

ZIBA.COM

About ZIBA

The battle for consumer mindshare is growing increasingly competitive. Each year consumers are becoming more and more sophisticated and less and less loyal. Technology and quality have become the price of entry. Customer satisfaction is no longer an indication of loyalty. Customers are looking for products and services that do more. To connect with these customers, you need a new way of thinking... and doing.

ZIBA is a strategic design consultancy that helps companies create meaningful ideas, designs and experiences that consumers crave. Driven by an unnatural obsession for understanding people, brands and technology, ZIBA innovates with soul. We combine the latest consumer research methods, strategic thinking and design, to identify what connects consumers to brands - rationally and emotionally. The results are innovative products, environments and interactive experiences that are unique and relevant. We call it Authentic Design.

Authentic Design is about having an intense passion for solving problems. It's design that harnesses the insights of social scientists, information architects, industrial designers, graphic designers, architects, engineers, MBAs and everyday people. Design that leverages the perspectives of over 12 different nationalities under one roof. Design that connects people with brands - for the long haul. Design that stands for something. Design that solves business problems.

About our clients

Our success is the result of the collaboration we have with our clients. For over 20 years--with start-ups and Fortune 500 companies alike--ZIBA has helped businesses innovate and win in the market. Our clients include Sirius Satellite Radio, P&G, Whirlpool, Logitech and Nestlé. Most importantly, over 75% of our clients work with us again and again. Representing diverse markets, our clients all have one thing in common--an insatiable appetite to win with design that stands for something.

ziba.com

Portland, Oregon
Munich, Germany
Tokyo, Japan
Shanghai, China