

zen sciences[®]

Shaping human curiosity for Fosfor

Objective:

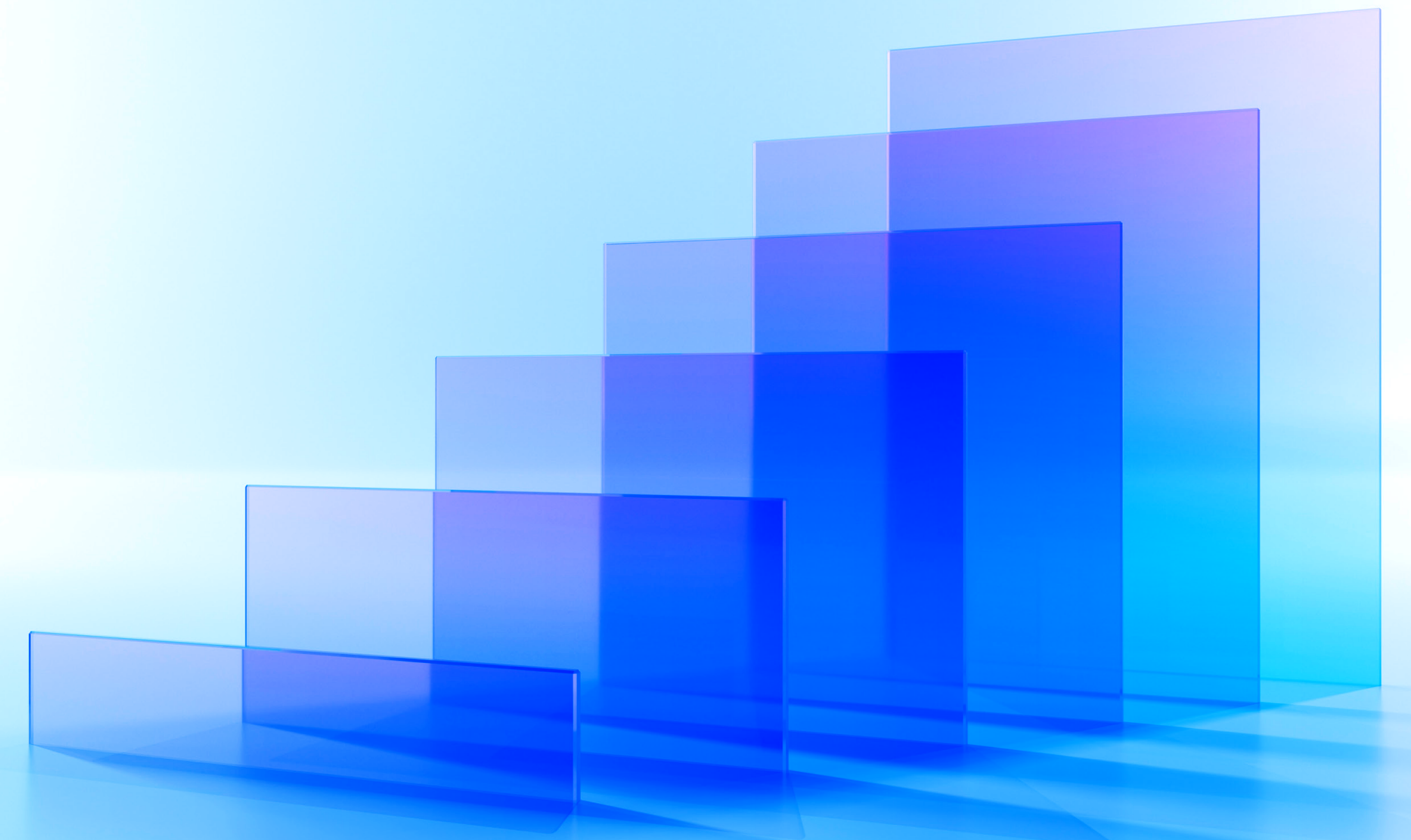
Traditional digital is over.

As companies move forward, they need a solid foundation in AI technologies, data, and tech-supported process efficiencies. To this end, the point-solutions-driven siloed approach that became prevalent in the last 2-3 years will not suffice anymore.

Fosfor, a division of LTIMindtree, solves for different stages of the data-to-decisions journey, from transforming data for business consumption to building AI/ML applications and deriving deep insights. The company had made significant strides to meet the status quo with three distinct products - Spectra, Refract, and Lumin. Now, it wanted to become a future-forward brand that meets customers where they are headed - scaling up their sophistication and innovation to tackle increasingly complex challenges, and scaling out their tech investments across different functions to ensure better business outcomes.

To do that, Fosfor wanted a complete overhaul of how it created value for its customers, along with a compelling story that complements this approach and a solid communication plan to amplify this story; in all, a complete redefinition of the brand.

Fosfor embarked on a journey to consolidate its three products into one connected fabric - the Fosfor Decision Cloud. Concurrently, we worked on redefining the brand, its look and feel, and how we communicate this to the customers.



Strategy:

