designaffairs

brand shaping products

designaffairs

Design Strategy
Brand, Portfolio & Design Development for the future – Second Leg
FHH Oberösterreich
130402

MATCHING DESIGN & CORPORATE STRATEGIES

Methodology to create customer oriented solutions for global markets

Today

2ⁿᵈ of April 2013

Consumer Needs & Cultural
Dimensions

What does it comprehend and
what is it needed for?

Tools and Processes
What to do and how to do it.

11:40 to 12:15
Set Up. Everything their. Everybody at the start.

12:45 to 14:00
Recaps
DSO and SimuPro

14:00 to 15:00
Portfolio Strategy
in a global Market. Tools and Processes

15:00 to 15:15
Short Break

15:15 to 15:30
Consumer needs
in a global Market. Tools and Processes

15:30 to 16:00
Cultural Dimension
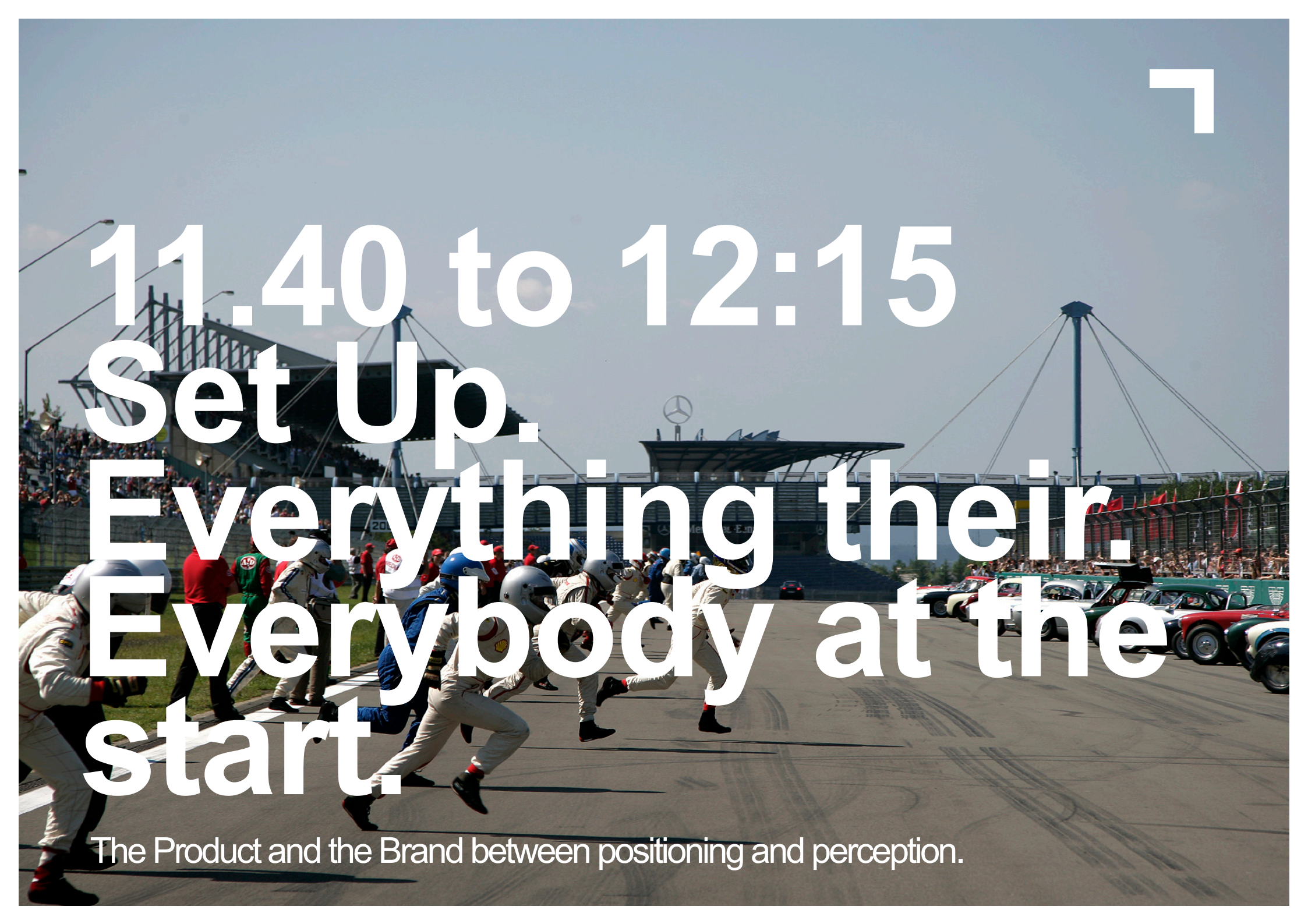in a global Market. Tools and Processes

16:00 to 17:15
Project Group work
What to do and how to do it.

17:15 to 17:30
Wrap Up & Deliveries

11.40 to 12:15
Set Up.
Everything their.
Everybody at the
start.

The Product and the Brand between positioning and perception.

12.45 to 14.00
Design Style Observation & SimuPro.
A recap.

Now where are you standing? How will it look and do you know why?

