

# Verve

Introduced in early 2008 by Masco Corporation, Verve™ Living Systems was created to promote various home control applications based on a groundbreaking energy-harvesting technology developed in Germany by EnOcean GmbH, a Siemens Corporation spin-off. All it needed was everything that constitutes a brand.

Within months of launch, every one of the top 20 builders in the country had expressed interest in incorporating the Verve lighting control system into their next-generation homes.



## The Situation

Verve's first product, a whole-house lighting control system, allows every switch in the home to be wireless, thereby reducing copper wiring and installation costs. It also turns every switch into a dimmer, enabling whole house dimming without complicated wiring or electronics.

The Verve team was sure the system would fundamentally change how homes were built. But to reach their goals, they needed a new design for the product controller and switches, a new interface design, a name for their brand, a positioning, key messages, a logo, a corporate identity, a theme line, a web site, collateral and more.



## The Solution

To gain a better understanding of how consumers view light and lighting control, we collaborated with a talented group of brand researchers in Chicago called Brandtrust ([www.brandtrust.com](http://www.brandtrust.com)). Together, we reached a critical consumer insight – beyond its functional value, light, when properly controlled, has the capacity to support and enhance people's moods and frames of mind. This became an underlying theme that informed our work.

Brandtrust helped us test positioning, names and messages with consumers, and out of this work the name "Verve" emerged. Next we developed the corporate identity for the brand. Our collateral told home builders that this "would forever change the way homes are built". And our web site highlighted the fact that Verve brought a host of meaningful advantages to both homebuilders and homebuyers.

In less than nine months, Verve Living Systems became a living, breathing brand. Within months of the initial presentations to a few of the top home builders in the country, every one of the top 20 builders nationwide had expressed interest in incorporating the system into their next-generation model homes.

