factor that excites and compels the buyer.

Our solution was to combine these two elements - the rational and emotional - and to characterize the Studio RED methodology as *Rational Emotional Design* - using the letters of the name.

Thus through a link between the core, defining characteristics of the company on the one hand, and a fortuitous pun that linked those characteristics with the existing company name, a catchy, relevant and memorable positiong and tagline were born.

More than ten years since the original project, the name and the positioning remain at the heart of Studio RED's story.

Problem

Identify and communicate the unique value associated with a full-service Silicon Valley product design firm.

Strategy

Use competitive analysis to identify opportunities for differentiated positioning.

Position the company along complementary axes of technical and aesthetic mastery.

Outcome

By linking the new positioning to the company name, a powerful message was combined two complementary attributes of the company's character.

The positioning has served the company for over ten years.

Case Study