

KonMari Media

Case Study

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KonMari Media

A brand that speaks volumes

You've seen her book at airports, stores, morning television programs, and inside the pages of dozens of magazines. Marie Kondo has become synonymous with tidying and organizing your home (and life) with her sometimes practical and sometimes philosophical guide to tidying: *The Life-Changing Magic of Tidying Up*.

Explosive growth

Marie Kondo and her tidying mission went from relative obscurity to worldwide fame in a matter of a few years. Her presence digitally and in the real world grew fast enough for her to realize the need to bring all her success and future work under one identity. In 2015, Marie Kondo launched a new initiative: **KonMari Media, Inc.** Punch was selected as the agency to make this media business a reality.

Future plans

Now, so much more than an organizing consultant, Marie Kondo is at the helm of a **burgeoning media empire** with plans to release more books; an on-demand consulting services arm in the US; and a continued global expansion of her digital apps on iOS and Android.

Challenges

With her small team and big ambitions, Marie Kondo needed a partner to build her brand, technology, and presence to a worldwide audience in a manner that spoke to the joy and organization her message embodies. Punch's engineering and design teams work with Marie to realize her mission to "organize the world."

Punch has helped to unify her look and feel, update her online presence, and introduce and build her first digital app for iPhone. In this case study, you'll see what existed before, and what we have done, and important milestones in development. Enjoy.



Before

Before

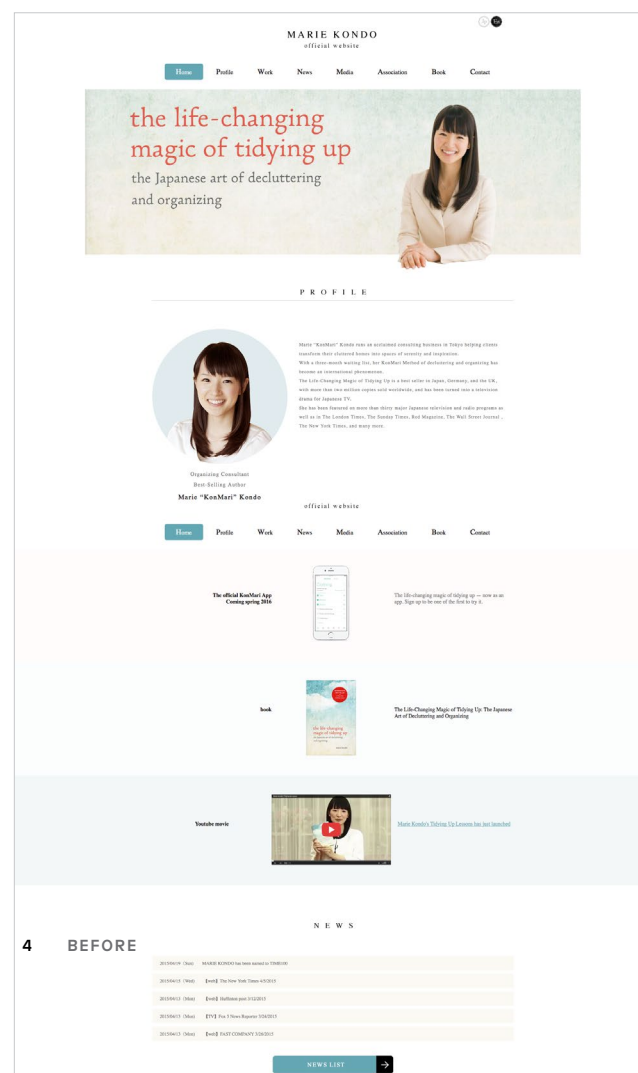
An untidy experience

With multiple publishers and countries owning the KonMari experience, there wasn't a clear sense of style or consistency in brand and identity.

