

iRobot | Brand Identity

Sweep to the beat.

Creating the household name for iRobot's robotic floor vac

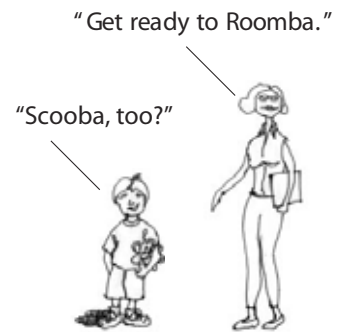
Overview

What do you call a robot you invite into your home? To name iRobot's robotic floor vac—the first consumer product from a company with deep experience developing robots for government and industry— Catapult Thinking zeroed in on the product's unique personality. The name Roomba suggests the bot's dynamic dancing motion and tips its hat to functionality: rearrange the letters and it spells "a broom." Roomba's success cleared the way for a planned line extension: a complementary floor-washing robot named Scooba.

Impact

With more than 1,000,000 units in homes and retail, the Roomba product has become a leading case study for robotic product commercialization, and the Roomba name synonymous with domestic robotic products.

Scope
Channel Research
Brand Strategy
Naming & Nomenclature
Brand Identity



Scooba

Line extension
Complementary floor-washing robot



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

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