

Client Brief: Globe Electric

1. What is Globe Electric’s mission and vision?



Mission: Here at Globe, we develop the most energy efficient LED light bulbs in North America. We take everyday products, and make them better; from market research, design and engineering, to prototyping and production, our teams work together to bring compelling products to market.

Vision: To bring a brighter, more sustainable future to our families, our communities, and to you.

Core Values: Innovate & Engage; Be Entrepreneurial; Lead Through Creativity; Communicate & Collaborate; Learn & Grow; Embrace & Drive Change; Deliver Excellence; Build Strong Relationships.

2. What are the primary objectives of Globe Electric?

We are devoted to doing our part in creating a greener, more sustainable world by providing energy efficient lighting and light bulbs, reducing CO2 emissions and energy costs, and lowering the amount of waste entering landfills. The success of our company and its future rests upon the relationships we have developed with our consumers, clients, suppliers, and within our team. Our passion is one of the core ingredients that has sustained us for over 80 years.

Globe ensures the fair treatment of any worker who has had a hand in creating the product you bring into your home, and we would never have it any other way. By enforcing these standards, we are doing our part to positively impact the world in a small way. Globe Electric is committed to conducting its worldwide business in an ethical and socially responsible manner. Our Social Compliance Policy aims to improve both our social and environmental impact in the communities that we do business with throughout the world.

3. What does Globe Electric specialize in?

From the introduction of disruptive new technologies in the 1980s, Globe has been at the forefront of the Lighting and Electrical industry in bringing compelling new products to consumers. The first manufacturer to offer a 10,000 hour light bulb, Globe strives to enhance the lives of customers by bringing more efficient, sustainable and economical products into their everyday lives.

Each year, Globe produces:

- Over 75M light bulbs, enough to light up all of New York State.
- Over 50,000 miles of electrical power cable, enough to wrap around the entire earth.
- Over 5M luminaries, that’s two for every resident of Chicago.

Salmon Design Co.

Retail Products: Products produced by Globe Electric currently available in The Globe Shop:

Bulbs (37 total products)

- Basics- (Incandescent, LED) 2 products
- DESIGNER Vintage Edison- (Halogen, Incandescent, LED) 25 products
- Oversized- (Incandescent, LED) 6 products

DuoBright (6 total products)

- Bulbs (LED) 2 products
- Flush Mount/Lighting (LED) 2 products
- Recessed Lighting (LED) 2 products

Electrical (49 total products)

- Extension Cords (14 products)
- Power Strips (26 products)
- Wall Taps (9 products)

Lighting (342 total products)

- Ceiling Lights (142 products)
- Lamps (70 products)
- Night Lights (16 products)
- Outdoor Lighting (52 products)
- String Lights (5 products)
- Under-Cabinet Lights (3 products)
- Vanity & Bathroom Kits (27 products)
- Wall Sconces (73 products)

Recessed Lighting (66 total products)

- Outdoor Lighting (1 product)
- Recessed Kits (45 products)
- Ultra Slim (21 products)

Smart Home Automation (29 total products)

- Smart Bulbs (10 products)
- Smart Electrical (5 products)
- Smart Lighting (8 products)
- Smart Plugs (3 products)
- Smart Security (4 products)

Work Lights (16 products)

Globe Electric currently has multiple pre-consumer products that are patent pending and will be released into the general market in the near future.



4. How does Globe Electric want to be perceived by others?

Globe Electric wants to be seen as creative, innovative, and an industry leader, and has laid out the 14 Leadership Principles they value most on their website. Their creative energy is their driving force, the

Salmon Design Co.

dream that each new day can bring exciting challenges that they tackle together, head on. Globe Electric is respected as an environmentally conscious company who values its employees and treats them well, and provides ENERGY STAR certified products to the public.

The 14 Leadership Principles are very telling of the way they conduct their business, and seem to take an assertive approach to the industry. The Leadership Principles are listed below.

Customer Obsession: Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

Ownership: Leaders are owners. They think long term and don't sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say "that's not my job."

Invent and Simplify: Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are extremely aware, look for new ideas from everywhere, and are not limited by "not invented here." As we do new things, we accept that we may be misunderstood for long periods of time.

Are Right, A Lot: Leaders are right a lot. They have strong business judgment and good instincts.