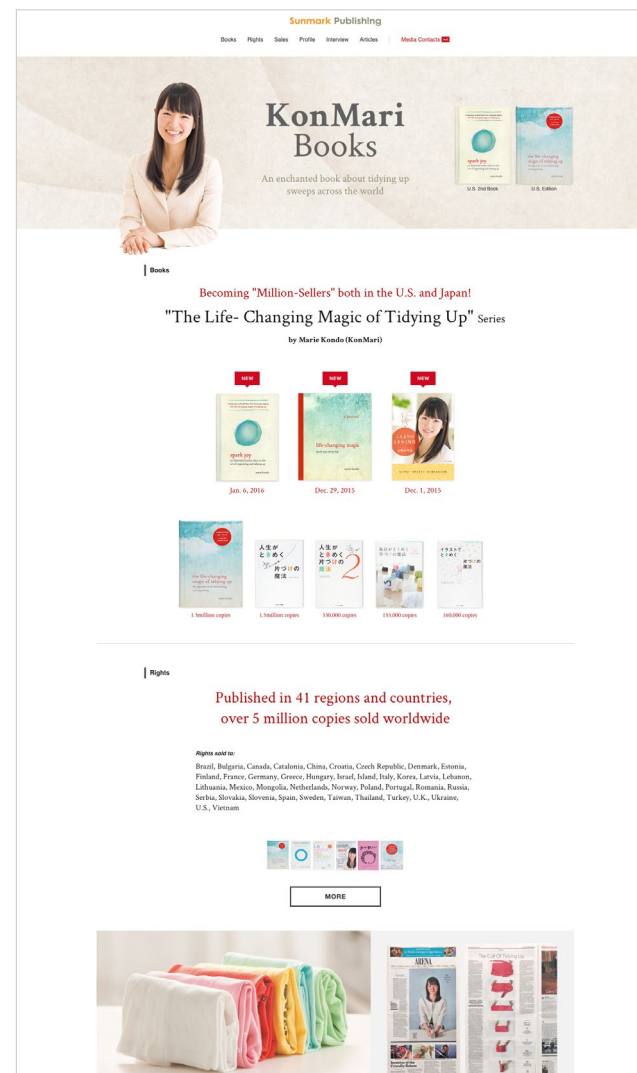
Official Japanese site



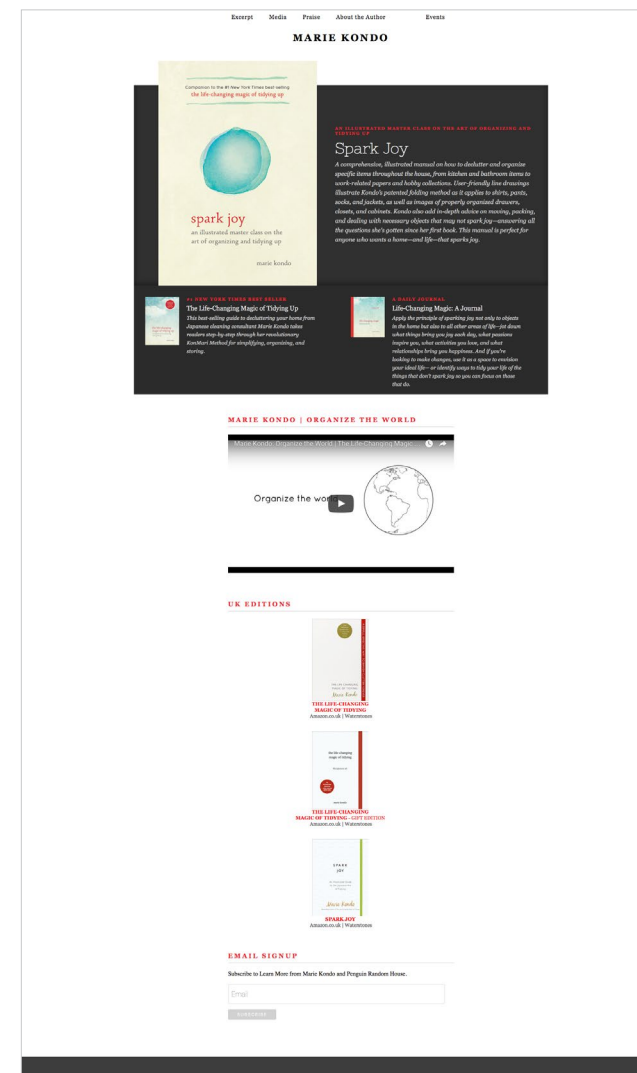
Official English site



Japanese Publisher site



American Publisher site

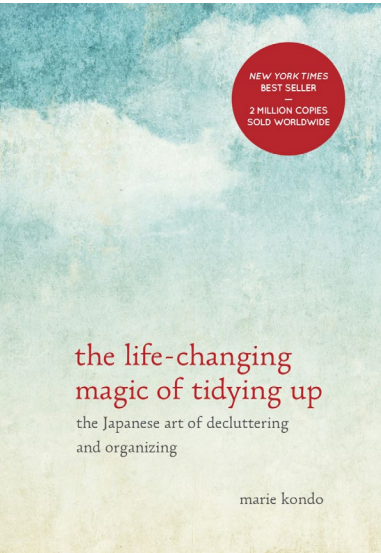


Before

Whose brand?

There was no attempt at bringing everything together into a single brand. And with no ability to produce digital apps or content, a big hole was left in the growth of this company.

