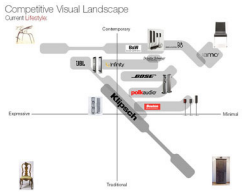
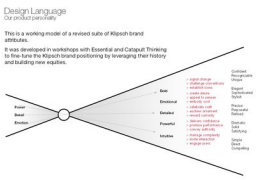
Klipsch

Strategy: Vision

How different should your mass-market products be?

To grow their position in key mass-retail channels, Klipsch recognized the need to develop new products that more closely aligned their brand with lifestyle-driven consumers.

Essential created a product design strategy that delivered signature design elements that elevate and unify new technologies and can be leveraged into future product lines.

Our work drove the launch of several new product lines that have enabled Klipsch to consolidate and grow their position with key mass CE retailers.