

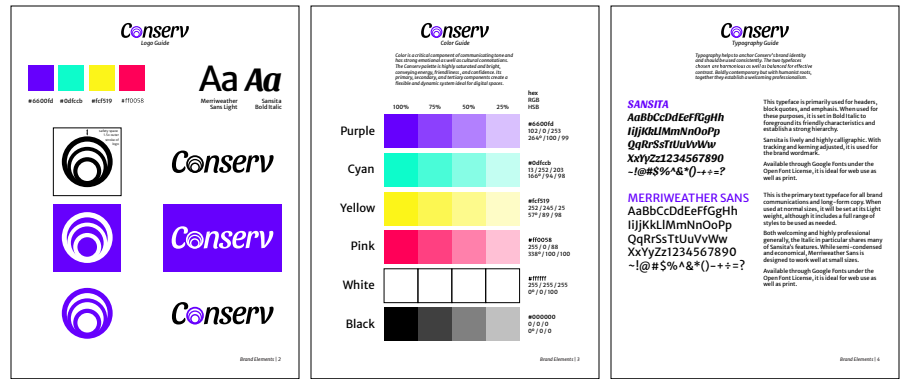
Standing out is a product feature, and we made this differentiator come to life with bold design and vibrant packaging for Conserv.



SITUATION

Conserv, a technology start-up specializing in environmental monitoring and conservation for museums developed a new product and needed to secure assets and strategy for launch. Their team wanted fresh branding for the product, packaging, company website, and digital app.

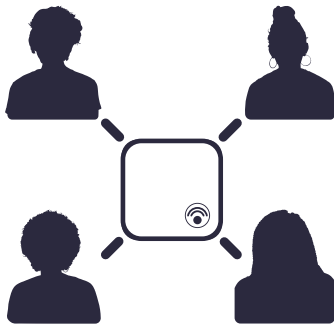
In addition to a thorough technical audit and analysis of top competitors in the market, we developed a comprehensive review of Conserv's existing visual identity in order to provide the most informed recommendations for an update that would stand out.



FINDINGS

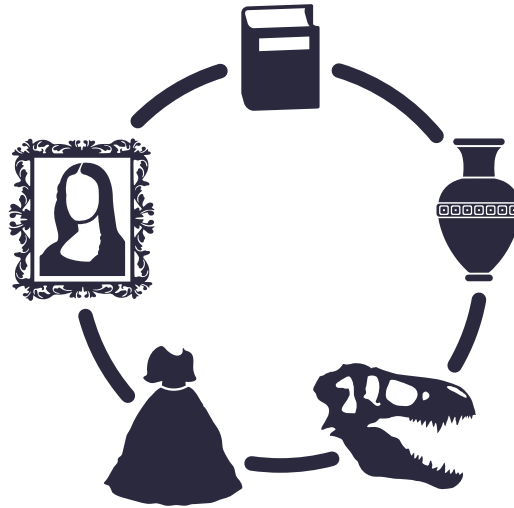
In a niche market controlled by a few long-standing data logger companies, Conserv saw the opportunity to create a better product by focusing on usability, ease of access and building a community around conservation and environmental monitoring practices.

Rather than aligning with competitors who had control of the greatest market share, we chose to emphasize the aesthetic sophistication of their audience. We encouraged the team to be as bold in their use of color, type, and space as they were with their software development — to be guided by the primary brand keywords: *visionary, empowering, trusted.*



It was evident early on that we were building a community, not a commodity.





SOLUTIONS

Working with the existing brandmark to retain brand equity, we created a new logotype and logo suite, an expanded palette with bolder brand colors, and official typefaces for website and app use in addition to print. We created a custom icon set to clearly communicate the breadth of collections and diverse audiences served, reinforcing Conserv's positioning as a fresh take on outdated data logging technology.



PERSONA MATRIX

OXIS 1: INSTITUTION TYPE	OXIS 2: CAREER LEVEL	OXIS 3: FIELD
Large Mid-size Small Private University Non-cultural	Student Entry-level Team manager Department director C-suite Board member	Art Historic preservation Archaeology Libraries & archives Natural resources

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SMALL MUSEUM JILL-OF-ALL-TRADES

After joining Conserv in Museum Studies (MS), Jill worked as a collections inventory for nearly 2 years before moving to Virginia. After five years, she moved to historic preservation to become the project manager of the Potomac Heritage Center, and then worked for the private sector for 10 years before returning to the public sector to work for the National Park Service. She is currently the project manager for the Potomac Heritage Center, and is responsible for the development, implementation, and oversight of the project.

