



Flash Branding

A case study in going faster, together.

Cathy Hutchison, CPSM, LEED AP BD+C // Josh Miles



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@JoshMiles @Cathy_H

Get the notes & handouts!

Get all of today's goodies!

milesdesign.com/FLASH

Let's chat at the end...

Write down your questions—Q&A afterwards.

Tweet @Cathy_H and @joshmiles

Instagram @joshmilesdesign

The Problem: Acoustic Dimensions

EXPLORE ▾

ACHIEVE ▾

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BEYOND THE WALLS

NEW WORLD CENTER »

ENHANCING PLACES
WHERE PEOPLE SHARE
AN EXPERIENCE.

- ACOUSTICS
- AUDIO
- VIDEO
- LIGHTING
- DATA
- AUDITORIUM PLANNING
- ETC.

Learn More »

OUR MULTI-DIMENSIONAL WORLD:
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ACOUSTIC DESIGN FOR A ROUND
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CHALLENGE

THINGS THE AVERAGE FAN MAY
NOT KNOW | GO BEYOND THE
END ZONE

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FEATURED PROJECTS



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What this sounds like to your agency:





How Long Does Rebranding Take?

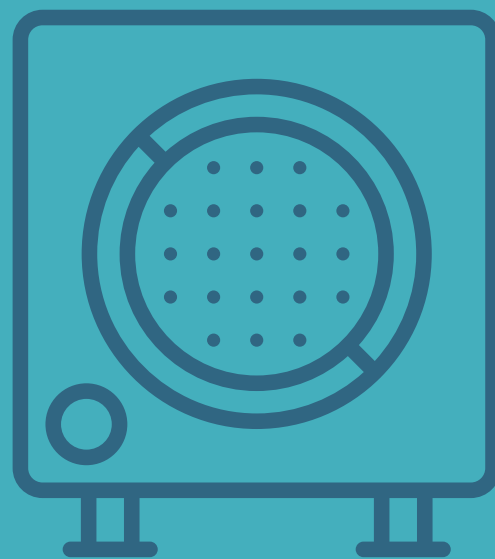


The Process: Idibri

Brand Change as a Series of Tasks

How to Prevent Circular Decision Making

Communication is Key



A New Identity

ACOUSTIC DIMENSIONS

Go Beyond.





iD!BRiTM
CONSULTING





Dynamic experiences. Idibri design.

We create the kind of experiences people never forget. We are technology designers, theatre consultants and acousticians who craft forward-thinking spaces. Whether for arts, entertainment, sports, worship, corporate or education, an Idibri project is tailored for human connection.



CONTACT US

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Expand

Dynamic experiences. Idibri design.

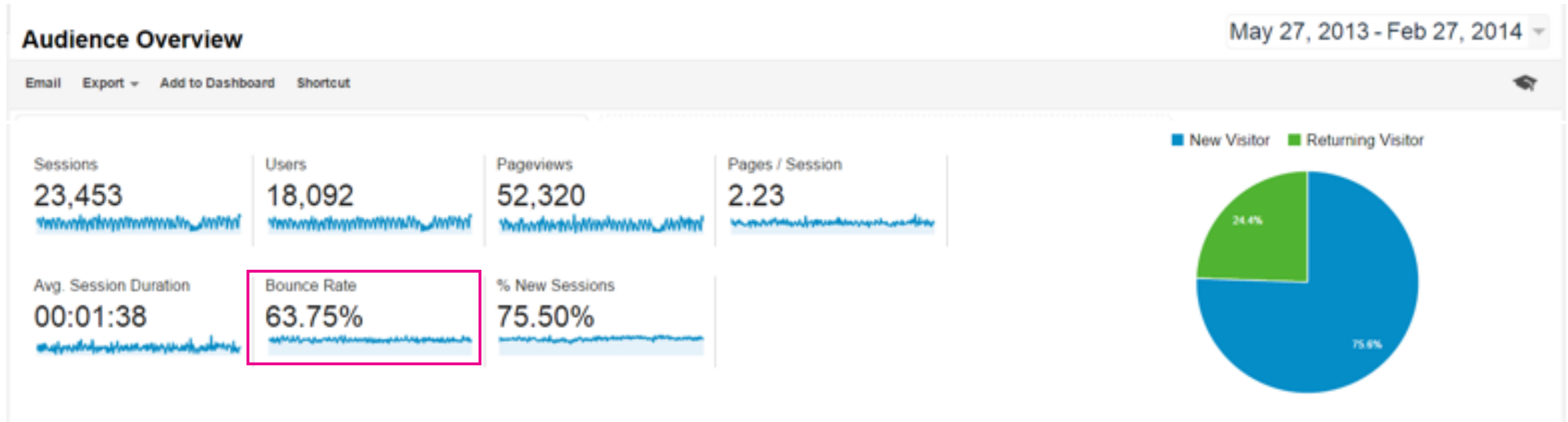
Put simply, we create the kind of experiences people never forget. We are technology designers, theatre consultants and acousticians who craft forward-thinking spaces. Whether for arts, entertainment, sports, worship, corporate or education, an Idibri project is tailored for human connection.



