

IRIS BY LOWE'S

Home improvement for the 21st century

Iris is a DIY smart home system by Lowe's competing in a confusing and crowded market. Lowe's engaged us to clarify and simplify the story with fresh packaging and an educational website capturing the product's potential impact on consumers' lives.

BRINGING SMART HOMES TO LIFE

When Lowe's introduced smart home products with Iris, consumers relied heavily on salespeople to explain the technology. However, many people didn't understand how it worked. Our goal was to demonstrate the incredible possibilities of truly simplifying how things relate and work into the smart world.

A TRULY INTEGRATED STORY

We created a seamless look for the integrated brand experience, bridging consumers who may have initially been intimidated by the smart home category. The packaging from boxes was standardized for uniform store branding, easy handling and stacking, making it easier to pick it up and put it away. The website builds on the brand's approach to value, creating design like simplicity of smart home solutions and connecting directly into Lowe's ecosystem system while understanding the online shopping experience.



Services

Smart Home Solutions

Smart Home Solutions

Smart Home Solutions

Smart Home Solutions

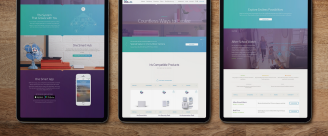
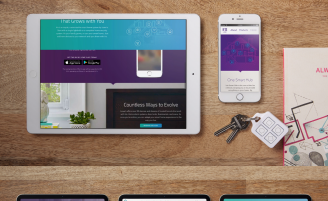


CREATING CONCEPT IDEAS

Each package features a set of different elements, typography and colors that clearly communicate the brand's identity and the product's benefits.



The redesigned packaging & site helped Iris establish itself as one of the most *reliable, accessible* smart home systems on the market.



The Iris brand was an *important step* for Lowe's to position itself as a *retail destination* for DIYers looking to make simple, smart upgrades to their home.

