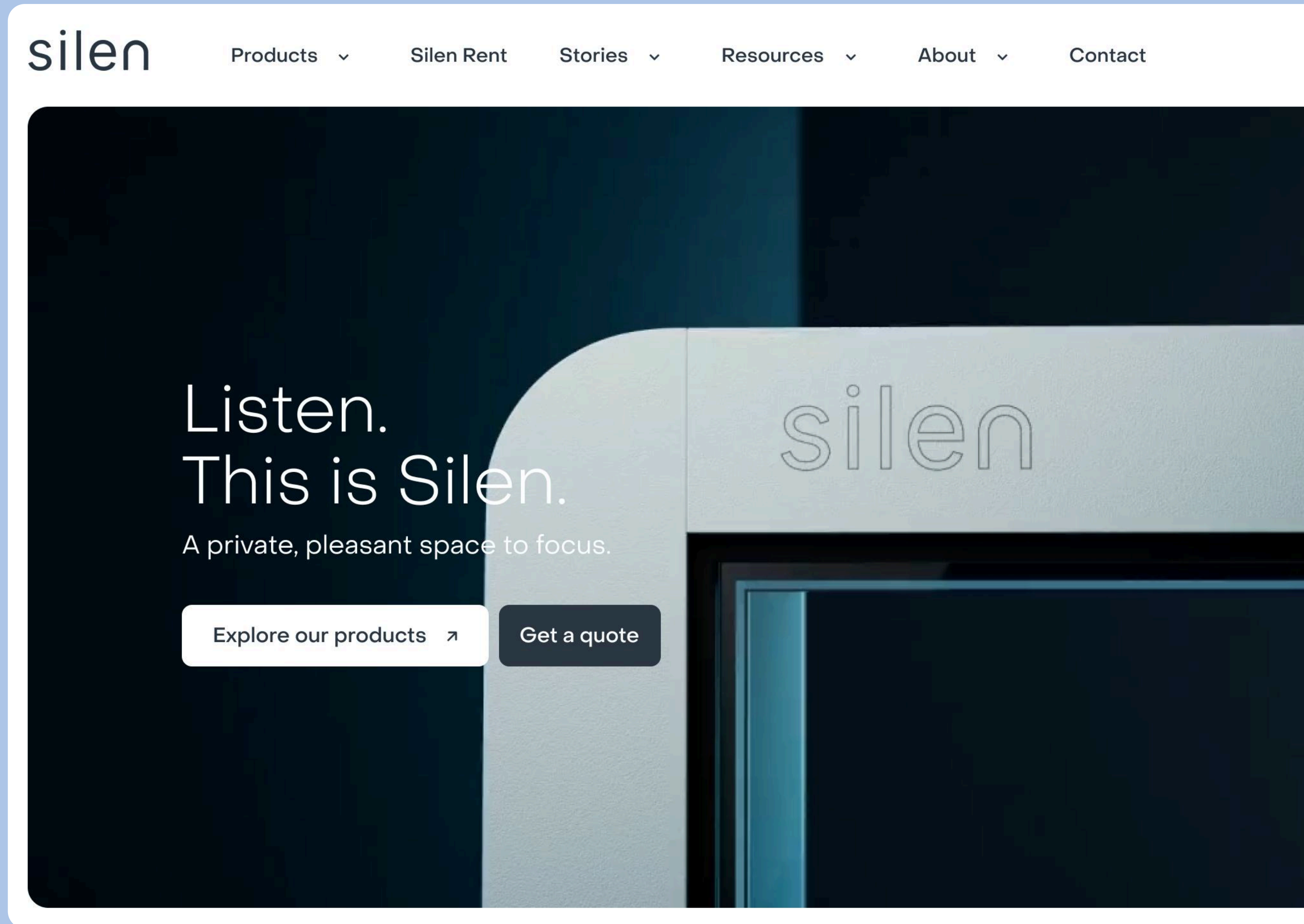


## CASE STUDY

# Quiet, private & sustainable office pods

Click to open PDF

silen





# Intro

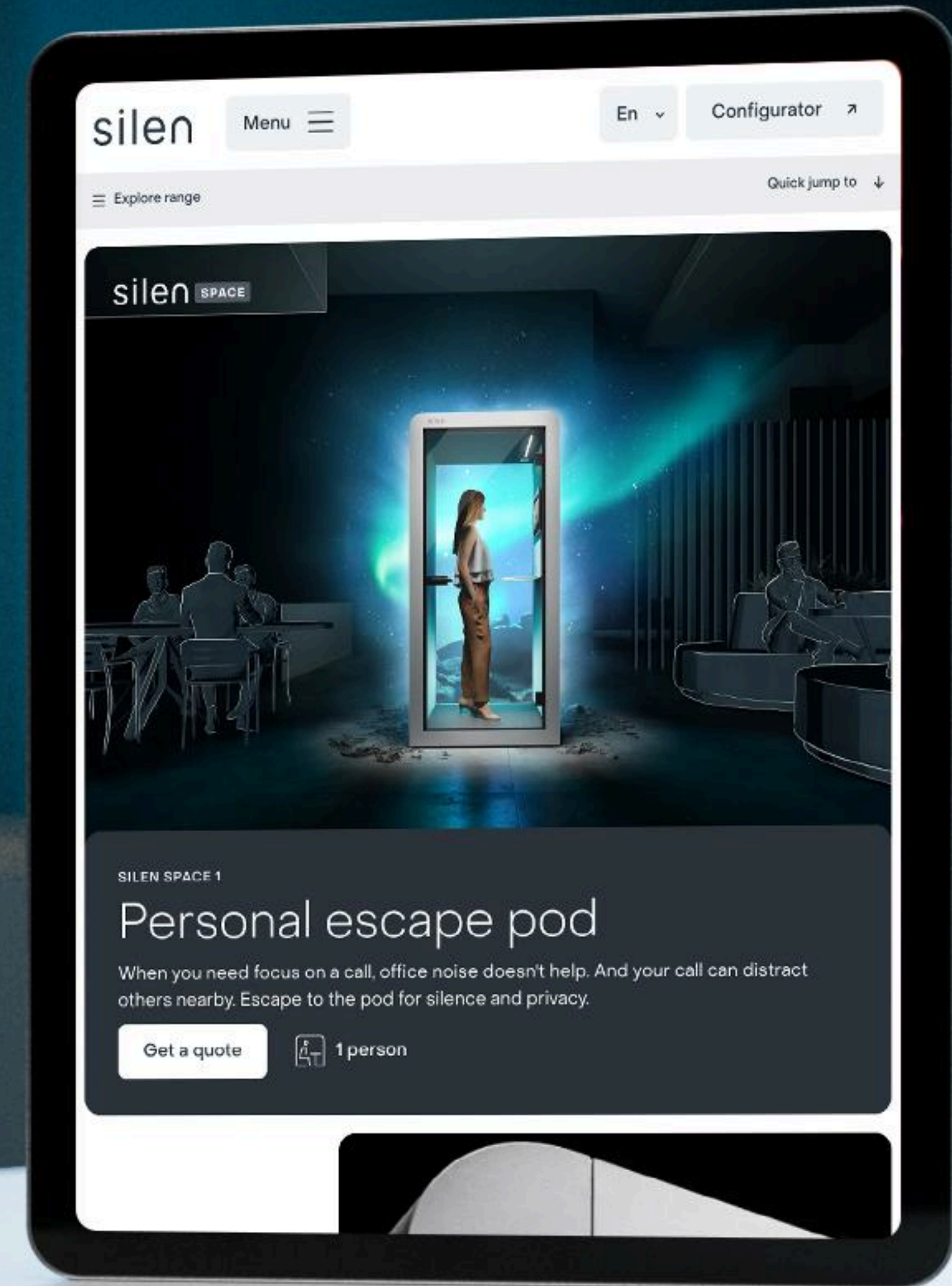
4 years after launching their previous site, the landscape for Silen had changed radically. They didn't have just one product line anymore, but five – and their international presence had grown exponentially. All this meant it was time to revise what they were communicating and to whom.

We set out to reimagine Silen's visual communication and story. A story about creating peace-of-mind environments in a noise-filled world. A story about how Silen is tackling workspace challenges with sustainable and adaptable spatial solutions that bring people together.

## Goals & challenges

Silen wanted to make a big jump in growth which meant the brand and website had to reflect that and would be able to go toe to toe with any other big international brand. With global reach comes global competition and one important aspect was for Silen to be able to have a unique spot in the landscape. To stand out amongst the others with a unique story and a unique visual approach.

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# Research & interviews

Before we could start defining a new approach we had to better understand how the brand (and its applications) was being perceived up to that point and what the painpoints were for business partners, like resellers, and customers.