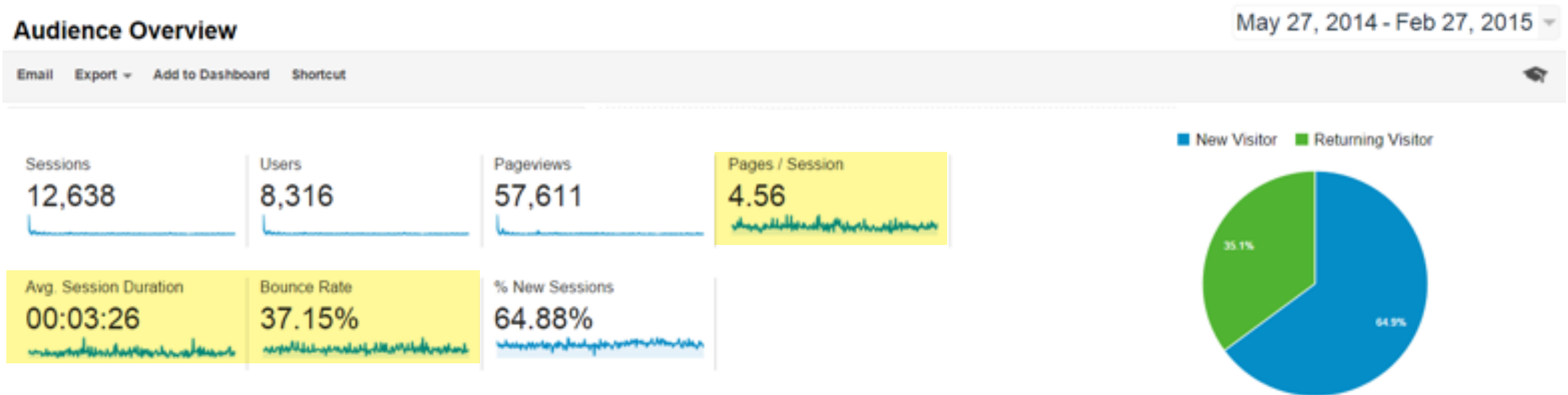
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The Results

Before: ACOUSTICDIMENSIONS.COM

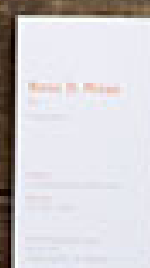
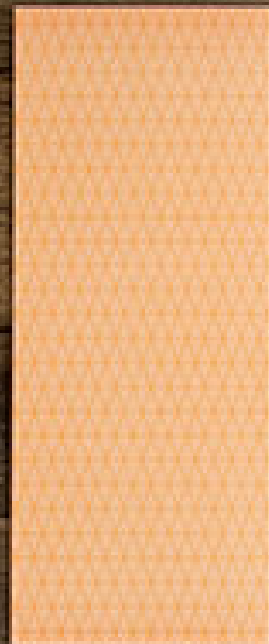
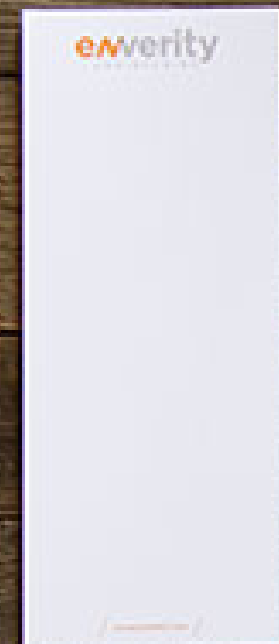


