BRAND

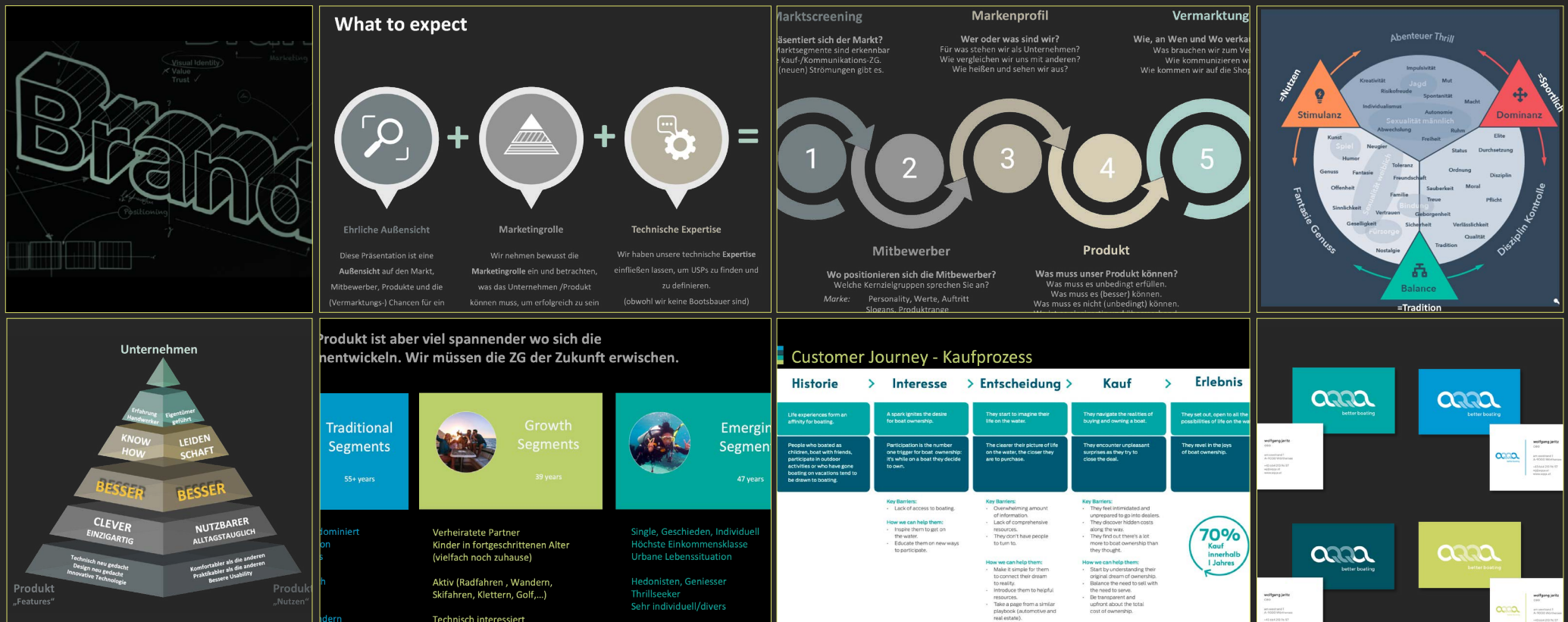## STRATEGY. DESIGN. EXPERIENCE.

Wien / Pörtschach am Wörthersee
+43 650 30 12 987
office@designology.at
designology.at

Strong brands are not created by chance. They are the result of strategic clarity, cultural relevance and creative precision. Brand development means shaping identity - on the basis of values, visions and a clear attitude. It combines analysis with intuition, structure with emotion. And it creates the basis for brands that are not just visible, but tangible - relevant, resilient and sustainable.

What to expect

Ehrliche Außensicht

Diese Präsentation ist eine **Außensicht** auf den Markt, Mitbewerber, Produkte und die (Vermarktungs-) Chancen für ein

Marketingrolle

Wir nehmen bewusst die **Marketingrolle** ein und betrachten, was das Unternehmen /Produkt können muss, um erfolgreich zu sein

Technische Expertise

Wir haben unsere technische **Expertise** einfließen lassen, um USPs zu finden und zu definieren.
(obwohl wir keine Bootsbauer sind)

Marktscreening

Wie präsentiert sich der Markt?
Marktsegmente sind erkennbar - Kauf-/Kommunikations-ZG.
(neuen) Strömungen gibt es.

Markenprofil

Wer oder was sind wir?
Für was stehen wir als Unternehmen?
Wie vergleichen wir uns mit anderen?
Wie heißen und sehen wir aus?

Vermarktung

Wie, an Wen und Wo verkaufen
Was brauchen wir zum Ver
Wie kommunizieren wir
Wie kommen wir auf die Shop

1 2 3 4 5

Mitbewerber

Wo positionieren sich die Mitbewerber?
Welche Kernzielgruppen sprechen Sie an?
Marke: Personality, Werte, Auftritt
Slogans, Produktrange

Produkt

Was muss unser Produkt können?
Was muss es unbedingt erfüllen.
Was muss es (besser) können.
Was muss es nicht (unbedingt) können.