English



Japanese



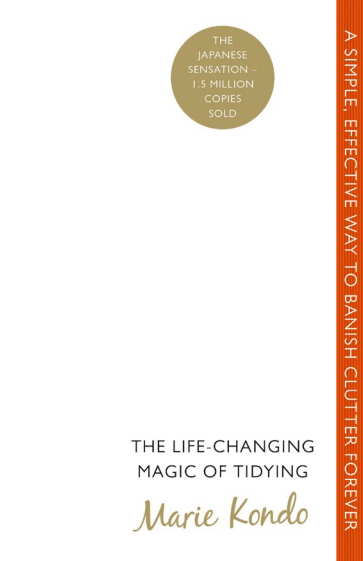
Polish



Spanish



English



French



Korean



German



Italian



Catalan



Japanese



English



After

Rebranding

Keeping a distinct voice and style

We did something no one else did: we asked Marie what she wanted. We read her books, poured through her videos and social media accounts, collected customer testimonials, and read reviews of her work by others. We immersed ourselves in her KonMari Method and the peoples' lives it had changed. Only then did we begin to rebrand KonMari.

Color

White The primary color is white, a color Marie Kondo wears with the consistency of Jobs' black turtleneck. But a common misnomer with KonMari's method is that it is about living like a minimalist. It isn't. It's about keeping the items that spark joy in your life and discarding the rest. We picked white both for its cleanliness and ties to the Shinto practices that infuse Marie's work.

Green To avoid sterility from white, we softened up her brand with a color taken directly from the earth. The spiritual and natural undertones are deliberate. The green, based off jade and optimistic in hue, ties into renewal and growth. Marie's clients and customers often speak about the secondary benefits of her method: some start new relationships, some get new jobs, and some realize passions they have always ignored.

Brown Our secondary neutral palette, rather than being strictly grey is instead a soft, neutral brown. Colors of sand, stone, and undyed fibers provide the warmth needed to keep the brand friendly.

Typography

Benton Sans forms the entire typographic language for Marie Kondo. With historical references to the heyday of American print and industrialism, Benton Sans bridges the gap between digital and traditional, soft-spoken and firm. It holds up remarkably well in interface design due to its high x-height and wider character forms. We pair the relatively similar and airy Hiragino Sans for Japanese letter setting.



