



THE PROJECT

Harmonic Environments established the concept of high-quality, customized indoor waterfalls for commercial and residential use. As the pioneer in this industry, Harmonic Environments did well over the years, but as their product line increased and the market expanded, they needed the advertising and marketing to match with their innovative and strikingly sleek products. Harmonic Environments turned to IDM Brand in January of 2006, looking to improve their marketing materials and enhance their brand presence within the industry that they created.

PROCESS

In January of 2006, Harmonic Environments selected IDM Brand as their in-house advertising agency, seeking the development and execution of a new advertising campaign. After conducting thorough research on builders, architects and interior designers, IDM successfully implemented award-winning advertisements, utilizing bold and sophisticated imagery. Excited about the success of their first project with IDM, Harmonic Environments continued the relationship for the remainder of the year. In November of 2006, IDM launched the latest Harmonic Environments website; a visually striking representation of the innovative and creative personality of Harmonic Environments. With a 100-image portfolio consisting of the most inspiring imagery and Harmonic Environments projects, this gallery approach attracts visitors by telling the unique story of Harmonic Environments. Linking the interests of their consumers with an incredible presentation of their past work, IDM helped nourish the niche market within which Harmonic Environments finds their success, and enhance their presence in the minds of their clients and industrial partners.

RESULTS

In addition to a bold and fresh new website, IDM Brand developed a number of marketing materials for Harmonic Environments, including a brochure, product design concepts, presentations, videos, a case study, a newsletter, and a number of print advertisements; all with the crisp and refreshing imagery that epitomizes the essence of Harmonic Environments. The print advertisements were awarded the Architectural Record's Excellence in Advertising Award in 2006 and the new web site won the Interactive Media Award and Summit Awards.