

CowBoom.com

Brand Development & Interactive Design

An online discount retailer uses a refreshed brand to distance itself from competitors in a crowded marketplace.

About CowBoom.com

CowBoom.com is an online retailer that specializes in discount computer hardware and software, and consumer electronics. They offer a rich inventory of hundreds of products that are in constant rotation. The focus of their online store is "The Daily Deal," which features a new, deeply discounted item every day.

The Challenge

iGoDigital, CowBoom.com's development partner, engaged KA+A to help them face the challenge of entering a marketplace dominated by a handful of major competitors. For all intents and purposes, inventory and price had become commoditized, leaving essentially no opportunity for differentiation in those areas. Instead, CowBoom.com would need to develop a powerful brand identity and positioning strategy to effectively set itself apart from the competition.

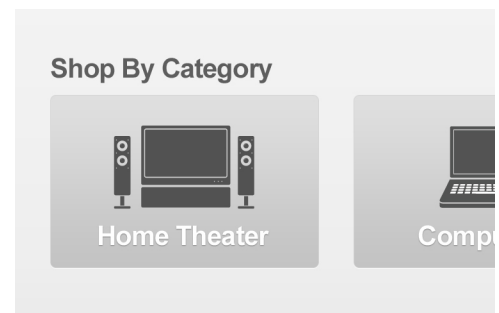
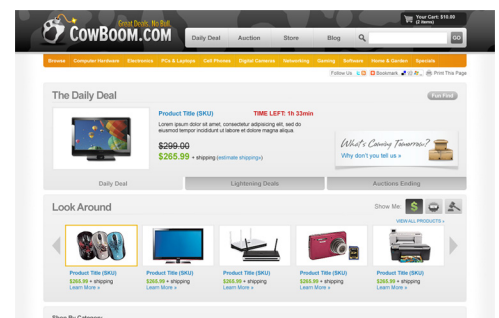
The Process

After a review of the competitive landscape, the team at KA+A quickly realized that CowBoom.com had a singular opportunity to use a well designed user experience as its key differentiator. Most competing sites provided a messy potluck of products and price tags that succeeded primarily in overwhelming users. By contrast, CowBoom.com would utilize a polished visual identity and an elegant website design to give their users a cohesive and enjoyable experience.

To achieve this objective, KA+A designed and developed a new visual identity along with hi-fidelity website prototypes that a development team translated into a functioning online store.

The Results

CowBoom.com successfully launched in August 2009. The site's unique identity and focus on user experience has helped it build a solid customer base, and carve out a niche in a highly competitive market.



Disciplines Utilized:

- Brand Research
- Corporate Identity
- Interactive Design