Hire and develop the best: Leaders raise the performance bar with every hire and promotion. They recognize exceptional talent, and willingly move them throughout the organization. Leaders develop leaders and take seriously their role in coaching others.

Insist on the highest standards: Leaders have relentlessly high standards – many people may think these standards are unreasonably high. Leaders are continually raising the bar and driving their teams to deliver high quality products, services and processes. Leaders ensure that defects do not get sent down the line and that problems are fixed so they stay fixed.

Think Big: Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.

Bias For Action: Speed matters in business. Leaders say you are looking at your calendar; I am looking at my watch. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking.

Frugality: We try not to spend money on things that do not matter to customers. Frugality breeds resourcefulness, self-sufficiency, and invention. There are no extra points for headcount, budget size, or fixed expense.

Vocally Self Critical: Leaders do not believe their or their team's body odor smells of perfume. Leaders come forward with problems or information, even when doing so is awkward or embarrassing. Leaders benchmark themselves and their teams against the best.

Earn Trust of Others: Leaders are sincerely open-minded, genuinely listen, and are willing to examine their strongest convictions with humility.

Dive Deep: Leaders operate at all levels, stay connected to the details, and audit frequently. No task is beneath them.

Have Backbone; Disagree and Commit: Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

Deliver Results: Leaders focus on the key results for their Business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never settle.



5. Who is the primary target market (demographic) for Globe Electric?

The primary target market for Globe Electric is tri-fold: the retailers who purchase their products wholesale, the consumers who buy their products from retailers, and in a different arena, interior designers or contractors who recommend or specify their products to clients. With both brick and mortar and online retail partners spanning the United States, Canada, and beyond, their consumer base is wide and varied. Everyone with electricity in their home is a potential customer, though their different product lines have different target demographics and uses. While the upfront cost of an LED light bulb is higher than a traditional incandescent bulb, the cost savings over the lifespan of the light bulb out shadow the initial lower cost of outdated bulbs.

As far as their light bulbs go, different product lines appeal to different consumers. On one end of the spectrum, you have bulbs like the DuoBright or the Smart Bulbs which have adjustable colors, and on the other end of the spectrum they offer track lighting and lighting fixtures. While track lighting may be appealing to homeowners who are able to change out the light fixtures in their homes, apartment dwellers might be more inclined to purchase a table lamp or torchiere that can be taken with them when they move. Globe Electric's beautiful and classic Edison bulbs appeal to more modern tastes that can accommodate having bare light bulbs in a room, and are considered to be a high end product.

Their products also appeal to those who are environmentally conscious, a group of people who fall into many consumer categories.



6. Are there any additional target markets that Globe Electric should consider?

Commercial Partnerships: Business like hotels, airports, retail clothing chains, or any customer facing businesses that could benefit from beautiful (in the case of the Edison bulbs) or energy efficient lighting in their spaces.

Youth: Educating young people on the value of energy efficient light bulbs. They might grow up to be a Globe Electric customer.

Fixer-upper/House Flipping/Real Estate TV Shows: If Globe Electric was able to be a featured or sponsored product placement on more of the HGTV type shows, they could reach a new consumer base, or one that might not have known about them in the first place.



7. Who are Globe Electric’s primary competitors?

Top Competitors in the LED Adjustable Color Temperature Bulb Market:

- Cync Tunable White Direct Connect Light Bulbs by GE (General Electric)
- Phillips Hue White A19 BlueTooth LED Light Bulb
- Feit Electric Intellibulb Colorchoice
- Ring Smart Light A19 Smart LED Bulb in White

8. What does Globe Electric offer that the competitors do not?

While General Electric (GE) does sell some ceiling mounted light fixtures, Globe Electric is unique in that they produce both light bulbs and a wide array of fixtures, lamps, and lights. The creative team at Globe Electric designs for the entire lighting experience, from the socket to the fixture to the bulb.

9. What are 5 keywords or phrases that best describe Globe Electric?

CREATIVE - ENDURING - ECO-MINDED - EQUITABLE - INNOVATIVE

10. How long has Globe Electric been in business?

Brief History:

“The story of Globe Electric is a deep legacy of innovation whose bright spark took place in Montreal, Quebec in 1932. Since then, The Creative Energy Company has grown to establish itself as an inventive outfit of passion, dedication and drive. We owe our longevity to our constant re-thinking of how to elevate the ordinary to the outstanding, developing products tailored to the needs of our retailers, partners and consumers. There is no secret: we are fully devoted to doing what we love.”