Unternehmen

Erfahrung Handwerker / Eigentümer geführt

KNOW HOW | LEIDEN SCHAFT

BESSER | BESSER

CLEVER EINZIGARTIG | NUTZBARER ALLTAGSTAUGLICH

Technisch neu gedacht / Design neu gedacht / Innovative Technologie | Komfortabler als die anderen / Praktikabler als die anderen / Bessere Usability

Produkt „Features" | Produkt „Nutzen"

Produkt ist aber viel spannender wo sich die [ ]entwickeln. Wir müssen die ZG der Zukunft erwischen.

Traditional Segments — 55+ years

Growth Segments — 39 years

Emerging Segments — 47 years

...dominiert [ ]on

Verheiratete Partner
Kinder in fortgeschrittenen Alter (vielfach noch zuhause)

Aktiv (Radfahren , Wandern, Skifahren, Klettern, Golf,...)

Technisch interessiert

Single, Geschieden, Individuell
Höchste Einkommensklasse
Urbane Lebenssituation

Hedonisten, Geniesser
Thrillseeker
Sehr individuell/divers

Customer Journey - Kaufprozess

Historie >	Interesse >	Entscheidung >	Kauf >	Erlebnis
Life experiences form an affinity for boating.	A spark ignites the desire for boat ownership.	They start to imagine their life on the water.	They navigate the realities of buying and owning a boat.	They set out, open to all the possibilities of life on the wat
People who boated as children, boat with friends, participate in outdoor activities or who have gone boating on vacations tend to be drawn to boating.	Participation is the number one trigger for boat ownership: it's while on a boat they decide to own.	The clearer their picture of life on the water, the closer they are to purchase.	They encounter unpleasant surprises as they try to close the deal.	They revel in the joys of boat ownership.

Key Barriers:
- Lack of access to boating.

How we can help them:
- Inspire them to get on the water.
- Educate them on new ways to participate.

Key Barriers:
- Overwhelming amount of information.
- Lack of comprehensive resources.
- They don't have people to turn to.

How we can help them:
- Make it simple for them to connect their dream to reality.
- Introduce them to helpful resources.
- Take a page from a similar playbook (automotive and real estate).

Key Barriers:
- They feel intimidated and unprepared to go into dealers.
- They discover hidden costs along the way.
- They find out there's a lot more to boat ownership than they thought.

How we can help them:
- Start by understanding their original dream of ownership.
- Balance the need to sell with the need to serve.
- Be transparent and upfront about the total cost of ownership.

70% Kauf innerhalb 1 Jahres

WE CAN DO IT.

Brand service portfolio

DD. DESIGNOLOGY

DESIGN | PRODUCT

ANALYSIS
Target definition & positioning
Competitors and environment
Determination of needs (user + human)
Technical framework conditions

CONCEPT DEVELOPMENT
Product strategy & idea development
User & human centred design
Functional and aesthetic concept
technology integration
clarify feasibility
collection concept

DESIGN DEVELOPMENT
Development of design theme
Development of 2D and 3D design
Detail development in 3D
UX & UI design, product graphics
Definition of shapes, colours, materials, surfaces

CONSTRUCTION
Technical implementation in 3D with regard to production, cost optimisation,
creating production plans in 2D

VISUALISATION
Definition of variants / collection
Photorealistic renderings, animations

SUPPORT PROTOTYPING
Organisation of prototypes

BRANDING | MARKET

MARKET POSITIONING
Competitor analyses
Best in class / worst in class assessments
Market expectation matrix (offer & customer expectation)
Positioning idea, concept
Definition of customer types, personas, needs
Derivation of the unique market positioning
Market development strategy (sales, communication)

BRAND VALUES
Development of corporate vision
Ethics (marketing & operational behaviour)
Brand pyramid
Definition of core brand values

CUSTOMER JOURNEYS
Analysis of customer interactions
Definition of all touchpoints
Development of a consistent message (experience)
Development of customer journey (1st contact - invoice)
Harmonisation of off-site / on-site / digital experience

DIGITISATION
Analysis of degree of digitalisation
Scrutinising ALL business processes
Identification of digitalisation potential (customer benefit)
Development of new (digital) services
Utilisation of digital competitive advantages

VISUALS | APPEARANCE

CI/CD DEVELOPMENT
Brand value/brand visualisation concept
Logo / design elements (new or redesign)
Development of claims, product logics / names
Corporate Colours & Signature
Corporate Wording
Strategy

BUSINESS EQUIPMENT
Stationery, envelopes
Business cards, MFGs
Quotation and invoice templates

COMMUNICATION
Magazine / Catalogue / Price lists / Folders
Daily information & daily items
Advertising campaigns, adverts / advertisements
Direct mailings, newsletters
Pictograms & signatures
Presentation templates

DIGITAL
Website Design (Graphical, Functional & Technical)
Social Media Post Templates & Campaign Ideas
Google Ad Design (Idea & Creative)

CI/CD/ DESIGN SPARINGPARTNER
Clearing centre for CI/CD/design issues
(materials, communication, on-site, interior,...)