Classic Vision

Facet Surface

Tough Protection

Organic Volume

High Precision

Dynamic Edge

Human Simplicity

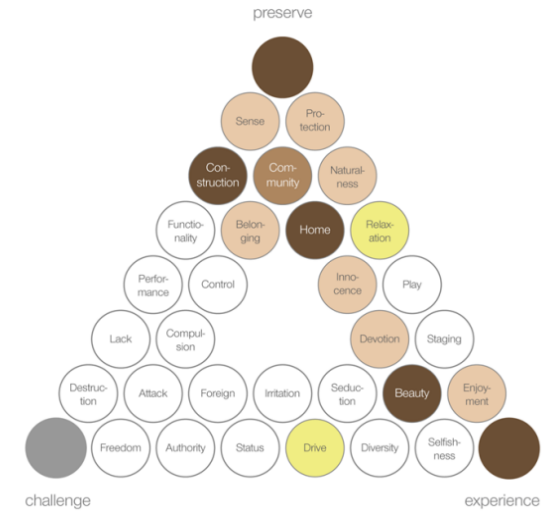**Style Pattern**

designaffairs Design Strategy Tools
SimuPro

preserve

challenge

experience

preserve

challenge

experience

preserve

challenge

experience
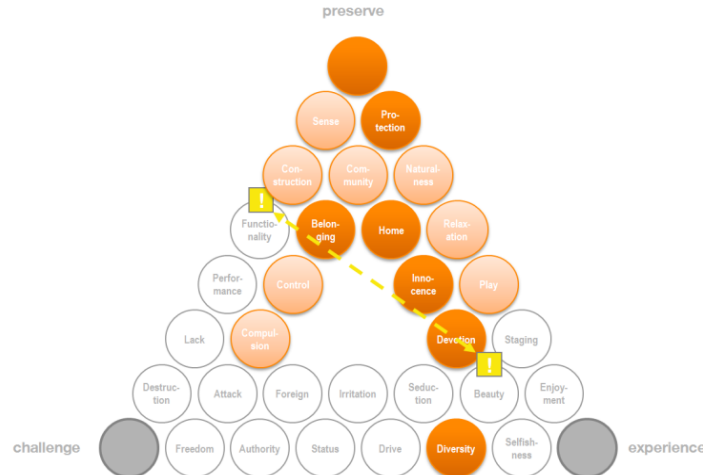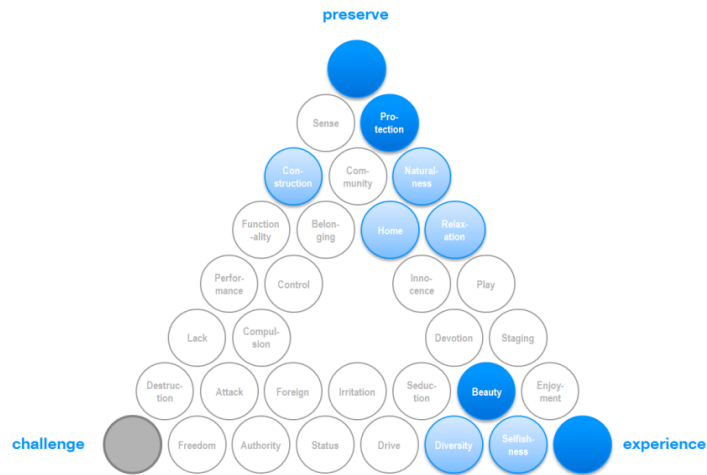
brand

target group
self perception

design style

Classic Vision
Overview

inspired by the past   heritage   orientation   interpreted
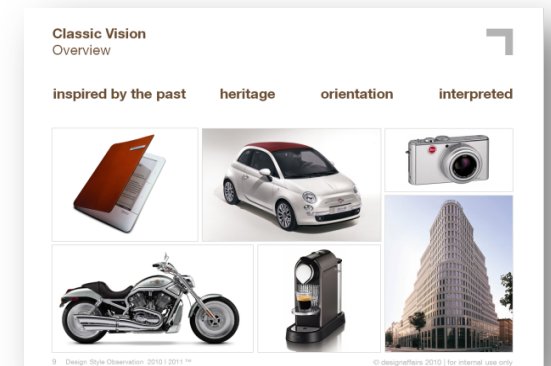
14.00 to 15:00 Portfolio Strategy

What does it comprehend and what is it needed for?

designaffairs Design Strategy Tools
Design Strategy Radar

The **Design Strategy Radar** is designaffairs' unique tool to analyze a portfolio strategy under the premise of ten design relevant criteria.

value strategy & pricing
Does the innovation allow for a flexible retail price management? How high is the product's margin potential between mass market and leading product, related to brand fit.