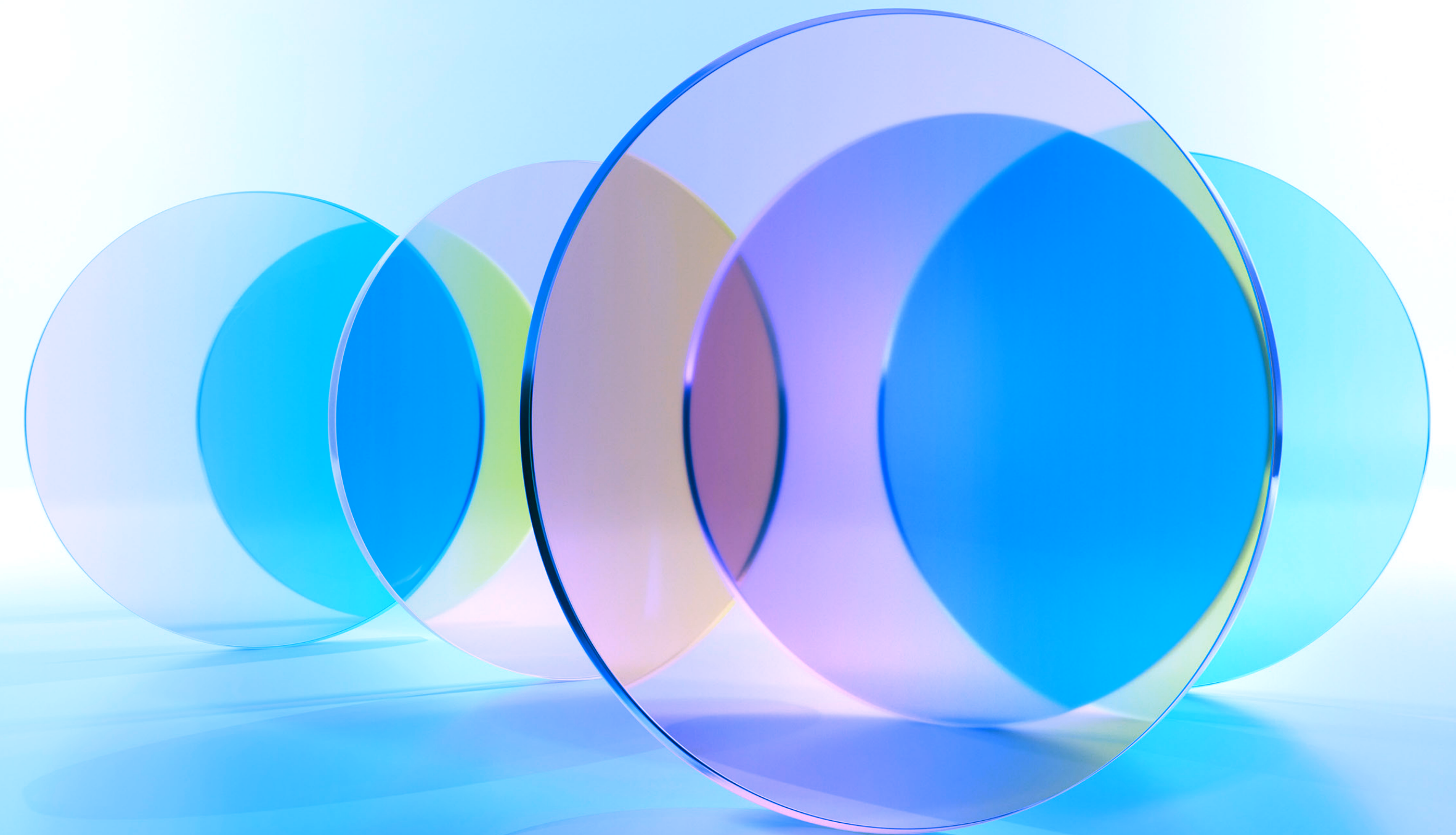
Fosfor came with years of experience and the goodwill of its customers. Its three products - Spectra, Refract, and Lumin - successfully solved for different stages of the data-to-decisions journey. However, when consolidated, they were more than the sum of their parts; **they enabled everything businesses needed to make good decisions and enable better business outcomes.**

And these decision-making capabilities were accessible to anyone in the organization. By enabling all users to ask questions and derive insights from their data, Fosfor encouraged the spark of curiosity that would lead to better outcomes.

This inspired us as we redefined Fosfor's brand.

- Fosfor believes in empowering all users with capabilities to apply their curiosity to their data to create business value
- Their purpose is to **shape human curiosity**

- The value they bring to the table is in enabling business-outcome-driving decisions that are scalable, reliable, explainable, and measurable
- In doing this, they're creating **a new solution category** that allows businesses to realize the long-sought promise of their data investments - real business outcomes



Strategy:

At the same time, Fosfor worked to consolidate its three products into one connected fabric that could unify all the components of a business' data investments and amplify its value. We wove this into our story for Fosfor, with a focus on the consolidated offering - the **Fosfor Decision Cloud**.

Our story for the Fosfor Decision Cloud had two layers:
(1) the functional benefits as it helps companies take a **business-outcome-based approach to their data investments**, and
(2) the emotional benefits as it helps companies apply their curiosity and derive trustworthy insights for better decisions.

We propagated this story as a step-by-step transition from the three products to the Fosfor Decision Cloud over a year, with a **multi-pronged communication plan**.

- Demand and lead generation
- Website
- Social media
- SEO optimization
- Brand awareness
- Account-based marketing

Results:



1. Visual language:

Logo

We created an element that connects with the original symbol of man's curiosity - the moon, inspiration for human space exploration, poetry, and so much more! Mirroring the moon's journey from crescent to full, the element captures the essence of curiosity's transcendence. Just as the moon unveils new dimensions with each phase, the logo embodies the quest for knowledge, guiding customers to explore uncharted realms and expand their understanding beyond limits.



Results:

1. Visual language: Imagery

Human in real life action

Images of humans in real-life action show how the pursuit of outcomes stems from the basic human curiosity of asking questions - 'why?', 'why not?', and 'what if?'

