

CASE STUDY **RUARK AUDIO** REBRANDING



MISSION

After years designing and manufacturing premium hifi speakers as Vita Audio, the client decided to rebrand as Ruark Audio to mark its move into the production of domestic audio products. Our challenge was to effectively handle this transition and position Ruark as a design name, as opposed to an audio brand, going forward.

METHOD

The plan was to avoid any negative connotations often associated with rebranding by directing all conversations in a positive manner, emphasising that it was to signify Ruark's move into the design sector. We seeded product to influential stylists across the interiors sector for use in shoots to build brand visibility and sought out opportunities for a technology product to feature in consumer titles. A real focus was also placed on broadcast product placement in the likes of This Morning and Saturday Kitchen.

BOOM

The seeding of product to key stylists secured Ruark's placement in shoots in the likes of Livingetc, Country Living, Ideal Home, House Beautiful and Country Homes & Interiors. We also submitted Ruark as a partner in Wallpaper*'s Handmade Project, pairing the brand with up-and-coming designer Alexander Mulligan to design a one-off product exhibited at the magazine's Handmade show during Saloni in Milan. Ruark has since built a fanbase among the interiors press with regular appearances in styled shoots, trend reports and shopping pages.



**LITTLE
RED
ROOSTER**

We ♥ design, *technology*, fashion
& *the Rolling Stones*.