usp (unique selling proposition) / factor of new
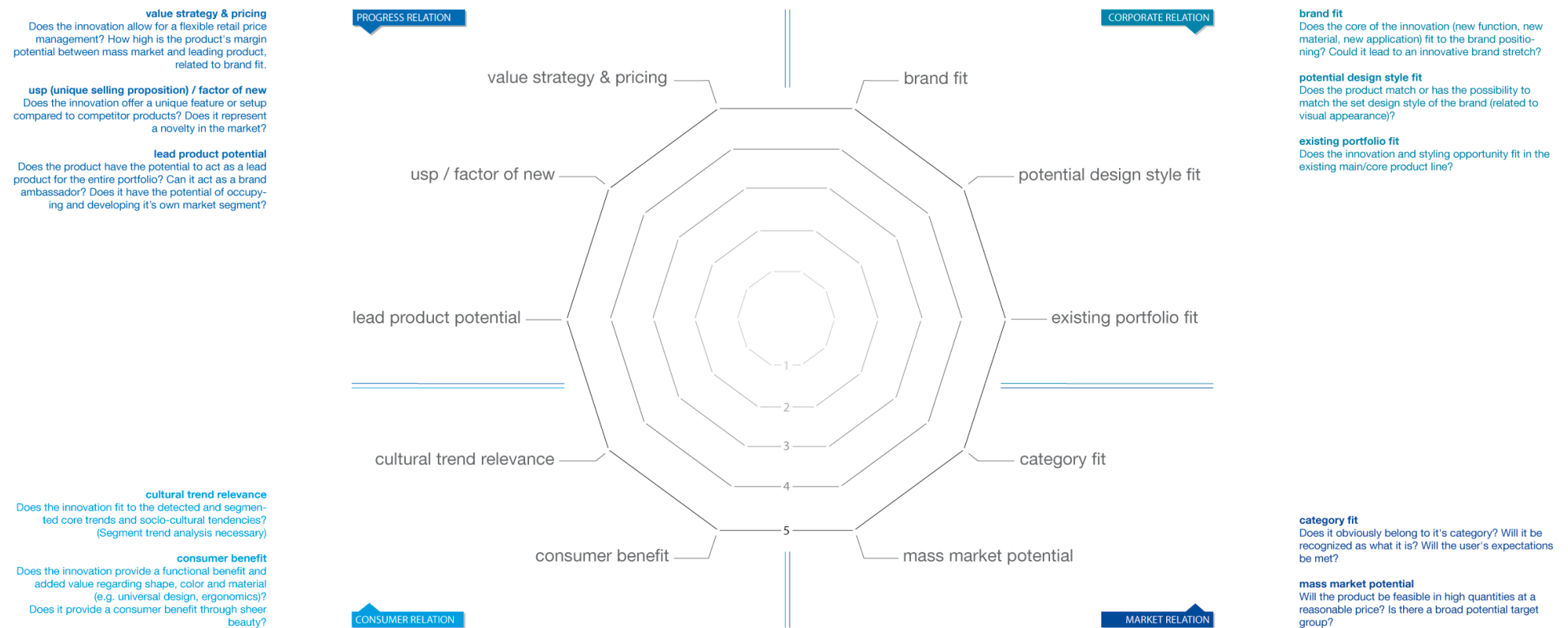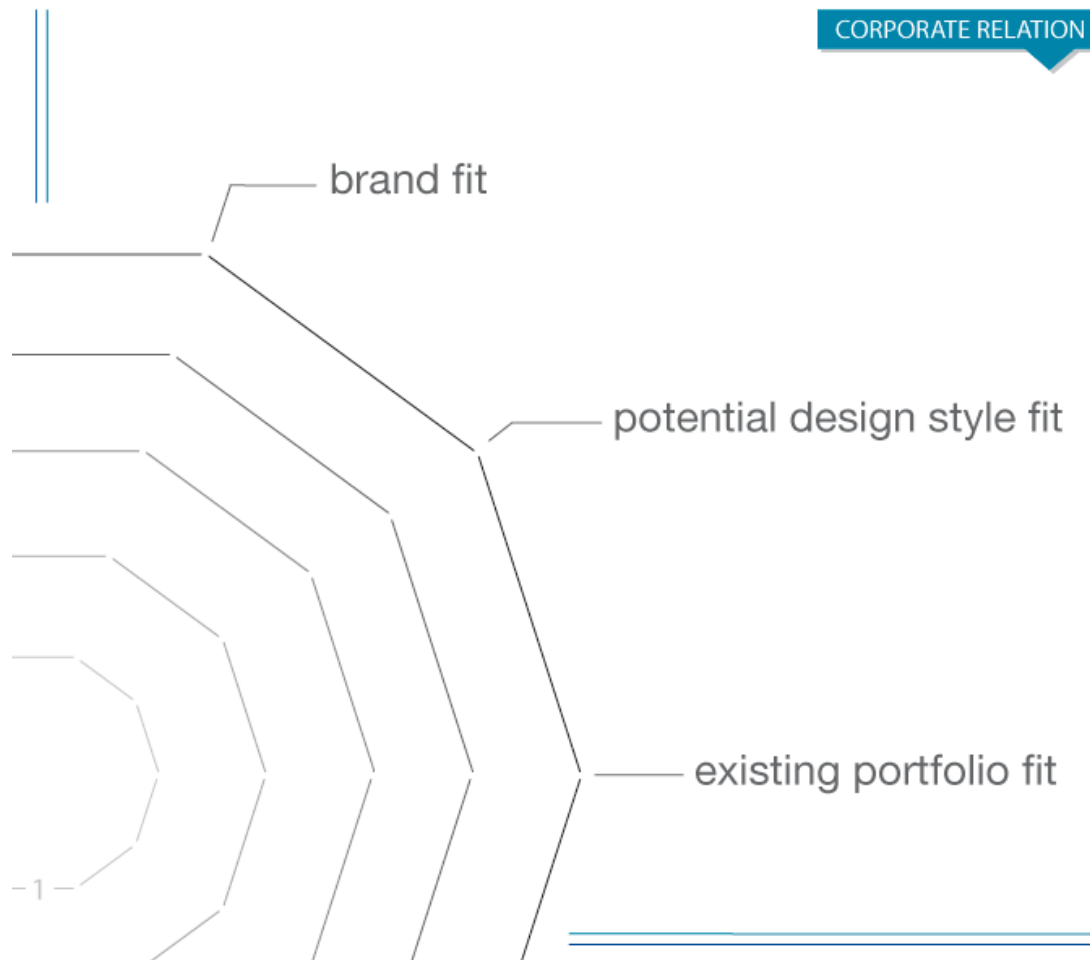Does the innovation offer a unique feature or setup compared to competitor products? Does it represent a novelty in the market?

lead product potential
Does the product have the potential to act as a lead product for the entire portfolio? Can it act as a brand ambassador? Does it have the potential of occupying and developing it's own market segment?

cultural trend relevance
Does the innovation fit to the detected and segmented core trends and socio-cultural tendencies? (Segment trend analysis necessary)

consumer benefit
Does the innovation provide a functional benefit and added value regarding shape, color and material (e.g. universal design, ergonomics)? Does it provide a consumer benefit through sheer beauty?

brand fit
Does the core of the innovation (new function, new material, new application) fit to the brand positioning? Could it lead to an innovative brand stretch?

potential design style fit
Does the product match or has the possibility to match the set design style of the brand (related to visual appearance)?

existing portfolio fit
Does the innovation and styling opportunity fit in the existing main/core product line?

category fit
Does it obviously belong to it's category? Will it be recognized as what it is? Will the user's expectations be met?

mass market potential
Will the product be feasible in high quantities at a reasonable price? Is there a broad potential target group?