We conducted users interviews with Silen's own employees, their partners and customers and did our own market and competitor research. By doing this we gained a much better understanding of the current "silent pod" landscape.

silen

Decision maker

Age  
Estonia, LHV  
<https://ltdv.io/app/meetings/64f84e817528130013169ebd>

Background

- LHV, dec
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- **Intera** for **advice** c
- LHV has

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Oily

Michael  
USA

- shop nov

Hila  
Israel

- sustaina
- big corp

Architect &

Kristina  
Estonia  
<https://ltdv.io/app/meetings/64f84e817528130013169ebd>

Background &

- She is no
- mainly ju
- and qual
- Also imp
- Mostly is dealing with tenders
- The **client is bit more aware** now of the pds situation
- Client wants to test the pods, but mainly it means that they will buy it and **test it in real action in their office**
- She is starting her work process to create smth for her client **straight away with a 3D model**. So whatever pieces she has in her 3D **programm**, she is using. Didn't know that **silen** has BIM models (actually dwg). So **she uses for example framery or smth else and sticks with it**, because lazy. Also has some effect when deciding the product.
- Was happy about **Silen information day for architects**

Pods

- **Framery was first and for her kind a first choice**, still thinks that they are the first choice in general. But now she is a bit more aware of **silen** quality but also important that its **estonian product**.

