

MAGNOLIA

AUDIO ▶ VIDEO



GIRVIN partnered with the marketing leadership at Magnolia Hi-Fi to explore a new position and visual brand program. Magnolia Hi-Fi, a leading consumer electronics chain, was faced with a confusing marketplace in the mid-1990s and advertising and marketing director Bruce Lee sought to change all that. Partnering in the BrandQuest® workshop for collaborative innovation, the GIRVIN team and the

Magnolia leadership explored new dimensions for modernizing this organization in a wholly refreshed manner. The new name became MAGNOLIA | Audio Video which was applied to all collateral, web, advertising templates, signage and vehicular applications. Templates were created for virtually every component of the branding, to be managed internally.