PROGRESS RELATION

CORPORATE RELATION

CONSUMER RELATION

MARKET RELATION

value strategy & pricing

brand fit

usp / factor of new

potential design style fit

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mass market potential

1
2
3
4
5

designaffairs Design Strategy Tools
Design Strategy Radar

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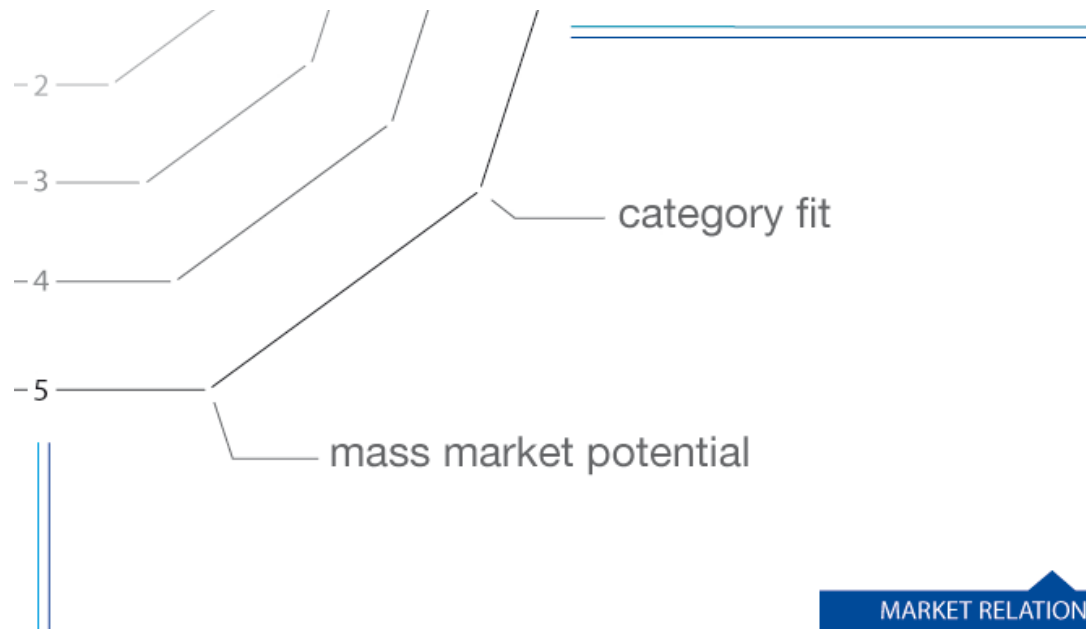
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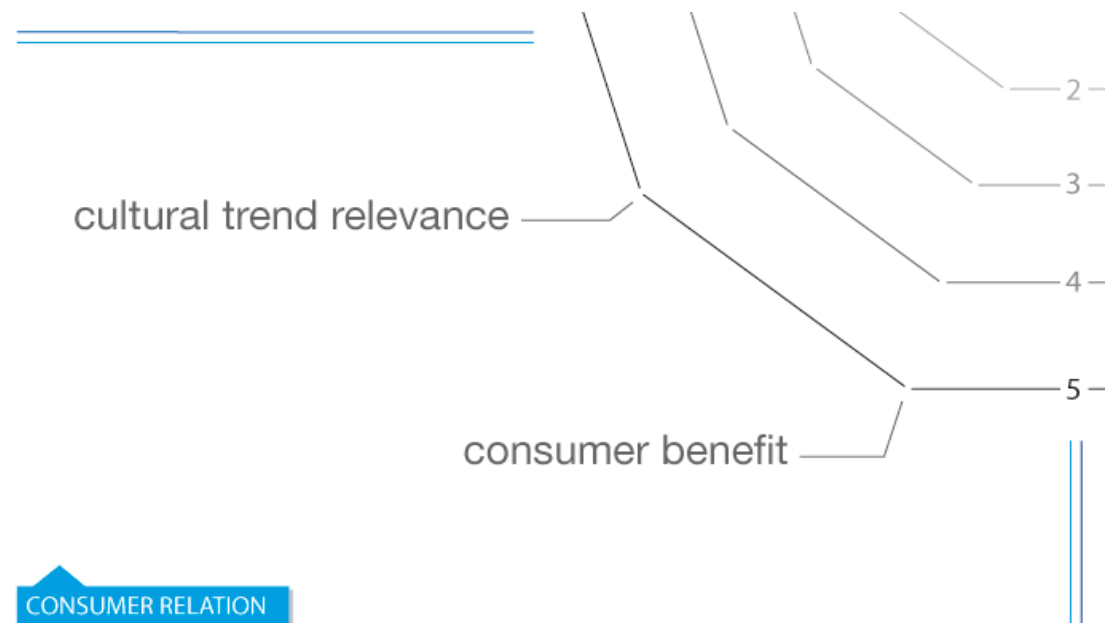
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designaffairs Design Strategy Tools
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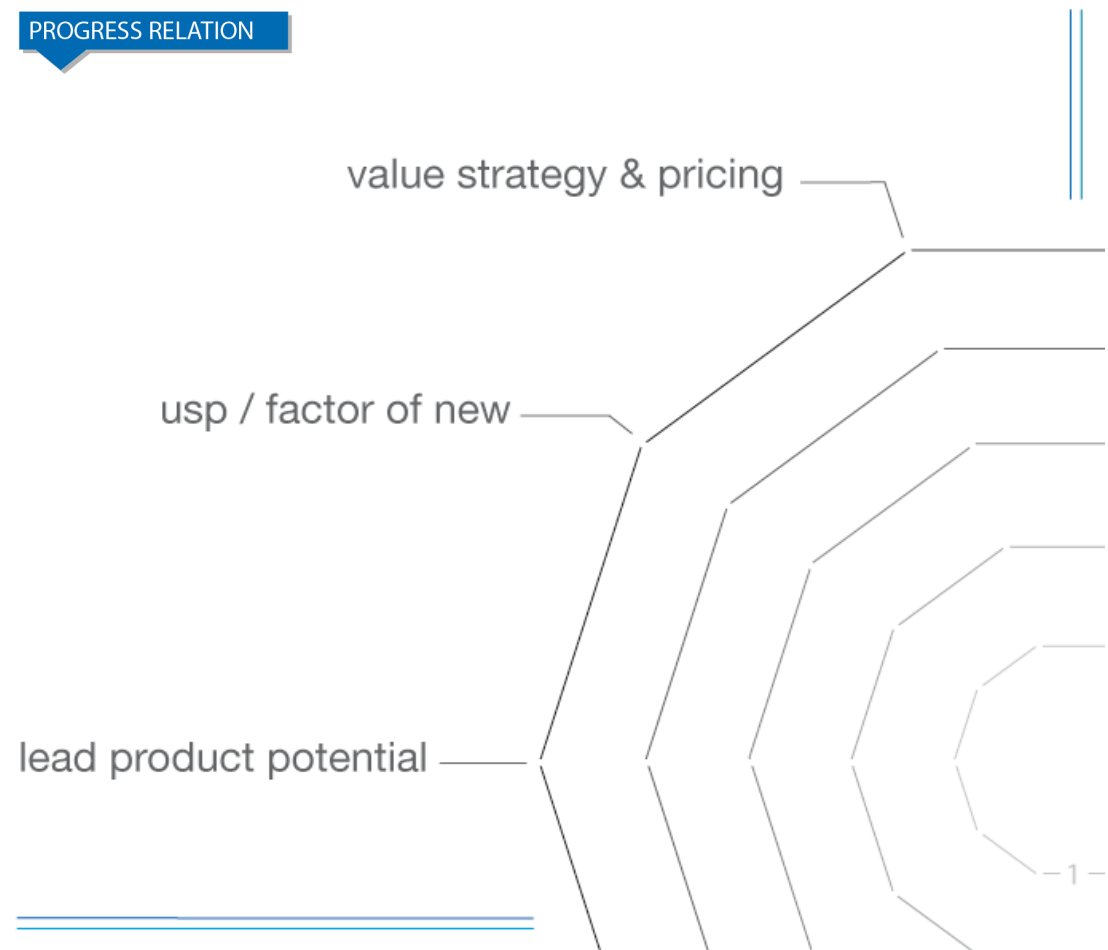
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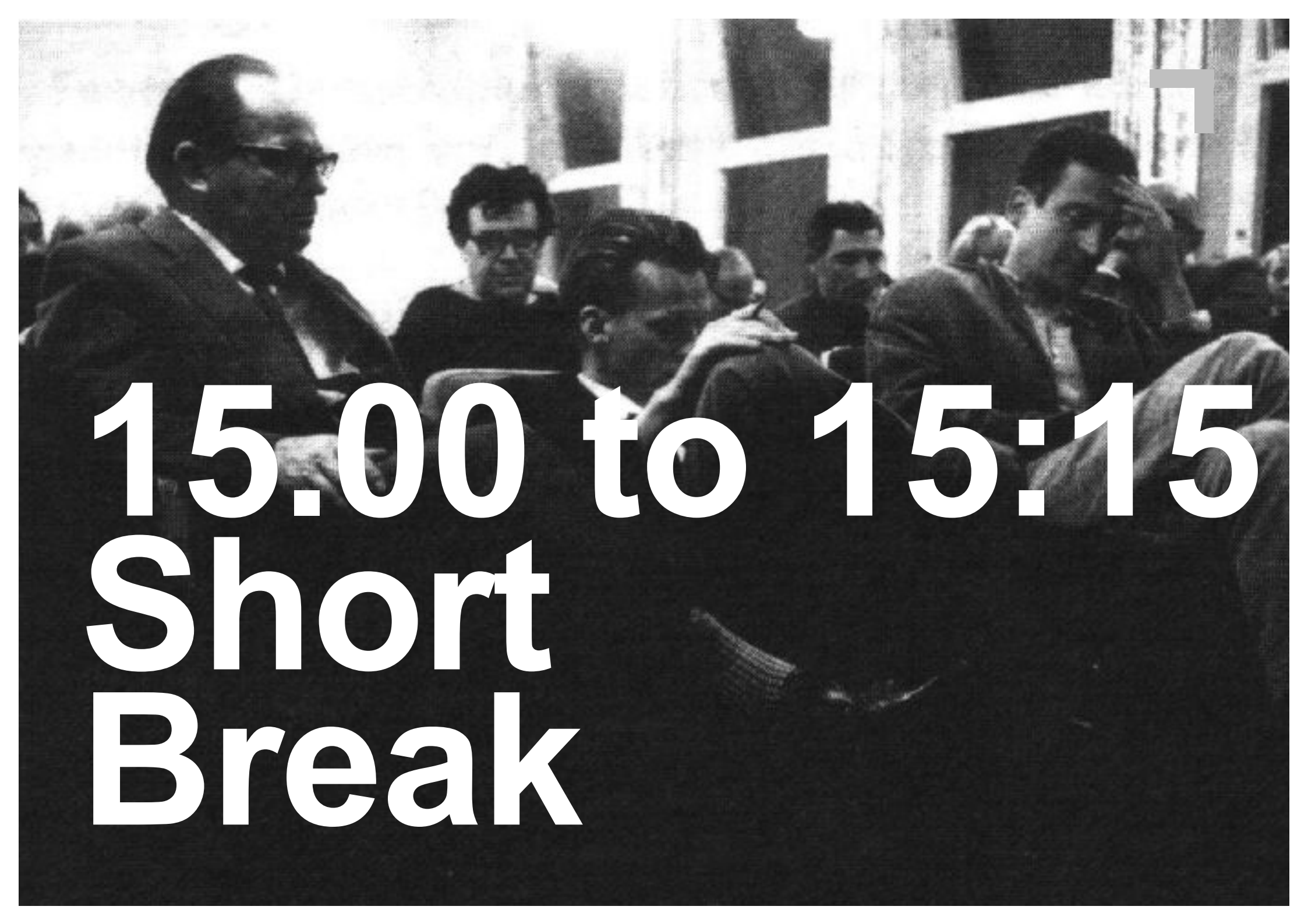
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—1—