Distributor

Shira  
Israel  
<https://ltdv.io/app/meetings/64ec8cf0738d2f0013f45add>



Ideation from the summary

- Seems the **premium quality what silen says is not so clearly understood** (Framery first in market). Silen fast growth and speedy product development needs to be more clearly communicated, that it has resulted in a better product
- To use Pods in existing office setup is **cheaper then to rebuild**. **Bit** different approach when you are building a new office from scratch.
- Modularity comes in when people are building new bigger spaces
- **3D models and pieces for architects**. Basically I could not find BIM models but only DWG format. This is not proper 3D. They start modeling already in the beginning of

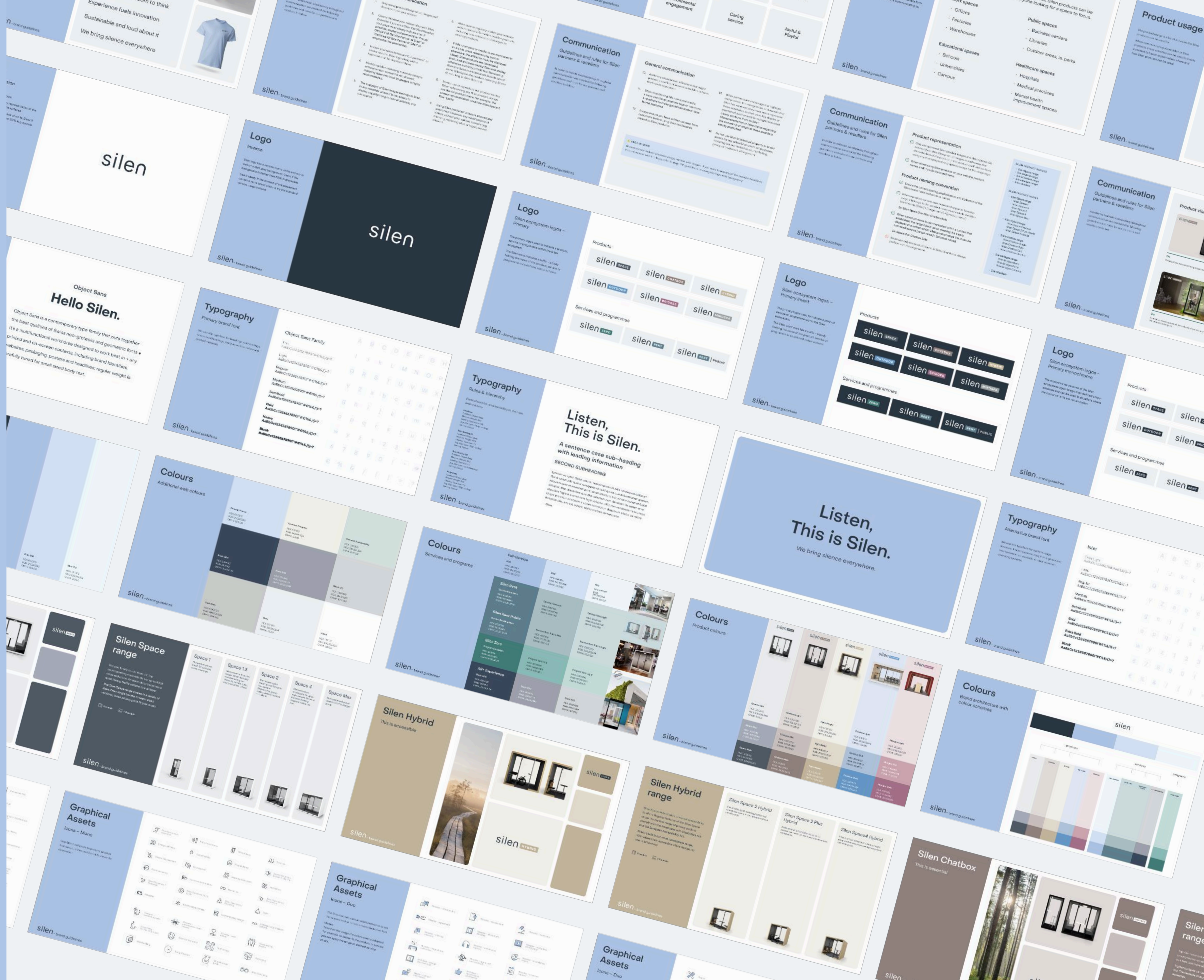


# Expansive rebranding

The first focus for the rebranding was in the new brand story. We create a story that consists of 3 messages – each message speaks to a specific target user and is about how Silen's solutions make sense to them. For the end user Silen addresses the painpoint of noise and distractions while working. For the decision makers it's important to know that Silen's solutions are sustainable, dynamic and long lasting. And finally we look at how Silen designs for improved wellbeing in workspaces.

The second focus for the rebranding was to create new brand guidelines which define the entire Silen product and service family, set the communication rules more concretely and give more guidance as how to work with Silen's brand for partners.