The 1980s brought the introduction of the Globe brand to the Canadian market, and by the 1990s, had expanded to a subsidiary in Hong Kong to be closer to production facilities and reach a broader market. In 1998, Globe Electric won an exclusive contract for Central America’s much needed energy saving program to supply 3 million energy efficient light bulbs, and in 2002 they rebranded to reposition themselves in the global market as the “Creative Energy Company.” In 2004, Globe expanded into the US retail market, and began their Online Division in 2013 to better serve their e-commerce partners.

Today, Globe is committed to the creation of better or more effective products, processes, technologies and ideas that affect our markets and society. We recognize the value of corporate social responsibility and support causes that are important to our customers and employees.

Our mission is to bring the passion and energy that has been the cornerstone of the company since 1932 to every aspect of our business. We continually work to earn our place as a supplier of choice for our consumers and our retail partners.

11. What marketing and/or communication materials has Globe Electric produced previously?

In recent years, Globe Electric has not seemed to advertise for their products directly. They are often featured in retailer's advertisements, weekly ads, or look books, or as a video to be included along with product photos on retailers sites. If they do advertise in print, it is very hard to find examples. A majority of the marketing content available online is designed to be used on product landing pages such as product images, packaging, and companion videos detailing a product or providing instructions for use or installation.

Media Features:

Globe Electric's Sansa Chandelier was featured on the My Houzz television series with Chef Gordon Ramsey. Video clip available on YouTube.

Social Media Engagement:

Facebook

- 1,939 followers
- Posts generally feature advertisement type photographs with products and their name, are interior design photographs featuring a product, or are posts of retailer's ads who sell their products.
- Posts receive 15 or less likes and not many shares.

Instagram

- 6,053 followers
- Same content as Facebook
- Photo only posts tend to generate 25-50 likes; holiday posts generate 100-200 likes; giveaway promotions have the largest engagement with 600+ likes.

LinkedIn

- 5,313 followers
- Some of the same content as Facebook; shares of other like minded/similar organizations or companies; job postings; Globe company news shared here.
- Similar engagement to Instagram

Pinterest

- 187 followers, 911 monthly views
- Mostly tags of products from various websites like Wayfair or Amazon

YouTube

- 1.35k Subscribers
- 163 videos
- Video content is primarily tutorial and review videos in English and French (Quebec clients), with some DIY videos, partnership promotions, inspiration videos, and a few old commercials including one from the 1980s.

Twitter

- 161 followers
- Minimal engagement; seems to be an obligatory account.

12. Where to Buy Globe Electric Products:

Community & Retail Partners:

- Home Depot
- Walmart
- Rona
- Amazon, Amazon.ca, Amazon.uk, Amazon.de, Amazon.es, amazon.fr
- Lowe's
- Costco Wholesaler
- Bed Bath & Beyond
- Canadian Tire
- Meijer
- Reno Depot
- Wayfair.com, Wayfair.ca
- Canac
- build.com
- London Drugs
- Princess Auto
- Home Hardware
- Menard's
- BJ's Wholesale Club
- Shaw's
- Lockheed Martin
- True Value
- Patrin Morin Des Gens Constructifs
- Target
- Jean Coutu
- CVS
- Dollar Tree
- Ecova
- Staples
- Supervalu
- CLEAResult
- Dworkin's & Bemco
- Publix
- Overwaitea
- Fred's Super Dollar
- Dollarama
- Dollar General
- DeSerres
- Ace Hardware
- RiteAid
- Harris Teeter
- Fred Meyer
- HomeGoods
- Shoppers Drug Mart

Concept Sketches: Globe Electric

Sketch 1

Concept: "So easy, a monkey can do it." Monkey holding light bulb adjusting a dimmer switch. Monkeys would be placed around package so they are peering around the corner of the box with their DuoBright light bulbs. Background could be a solid gradient that extends around the box and matches up with the lightbulbs held by the monkeys.

Media Type: Photographic

Typography: Strong sans serif font will give it power and make it feel modern.

Notes: I found these monkey lamps while doing research for my mood board, and think they would be great subjects to use for the ad. The lamps are metal.