She describes her career path as a "jill-of-all-trades" because she has worked in so many different fields, and she has a wide range of skills and experiences. She is currently the project manager for the Potomac Heritage Center, and is responsible for the development, implementation, and oversight of the project.

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PSYCHOGRAPHICS

MOTIVATIONS & INSPIRATION

- Wants to be competitive for grants and loans
- Brings a new level of professionalism to her org.

CHALLENGES & BARRIERS

- Afraid of scaring board with expensive solutions
- Overwhelmed for time & responsibilities
- Hard to reach because she has to stay current on so many new things, she isn't keeping up with collections news.

WHERE TO TARGET

- Professional societies (FAAC, Connecting to Collections Care, USM, MuseumWeek)
- State preservation alliances (SHPO, COMPTON)
- Museum-related Facebook Groups and LinkedIn Groups (Small Museums / Non-Profit Support / ETC.)

WAYS THEY PARTICIPATE

- Sign up for account and import data into software
- Request a demo

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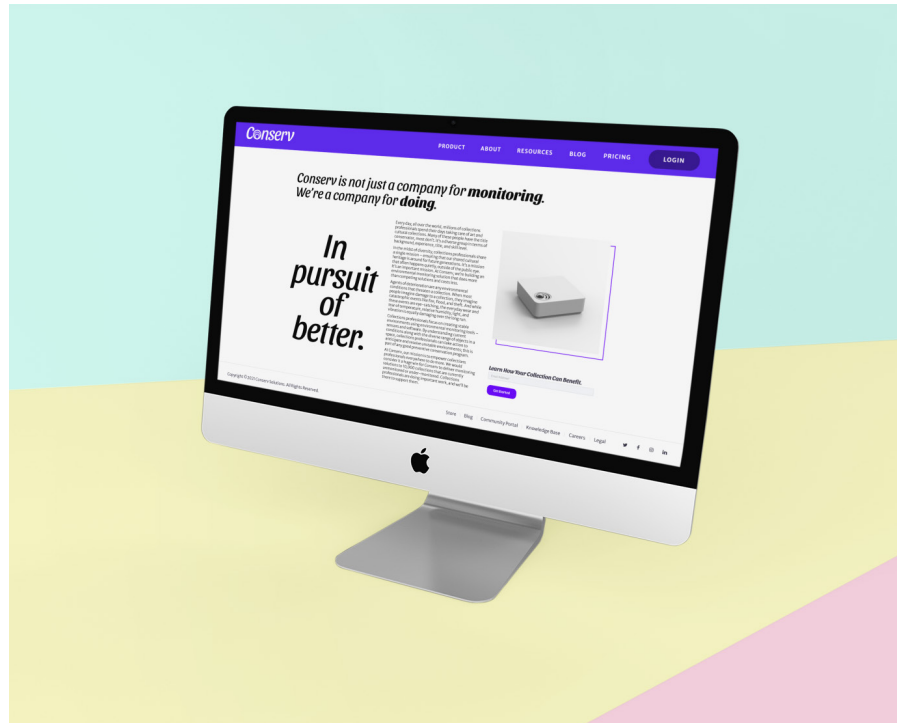
CONTENT CUSTOMIZATION: request a demo

MARKETING CHANNELS FOR LEARNING ABOUT CONSERV	Professional Partnerships Listserve
TO BECOME AWARE OF CONSERV PRODUCTS	Facebook Ads Google Display Ads Facebook Group Mentions
TO CONSIDER REQUESTING A DEMO	Ad Retargeting Talking with Colleagues Visiting Website
TO MAKE A DECISION TO REQUEST DEMO	Free Account Conversation with Sales Rep Consult with Board

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By partnering with Conserv we helped create a product that puts time back in the user's hands, no matter budget, skillset, or capacity.



CONSIDERATIONS

- Design by committee and ensuing complications surrounding excitement for a new product launch
- Trusting a business partner to showcase the company through packaging and brand design in order to reach targeted stakeholders
- Launching a product with speed and success by identifying key differentiators in a saturated market
- Introducing a new technology that deals with detailed, complicated data in an approachable manner — not creating an overwhelming feel for users. Doing so successfully required projecting a fun, friendly, and approachable product while maintaining industry integrity and increasing capabilities

WINS

With a newly developed brand, product packaging, and website, Conserv was able to take the market by storm. Vibrant design created a visual differentiator, allowing for a seamless launch. The web build centered around user experience and showcasing capabilities, increasing sales opportunities.

As a team, we were committed to the priority of introducing an innovative product in a controlled market while delivering the needs and wants of the future for environmental control and conservation.

Sometimes a well-designed product goes unnoticed without proper marketing. Marrying an innovative product with brave brand and packaging design allowed for a unique approach.