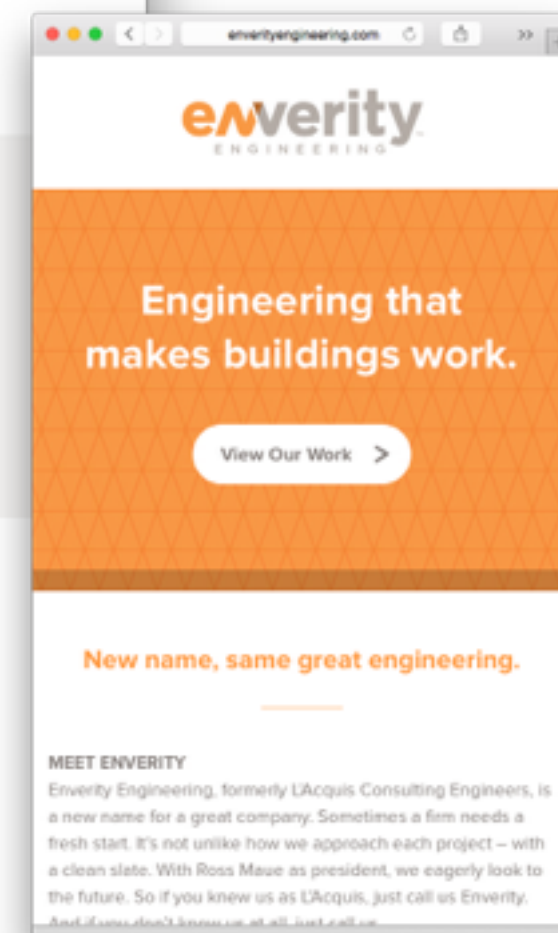
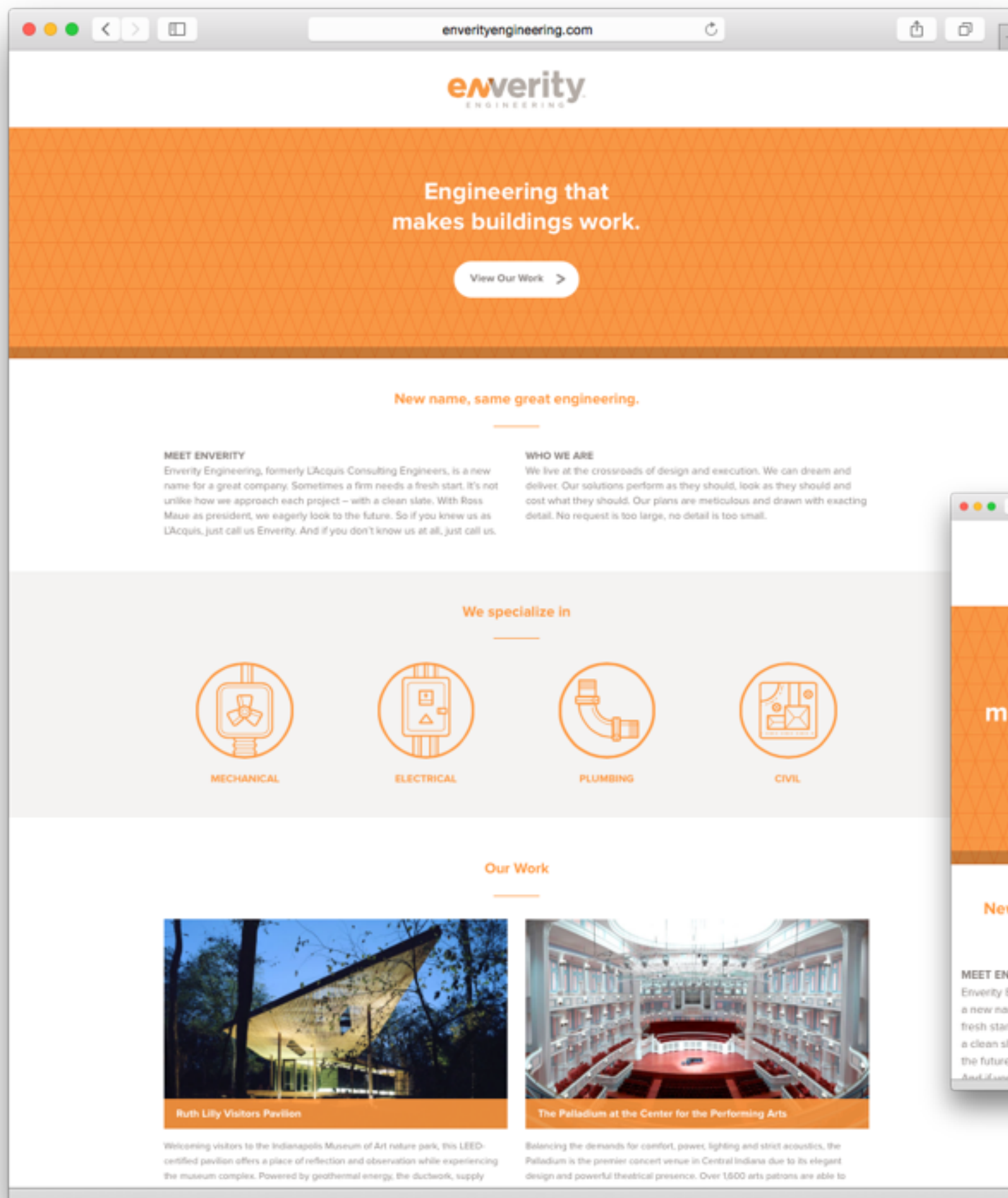
After: IDIBRI.COM