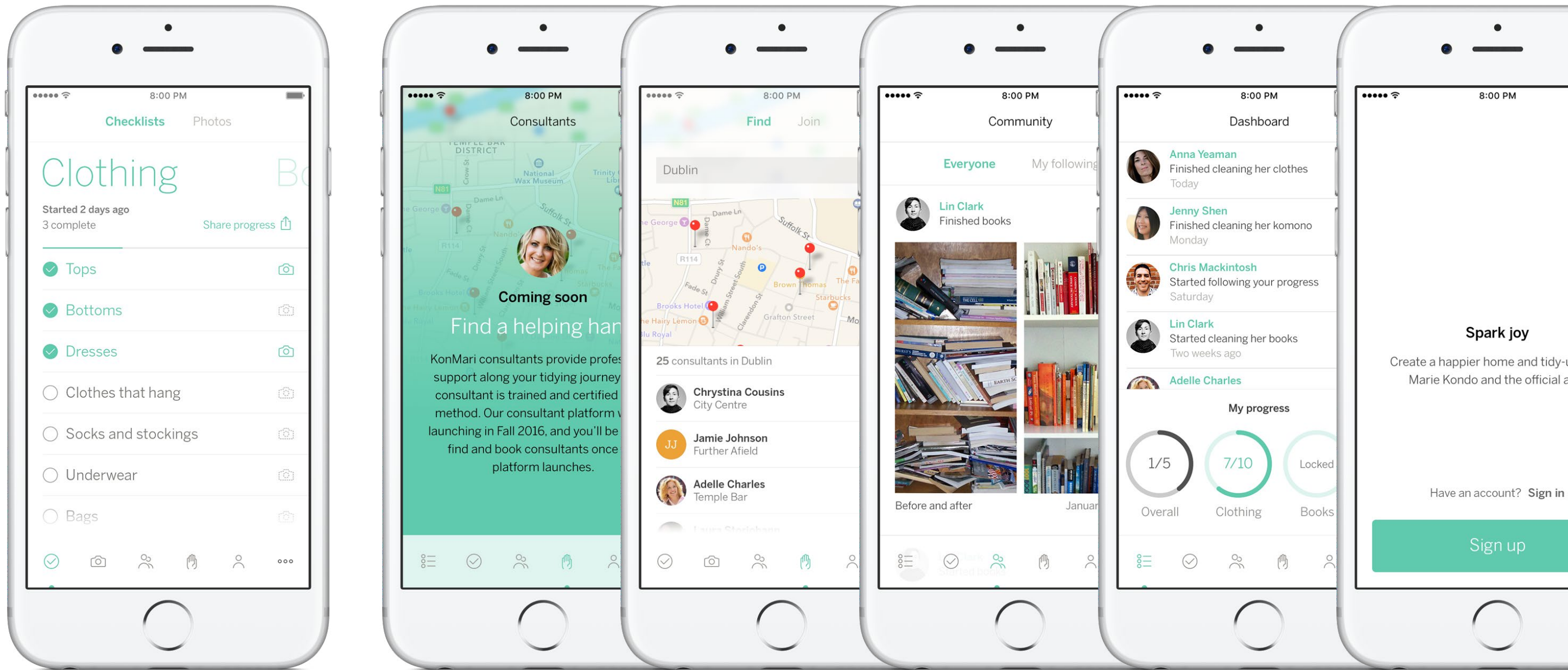
KONMARI MEDIA

ORGANIZE THE WORLD

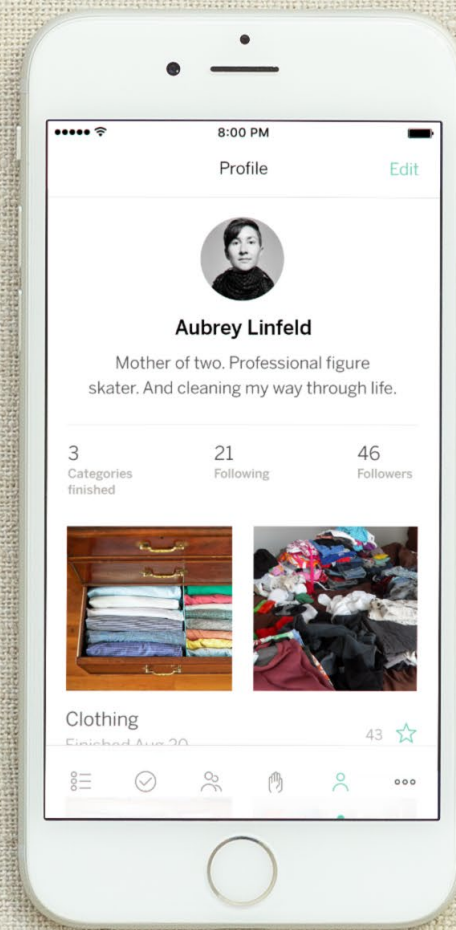
KonMari Media logo



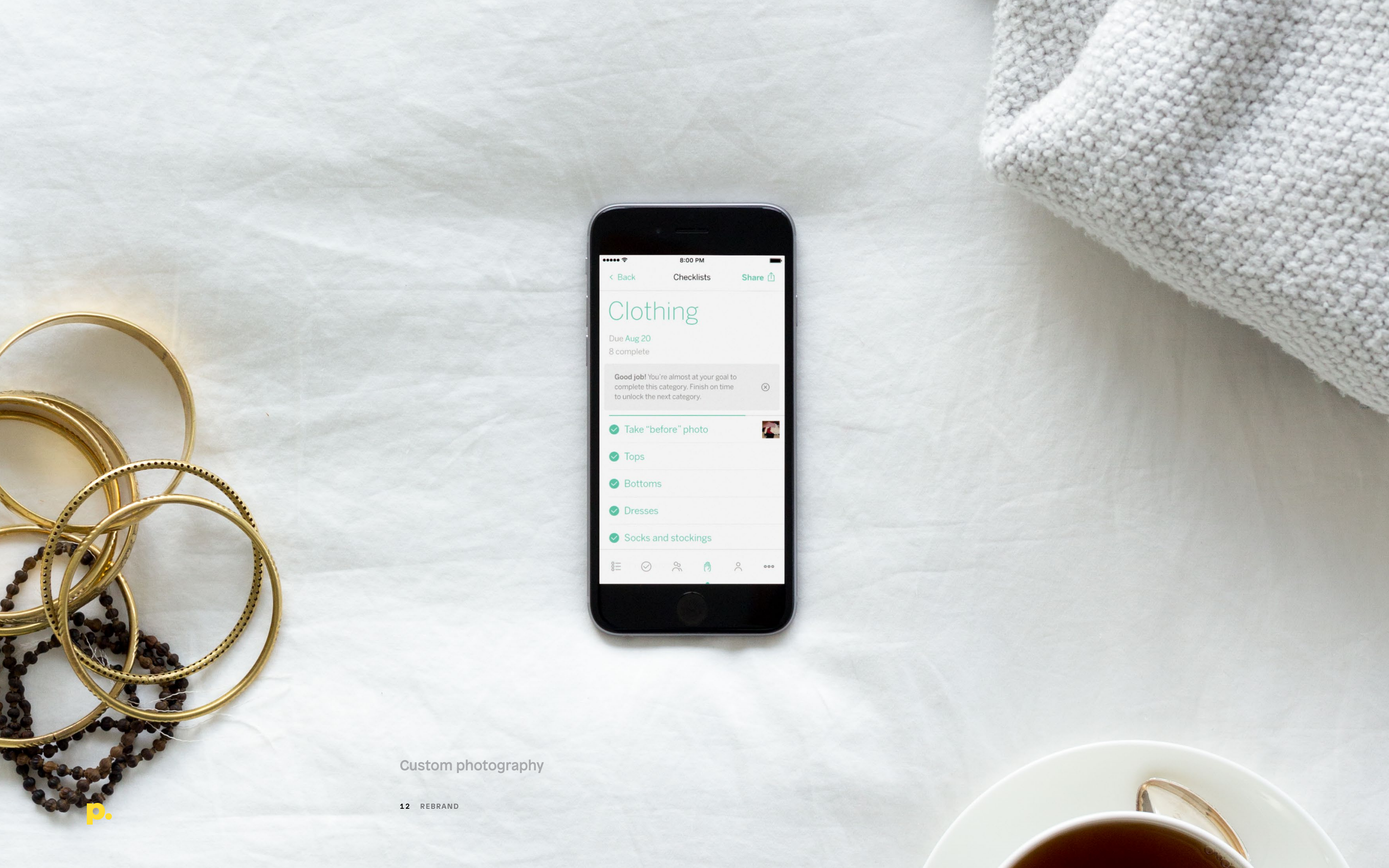
App icon



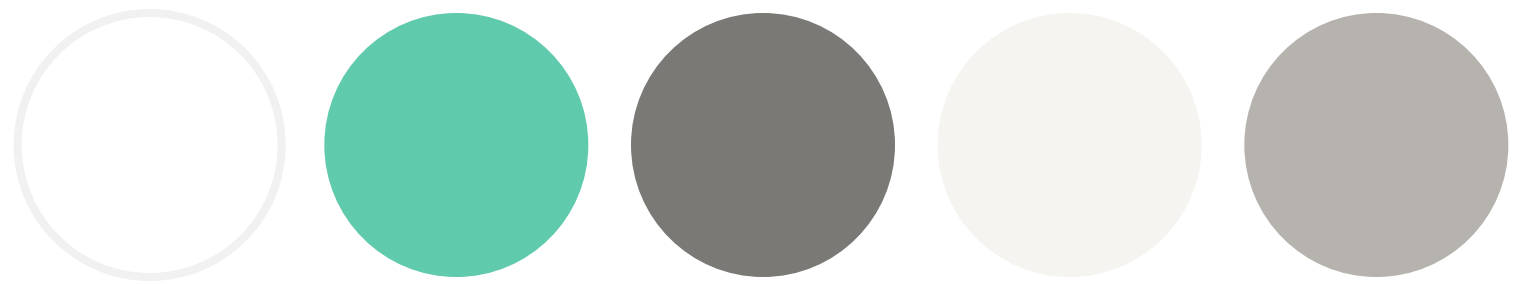
