



COGITO WATCH

Product Design and
Go-to-Market Strategy for a
Wearable Tech Leader

Product Design and Go-to-Market Strategy for a Wearable Tech Leader

Base Creative helped ConnecteDevice to rebuild its Cogito brand from the bottom-up – identifying strategic priorities, refining their business model, and relaunching their Cogito Pop brand to become a first-to-mind mass market connected watch brand.

Business Strategy

Market Analysis
Trend Analysis
Insights

Brand Strategy

Brand DNA
Brand Differentiation
Brand Strategy Book

Design and Touchpoints

Brand Identity
Brand Guides
Packaging Design System
Key Visuals
Advertising Design
B2B Marketing
POS Design
Outdoor and OOH

Digital & Social Media

UI and UX Design
Ecommerce Site
App Design

Cogito Watch Brand Relaunch

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ConnecteDevice faced many challenges from both international competitors and ever-changing iOS and Android updates. Base Creative helped design the business's most appropriate growth strategy and business model based on core strategic opportunities.

Scope of work

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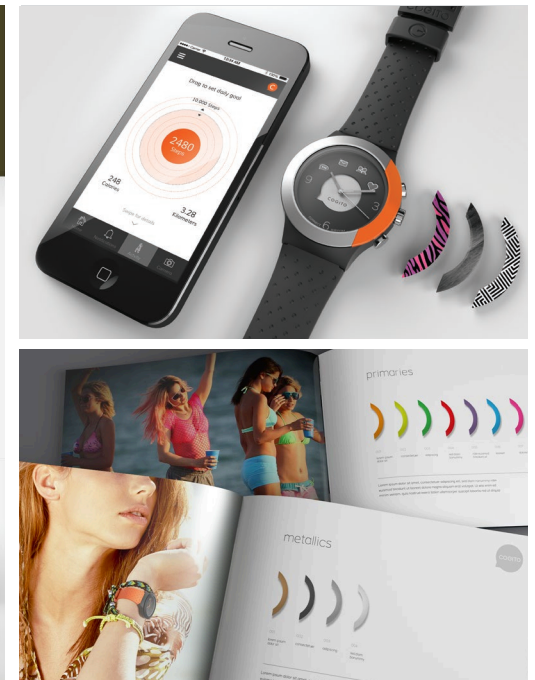
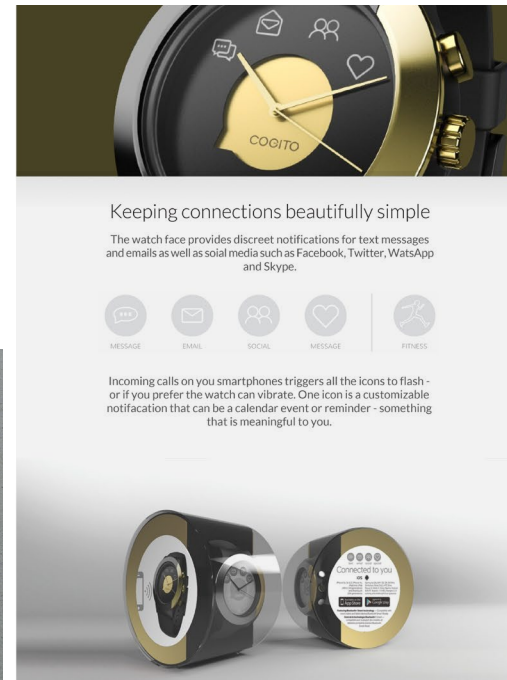
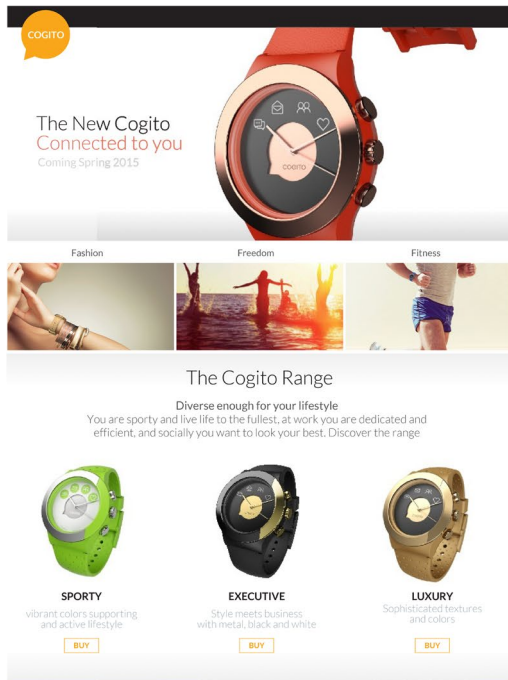
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Cogito Watch Brand Relaunch

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We undertook rapid prototyping of price, customer segmentations, product design and brand strategies to arrive at the right go-to-market strategy. Extensive trend and fashion analysis was undertaken to improve the value proposition across customer segments.

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