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MARKET RELATION

1
2
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15.00 to 15:15 Short Break

15.15 to 15:30
Consumer
Needs

What does it comprehend and what is it needed for?

Target Groups

To address all the different people with their different & immediate needs, it is vital to understand what they like and how the cluster.

Key Market Panel
Socio Demographic Target Group Dimensions

- **Socio-demographic background**

- **Life situation**

-

- **Self assessment**

- **Brand perception**

- **Brand Comparison with competitors**

- **Brand Communication**

- **Matching** Product and brand positioning (DSO/SimuPro)

- **Perception of worlds of style**

- **Preferences** (generally and purchase preferences) for different worlds of style

Sonja B. 34 , single, assistant to the CEO

Bernd S. 36, married, no kids, IT sales manager

I plan my life accurately.

Time is precious.

My everyday life is effected by mobility and speed

My standard of living is great

I want to live my ecological conscience without apparent or   perceptible losses

There is no space in my life for extensive, time consuming car maintenance.
I´m constantly asking for the highest quality.
Sustainable. Environmentally friendly.

15.30 to 16:00 Cultural Dimensions

What does it comprehend and what is it needed for?

People are different.

They have different desires.
They have different cultural backgrounds.
They have different needs in different times.

German beer
French fashion
German cars
Swiss watches
German Engineering
Russian Vodka
German Design
Scottish austerity
Bohemian glass
Protestant liberalism
Delfter porcelain
Black forest kirsch cake

There is no product globally working, not touching the cultural context of the target group.

But there are also products that have a distinctive **regional context** that is, a if not the USP in their market that , **stands out** . The „*cultural bound products*".

Their is something, something special, that makes it so appealing.

- Regional or European.
A corporate strength, that should be detected and be played successfully in a global market.

But it needs an **analytic evaluation** to give **recognizable orientation**.

So typical European.

What is it that makes this distinctive world this narrow horizon so appealing. Stereotypical.

