COGITO WATCH

Product Design and Go-to-Market Strategy for a Wearable Tech Leader

BASECREATIVE

Refreshing a Connected Watch Brand

Base Creative helped ConnecteDevice to rebuild its Cogito brand from the bottom-up – identifying strategic priorities, refining their business model, and relaunching their Cogito Pop brand to become a first-to-mind mass market connected watch brand.

Business Strategy
Market Analysis
Trend Analysis
Insights

Brand Strategy
Brand DNA
Brand Differentiation
Brand Strategy Book

Design and Touchpoints
Brand Identity
Brand Guides
Packaging Design System
Key Visuals
Advertising Design
B2B Marketing
POS Design
Outdoor and OOH

Digital & Social Media
UI and UX Design
Ecommerce Site
App Design

Cogito Watch Brand Relaunch
Redesign and Brand Strategy for a Wearable Tech Product

ConnecteDevice faced many challenges from both international competitors and ever- changing iOS and Android updates. Base Creative helped design the business's most appropriate growth strategy and business model based on core strategic opportunities.

Scope of Work

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Brand Strategy
Brand DNA
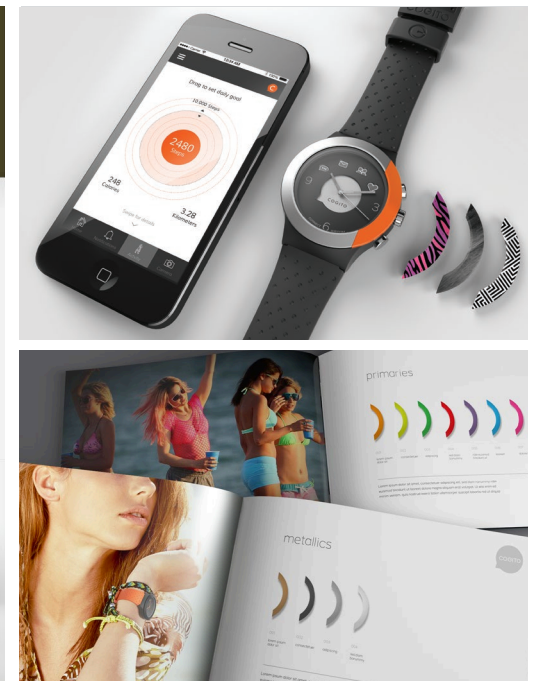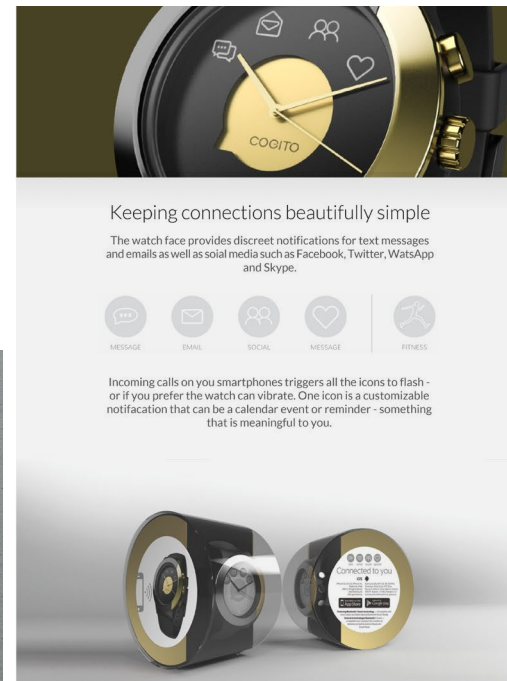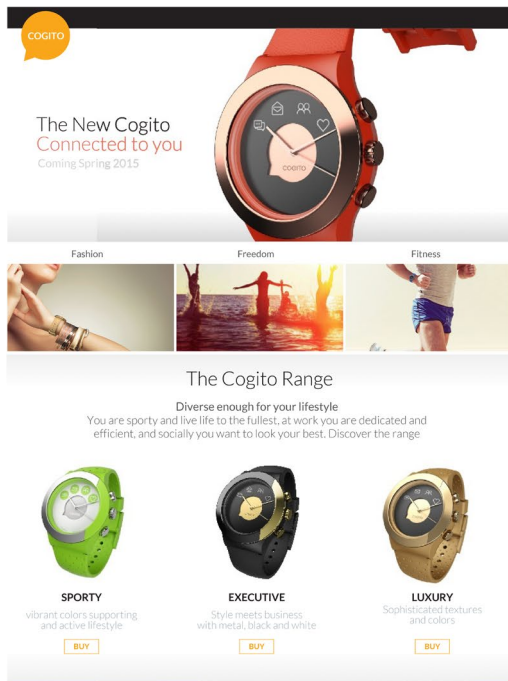Brand Differentiation
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The New Cogito
Connected to you
Coming Spring 2015

Fashion   Freedom   Fitness

The Cogito Range
Diverse enough for your lifestyle
You are sporty and live life to the fullest, at work you are dedicated and efficient, and socially you want to look your best. Discover the range

SPORTY
vibrant colors supporting and active lifestyle
BUY

EXECUTIVE
Style meets business with metal, black and white
BUY

LUXURY
Sophisticated textures and colors
BUY

Gives you balance — At home, work and play

Keeping connections beautifully simple
The watch face provides discreet notifications for text messages and emails as well as soial media such as Facebook, Twitter, WatsApp and Skype.

MESSAGE   EMAIL   SOCIAL   MESSAGE   FITNESS

Incoming calls on you smartphones triggers all the icons to flash - or if you prefer the watch can vibrate. One icon is a customizable notifacation that can be a calendar event or reminder - something that is meaningful to you.

We undertook rapid prototyping of price, customer segmentations, product design and brand strategies to arrive at the right go-to-market strategy. Extensive trend and fashion analysis was undertaken to improve the value proposition across customer segments.

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