Sketch 2 ★

Concept: "Above the competition." Hot air balloon made from a DuoBright light bulb, a basket hanging below it. Background would be very subtle mountains/foothills that are illuminated by the bulb light. Smaller hot air balloons would be scattered around the box to give the perspective you are looking at many in the sky for afar.

Media Type: Illustrated

Typography: Maybe a nice typewriter font + sans serif.

Notes: Would use gradients throughout to represent light from the balloons.



Sketch 3

Concept: "Classic quality, new look." I think any inanimate object with a mustache is funny, and a light bulb is no exception. Mr. Luz is out for a walk in the park, and trees and background illustration will wrap around the box. Bulb would be colored to show both cool (blue) and warm (orange) light.

Media Type: Illustrated, but with photograph of light bulb.

Typography: Vintage typeset + body type

Notes: Cuteness is the factor here. Different characters could be created for for different bulbs.



Sketch 4

Concept: "Like you're outdoors." Desert scene with DuoBright light bulb rising up from behind mountains like the sun. One side would be colored with an orange tint, the other side with blue. Scene extends around the box.

Media Type: Illustrated

Typography: A display + sans serif font might work, or just a nice sans serif.

Notes: This has a kind of 'wild west' feel with cactuses and even a tumbleweed. It would need a lot of gritty texture to work.



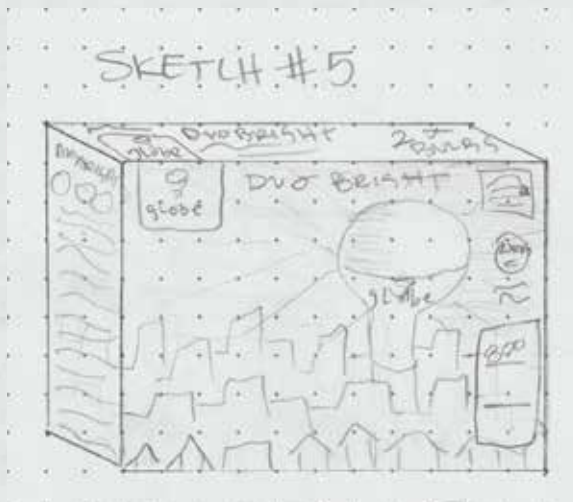
Sketch 5

Concept: "The light of our community." A city scape with DuoBright bulb made to look like a water tower. The Bulb would illuminate half the city in an orange glow, and the other in blue. Lithography/poster print style.

Media Type: Illustrated

Typography: Industrial sans serif, textured heading type needed.

Notes: City background wouldn't be too detailed, and would fade back by row of buildings. It would wrap around the box, though be much more transparent so text could be legible over it on the panels.



Sketch 6

Concept: "One with nature." Small lightning bugs made from light bulbs would be flying around a DuoBright bulb. An orange to blue gradient would be used on the bulb and in the background, and the lightning bugs lights would be a brighter hue of the color they were in front of. Background would be a blurred leaf/blurred green image.

Media Type: Photographic

Typography: With DuoBright front and center, a display font could be used + serif body type.

Notes: When I worked for accommodation deep in the cloud forests of Costa Rica many years ago, I was treated to a nightly show of lightning bugs in a wide array of colors. Fitting too since Globe got the contract to supply Central/South America with bulbs.



Sketch 7

Concept: "Together we can light the map." Geometric graphic featured on front of box with light bulb in the center. Triangles (or other geometric shapes) will be colored in a gradient across the image to show the different light settings. Rich colors will make it eye catching.

Media Type: Illustrated

Typography: Sans Serif, it's a busy design, needs a simple typeface.

Notes: Without black lines outlining the triangles, the colors will blend together nicely. Back could feature an additional blast of color.



Sketch 8 ★

Concept: "Guiding Light." This package prominently features a lighthouse with a DuoBright bulb in place of the Fresnel lens, shining blue light from one side, and orange from the other. The rocky shore scene will wrap around the box, and the back would feature the same lighthouse, but very small, as if you had walked further down the shore and were looking back at the lighthouse.

Media Type: Illustrated

Typography: Retro

Notes: Lots of texture will be needed to bring this to life.