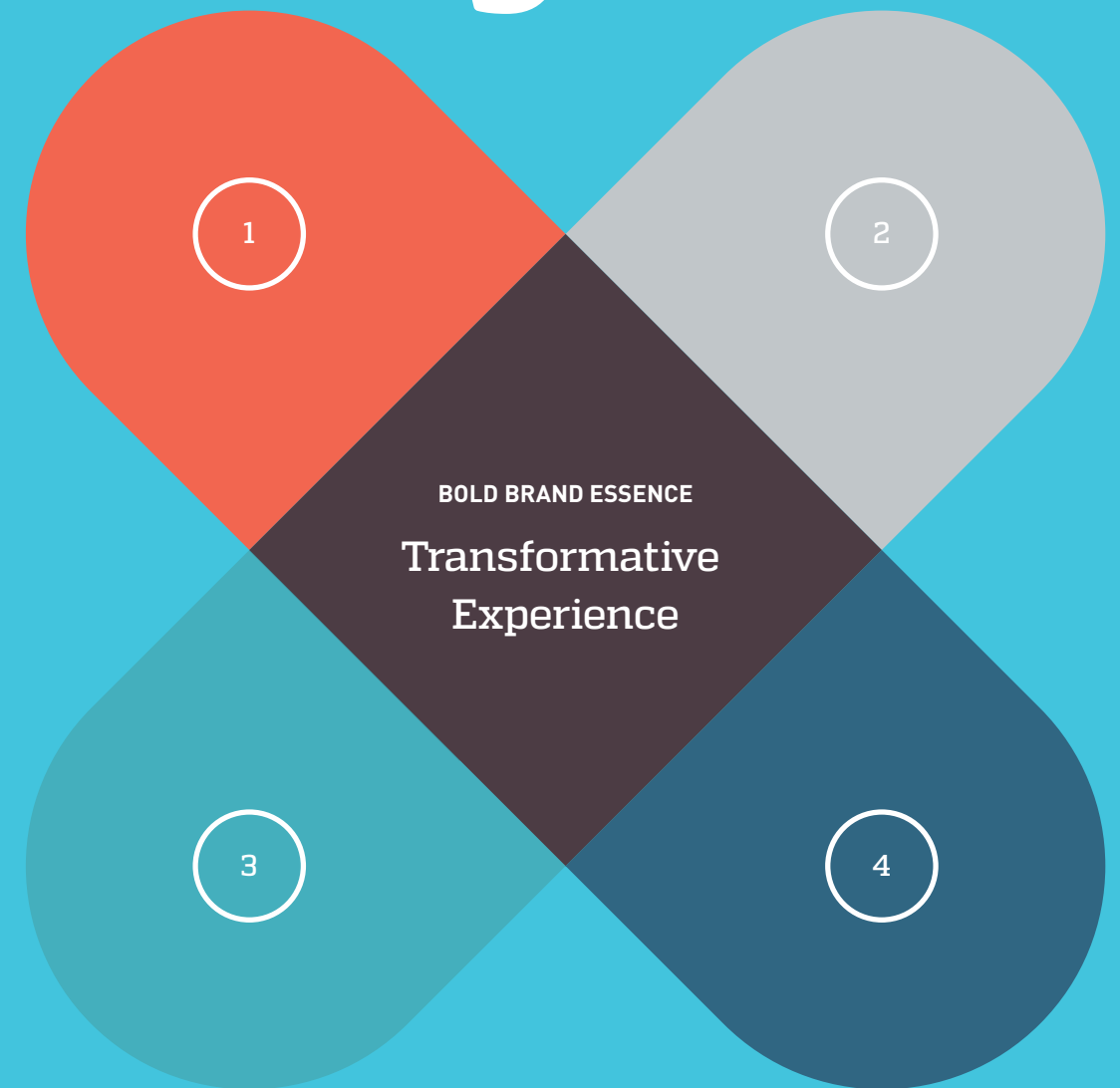
Enverity

enverityTM
ENGINEERING





Is Flash Branding Right for Your Team?



Can you handle the Flash?

How will this work with your culture?

What is driving it? Timeline, internal change?

Do you have the big 3? People, executing tasks, reporting progress

Are you prepared to iterate and approve quickly? No U-Turns!

If your company
doesn't value
marketing, then
branding will
never be a FLASH.

TWEET THIS!

Much love.



Q&A

Get all of today's goodies!
milesdesign.com/FLASH