iPhone app interface design



Custom photography



Custom photography



Brand colors

Aa

Benton Sans

日本

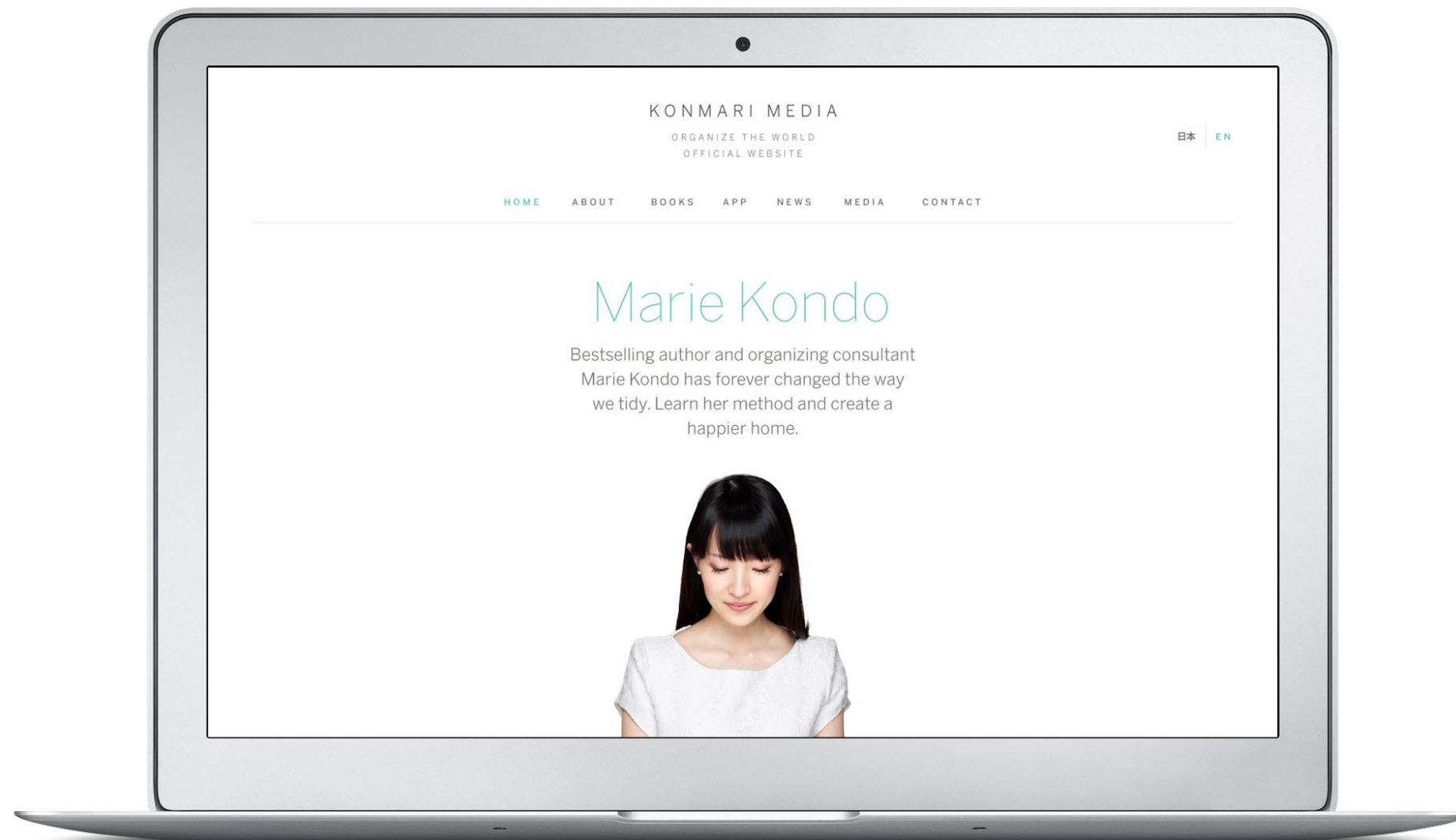
Hiragino Sans

Marie Kondo
Official website

近藤 麻理恵
公式サイト



Custom system icons



Official website

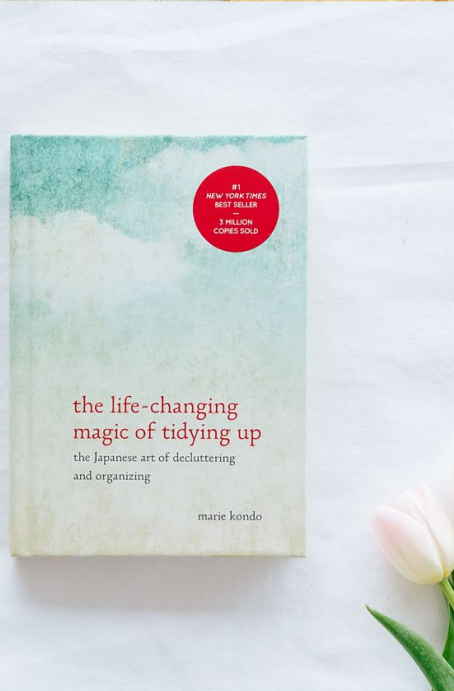


THE KONMARI APP

Now on iPhone

The life-changing magic of tidying up — now as an app. Download and start tidying up today.