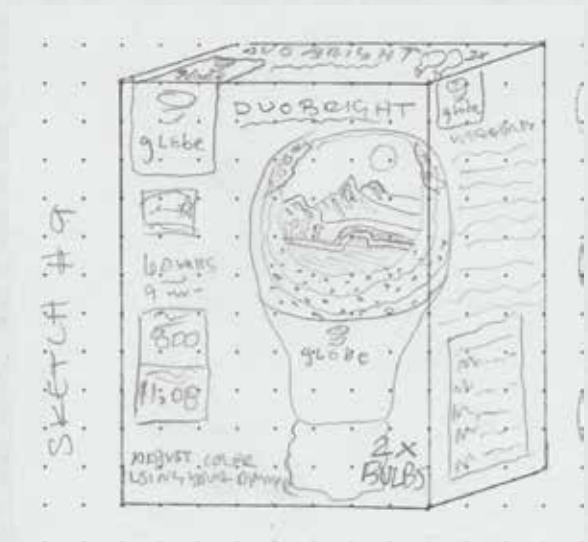
Sketch 9

Concept: "Two worlds, one light." The glass part of the bulb will be overlaid with a photograph of a paper cut light box. One side of the scene will be lit with blue light, and other with orange to show the range of the bulb. Part of the bulb will fold around the corner onto the side panel; the back will feature another similar bulb (different scene) which also wraps to the side panel.

Media Type: Photographic

Typography: Display + sans serif

Notes: White box would look very clean along with paper cut image.



Sketch 10 ★

Concept: "I can show you the world." This is a high end package, with cut outs and a nesting box. The front and back panel would each feature a DuoBright bulb in the center, with a cutout where the glass part of the bulb is. Through the hole you can see the inner box which features a full panel illustration of a deer in a forest mountain scene. One half of the image visible through the hole is tinted blue, the other orange. To the left and right of the circle cut out are tiny circles, the 'night sky,' through which you can see just a speck of color from the image behind. One side panel will feature a small finger hole to push the nesting box open. As you open the box, the image behind moves through the circle and you can see that the color hue changes from blue to orange and back, the tiny holes twinkle, representing the two color temperatures of the DuoBright bulb.

Media Type: Illustrated

Typography: Vintage typography

Notes: The additional surface area provided by the inner box could be used to teach about sustainability and the importance of energy efficient lightbulbs.



Sketch 11

Concept: "Reach for what's right" White box, photo of illuminated DuoBright bulb laying on bottom of frame. Miniature rock climber repelling down the bulb, a friend looking on from below. A little dog could be there too. A bulb would be featured on the back as well which would fold around the corner of the box. On the side panel with the sliver of bulb, another mini repeller can be seen with a rope hanging down to the bottom. Featuring fictitious sponsorship of the US Olympic Rock Climbing Team. Olympic Rings and sponsorship note on front panel.

Media Type: Photographic

Typography: Sans Serif

Notes: This could be done with either with real photos of rock climbers, or with photos of miniature plastic figures. Leaning towards plastic mini figures, makes it a little bit more whimsical.



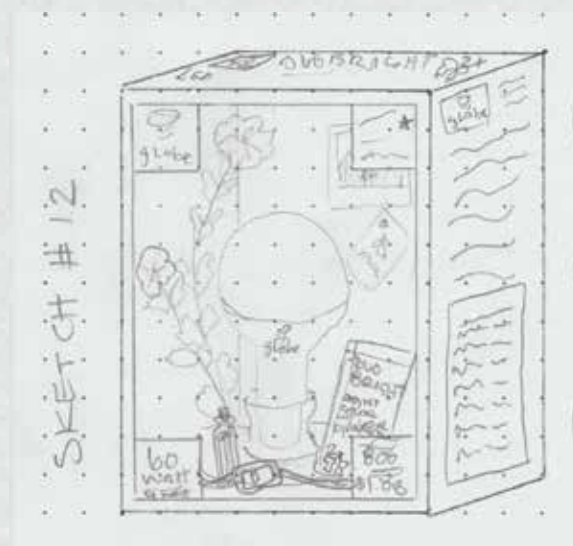
Sketch 12 ★

Concept: "The Curiosity Box." This box is designed to look like a wooden shadow box. The front face will be looking through the glass into the box where you see an assortment of random objects a la the Wes Anderson style, with a DuoBright light in the center. One half of the box will be lit with warm (orange) light, and the other with cool (blue) light, and a dimmer switch on the cord will be visible. The sketch is drawn from an angle, but would be shot head on looking straight into the box. The side/top/bottom panels would be wood so it looked like you were actually holding a real wooden box.