Six Countries
Six individual
Stereotypical
Design
Characteristics
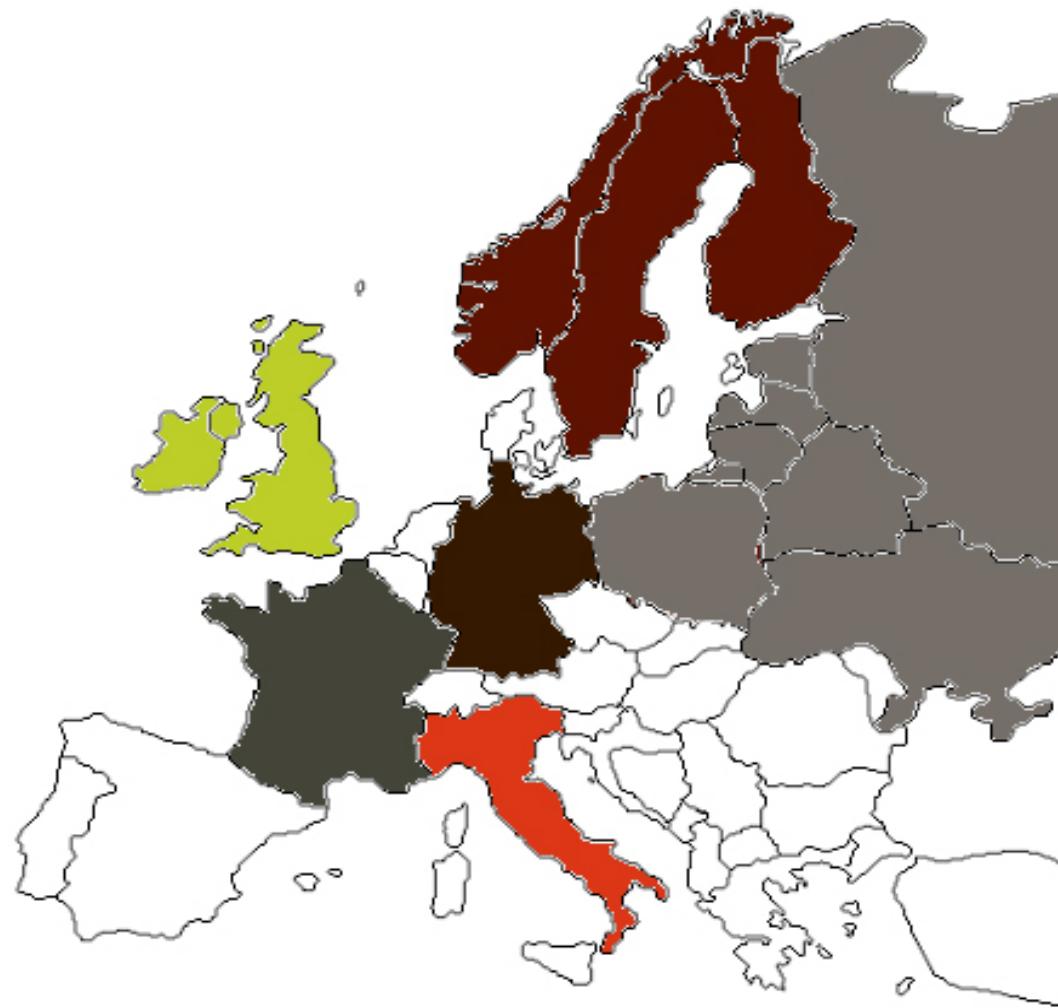
Scandinavian Design
In love with naturalness

Simplicity

British Design
In love with humor
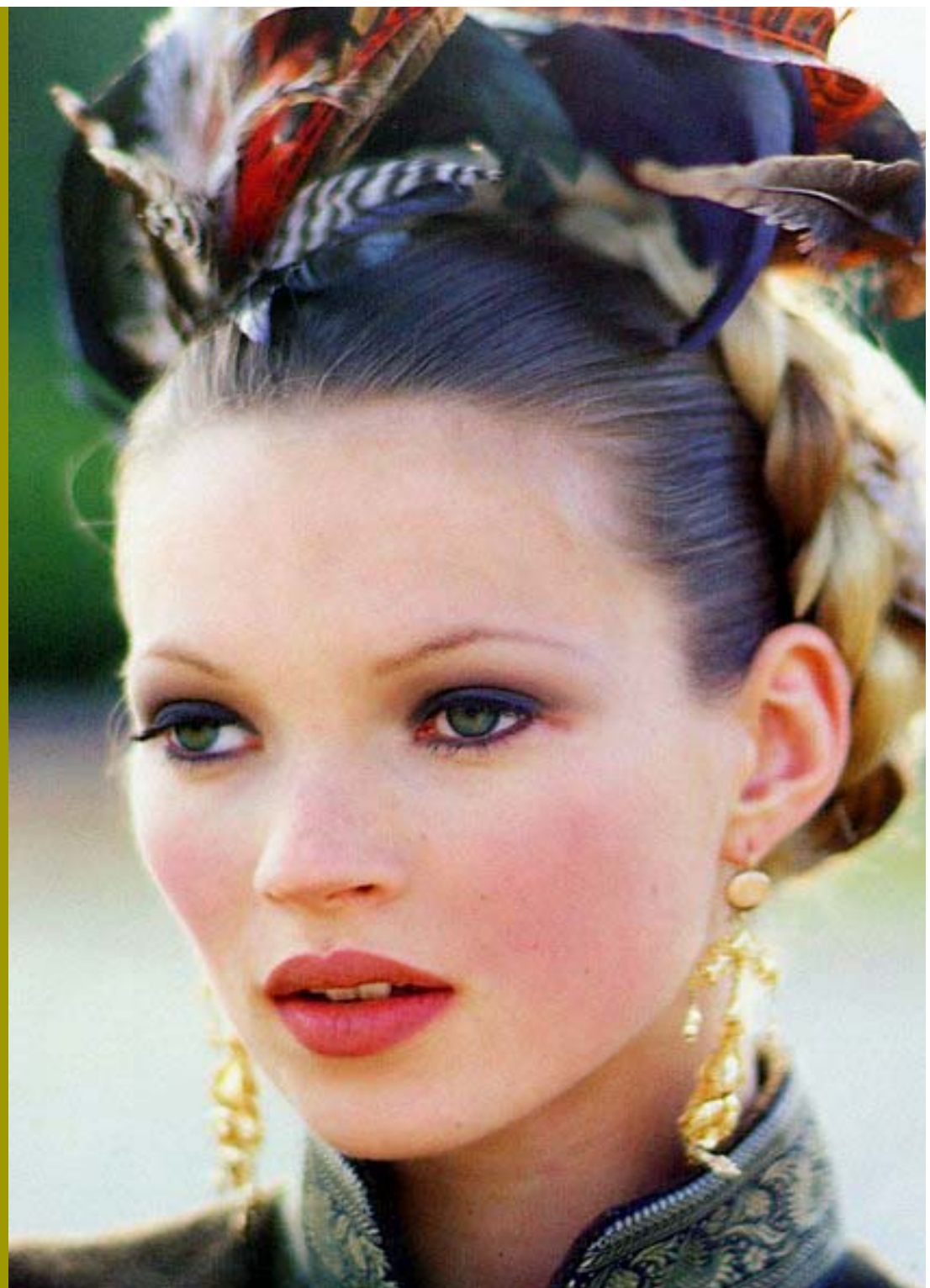
eccentric

German Design
In love with perfection

modernity

Italian Design
In love with seduction

bella macchina

French Design
In love with connoisseurship

autonomy

East European Design
In love with power

playfull

Typical.
Typological.
Iconographic.