DOWNLOAD ON THE
App Store

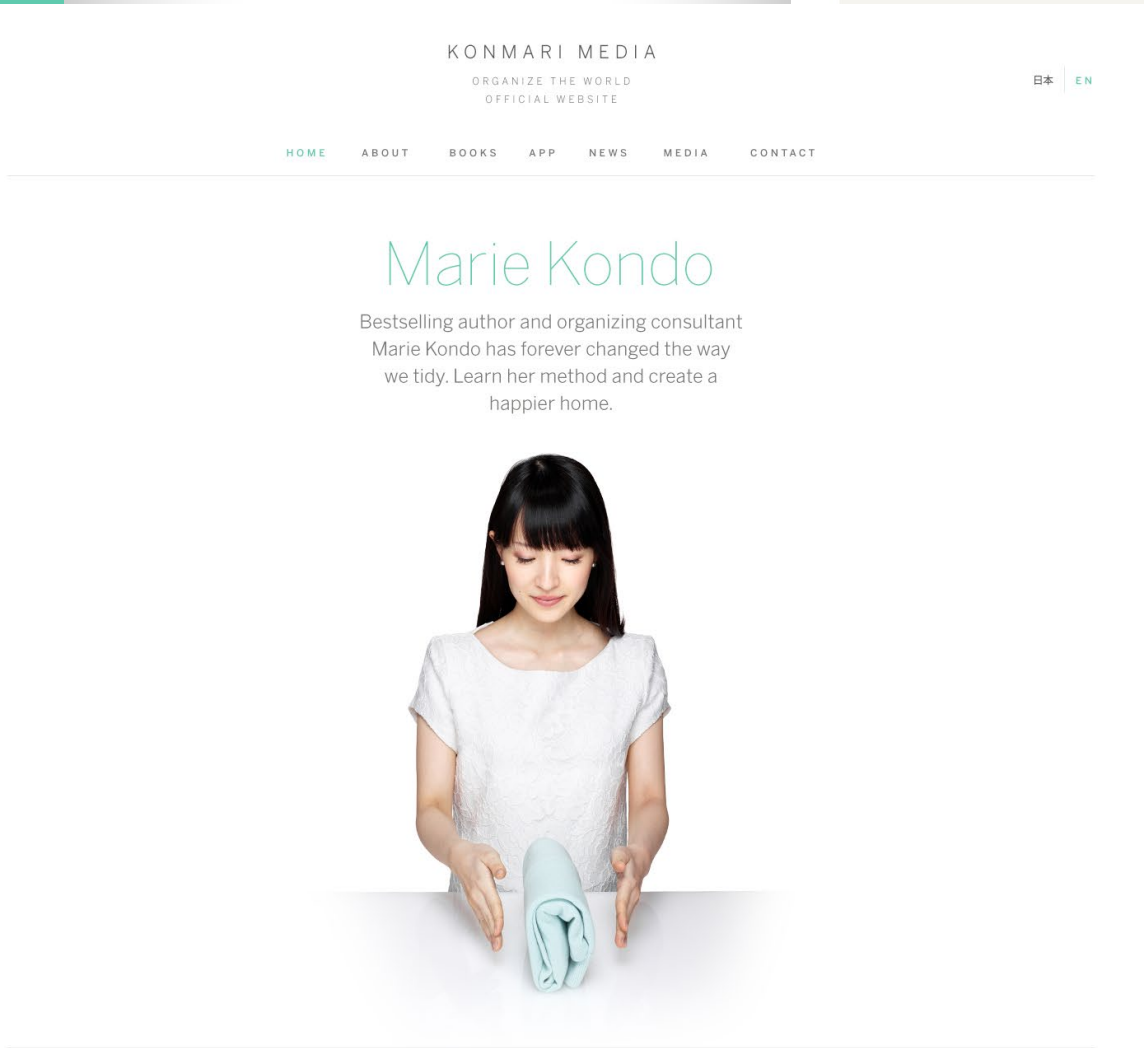


BOOKS

Read the books

From the book that started it all to the latest release. See all of Marie Kondo's available books across the globe.

See all books



Better together

Download the official KonMari app and use it with *The Life-Changing Magic of Tidying-up*.

