



ICON EXPLORATIONS



Operand, an interactive design agency, came to GIRVIN for a story that would expand their internal positioning and brand evolution. GIRVIN lead a charrette to examine the brand premise, the firms historical implications, legacy of their work, and any new potentials in their expansion. Long a player in the interactive design market working with a variety of corporate clients, museums and exhibition programs, Operand had grown in size and capability. The need to renew their offerings in an increasingly competitive field, including standard interactive service groups, online consultants, as well as advertising agencies became apparent.

Within this complicated market environment, Operand sought new positioning, a differentiating practice model and marketing message to grow on a larger scale. GIRVIN worked closely with the executive team to define a new story, signature positioning, as well as visual language for their presentation to their target market. The creation of a viable, technologically savvy, relevant and resonant brand story supported their new attitude.