

# OKITE®

## Beautiful Transformations



OKITE

FutureBrand has created a new brand strategy and identity for OKITE®, a high performance, Italian quartz surfacing brand.

By exploring the brand, the existing identity and the competitive landscape FutureBrand uncovered the heart of OKITE®, which led to its new brand vision, mission and values. It also inspired a unique positioning of 'Beautiful Transformations' to capture the effect OKITE® has on the physical environment and human behaviour associated with it.

In line with the new positioning, FutureBrand created a new identity for OKITE® to leverage the quality, design and style of product and match its future global aspirations, whilst not forgetting its Italian heritage. The new brand identity has influenced the design of all the brand assets and touch points including a suite of photography, product collateral, website redesign, packaging and POS, print and TV advertising as well as event design.

OKITE® is a renowned Italian family business, so it was fundamental for us from the outset, to understand their needs as a company, product and brand. We wanted to leverage the quality, design and style synonymous with the OKITE® product to create a solution that matched the company's vision and global aspirations. We transformed OKITE® from a functional, national, product based brand into an emotive, international, aspirational one.

OKITE® is owned by Seieffe Industries, a family owned business with a long history in creating aesthetics that are unparalleled in quality and innovative manufacturing techniques.