silen



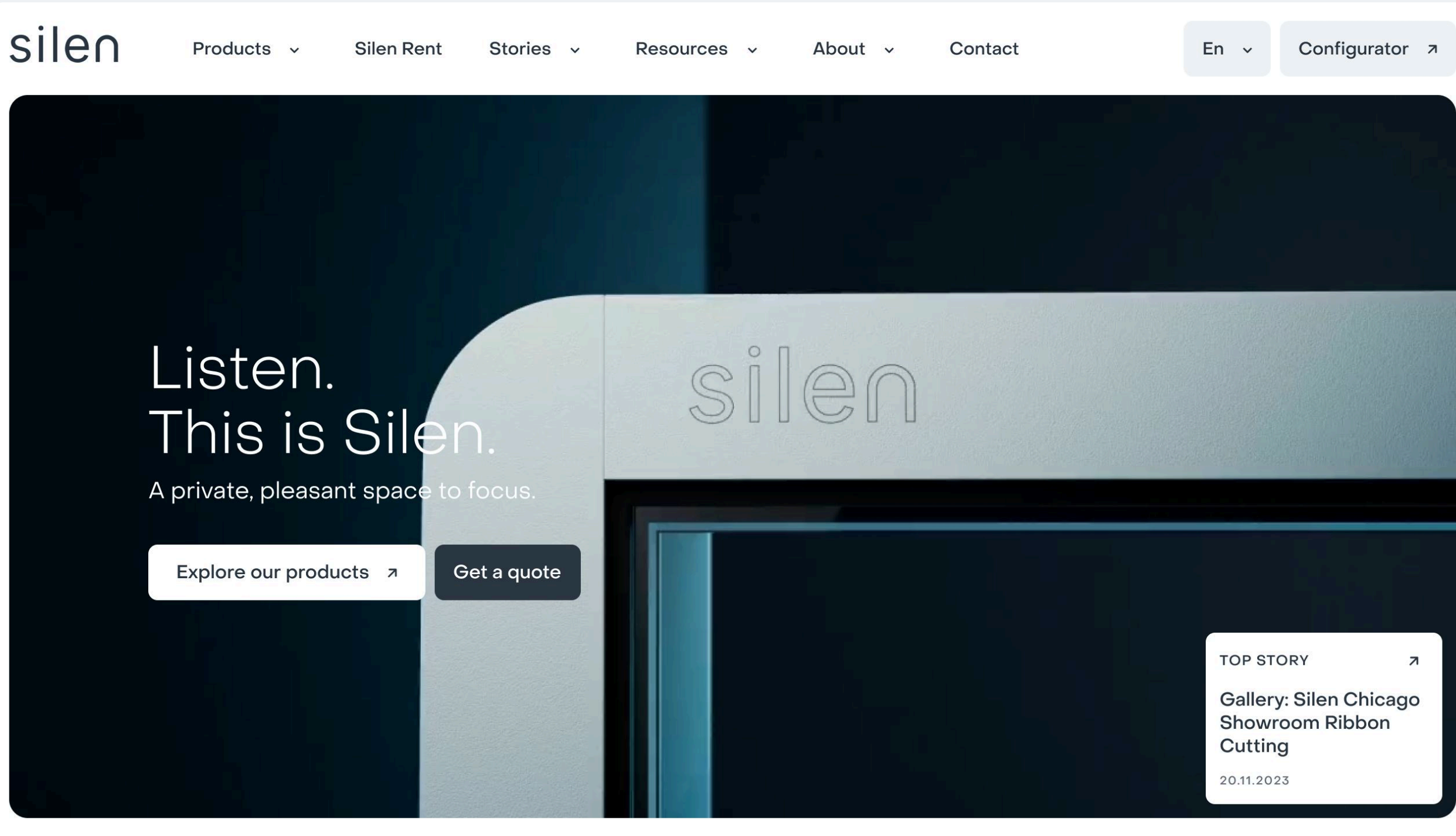
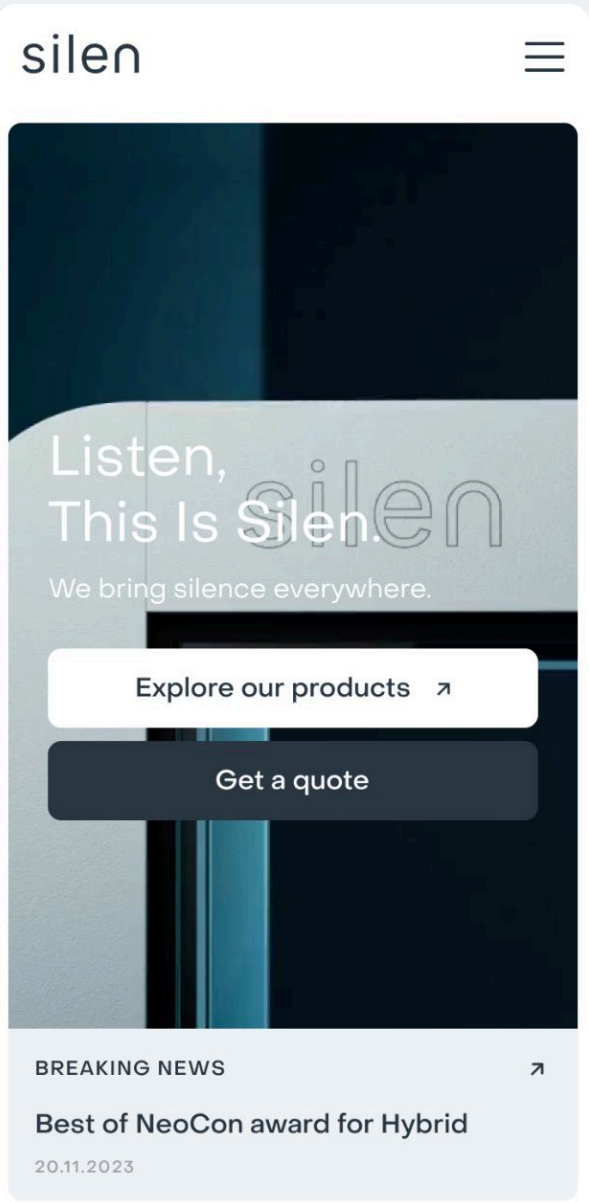
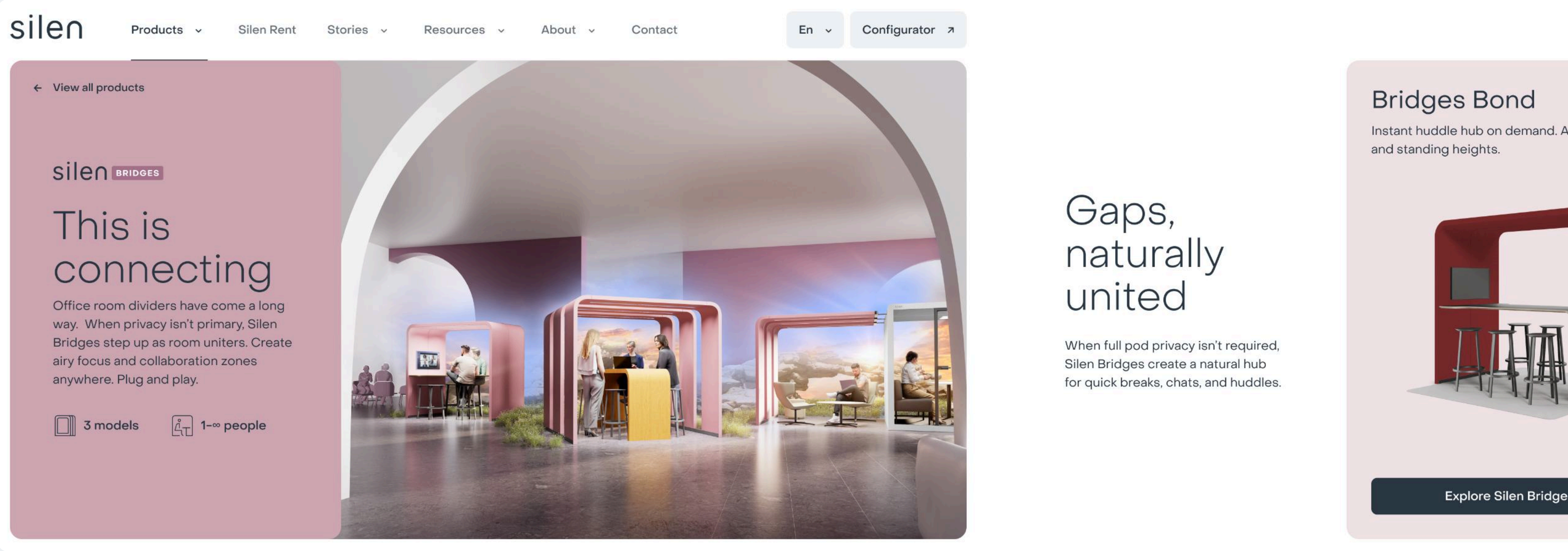


