

Refreshing of a  
World-Renowned British  
Loudspeaker Brand

KEF

# Refreshing of a World-Renowned British Loudspeaker Brand

In order to meet the challenge posed by newer competitors in the market, KEF sought Base Creative's help in refreshing the brand and repositioning it for the future. The key task was to give the brand a fresher, contemporary image without endangering its well-established reputation for excellence.

## Brand Guide

### Business Strategy

Business Model Adaptation  
Business Process Changes  
Organisational Empowerment

### Brand Strategy

Management Interviews  
Brand Workshop  
Brand DNA  
Brand Differentiation  
~~Brand Architecture~~  
Brand Strategy Book  
~~Ongoing Brand Management~~

### Design and Touchpoints

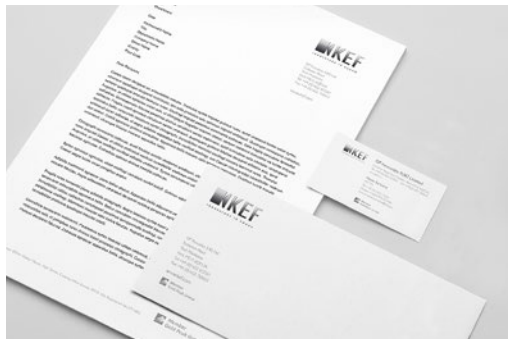
Brand Identity  
Brand Grid Refreshment  
Product Photography  
Writing & Translation  
~~Booth Design~~  
Advertising Design

### Digital & Social Media

UI and UX Design  
Brand Website  
Ecommerce Website  
Social Media Management  
Social Media Advertising  
Analytics

# KEF Brand Refreshment

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Base Creative identified the key characteristics of the target customer segment, and designed a brand grid which would appeal to this group. The essential characteristics of the brand and how it should be presented were gathered into a comprehensive brand book. In presenting the history of the brand, its continual development of new technological breakthroughs was emphasised, positioning it as a leader and trendsetter in the field.

## Scope of work

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