



The Brief : Envisioning an Authentic Green Experience

Positioning an emerging leading edge “green” brand for its for national rollout.

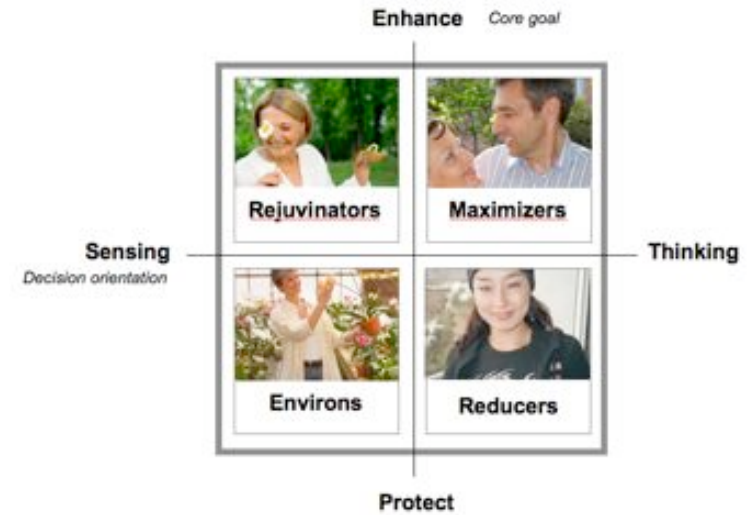
Don, Seattle
Mid 40s
Lives with Wife Father & 2 children
Priorities: Sustainable living, music

Project: Timber frame house
Reason: Personal shift to healthy construction + Eco nest book
Quote: "... built as a spiritual experience - I tuned into the..."

Project: Added upstairs and whole house remodel
Reason: Earthquake repair and arrival of child
Quote: "I'm just very liberal ... and green, ... I had no choice- it was the only thing to do (on using green building materials)"

Allie, Chicago
Mid 40's
Married with one child
Priorities: Making more with less, living responsibly

Project: Home renovation
Reason: Growing family and healthy lifestyle
Quote: "I want to make a natural place where we can be at home with family, accommodate visitors, yet have a home where we can relax after work and family-bond."



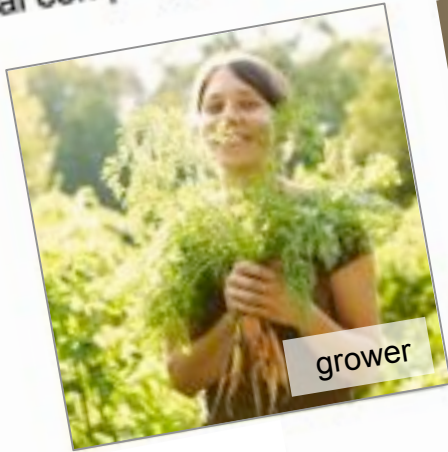
Contribution : Understanding Customer Values

Customer values were distilled from ethnographic interviews to enable strategic targeting, messaging and alignment.

Case Study: Environmental Home Center

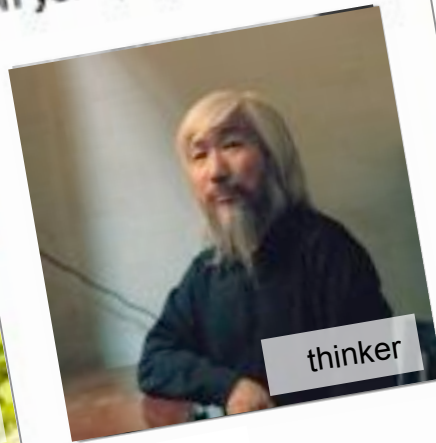
Company Character

Which words **best** describe the character of the ideal company to work with on your project?



grower

- Conscientious
- Dedicated
- Compassionate
- Empathetic



thinker

- Discerning
- Visionary
- Precise
- Skeptical
- Wise
- Honest



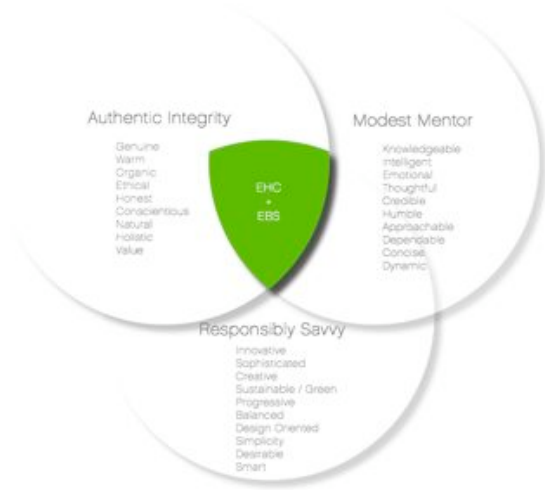
artist

- Artistic
- Optimistic
- Unconventional
- Visionary
- Innovative



Contribution : Finding Meaningful Archetypes

Successful brands are heroes, and the character of those heroes are timeless and pervasive. Realizing and agreeing on your character provides a unifying focus for expression.



ABODE



Outcome: The Stores are Built, The Logo's Done and the Customers are Coming.

A relevant, informed brand that's authentic both to itself and to consumer aspirations and values.