# A website with an "aha!" moment

The entire website was rebuilt from scratch with a new media-rich and dynamic design. Showcasing the products with creative visuals, videos and photos was paramount in getting visitors excited about Silen's line-up.

But we didn't want to make a website like any other. Just how Silen wants to have a unique visual approach, we also wanted to inject the website with a unique touch. A little something that makes the user go "aha!" when scrolling through the content. The horizontal scrolling experience emphasizes the dynamic feature of Silen's products and creates a more memorable moment for the visitor.

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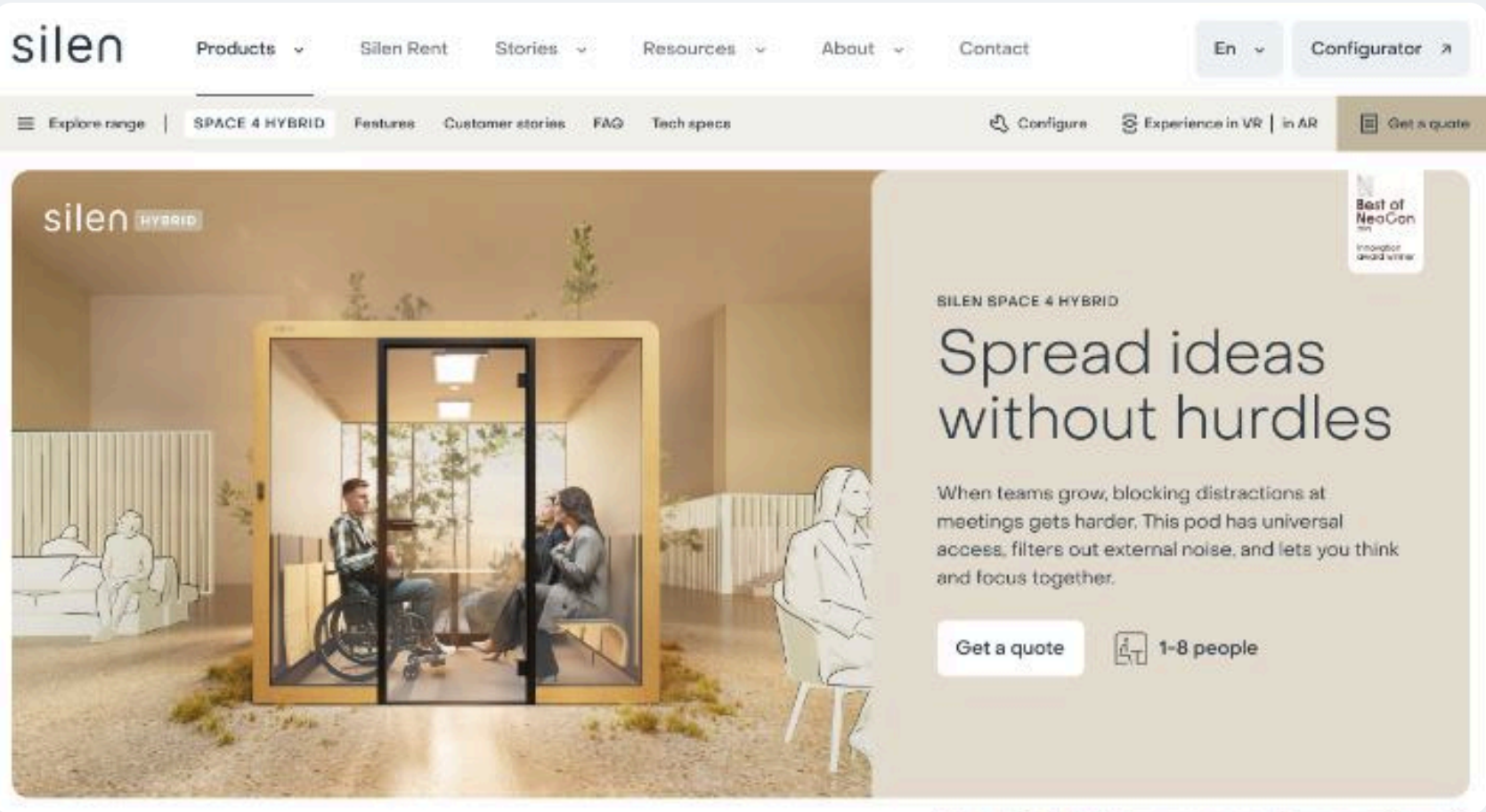
# A place for each product

