

LUMENATI - CASE STUDY

Is it possible to create a brand before your client has created a product?



It can be hard enough to create a brand for a new product. But how do you invent a brand for a product that doesn't exist?

That's exactly the challenge that faced **SILBERWARE** when it was engaged by Lumenati (formerly NetTV) to develop logo, corporate identity guidelines, a website, and a product demonstration.

"There was no spec, so the demo was the hardest," says Jim McNeil, chairman of Lumenati. "**SILBERWARE** wasn't even sure if it was hardware, software, or both."

To execute the project, the Silberware team got Lumenati management to agree to a core set of product attributes that could be highlighted on the website and in the demo. "We knew the product was about entertainment and fun,

and using broadband technologies in a leading-edge way," says Mark Silber, president of **SILBERWARE**. "We just had to stay focused that."

The website theme — "Stop playing with your Lumenati!" — depicts stern individuals frowning upon the concept of fun in general and Lumenati in particular. "It sells an attitude," says Silber, "that'll be relevant whatever tweaks get made to the product feature mix."