

Pepper Computer | Brand Identity

# Not your work computer.

Positioning Pepper's unique offer in a new and growing market

## Overview

The team at Pepper Computer developed a new wireless computing pad, designed to let users kick back and enjoy the Internet in a wireless, anytime-anywhere context. Catapult Thinking created a positioning, brand identity and packaging system that instantly informs consumers that the Pepper Pad is the perfect companion for leisure-time pursuits, and that its interface provides a refreshing break from their work computers.

## Impact

Pepper has created a unique presence in the online consumer electronics products market and is helping to define a new category of wireless computing convenience. Pepper is now exploring ISP partnering options in the US and Asia and direct-to-customer sales through Amazon and other online retailers.

Scope  
User Research  
Brand Strategy  
Communications Strategy  
Packaging Design  
Brand Identity  
Verbal Branding  
Print Communications



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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