

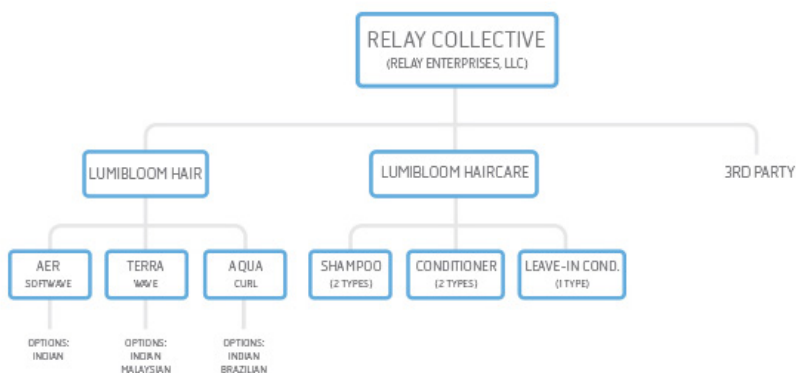


Case Study: Relay Collective

The team at Relay Collective contacted FINIEN to assist with the launch of a national Multi-Level Marketing company of women's beauty products consisting of hair extensions and a haircare line targeted to females ages 18-30. FINIEN was tasked with the challenge of creating a branding approach that would be expandable for future product lines, encourage consultant sign ups, sell product, and set itself apart from the competitors. Starting with strategizing and charting out the overall brand architecture, the full scope of the project included: naming of the main brand, sub-brand, and product lines; identity design; digital strategy and design; and Brand Atmosphere elements such as packaging and collateral design.

"The team at FINIEN successfully strategized and guided us through the monumental task of launching a multi-layered brand. Their attention to detail, creativity, and expertise were apparent in every deliverable from naming, to identity, packaging, and website design. It is my pleasure to endorse Fabian Geyhalter and the entire team at FINIEN for a job well done in creating a brand that truly resonates with our organization's goals and most importantly, speaks to our target market."

MacKenzie M. Hill
Founder,
Relay Collective



✓ Naming: Parent Brand

FINIEN was asked to take the client's existing name, Relay Enterprises, and turn it into something more approachable and consumer-friendly. In contrast to the corporate feel of the term "Enterprises," "Collective" seemed to capture the inclusive, "we're all in this together," philosophy of the overarching organization.

relay
collective™

LUMI BLOOM™

✓ Naming: Sub-Brand

Inspired by the concept of 'radiance', FINIEN sought to create a name for the sub-brand of hair extension and haircare products that would emanate beauty and light. 'Lumi' was derived from luminescence and combined with the word 'bloom' to perfectly capture the concept. Easy to pronounce and remember, LumiBloom speaks directly to the target female demographic and created a unique brand name with easy IP right acquisitions.

✓ Identity: Parent Brand

The identity for Relay Collective speaks to the overall philosophy of the brand. The "r" wraps around and doubles back to form the "c" to symbolize how the organization of Relay stands behind their "Collective": the consultants who have signed up to become a part of the business opportunity.



✓ Identity: Sub-Brand



LumiBloom's identity blends the "L" in Lumi with the "B" in Bloom to create a heart shape symbol unique to their brand. Hidden within the shape is also the number 3 which represents the three types of hair extensions which are the flagship of the LumiBloom product offering. The distinctive green tones were chosen to set the brand apart from the numerous competitors in the marketplace.

✓ Brand Atmosphere Touch Points

An integral part of the success of the LumiBloom brand was the packaging for the hair extension line and the haircare line. This element of the organization's Brand Atmosphere needed to appeal to their target market, yet stand out from their many competitors. Simple and sleek, yet colorful and fun, were the objectives in creating a distinct line of hair extension and haircare products. Attention to detail was paramount. Elements like incorporating the LumiBloom heart into the insignia of one of the organization's founders were included on the packaging to add a personal touch, and color coding created easily recognizable sub-lines.





✓ Digital Design



The objective in the design and strategy for the website was twofold: 1) Design a website branded and targeted towards attracting future Relay Collective sales consultants and 2) create a tiered website structure that would be expandable for future sub-brands. The resulting responsive web design seamlessly integrates the fun and bright color schemes of both the Relay Collective and the Lumibloom brands to create a consumer centric site that successfully markets both a business opportunity and women's beauty products.

