

# OKUTANO

REBIRTH OF THE BRAND

Manager  
+7 800 550 14 71  
info@okutano.com



## About the client

The St. Petersburg chain of retail stores of household goods — interior items and design opened under a franchise 10 years ago, initially Finnish handmade products from the Pentik ceramics factory were presented in the assortment of boutiques, but gradually dishes, textiles and interior items from Russia, Italy, France and other countries were also added.

PENTIK® → OKUTANO



## Prerequisites for rebranding



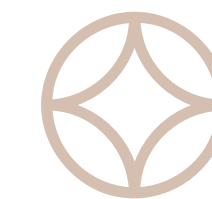
Inability to work under the previous brand due to the departure of the trademark from Russia.



In Russia, the name Pentik is not as well known as in Finland. Most people don't know the etymology of the naming, the word itself sounds unattractive.




In 10 years, Russian stores have become multi-brand, and the stylistics have changed in many ways.



Gradually the chain's assortment will now shift towards manufacturers from Russia and possibly its own line of goods.

# Goals



Unlike most cases in 2022, our goal was not to 'Russify' the brand legally, preserving the features of the former name, but on the contrary, to create a new brand taking into account the history of the company.

Main marketing goal is

to preserve the target audience, the atmosphere and the mood of the brand in the elements of identity.



# Tasks



To come up  
with a new  
name



Create a logo  
and corporate  
identity



Create  
a brand  
book



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## Positioning

A chain of cozy interior boutiques with an assortment of unique handmade goods from international suppliers.

- Quality
- Practicality
- Handmade
- Uniqueness
- Beauty

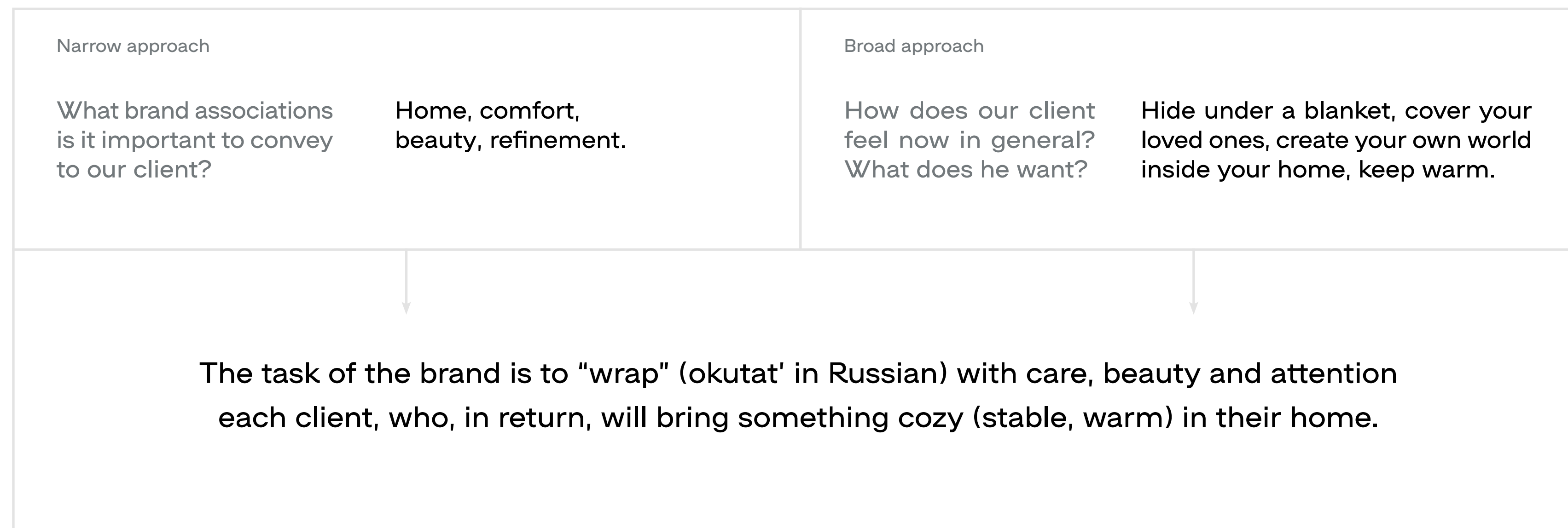
Citizens of St Petersburg come to the Russian brand stores not necessarily for Finnish brand, but for a unique offer: to see in the salon how it can be in their personal space.

