



Zen Class

When Brandemic (formerly BrandRx Marketing) set out to create a product brand dedicated to making travel less stressful and more enjoyable, the question we asked was, "What would be better than First Class?".

The answer, "Zen Class", became the brand name and our mantra for decision-making. From there, the product development strategy, logo design and other brand identity work was the easy part. Zen Class went on to launch the innovative *Nirvana Seat Back Organizer* which grew to be the best-selling travel accessory on both eBags.com and TravelSmith within 6 months of first deliveries.

Creating a successful product brand from scratch can be a costly journey of trial and error for those who haven't been there before. Let Brandemic be your trusted guide.