



CASE STUDY

GODREJ SAFES

RESTYLING & CMFS DIRECTIONS FOR SEMIOTIC CONSISTENCY



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BACKGROUND

Godrej Security Solutions collaborated with Onio in years 2009-2010 to revamp their Institutional and Retail range of manual safes.

Godrej wanted these products to become category differentiators not just by the Godrej brand name but by their inherent visual language and style. The need was also to address the semantic issues and bring about a family appeal across the range. To give the safes the much needed techno appeal to bring it in sync with the fast modernizing interiors and introduction of security layers through technology were the key objectives of the project.

SCOPE

1. Research & Analysis(Study of Godrej brand characteristics, User interviews & usage pattern, Marketing & Sales personnel interviews, Semiotic product analysis, parallel product study)
2. CMFS Directions
3. Concepting
4. Engineering detailing
5. Prototyping



DEFENDER Z+ for Banks and Institutions launched in October 2010

