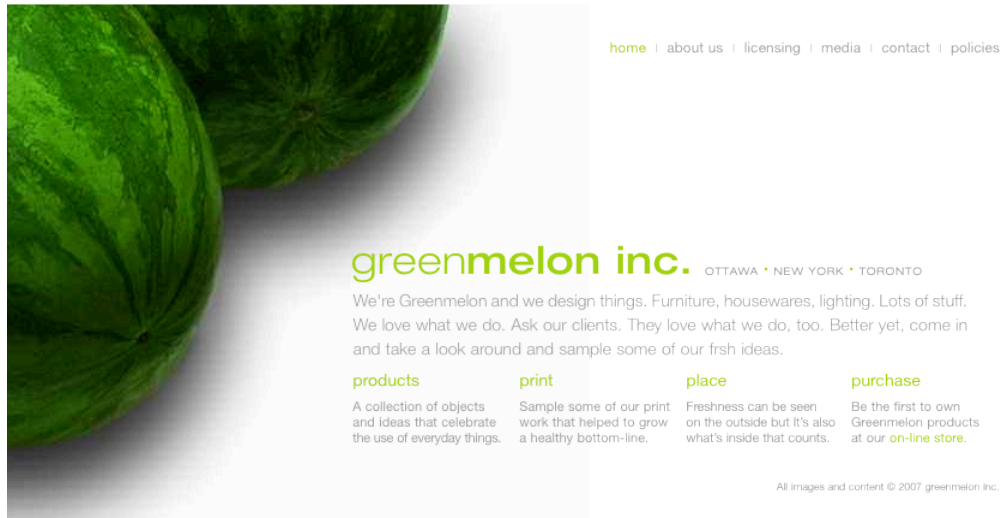


greenmelon Inc. product site

## Fictional storytelling: A “novel” approach to branded content



When greenmelon inc. was first established, its primary focus was on product design, mainly lighting fixtures, furniture and household hard goods. Thing is, when small firms design products, they seldom have the financial support to actually produce the product—it’s generally easier, less risky and more lucrative to simply sell the design to a manufacturer or large chain, and let them take over the production and distribution.

Greenmelon creative director Robert Smith’s background lay in graphic design—and he had won many packaging gigs—so the company offered a holistic approach to product design—not just the product itself, but also the positioning, communications and packaging that went along with it.

Since the product didn’t exist beyond Robert’s imagination, the wonder of Photoshop and some technical drawings—there was only one way to get the product ideas across. Tell a good story. That’s exactly what Joy Parks, owner, senior writer and creative director of seed, did.

There was a simplicity and great deal of wit to the products developed by greenmelon—and that tone was central to the content on the website. Beginning with

the understated “we’re greenmelon and we design things” tagline (which continues to appear on [www.greenmeloninc.com](http://www.greenmeloninc.com), also written in large part by seed president Joy Parks), the site not only featured brief descriptions of the products—but also fictional stories of end-user customers who had bought the product. The short stories explained who the potential customer was, why they bought the product and how they were using it. These fictions not only outlined details about the product but also allowed potential licensees to glimpse their potential market. And they did so with wit, humour and down-to-earth simplicity.

According to President and Creative Director of greenmelon Inc., “I always infuse an element of wit and whimsy into my product design so it was imperative that the website articulate that. I chose to work with Joy from the very beginning of the project because the site required more than just words. It needed personality. It needed to tell a story. There was no one else that I would trust with a project of this scope. The results were simply, poetic. Joy was much more than a writer, she was a collaborator and the site would not have been the

overwhelming success it was without her involvement.”

The site got rave reviews from just about everyone who visited it and was, quite frankly, like catnip for young designers looking for a place to work. While greenmelon later shifted its focus to graphic design, this initial website showcased both the company’s innovative designs and creative approach to marketing them, established their “fresh” brand and proved the power of storytelling.

For more examples of greenmelon’s website, please go to:

<http://seedcreativecontent.com/entries/retail/greenmelon-product-website>

<http://seedcreativecontent.com/entries/corporate-non-profit/greenmelon-inc-website>



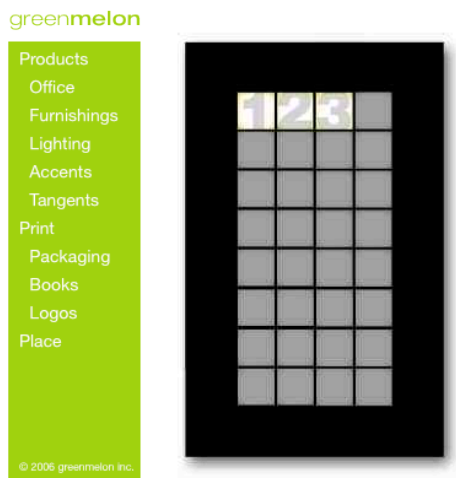
[home](#) | [about us](#) | [licensing](#) | [media](#) | [contact](#)

## furnishings from greenmelon

furnishing solutions. 1 2

### real space. reel simple:

Picture Jason. As an independent filmmaker, who recently won “Best Documentary”. This means a move out of his basement into a real office where he hopes that there will be real deals going down. He’s been looking for that unique piece to complete the new space. Something functional, something unique. One day he’s scouting locations and discovers Pixel in an office that he’s filming. He loves the way he can interact with the calendar and put both his office and life on schedule. Maybe now he can replace that calendar from the autobody shop down the road.



[home](#) | [about us](#) | [licensing](#) | [media](#) | [contact](#)

## furnishings from greenmelon

furnishing solutions. 1 2

### pixel interactive wall sconce.

Pixel gives new meaning to the word “daylight.” Inspired by the pixels of a computer screen and the kinetic interaction of a keyboard, pixel won’t keep you in the dark about the date. Push a frame to illuminate a numbered square. Press a second time and pixel’s space will change color to highlight key days in the month. It’s a fun and interactive piece to accent any home or office and shed some light on your schedule.

design: [robert b.smith](#)

License