

# Wisý - Retail intelligence platform

Branding new business to be a preferred choice for CPG brands and retailer giants to schedule a demo.



## Background

Wisý is a high-tech startup based in Silicon Valley since 2019 that supports consumer packaged goods (CPG) companies and retailers to deeply transform their business with retail intelligence. By using image recognition, powerful machine learning models and artificial intelligence, Wisý enables retail excellence based on real-time information and the power of data to reduce out-of-stocks and waste, while increasing on-shelf-availability.

## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

Wisý is perfecting its commercial narrative for CPG brands with a retail intelligence platform. Wisý needs a targeted approach to present the solution, to secure demos, shorten its sales cycle with customers worldwide and is seeking a fully redesigned brand appearance with a new visual language and messaging platform to generate magnetic appeal and completely re-engineer their brand appearance.

*"As our startup was getting more attention from CPG companies at a global scale and after being accelerated by technology giants such as SAP, Google and Nasdaq, we required a new corporate identity and content design that was more aligned to the company we have become. Cultéva was instrumental in revealing our full commercial potential and elevating Wisý up to a world class level."*

— Min Chen, CEO, Wisý

## Solution

Cultéva collaborated with founders of Wisý to structure a plan to rethink each element required to attract the CPG industry giants, international enterprise, national chains, global to regional as well as local suppliers and manufacturers to fully comprehend a new industry standard and tap into a big untouched potential.

To make this happen, Cultéva defined a new industry baseline with a narrative that presented a new formula to see retail business differently and influence decision makers with a new norm and understand ways to optimize efficiencies and tap into a new opportunity.

Cultéva designed a timeless logo, conceived a modern, commercially refreshing, blue-chip level visual identity, and a big idea for messaging and most importantly a new vocabulary. The result was a set of flexible tools to structure existing communication to pursue new results.

Wisý made it easy for Cultéva to take a deep dive into their business, the technology, and the industry to distill complex pain-points, work through to decipher key essential parts, and put in place a strategy for a resilient brand.