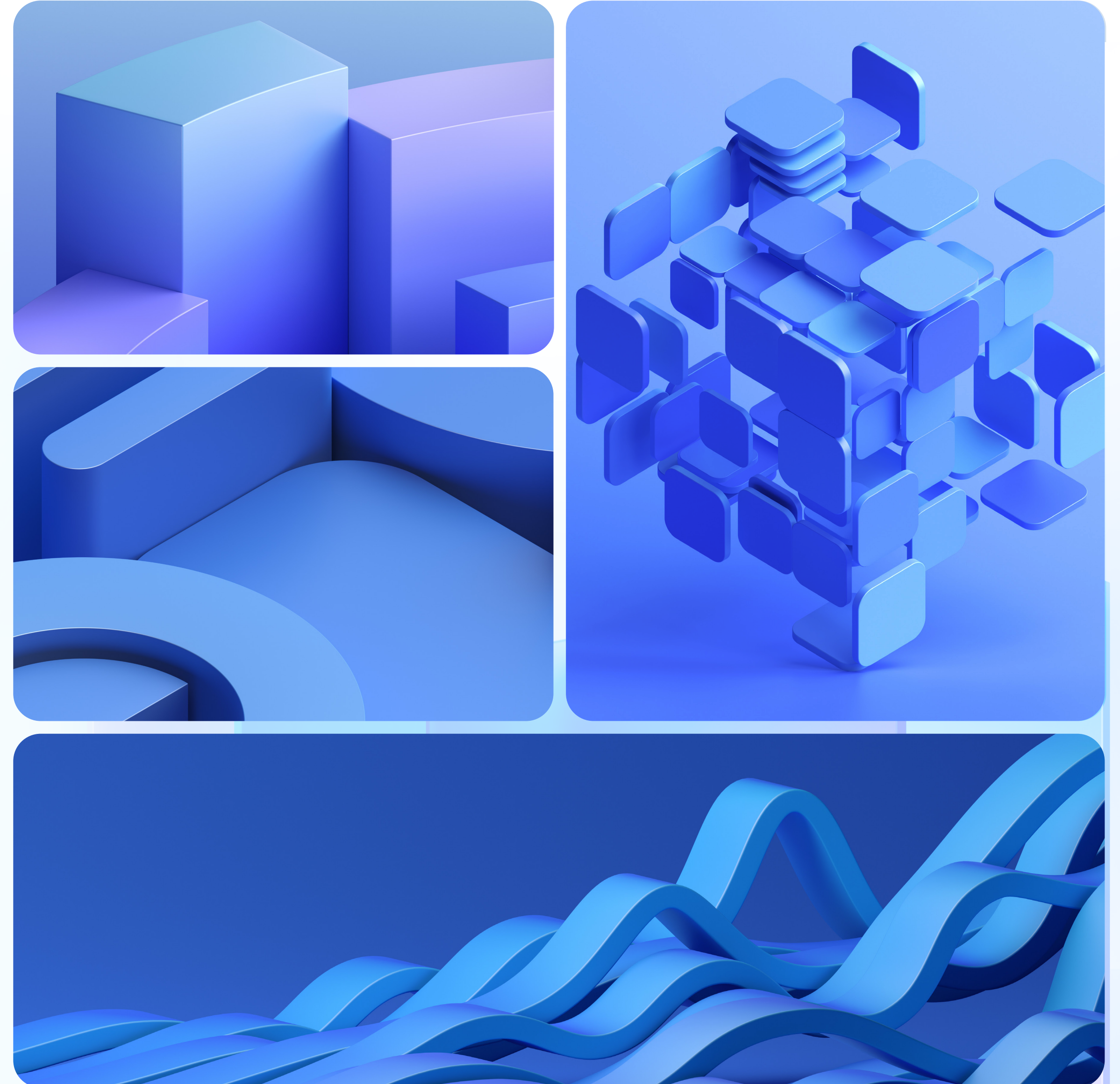


Results:

1. Visual language: Imagery

Notional 3D graphics

We also use abstract three-dimensional graphics to communicate contextual information and elevate the messaging.

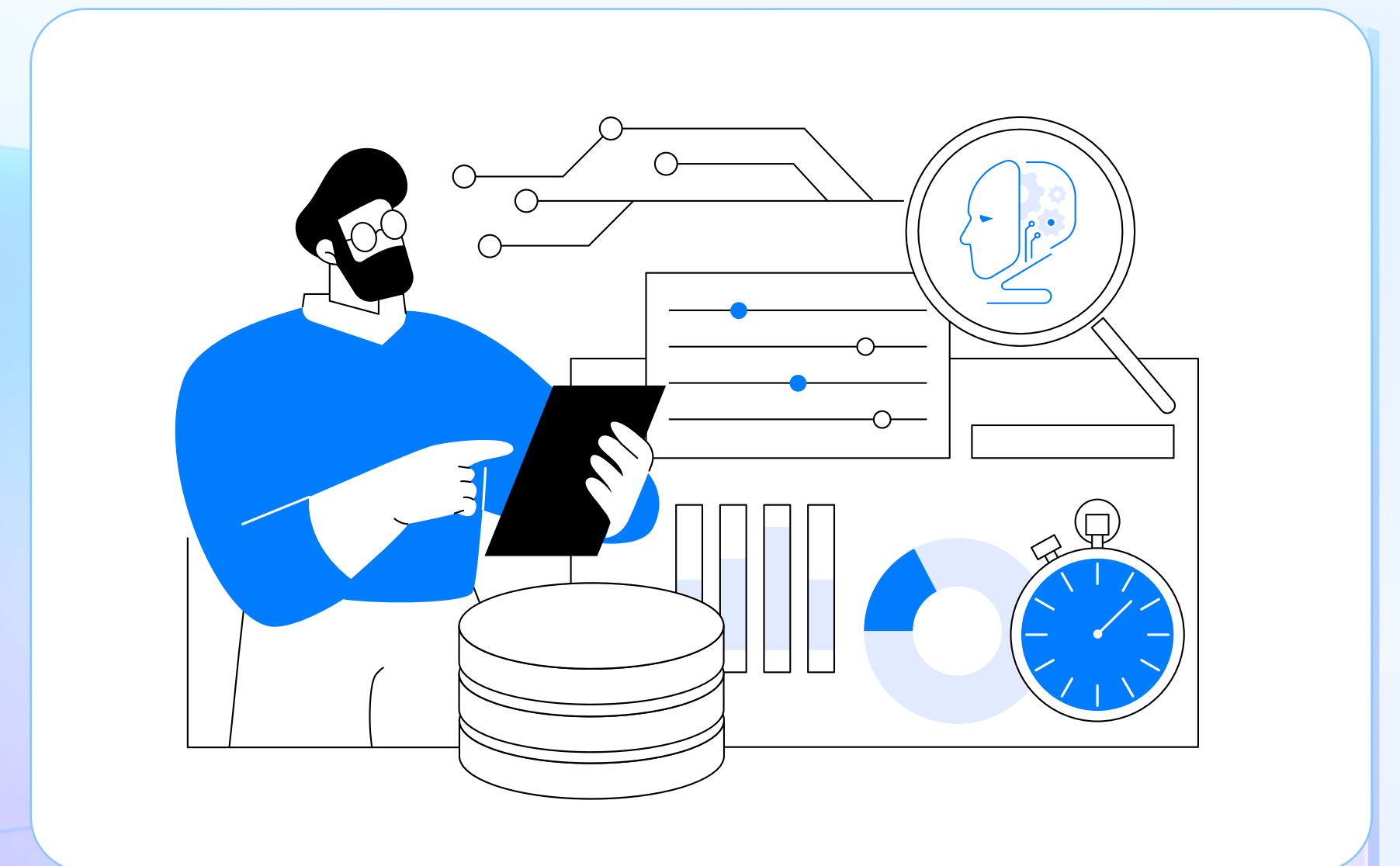
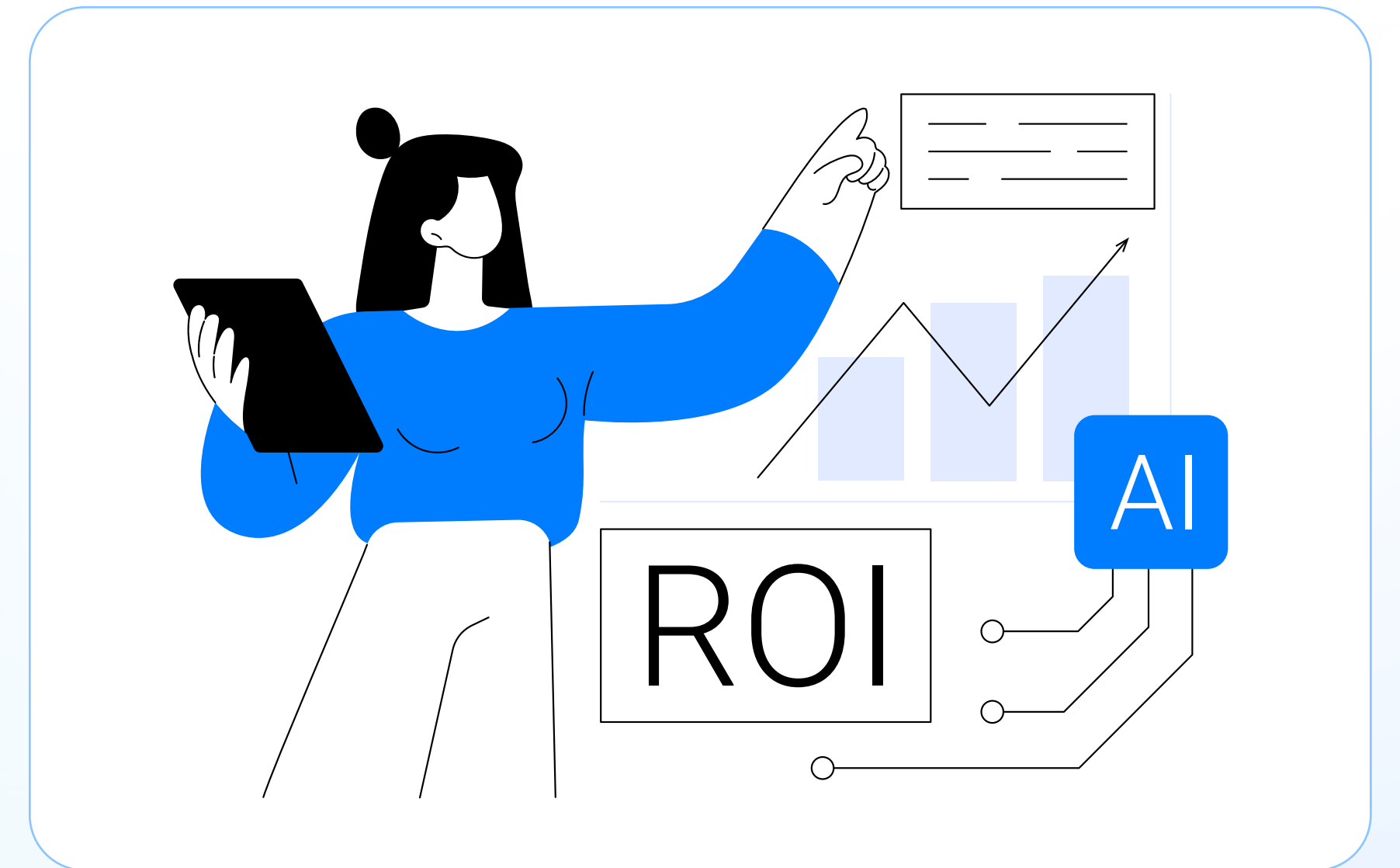