Media Type: Photographic

Typography: A very subtle serif

Notes: Thinking outside the box to make a box a box.



Refined Sketches: Globe Electric

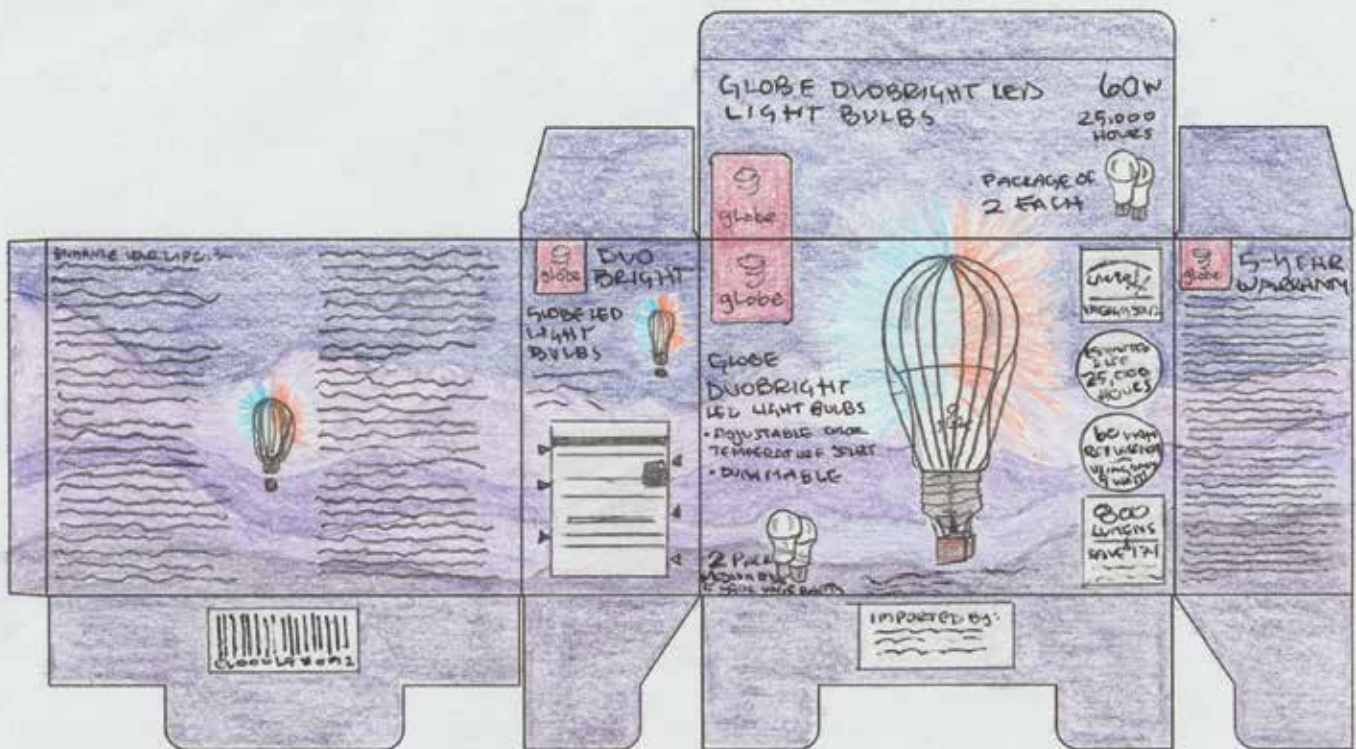
Refined Sketch 1

A twilight lit mountainscape wraps around the box, with glowing hot air balloons made from DuoBright light bulbs featured on several panels in various sizes to give the appearance of depth. Overall color theme would be purples, maybe deep blues, and the orange and blue glow from the bulbs. The sky above the mountains would have subtle stars that would extend to the top face and top side flaps.

Typography: Sans serif type family with multiple weights. Text color would likely be white or off-white to create contrast between text and dark background.

Media Type: Illustrated with photographs of small double light bulbs. Photos of light bulbs could potentially be used for the hot air balloons, but the background would definitely be illustrated.