BUY THE BOOK
DOWNLOAD THE APP

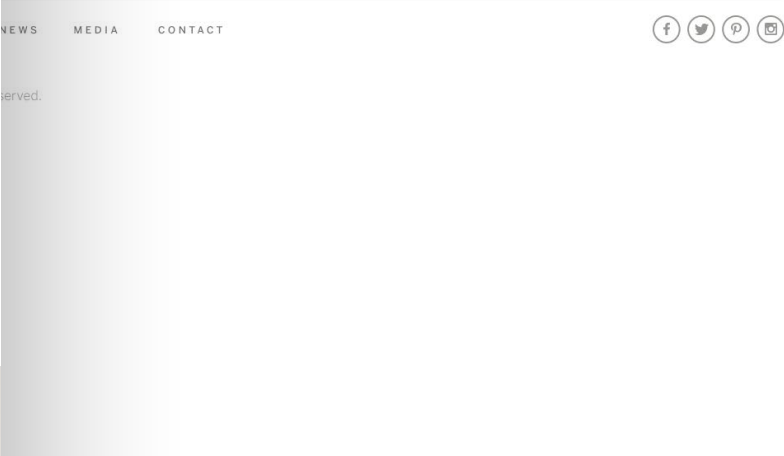
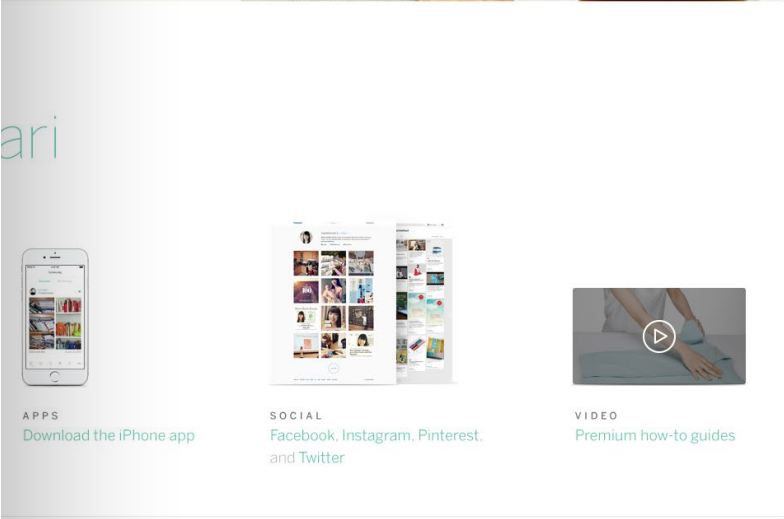
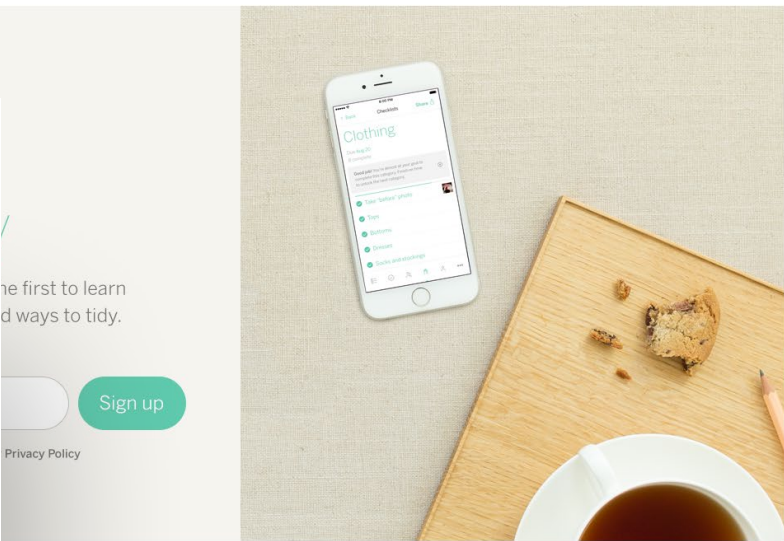
MEDIA		
News		
TIME	NEW YORK TIMES	HUFFINGTON POST
Marie Kondo has been named to Time 100	Turning clutter into Joy	The psychological benefits of "Konmari" your house
April 19, 2015	April 15, 2015	April 19, 2015
FOX NEWS	FAST COMPANY	NEW YORK TIMES
Spring cleaning with the KonMari method	Apps for a more organized life	Kissing your socks goodbye
March 24, 2015	December 25, 2015	April 13, 2015

THE AUTHOR

Marie Kondo

Marie "KonMari" Kondo runs an acclaimed consulting business in Tokyo helping clients transform their cluttered homes into spaces of serenity and inspiration.

With a three-month waiting list, her KonMari Method of decluttering and organizing has become an international phenomenon. *The Life-Changing Magic of Tidying Up* is a best seller in United States, Japan, Germany, and the UK, with more than six million copies sold.



Results

A brand that sparks joy.

Fans cannot wait to use the new app which launches this spring. Within three days of our launch survey, we had 15,000 responses to test the app. Website traffic jumped over 700% percent.

With plans for an Android app, a new consulting business, and German and Japanese translations, we're excited to be working with KonMari Media throughout the entire process.

3x

Our user engagement is three times higher than the industry average.

700%

Website traffic has jumped over 700% on our app launch site with visitors from across the globe.

15,000

Our beta survey had over 80% completion rates with 15,000 responses in just three days.

“she’s going to have an app!!!”

@splisah’s response on Instagram when we announced the new app

Thanks.

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