Platituden die auf vermeintlichen Wahrheiten beruhen. Immer aber auf echten Werten oder Attributen.

The idea is about **10,4 %** of a product, **89,6%** is working it out the way you have conceived it.

designaffairs'
Trends & CMF Forecast

Germany 2011/2012

example

General:

- The favorite colors of the Germans are Blue (38%), Red (20%), Green (12%), Black (8%), Pink (5%), Yellow (5%) , White (3%), Purple (3%) , Gold (2%), Brown (2%), Grey (1%)

Colors:

Blue	Red	Green

Pattern:

No pattern

Summary:

Almost every German generally likes bluish colors because of their positive symbolic meaning: sympathy, harmony, friendship and confidence

Red is perceived as a positive, powerful and energetic color

Green symbolizes reliable, hope and nature

General:

• Primary and conservative colors, especially in the financial sector. The German Economy stands for high quality, seriousness, conservativeness

Colors:

Blue	White	Green	Gray

Pattern:

• No pattern in general, as pattern generally stands for playfulness.

Summary:

Medium to dark blue in Germany stands for confidence, trustworthiness, credibility, authority, serenity, and reliability and conservativeness. Together with white it symbolizes purity, cleanness.

Green represents its objectiveness and indicates the trend towards ecological correctness.

Deutsche Bank

Society & Religion I Race I CMF signals
Germany

General:

• With the increasing immigrant percentage, the traditionally conservative colors and patterns started to mix with ethnic colors and shadings, mostly warm brown and reddish colors.

Colors:

Warm Red	Brown	Sand	Orange

Pattern:

• Influenced by ethnic groups different traditional patterns are slowly emerging but mostly within interior accessories or fashion items.

Summary:

Earthy brown tones, warm and spicy ethnic colors slowly are enriching the traditionally very conservative color perception of the German and they strongly are associated with warmth and exotic countries.

General:

• Sustainability and health is really important for a big consumer group.

• The Cocooning trend is an effect resulting out of the financial crisis

• High-Quality for good price, as well as quality finish of the material is quite important

Colors:

Blue	Orange	Green	Black	Grey/Silver

Pattern:

• No patterns, as it is about quality and pureness

Summary:

Within higher priced or higher value consumer goods sector, especially consumer electronics, neutral colors traditionally are appreciated.

Within the eco-natural material color such as unbleached cardboard-brown together with green in combination with white.

Topics: Puristic, conservative, pragmatic, unobtrusiveness, timeless, sustainability, high-quality

General: traditional focus on valuable and high quality optics

nevertheless increasingly budget orientation: 'valuable quality for a reasonable price'

environmental issues like global warming awakening Germans' sense of responsibility for environmental aspects; naturalness is perceived as valuable

predilection for conservative, puristic and rather pragmatic solutions still strong

Colors: overall unobtrusive, puristic, trustful and rather conservative but valuable appearance

natural color of quality material: wood, stone, metal

Material & finish: natural materials such as stone or wood, polished, oiled an rather natural appearance

together with metals like steel or aluminum; rather semi-gloss, etched or brushed

Pattern: puristic, more natural material structure than real pattern, long time-values appreciated

pattern traditionally strongly fashion related and implying mostly short time usability

example

Coming from street art and style this is a trend strongly emerging in the field of leisure wear. As dress codes also got less strict in the last years, mostly the younger generations like to mix street or sportswear with classic high street fashion. The basis for this is the mixture between classic pieces and street-wear apparel.

Colors are bold and often used in wild mixtures.

The pattern style is dominated by all over prints, freestyle or logo-based.

Intensity: **exceptional**

Main target group: 15 to 30

example

Topics: Comfort and easiness, obtrusiveness, sport, individuality				
Areas			**Exceptional**	**Conclusion/ Summary**
Colors	Cyan / Turquoise / Primary Red / Slate / White / Light Denim		Neutral faded black and bright white shades are predominately the background color for bright colors. Not more than maximum three colors are used overall, as the sporty clean appearance would be diminished.	This is a strong emerging trend most of all for the younger generation (16 to 30 years). Color and pattern are here more important than fabric or cut. With the overall bright and primary colors The trend is perceived as very sporty because of the strong contrast in color, the limited color usage and the simple graphic patterns. this trend refers to the German liking for primary colors like blue and red. It breaks with traditional German preference for conservativeness and unobtrusiveness and it enhances the individuality.
Materials/Finish	Cotton fabrics, jersey, jeans, materials used in active sportswear such as rip-stop fabrics. Rather sporty and comfort optics.			
Pattern			Famous company logos are sometimes printed all- over. Patterns are rather simple graphics.	

The 1950s in Germany were the time of economic prosperity. After the war, people recovered and economy regained wealth and the desire for style.

The today's revival of this very typical 1950s style is a reference to the original. But without loosing its own character. The furniture has original 1950s form language but appears to be more stable and easy. Also the colors stick to the 1950s original style of dusted primary colors but also incorporates a variety of beige and natural shades together with fresh point colors.

Intensity: **common**

Main target group: 20 to 45+

example

Topics: Comfort and easiness, natural and quality material perception, unobtrusiveness, naturalness, purism, timelessness		
Areas	**Exceptional**	**Conclusion/ Summary**
Colors Curry Siena Cement Cold Grey Jade Bright Orange	Sometimes black is used in combination with warm wood tones for a more luxurious optic.	This trend is already common in Germany. Can be seen in boutiques as well as in big consumer markets. A trend which feels familiar to most Germans as it reminds of the past. Nevertheless the new appearance is very fresh because of new color and formal interpretation. It is about the combination of different materials as well as rather simple forms with a retro-appeal. The colors are rather warm and slightly dusted. Mostly not more than 2 colors are used within a product. Also different materials within one product are always colored in a strong contrast to underline material combination. This trend is closely linked to the German tendency towards timelessness and quality products for a reasonable price. Nevertheless it breaks with traditional liking for conservativeness because of the rather puristic form language and extensive color use. The use of natural tones and oiled wood pays reference to the German tendency towards sustainability and ecological issues. That is why the main target group is rather broad
Materials/Finish	Pure oiled wood, mostly walnut, linen structured fabrics, semi-glossy leather, ceramics, brass, brushed or polished, Bakelite, Melamine	No high-gloss. Polymers are not used often and if, then in a more unobtrusive way and mostly colored.
Pattern		Patterns are used very sparingly. Mostly within accessories. Plain colored is the more common.

example

Industry Analysis: Germany I Transportation
Trend: Earthed Browns

Brown is following the white trend regarding automotive colors. In the first half of 2009 there were as much cars sold in the new brown shades than in the whole year of 2007. The new trend towards earthy tones is being fueled by the strong increase of ecological responsibility of the consumer. Brown is earthy, brown is warm and has a harmonizing effect on the viewer. Added subtle copper or pearl effects support the elegant and valuable look.