Special Packaging Considerations: Made from recycled materials which could be advertised on the bottom of the box along with recycling symbols. Additional cardboard insert would be needed inside bottom of box to hold lightbulbs secure; Z-shaped cardboard strip could also be used. No need for printing on inserts.



Refined Sketches: Globe Electric

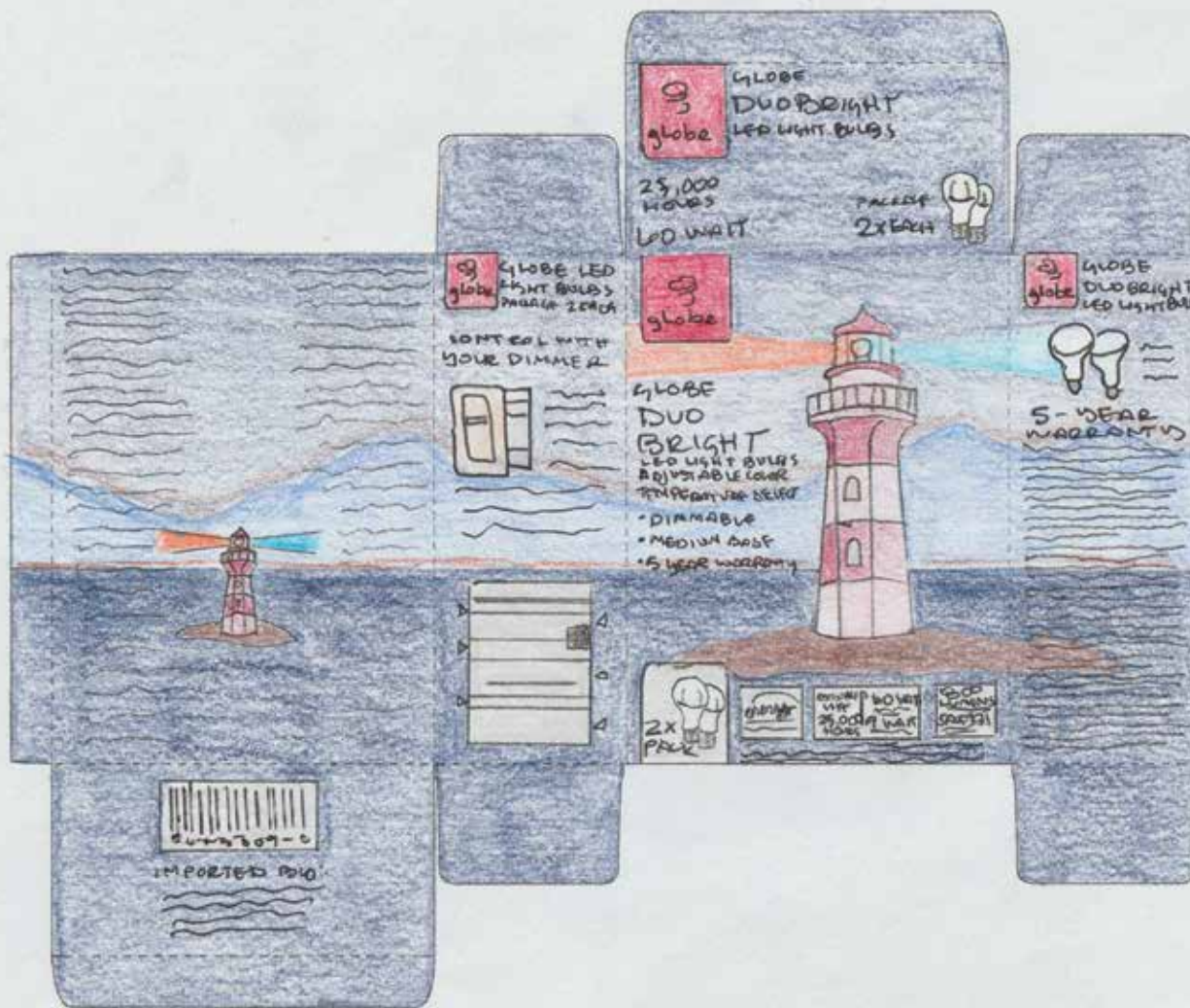
Refined Sketch 2

An island lighthouse is shown on the front of the box with orange light shining from one side of the lense, and blue light shining from the other. A mountain range is visible in the background that wraps the entirety of the box. On the back of the box, the same lighthouse is visible, with the idea that you are in a boat and are viewing the lighthouse on the back from a further distance away. Deep blues will be the primary color scheme. Lots of texture would be used.

