

Background

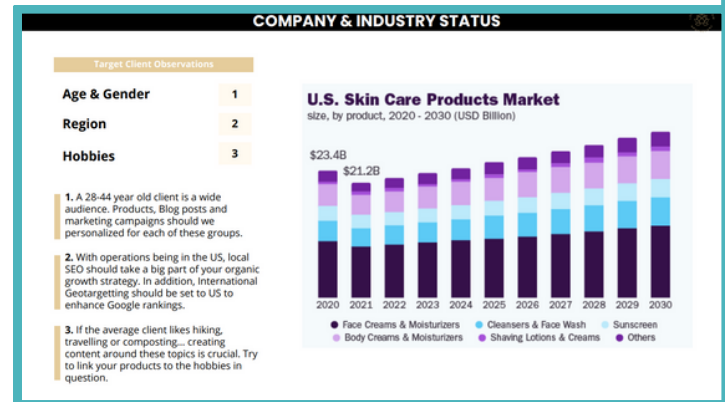
The industry of skincare has had a major boom in the past couple of years, and Lotus Flower Om wanted to be part of that market's resurgence. Their business model was too similar to its competitors, so they opted for a clear differentiator in their brand; wellness through skincare.

IPCOMM knew this was also an emerging trend for many skincare and beauty companies, so we had to find ways to communicate their unique value propositions. This would require a complete makeover of their logo, colors, and brand voice.

Approach

We began by figuring out which were the major elements that Lotus Flower Om wanted to highlight about themselves; What makes us special? How are we taking on modern skincare challenges?

We created a strategy with three major goals; create a unique brand, establish the Lotus Flower differentiator, and reach their major audience successfully. Our efforts were to blend an authentic look with colors and fonts that evoked serenity, positivity and wellness.



Solution



Through extensive market research, comparative analysis, and a deep dive into the future of skincare, we created a brand new look for Lotus Flower Om. It was a rebranding effort that not only changed the way the business looked, but most importantly how it approached its client base, what it preached, and what it stood for; healthy, positive skincare.

Results

Lotus Flower Om relaunched itself, full of purpose and with its greatest qualities exalted. Their new look was modern, elegant, and gave an aura of serenity and wellness.

Soon after their rebirth, Lotus Flower Om began seeing their brand gain momentum and become a competitor in their area and beyond, with clients taking interest in their unique product line as well as their values and approach to skincare overall.



About IPCOMM:

IPCOMM is a minority- & women-owned Communications Agency and Printing Company empowering emerging and established organizations to grow through creative, strategic, and impactful brand solutions and purpose-driven communications.