

# integrated solutions



## officeenvy

When market forces led to the need for re-branding Techline Studio, a Spokane-based office furniture retail store, the assignment fell to Anderson Mraz Design, and OfficeEnvy was born. It meant building a brand from scratch – an opportunity that doesn't come along every day.

In addition to providing creative solutions toward the re-branding effort, AMD served as OfficeEnvy's strategic design partner, helping guide the furniture retailer and its management team through a tangle of marketing opportunities and strategies, ensuring maximum value for their marketing dollar. AMD also designed OfficeEnvy's showroom, product display fixtures, point-of-sale materials, and website, helping the company more effectively communicate its full line of commercial and residential furniture systems.

"The folks at AMD have shown me how to build a rock-solid brand," said Pat Runyan, OfficeEnvy's principal and commercial sales manager, "guiding me through a maze of choices while giving me the absolute most for my budget."

Formerly Techline Studio, OfficeEnvy was established in 2000 and, before it closed its doors five years later, was a locally owned exclusive dealer of Techline Furniture.

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## identity

The very name "OfficeEnvy" truly represented what customers got from the furniture retailer: a beautiful office others would want for themselves. The OfficeEnvy logo – a pair of eyes giving a sidelong glance – captured that emotion in a playful way, making the brand friendly, honest, and, most important, approachable.

In no time, the "envious eyes" had become almost iconic – an endearing advertising spokes-character that had brought the brand to life through a series of unforgettable television commercials, magazine print ads, employee apparel, store signage, and point-of-sale materials.



## print collateral

Once an identity was established, consistent and clear print advertising in newspapers, magazines, and event programs became the cornerstone of OfficeEnvy's residential marketing efforts.

In its role as the furniture retailer's brand partner, AMD oversaw the planning, design, and placement of all OfficeEnvy media, ranging from black-and-white newspaper ads to a series of themed, full color, half-page promotional ads in local lifestyle magazines.

In addition to a regular review with OfficeEnvy of all messaging and imagery, the success of each campaign was measured and assessed, leading a marketing approach that was as effective as it was memorable.

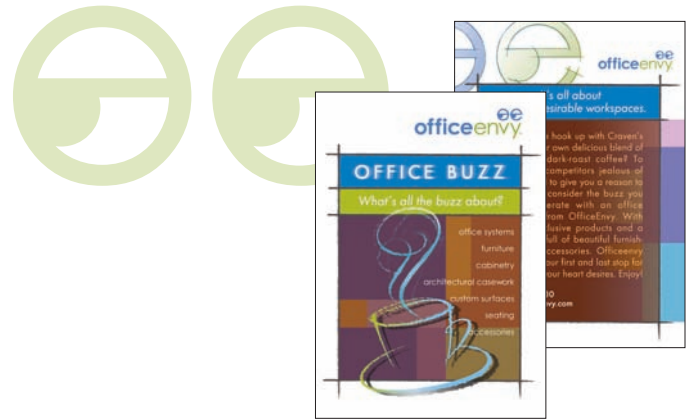


## packaging

Like salt without pepper, or yin without yang, an office without coffee is unthinkable – and no place to spend 40 hours a week.

OfficeEnvy was determined to put an end to bad workplace brew. So, in partnership with Craven's Coffee Company, a custom OfficeEnvy blend of coffee was created and packaged in 12-oz. valve bags with an AMD-designed label.

A simple yet personal giveaway item, the "Office Buzz" captured the spirit of the furniture retailer: bold, crisp, and stylish – thus serving as a welcome reminder of customers' experiences as well as helping to reinforce OfficeEnvy's brand personality.



## website & multimedia

OfficeEnvy's website was designed to introduce visitors to the history, people, products, and services of the furniture company. Interested customers were invited to download or request literature about specific product lines, manufacturers, and services. Content development and management, site design, engineering, and programming were all provided by AMD.

To build on OfficeEnvy's growing brand awareness – as well as reach a larger number of residential customers – AMD developed an aggressive cable television media strategy. In a series of animated 30-second spots, the "envious eyes" quickly established themselves as a lovable character in their own right, creating instantaneous brand recognition.



## environmental graphic design

OfficeEnvy's showroom provided an inviting atmosphere, making browsing easy while educating customers about features and benefits. Working with OfficeEnvy's design team, AMD chose the showroom's color palette, materials, and textures, developed custom fixtures, and designed all of the graphics and point-of-sale materials. Traffic flow, messaging content, and sequence were all segmented to target four primary customer groups: professional office, education, healthcare, and residential.

Displaying OfficeEnvy products required that AMD consider both the process and ergonomics of showing customers product benefits. A series of furniture vignettes offered customers a chance to visualize products within the context of a professional or residential environment; this solution had the added benefit of providing OfficeEnvy's staff with further opportunities to continually refresh displays.