Results:

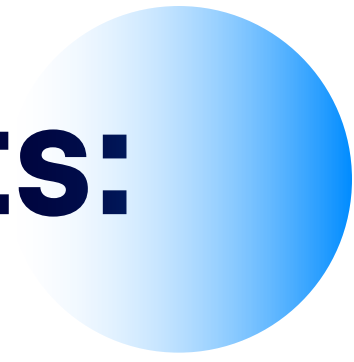
1. Visual language: Imagery

Vector Illustration

Illustration-style vector images make the subject more relatable to the reader, and that's the effect we're going for, especially when speaking about industry-specific offerings.



Results:



2. Website

<http://www.fosfor.com>

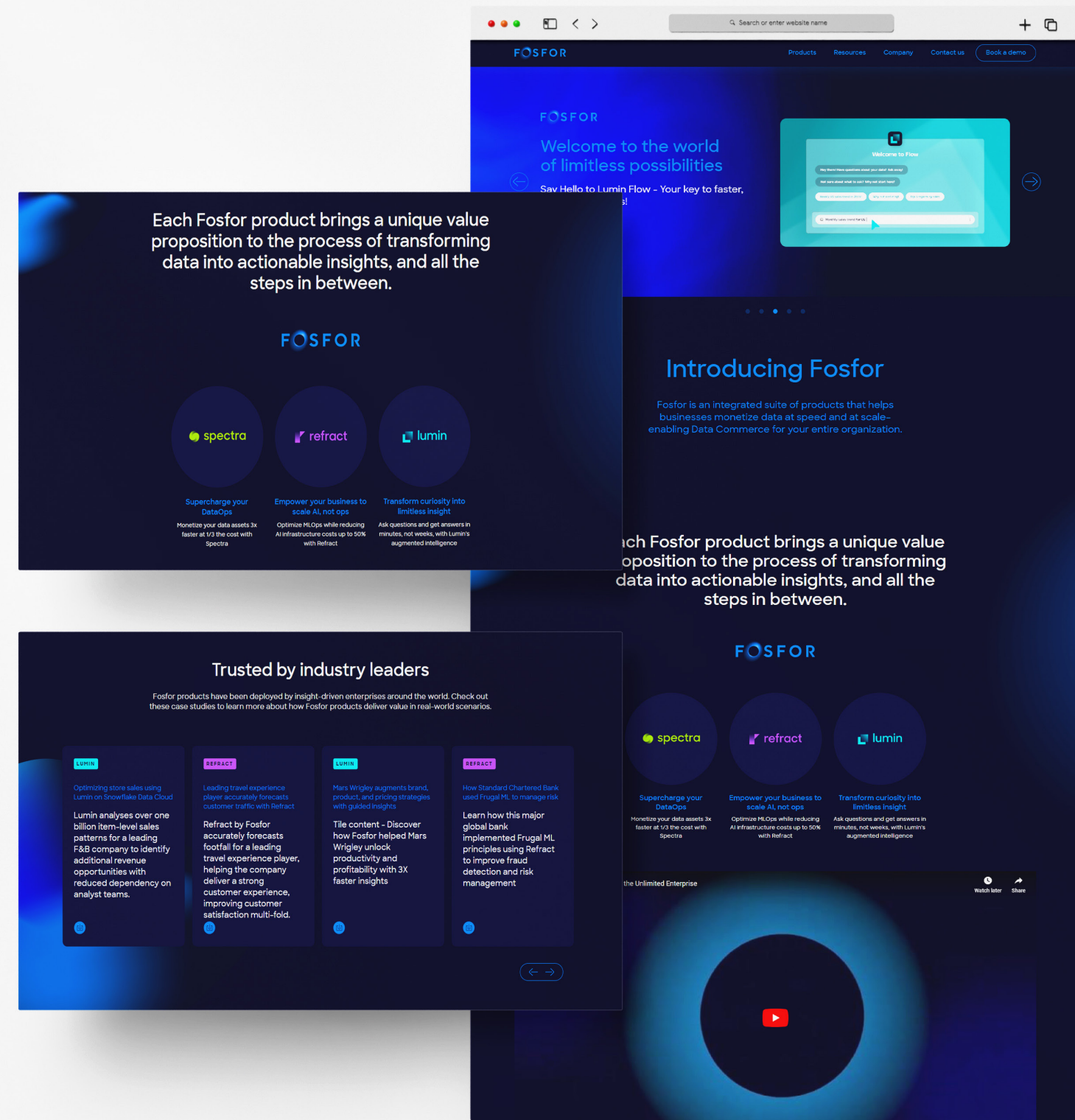
We transitioned the website from a product-focused to an outcome-focused information architecture. The web pages consistently carry the brand story forward, showing how the Fosfor Decision Cloud shapes curiosity, empowers all users with capabilities for data-driven decision-making, and enables value realization through real business outcomes.

