

ReMax, Home Depot and VISA develop a savings and lifestyle program for new home buyers.



*essentials

industry

- consumer products

deliverables

- logo/identity
- brand strategy
- marketing collateral
- magazine design
- smart card design

challenge

Essentials™ is a business concept built upon the strategic alliances of ReMax, Home Depot and VISA to bring savings and tips to new homeowners.

This "savings and living kit" was presented to alliance partners for demonstration purposes and represented the final deliverables that would arrive at consumers' homes after they closed on their new home.

solution

We developed a broad-based design solution that appealed to the majority of all demographics of our society: urban and suburban, middle and high income, all genders and races.

As part of the concept built for the partners, we created a new logo, packaging, website, promotional items, membership kit, smart card, quarterly lifestyle magazine and direct mail items. Color palette, imagery and materials were all high-end and engaging.

results

Research showed us that to be successful Essentials had to do more than just help consumers save money. Therefore, we strategically crafted ways to make Essentials better than the typical consumer "discount program" by building a sensory lifestyle around the smart card program.

The essentials logo was honored by Logo Lounge.