As the previous website was built to accommodate one product line and since then the product portfolio had grown, it was imperative that each product family and each individual product would get its own place.

The unique colour scheme in combination with the custom-made creative visuals always make it clear to the visitor where they are and which product they are looking at.

Specific documents and downloads are easily available per product for architects, engineers and anyone who’s looking to get more details.

silen



### Silen Hybrid 4 tech specs

Configure this pod

#### Quick overview

<b>Exterior</b> 240 x 229 x 122 cm 94 x 90 x 48 in	<b>Features</b> LED lighting 110-240 V = 5 V USB
<b>Interior</b> 220 x 205 x 116 cm 87 x 81 x 46 in	...
<b>Weight</b> 670 kg / 1477 lb	

#### Documents

- Product card
- Technical specification
- Brochure
- Warranty conditions
- Environmental policy

#### 3D models

- Autocad 3D
- Revit 3D/BIM

#### Photos

- Detail photos in studio
- Product 3D in office environment



- Accessible & adjustable**  
Improved comfort and wheelchair access with an extra-low threshold and a wide automatic door. Foldable seats and tables make movement easier for users of wheelchairs and other mobility aids. Explore all furnishing options in the [configurator](#).
- Ultimate two-way privacy**
- Comfortable**
- Spacious & modular**
- Endless customization**
- Sustainable**



Interested? Get a quote!

Fill out our simple form, and we'll provide you with a tailored estimate in no time. No hassle, no obligation.

Get a quote

## Headspace in the workplace

Open offices can get noisy. Privacy suffers too. People deserve quiet, private spaces with room to focus and think. Our modular office pods and room dividers are built on 25 years of acoustics research and sustainable, human-centric design.

### Focus & privacy

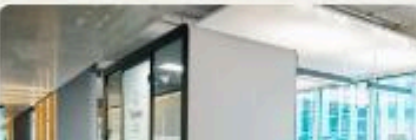
Focus is a fragile thing. Silen office pods are modern, quiet, and comfy spaces that let individuals and entire teams do their best work. Cure mental overload with headspace on both sides of the pod wall.

### Sustainably versatile

Modular, scalable design. Swappable skins, trims, finishes, and furnishings. Designed to last 20+ years, our pods will easily keep up with changing times, from office redesigns to company relocations.

### Made for wellbeing

After working from home during Covid, people see offices in a different light. Enjoyment and wellbeing spark good things. It pays to care about how people and how they feel. We design for both.





# Visualising peace-of-mind

Each product line-up got its own creative visual theme which drew inspiration from nature and the outdoors. The concept is that Silen creates an oasis of peace in an otherwise noise-filled world. Imagine stepping into a Silen pod and you leave the distractions and noise behind you. You enter a world where there's peace and quiet and where focus comes naturally.