The user journey leads from exploration and education to a no-strings-attached demonstration for the uninitiated, so the viewer can see the Fosfor Decision Cloud in action for relevant business use cases, especially since customization is a plus point of the product.

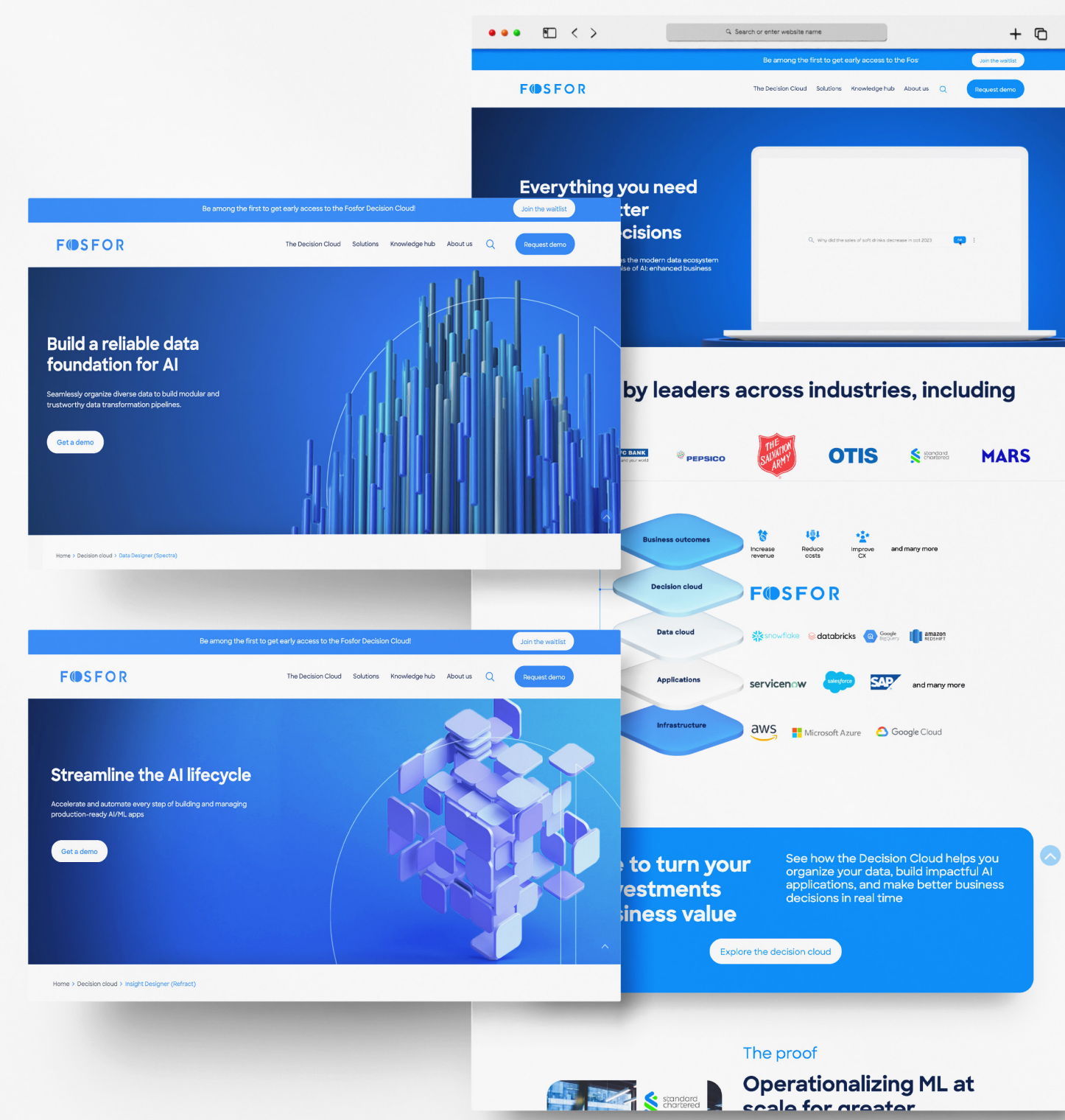
The language is clear, direct, and casual but also authoritative to convey Fosfor's expertise and thought leadership in the space.

The visual style combines notional 3d graphics - abstract three-dimensional graphics to communicate contextual information effectively - with images of humans in real-life action and crisp images of the product in use to show how businesses can freely explore their curiosity to get deeper insights from their data for better decisions.

