



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.

Matt & Laura – Chicago, IL
Age: 40s
Matt and Laura have 2 children, Max and Katie, and own an urban city loft. Both Matt and Laura work and consider themselves to be discriminating buyers. They try to make each purchase something to be celebrated. They enjoy the vibrancy of the city, and enjoy modern style. They are ready to replace their hodge-podge entertainment system with something stylish that matches their living environment.

Jamie - Boston, MA
Age: 22
Jamie just graduated from Boston University and landed his first job. He's single and he drives a Scion. Jamie hangs out with his friends and is about to buy a powerful multimedia system so he can enjoy movies and play games on his widescreen laptop. He would love a 50" flatscreen and a 7.1 surround sound system, but right now feasibility is key.

George – Chicago, IL
Age: 50s
George and his wife Joanie have two teenage kids and the house they always wanted. George drives an Escalade, he wears suits but would rather not, and he's thinking about getting a bike again. The family room is large and easily accommodates the entertainment system, but George is thinking about outfitting the basement and calling it his listening room.