silen

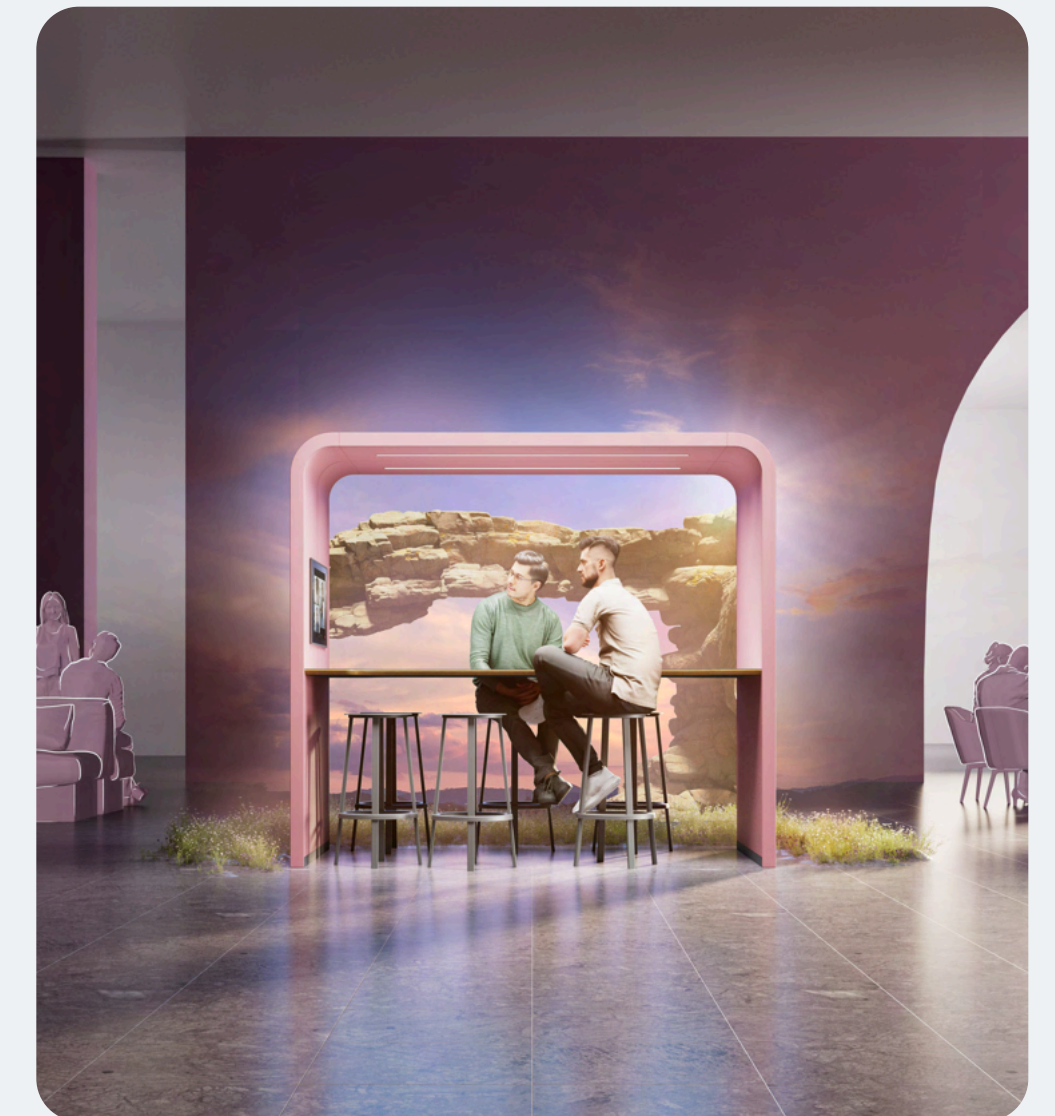
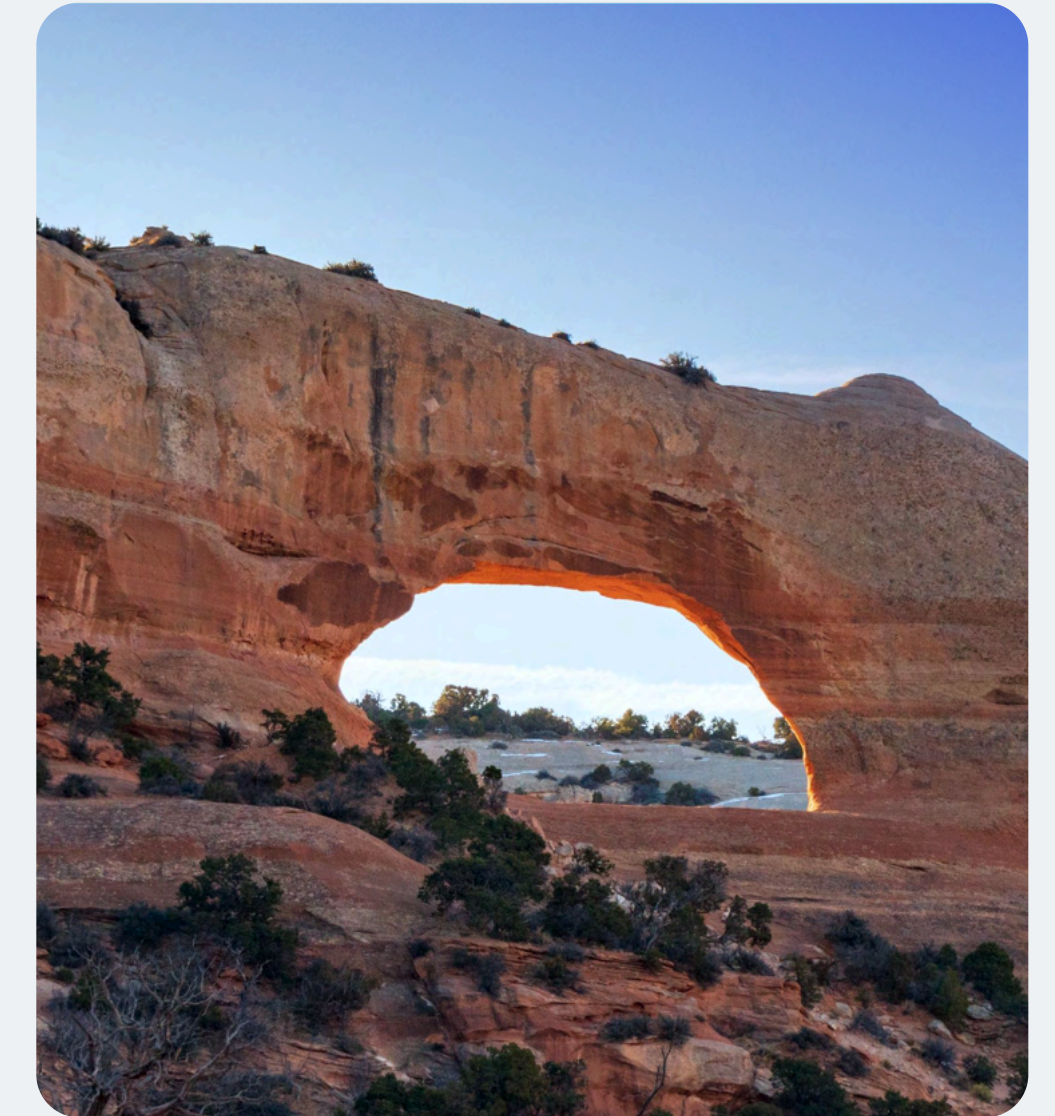
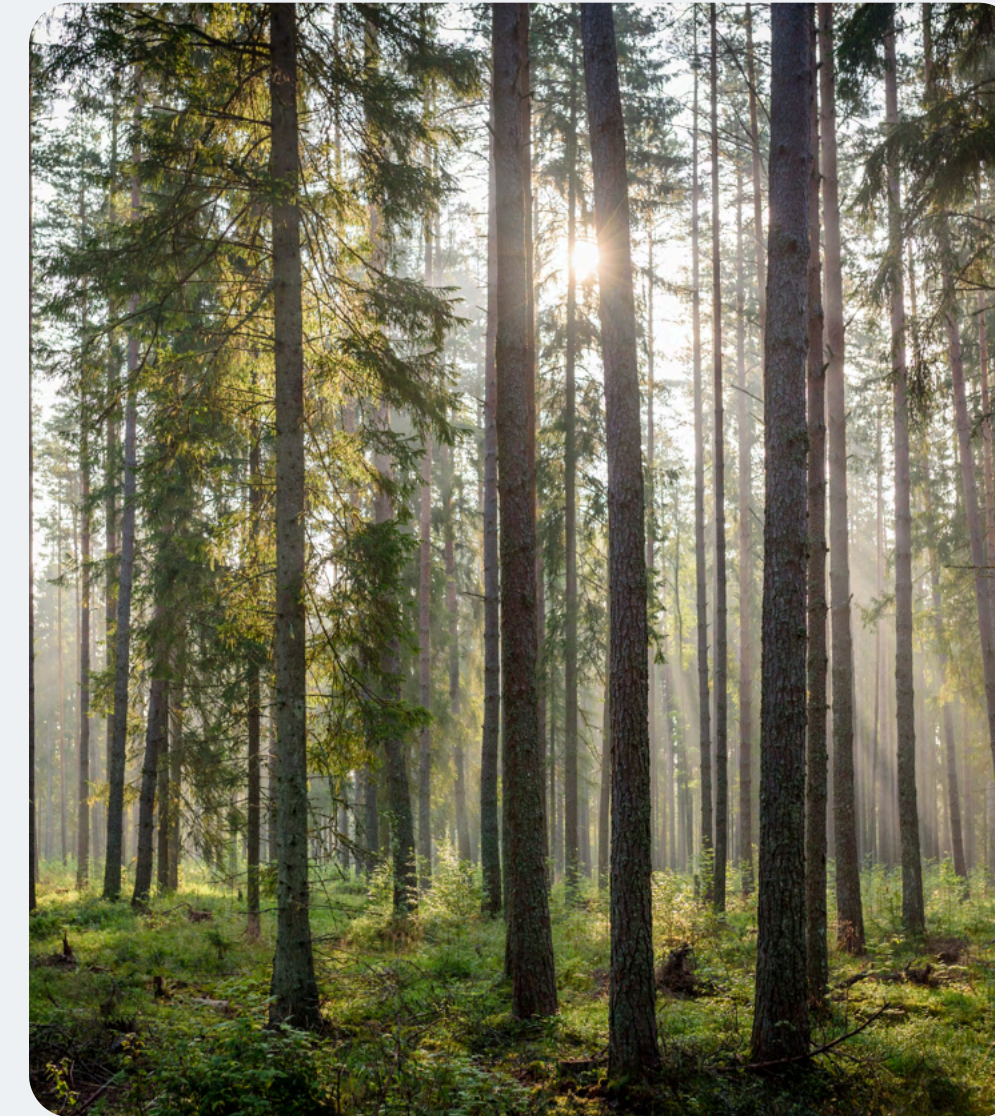




# Visualising peace-of-mind

Each product range gets its own “oasis theme” – a connection to the natural world to which a Silen product facilitates the entrance to.

- Silen Space: The northern lights
- Silen Space Hybrid: A bog made accessible
- Silen Chatbox: An evergreen forest
- Silen Bridges: Natural arches
- Silen Outdoor: Gently rolling hills



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