Old website



New website

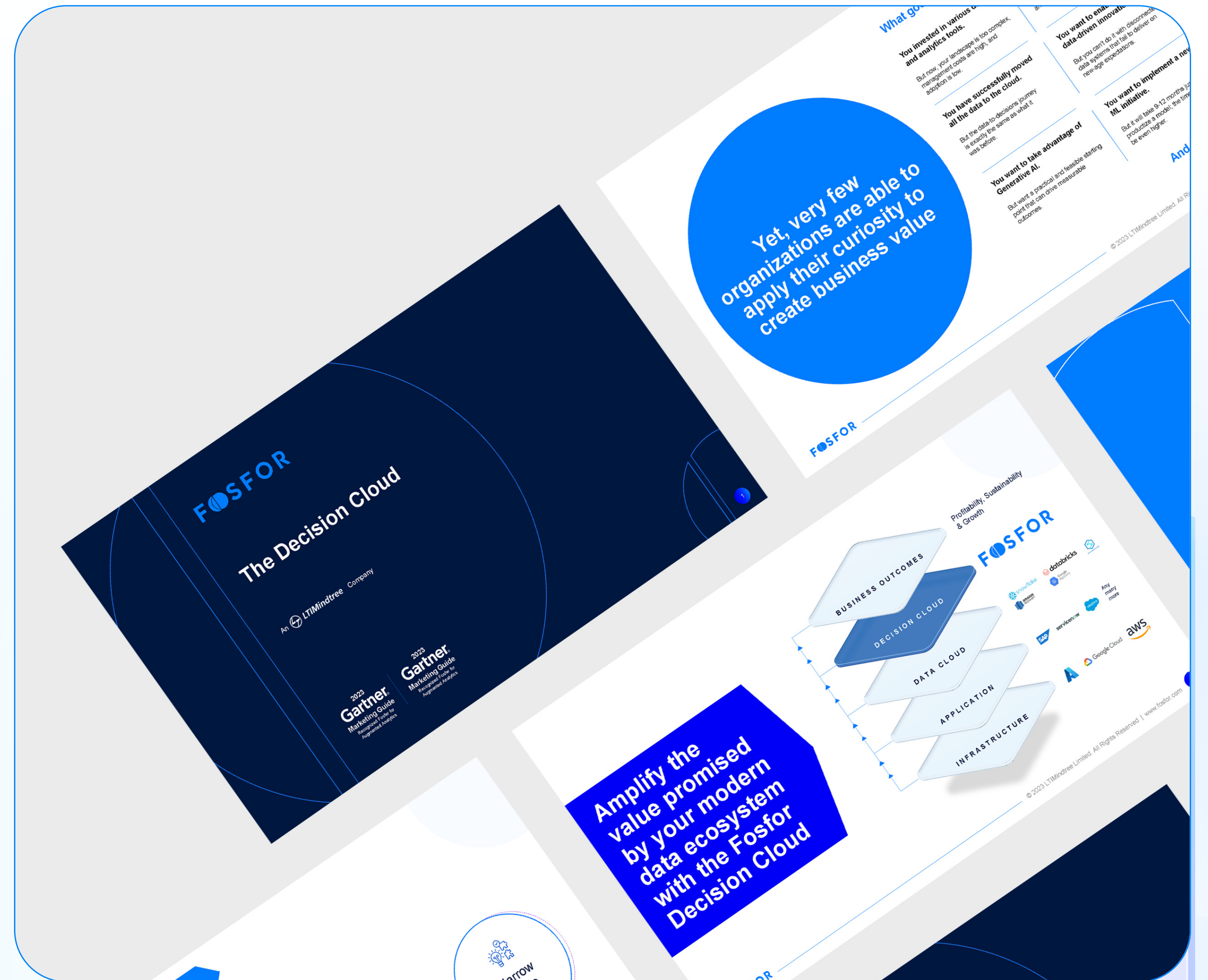


Results:

3. Corporate deck

In reimagining Fosfor's corporate deck, we distilled the essence of the brand's transformative journey into a concise, visually compelling narrative. The deck seamlessly transitions from highlighting the limitations of traditional data solutions to showcasing the connected fabric that makes up the Fosfor Decision Cloud, underpinned by real-world success stories.

This revamped deck aligns stakeholders with Fosfor's forward-thinking vision by marrying engaging storytelling with interactive content, helping the brand carry the communication forward with customers and prospects.



Results:

4. Brand awareness campaign

The curious cat is the central symbol of the brand awareness campaign, representing the drive to break the status quo (curiosity didn't kill the cat!) and the urge to constantly explore new things to see where they lead. Without revealing too many technical details, the brand awareness campaign ads and landing page inspire viewers to demand more from their data investments and see how far their curiosity can take them.