-**Typography:** Nice sans serif type family in multiple weights. Type would need to be a lighter color to contrast with dark background.

-**Media Type:** Illustrated, with photographs of the light bulbs displayed on three panels. Dimmer switch would also be a photograph. Silk screen poster style using gradients around the horizon and mountains.

-**Special Package Considerations:** Use recycled materials if possible with notification of this and recycling symbols on the bottom of the box. Cardboard tray or Z-shaped cardboard insert would be required to keep product safe during shipping and storage. Bonus "Easter Egg" content would be included on box flaps, because everyone loves a good easter egg on packaging.



Refined Sketches: Globe Electric

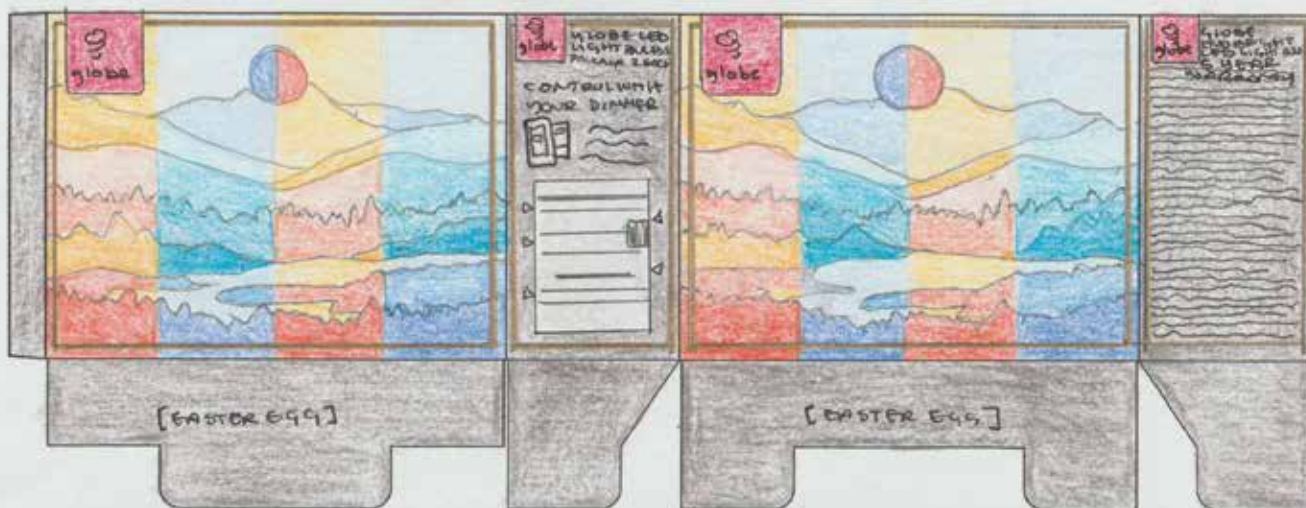
Refined Sketch 3

This package tells a story as you open the box- through the hole in the outer sleeve, you can see a mountain scene that changes colors as you pull the inner box out. A charcoal colored outer sleeve with a thin gold outline on each panel, and an inner box with bright oranges and blues on the main panels would stand out on any shelf. Additional small cut out holes on outer sleeve make it look like sparkling stars as the box moves out of the sleeve.

Typography: A very subtle serif might be appropriate, otherwise a tasteful sans serif would do the trick. Wanting something classy but not overstated. Light colored text to contrast with charcoal background.

Media Type: Illustrated, except for photographs of lightbulbs. This is meant to look very classy and upscale, using whatever textures needed.

Special Package Considerations: Matchbox style box. Cut outs on front and back panel of outer sleeve in "glass" area of light bulb; additional smaller circle cut outs on front panel. Gold ink + debossing will be used on outlines around panels. Some kind of Easter egg for bottom of nested box would be great, something clever or informative. Note: Color on inner box would likely be gradients rather than abrupt blue/orange blocks of color.



.....
Prototype Photos: Globe Electric
.....



Front



Back



Top



Side



Side



Bottom



Inner Front



Inner Back



Inner Bottom