- Minimalism
- Refinement
- Design
- Comfort, home
- Care



## Creative concept

Our main insight of 2022 is that in a turbulent world, when brands familiar to clients are leaving or massively changing their names, it is important to give the customer not only an emotional response from the product, but to "close" his pain: to give a sense of stability, protection, warmth.



# Naming

In the development of OKUTANO naming we have implemented the following techniques:



## sonority

of the 7 letters, 4 vowels and one sonorous consonant, two common letters with the word "uyut" ('cosiness' in Russian)



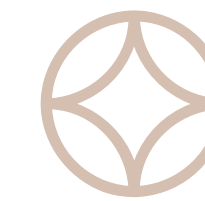
## associations

OKUTANO has a very gentle sound that wraps the whole house in comfort like a warm blanket



## emotions

a reference not only to the theme of home comfort, but also to care and protection in unstable times



## verb

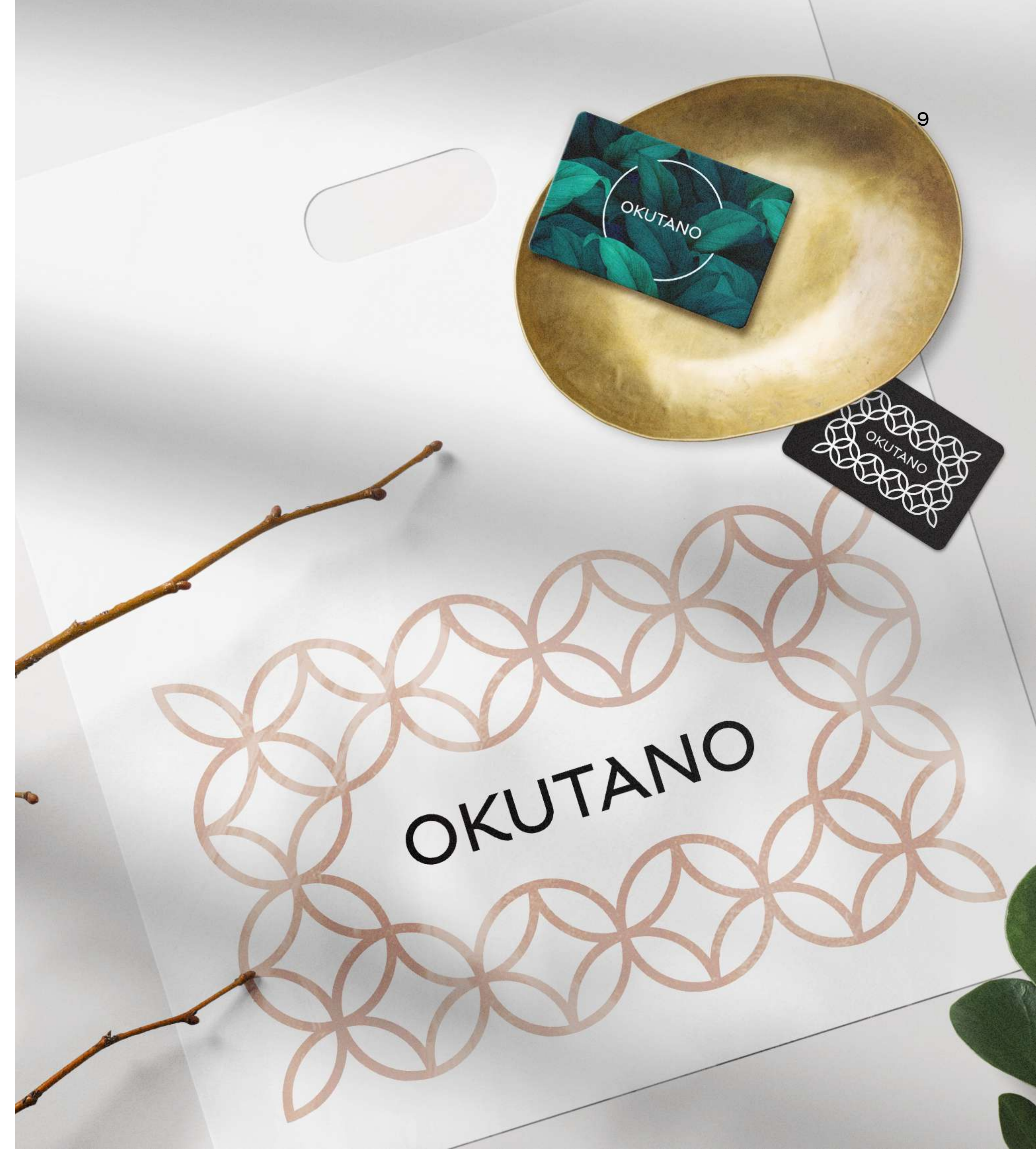
the use of the verb: action, but at the same time in the passive voice, that is, "okutano (blanketed, wrapped in Russian) by someone" — the emotion of belonging