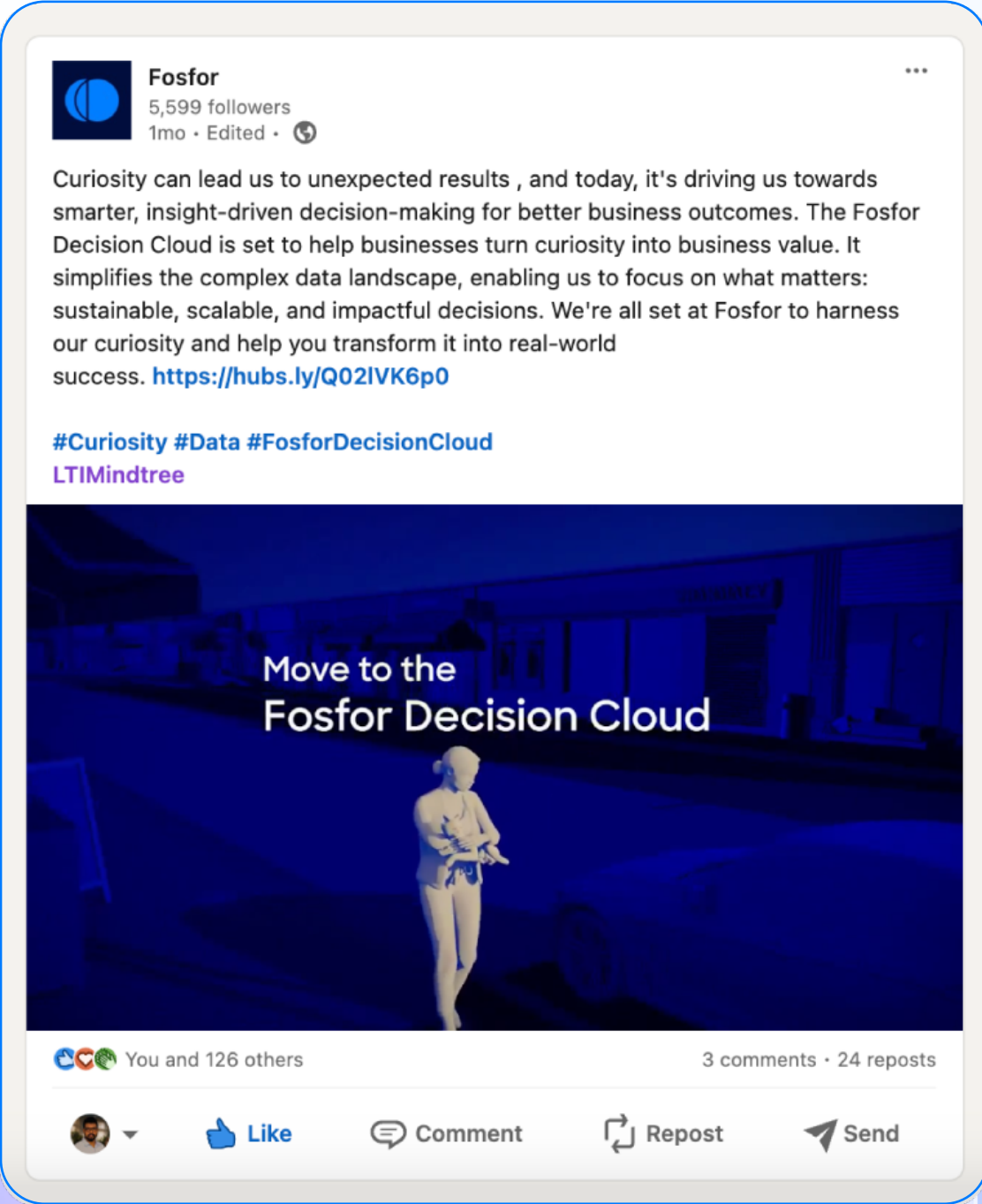
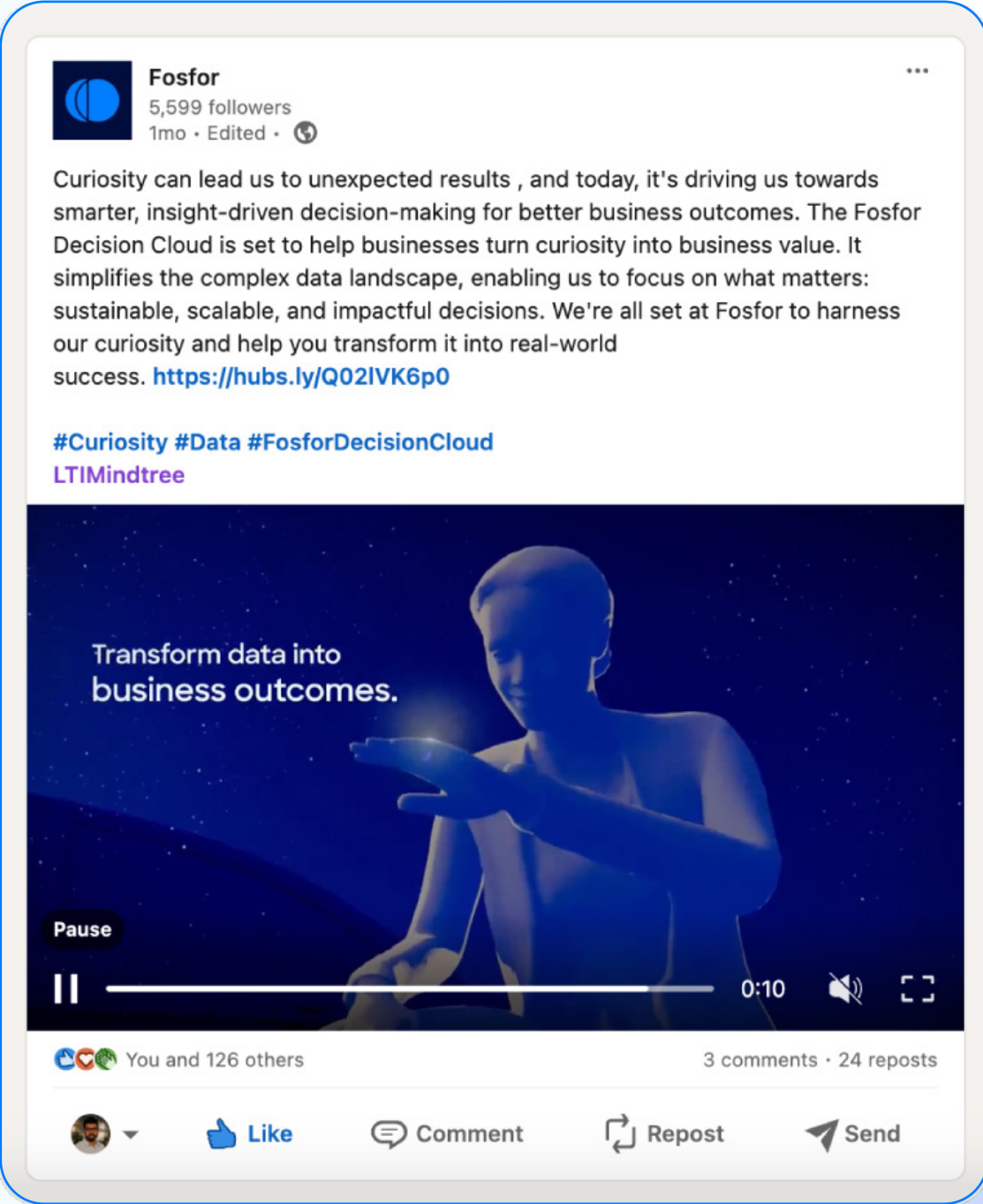
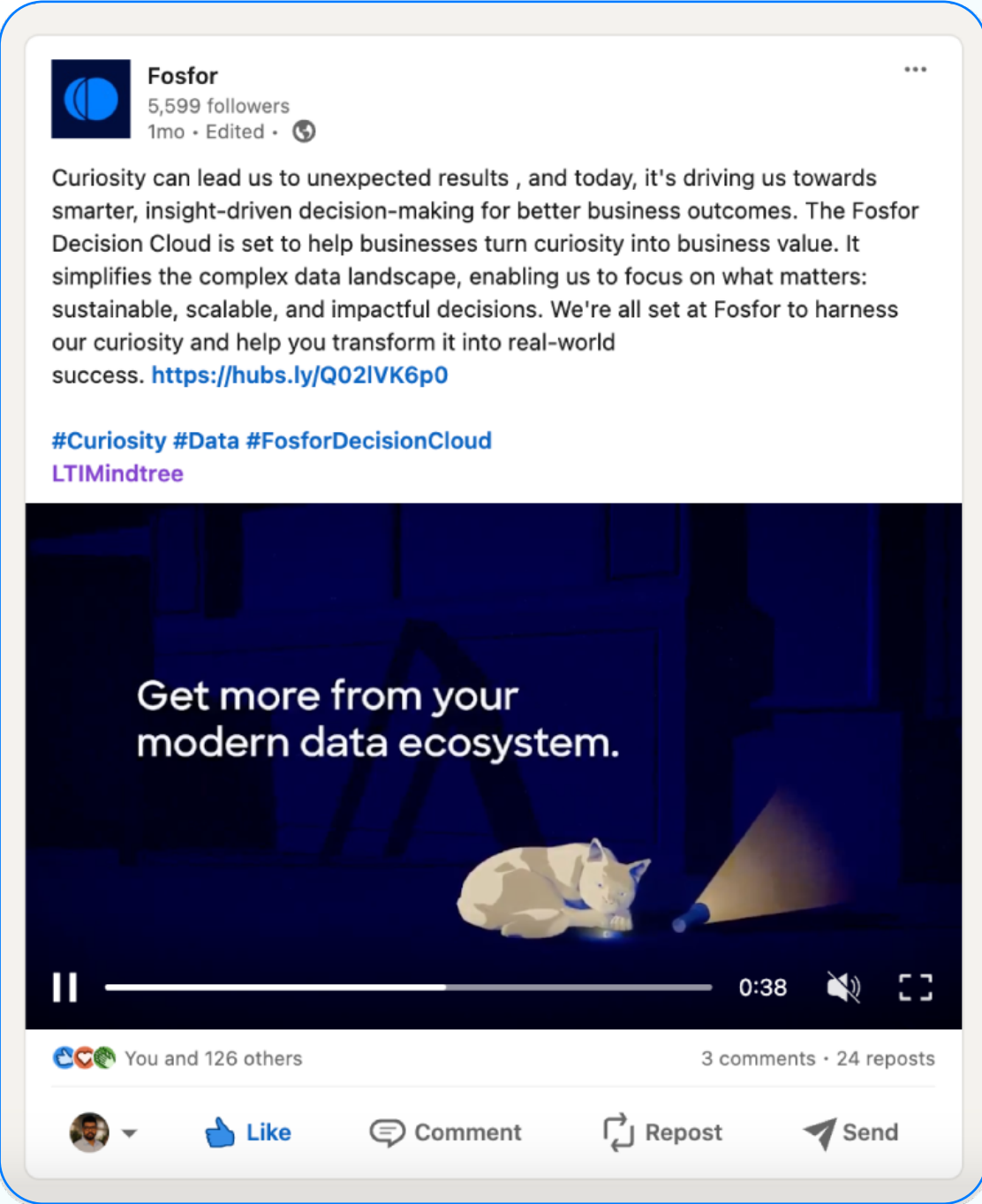
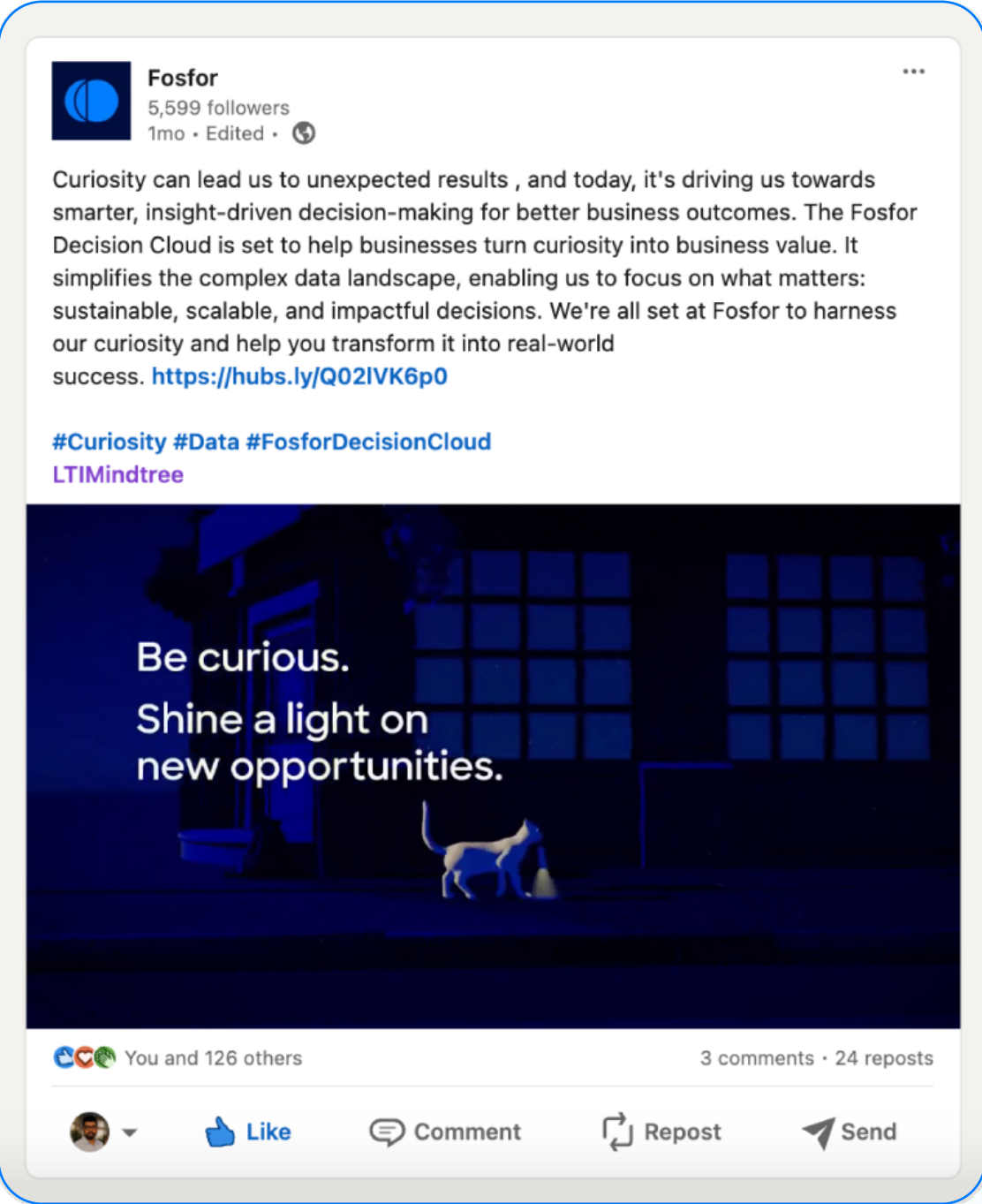
Curiosity didn't kill the cat!
But what really happened?

Keep scrolling to find out...



Results:

The campaign generated **2,453,131 impressions** with **183,579 engagements/views**.



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HERMES Creative Awards 2024 Website Redesign.
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