



AUDACY™

INSPIRED BY SIMPLE

Our early involvement in this product's design and development is fueling a seamless launch into the remote lighting automation market.

Ideal Industries had a new product on the drawing board. While this fully automated lighting system was highly technical in function, its component and brand messaging needed to be intuitive and marketable to a broad range of architects, builders, and end consumers. With Audacy's successful market launch in 2015, Ideal Industries is confident they chose the right partner to bring this revolutionary lighting automation system to market.

CONSUMER RESEARCH

Damen Jackson utilized time-tested research protocols that provided critical insights needed to drive the initial development of the product and brand evolution. Our early involvement put us in the *ideal* position to conduct the consumer research needed to develop a sound strategy behind how the brand and the system components should be developed as well as how to achieve maximum market impact upon launch. The research that was conducted proved to be a critical tool in the development of the Audacy's global brand guidelines. From this process the Audacy brand and product design was born.

BRANDING

Our early involvement in the product development and industrial design stages of this new product launch provided Damen Jackson with a true inside-baseball knowledge of how and why the product works. From this early work we were able to seamlessly create the product's brand and physical identity from both an emotional and physical perspective.

Our proven brand development process allowed for the creative framework necessary to create a compelling visual brand language, the Audacy name, the logo, and the compliment messaging for Audacy product.

WEBSITE DESIGN & APP DEVELOPMENT

With the newly implemented brand guidelines in place, Damen Jackson was able to successfully build-out a custom user interface (UI) that aligned with Audacy's user experience strategy (UX). We also incorporated digital best practices in creating a new fluid responsive website and mobile app platform. The website and app were developed to remotely integrate with the host system operations for optimized lighting system management from any computer or smart mobile device.

GRAPHIC DESIGN

The market introduction would not be complete without a full suite of sales collateral and marketing materials to be provided to Audacy's dedicated sales team. Damen Jackson created various trade marketing pieces, sales brochures, demo kits and a Quick Start Guide all designed to greet and educate its new customer base. The eager sales team was fully armed with a library of printed sales and marketing materials and a complete content archive to fully support a successful global launch for their exciting new product.

