

Approach:

Tableau Software provides technology that dramatically reorganizes the visual interpretation of information. The highly effective product grouping focuses on accelerated analytics and visualizations “for everyone”.

GIRVIN’s role was in working with the team to completely rework the brand identity for the entire product offering various media expressions.



| Before

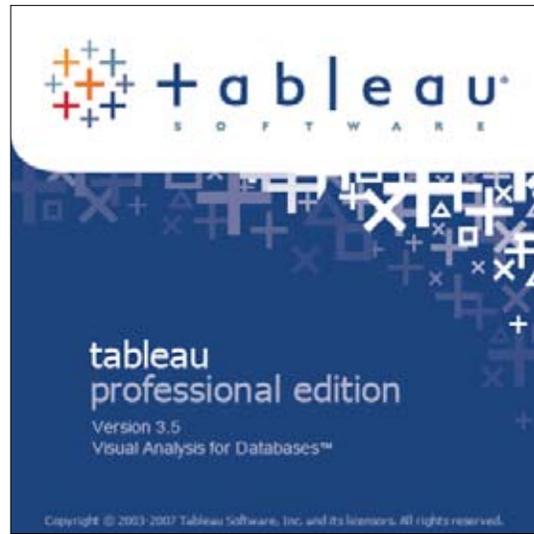


| After

Newsletter |



Website |



| Splash Screen

Result:

The new conceptual and textual content came from numerous work sessions of collaborating with the leadership and product teams to tune the mission and vision, redefining the core values and bringing this unbridled, and youthfully enthusiastic new personality to the forefront as tools for “new reasoning with data,” seeing fresh business analytical vantages “by simply manipulating visual representations.”

The new spirit is about “unleashing the potential of data and sparking the process of discovery for everyone” and the powerful, yet simple notion of “fast, easy, beautiful.” There will be a “realization that the Tableau mission goes way beyond what we know as the “business intelligence” markets...Tableau will now move to growing and creating entirely new markets” and applications. GIRVIN empowered brand values, site design warmth and a new personable presence.