Intensity: **emerging**

Main target group: 35 to 50+

	Topics: Naturalness, pureness, high-quality material and manufacturing perception		
Areas		**Exceptional**	**Conclusion/ Summary**
Colors	Toffee Chestnut Brown Copper Brown Espresso Blackish Brown	Emerging is the combination of warm brown shades on the automotive exterior in combination with soft brown interior colors. Fantastic effects as pearl, metallic and flip/flop with gold or even rose pigments are emerging.	Brown in other areas as fashion and interior always is a kind of classic color. Within automotive, it is very new, besides of a short appearance in the 1980s. As this color is comforting for the viewer and fits to the basic automotive colors such as black, silver and white, brown has a great potential. The increasing ecological debate within the automotive sector also builds a platform for colors with a "natural" impression such as earthy brown shades. The "brown trend" regarding cars is important regarding eco-features and so to say fashion cars. It provides a earthy and natural image. Furthermore brown works well together with other, rather dark parts of the bodywork as well as with silver metal colors. It is about the many-sidedness of brown and the symbolic meaning of down-to earth and naturalness which fits into Germanys tendency towards a sustainable and responsible lifestyle. The brown tones are surprising and vary from copper to blackish brown tones. Rich and subtle effects add elegance. Nevertheless it breaks with traditional liking for conservativeness because of the rather untypical color for automotive.
Materials/Finish	High gloss lacquer, semi-matt effect, metallic, pearl, crystal effects	Subtle soft touch or liquid metallic high gloss shades are rather exceptional	
Pattern	No patterns!	The focus is on subtle color effects	

example

There is a new ecological awareness rising in Germany. Regarding architecture, both private and public, latest knowledge is used in order to improve the eco-balance of one's living space. Be it by using new heating systems, energy producing technology like solar panels or new constructing technologies to improve the heat insulation of the buildings.

Alongside there is a longing towards more human design. Calm natural and light colors are combined with a mixture of natural materials like wood and steel or glass for a contemporary urban look with a human touch.

Intensity: **common**

Main target group: 35 to 60+

Topics: Simplexity (simple optics and complex details), timelessness, high quality manufacturing and material perception, sustainability			
Areas		Exceptional	Conclusion/ Summary
Colors	**Off White** **Soft yellow** **Dusty Rose** **White**	Colors are used on plastered walls. Plain white plays the strongest role. Natural materials such as wood or burnt brick will always stay natural color.	A story about sustainability and ecology. Material choice by means of effectiveness and naturalness stands in foreground. Color is there to convey a optimistic, yet natural and calm mood. It is about the use of materials natural offspring in combination with synthetic materials in a clever, sustainable and aesthetic way. The outer forms of the buildings seem to be simple yet sculptural The colors are mostly natural with single soft point colors. Not more than one point color is used within a building and it always is the combination of either natural tones or pure white together with the point color. Brushed aluminum or steel add cool and technical accents. Usually, besides plastered walls materials itself are rather natural colored. There is no high gloss, rather matt or brushed optics The use of natural tones and materials pays reference to the German predilection for sustainability and ecological issues. Also it is closely linked to the German tendency towards timelessness and high quality manufacturing and material perception.
Materials/Finish	Burnt Brick, Wood, Stone, Concrete, Plaster, Glass; Both, visible or hidden solar panels and energy saving devices such as special roof tiles, etc.	Partly also steel is used but only in detail. There is a tendency towards bigger windows/glass areas, as insulation technology improves No high-gloss, rather matt, brushed and natural finishes	
Pattern	No pattern	It is about thoughtful choice of material and color	

Industry Analysis: Germany I Consumer Electronics
Trend: 3D TV

Since a couple of years now there is a revival of 3D movies. Technology such as DCI has improved the quality. Furthermore the new 3D movies are completely colored. Since 3007, there have been several animation movies made in stereoscopic version. Until now they just can be

seen in few cinemas throughout Germany without special 3D-glasses. Nevertheless, the 3D technology is constantly developing and already entering the home cinema market.

As this trend is about high-tech innovation colors are very unobtrusive such as black and silver . Materials vary from polymers to metal optics, exceptional group: 20 to 45

GEFORCE 3D VISION

example

3D on Blu-ray Disc

Phone

52" 3D Display

Topics: Timelessness high quality manufacturing and material perception, prestigiousness, purism, sensualism		
Areas	**Exceptional**	**Conclusion/ Summary**
Colors Silver Anthracite Black	Other colors are just used as accents as the focus s on high-tech optics. Bright colors in sparing details are seen on 3D-glasses	A story about sensualism and technical performance. Still developing but strongly connected to the TV and home entertainment sector in general. The colors are rather basic such as black and metal in order to convey a valuable and high-tech related optic. The higher the product price the more metal optics can be seen. Overall, there is no pattern application as pattern stands for rather short time value and fashion products. Materials vary by means of price from polymers with high-gloss surfaces or semi-matt optics to real metal optics. Sensual surface finishing such as soft touch will emerge within this very sensual trend. This trend is closely linked to the German preference for pragmatism and high quality optics for a reasonable price as for prestigiousness.
Materials/Finish	Polymers with metallic or subtle pearl effects; Either high gloss or semi-matt optics. Brushed and anodized aluminum for the premium segment	IMD foils with subtle effect such as tone in tone color gradients are seldom used. Ultra matt optics and soft touch are used within devices.	
Pattern	No pattern!	Pattern in Germany transform a high tech product into a fashion item. Germans will rather use a skin to customize item	

example

16.00 to 17:15 Project Work

What to do and how to do it.

17.15 to 17:30 Wrap Up

That is all for today. Enough?

& Deliveries.

Brand Value Wheel

SimuPro Profil Brand & Main Target Group

Design Style Definition Brand & Product

Design **Strategy Radar**

Target Group Profil

Positioning Paper

Derived **Key Design Elements**

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