# Identity

Based on the target audience, the analysis of competitors, the idea and the main message, as well as seeing the current needs of the market, we abandoned bright forms and catchy creatives.

We chose a calm, understandable, close solution: on the one hand, familiar, concise and not frightening to a new consumer, but, on the other hand, fresh and having enough contrasting elements that are responsible for individuality and "catch" the eye.



# Sketches

**OKUTANO**

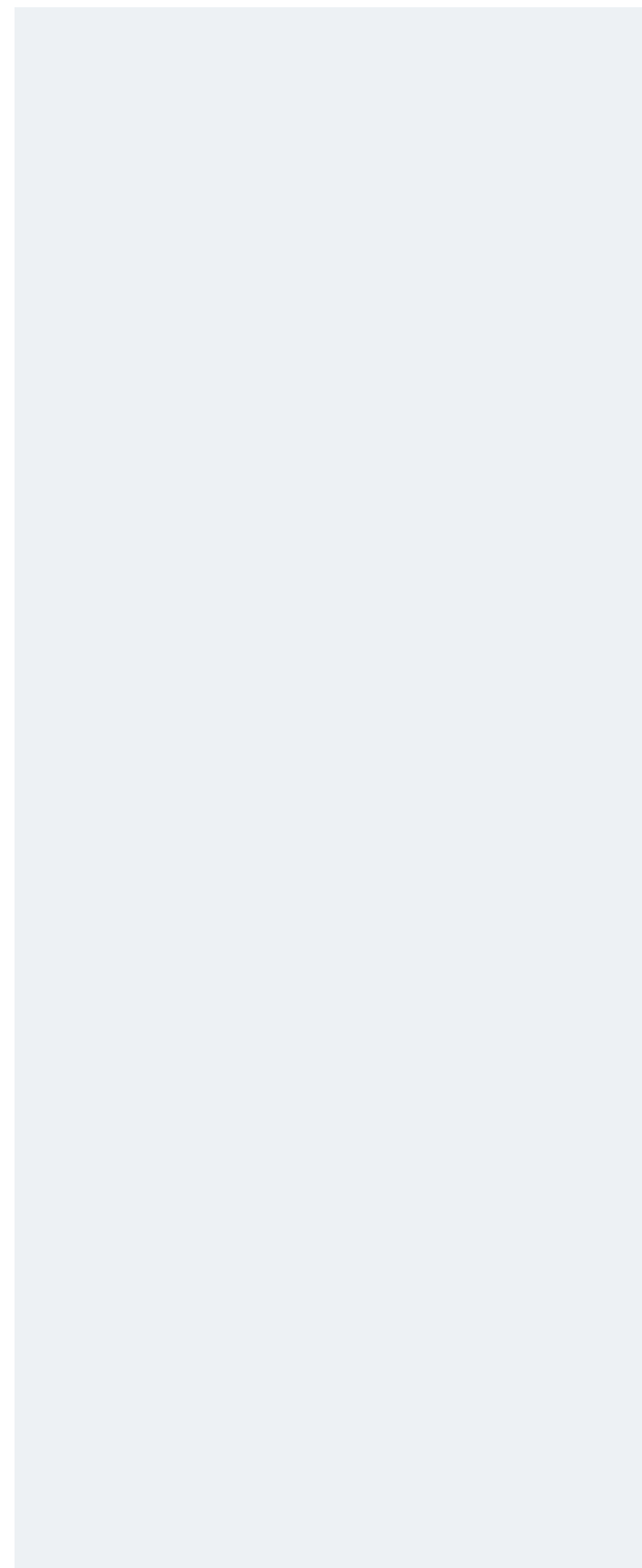
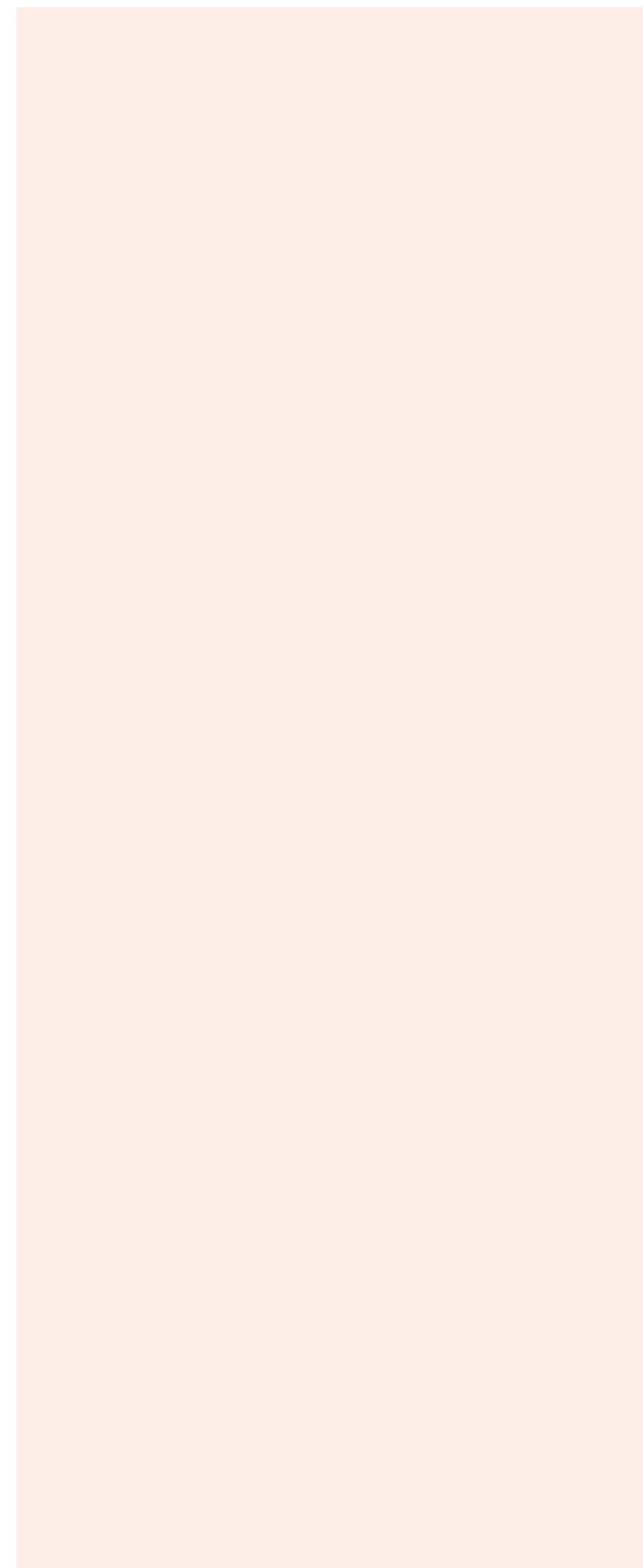
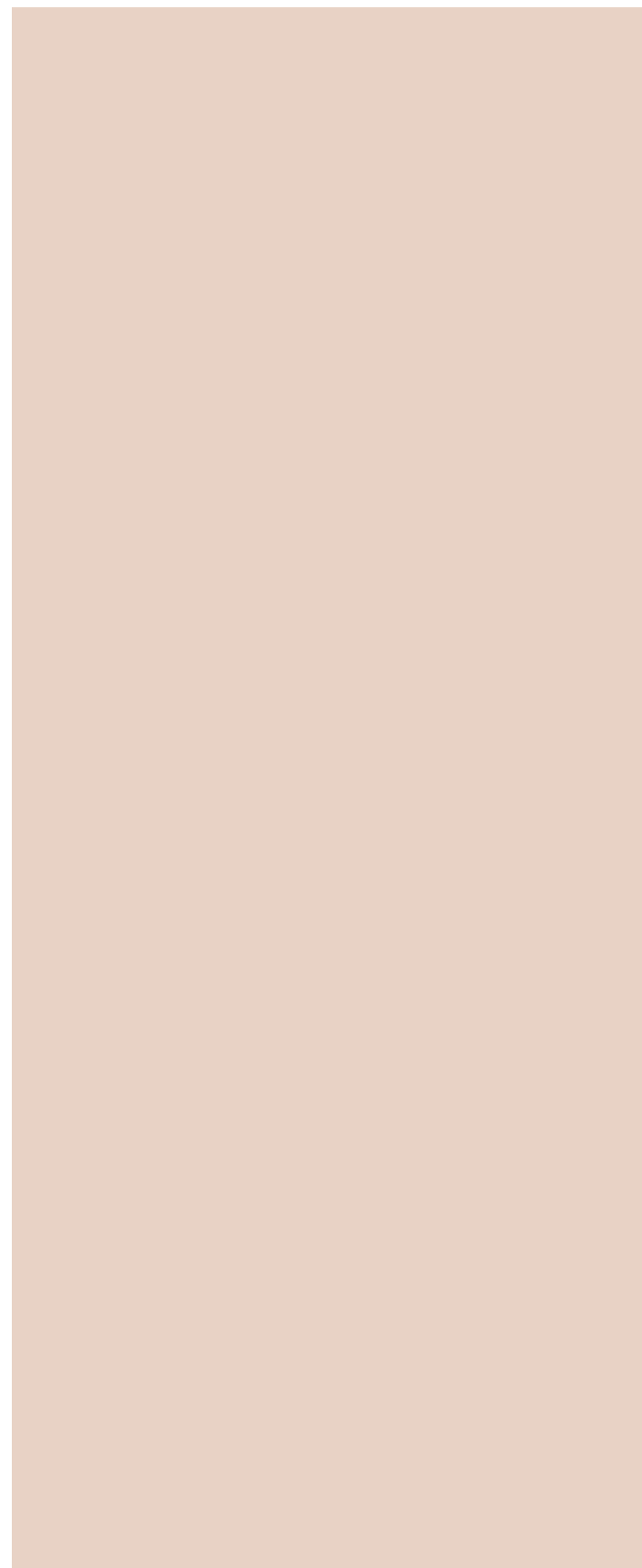
**OKUTANG**

