

RESHAPING A
CORNERSTONE INDUSTRY
IN THE COOK ISLANDS.
RARE DEPTH

Brief

To develop for the Cook Islands Pearl Authority (CIPA) a new, differentiated and compelling brand for Cook Islands pearls that will be capable over time of lifting the profile, price points and returns to the nation's pearl farmers.

Project Outcomes

In an industry not known for its collaboration or standards consistency, BRR was careful to encourage the industry players and its governing body to adopt a range of quality consistency, stewardship and integrity initiatives. These would be required as prerequisites to underpin the brand prior to its launch. These initiatives were developed into an industry reform document, which included an operating charter. Given that Tahitian pearls virtually 'own' the black pearl category and produce infinitely greater pearl volumes, BRR recommended a 'rare depth' strategic approach to branding the Cook Islands pearls. The Avaiki brand (Avaiki meaning 'spiritual home') and an engaging back-story were created by BRR and developed into a range of collateral, including a promotional brochure, banners, in-store display and authentication material and an audio visual presentation.

Return on Investment

The industry reaction to the Avaiki brand has been strong and the success story continues with BRR Digital using the latest technology to place the brand in key global markets.

Digital Implementation

BRR Digital have recently built a custom digital signage solution Rarotonga airport, the three screen interactive display is strategically placed to capture maximum foot traffic. The innovative control system created by BRR Digital, synchronizes multiple screens to create a high definition story. The movie content was shot and produced at BRR using the latest RED cameras to product stunning slow motion effects.

Currently in production at BRR Digital are custom video based window displays destined for high end Jewelers around the world, keeping the brand at the forefront.



1 Avaiki Point of Sale merchandising material – Tent card and Quality Assurance card. 2/3 Avaiki A4 landscape brochure. 4 Avaiki look and feel was applied to the website.

