

Atomic Floyd – The New State of Sound

Igniting desire for hi-quality sound with bold style and world class performance



Background

In December 2007, a European business owner had worked out a new business plan based on extensive inside knowledge about the rapidly growing in-ear headphones industry and operation. With connections to manufacturing and aggressive-growth distribution plans, the only missing piece was creating a brand that could tie it all together.

Challenge

In an effort to go to market with a clearly defined brand that enticed the trade and demanded consumer attention, the European client challenged Cultéva to create the entirely new brand and a successful go-to-market launch campaign for the line of prestigious in-ear headphones with innovative technologies and unique design.

Solution

Cultéva helped shape the client's strong voice and bold vision into a potent brand platform. We named the brand Atomic Floyd and positioned the world class in-ear acoustic headphones as The New State of Sound. With a clear ideology, we worked on dozens of projects to instill unexpected 'new forms of sound' as the voice of the brand. From authoring the brand principles book to developing brand strategy and position, this was all used to design and create the identity system, nomenclatures, technology platform, sell-in tools, brochures, packaging graphics, website IA/UI, direct marketing, and advertising. The unexpected bold style and strong personality defines Atomic Floyd as a small but significant niche in the rapidly expanding consumer electronics market.



Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design



"The December 2008 brand launch gave wide-spread media coverage and distribution with Apple retail and Apple online after only 4 months on the market."