**OKUTANO**

# Logo

OKUTANO

# Colors



## Font

# NAMU 1750

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

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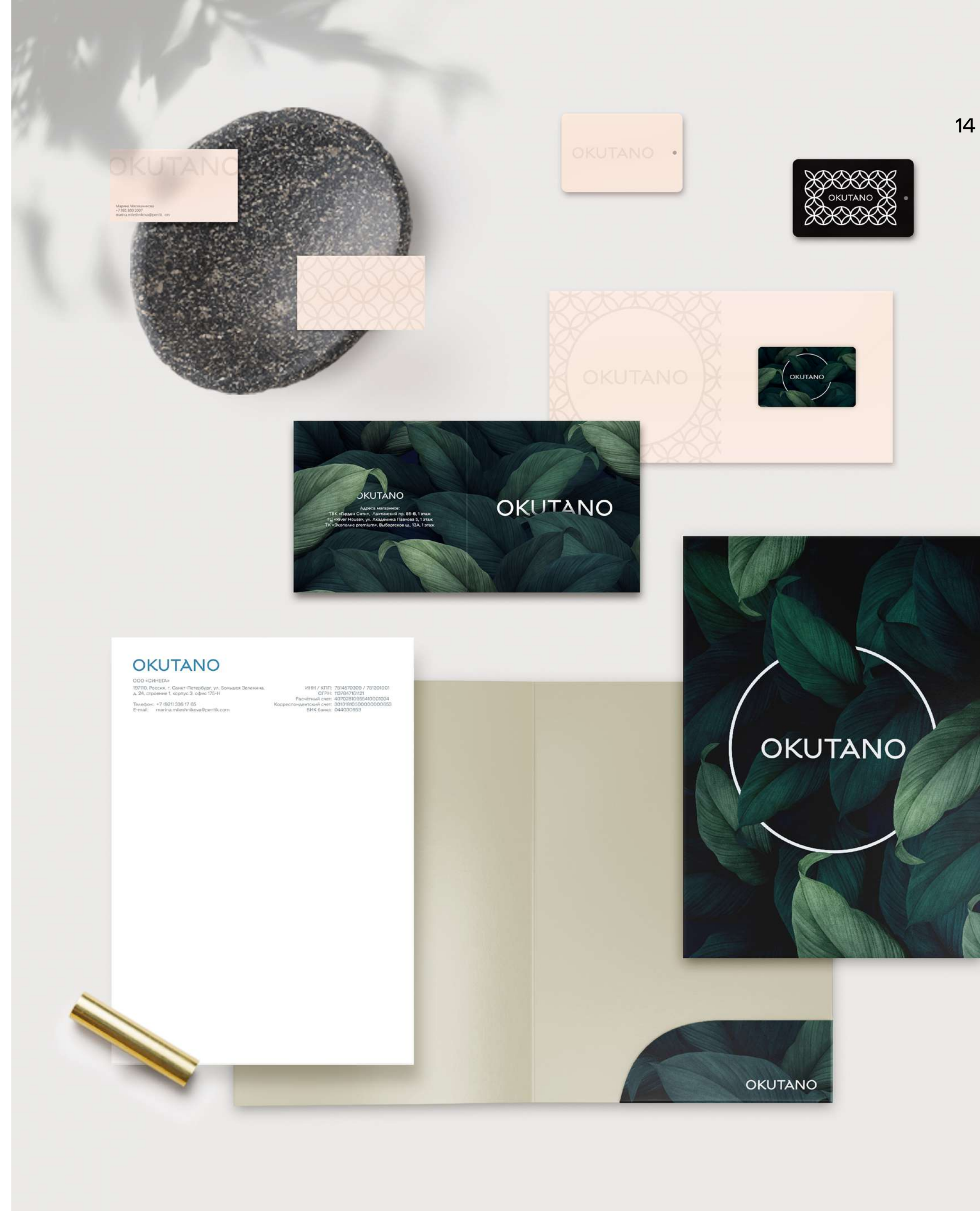
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# Brandbook



We have also developed the design of related materials: discount cards, banners and tags for goods and other identity elements.



# OKUTANO



## Results

- Creating a refreshed brand story with its own identity
- A "gentle" change of name with the preservation of the associative component
- Detailed brand identity
- Visualization in social media channels of the brand and in offline stores

In today's form,  
the brand is ready  
to fulfill its strategic  
goal: to create its  
own product under  
the unique brand  
name OKUTANO.



A close-up photograph of a hand with a ring touching a stack of folded towels in a linen closet. The towels are in various colors: white, beige, and grey. The hand is positioned in the center-left, with the ring catching the light. The background shows the wooden shelves of the closet and a glimpse of a window with a white frame.

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