

Luxury Brands & Design



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Course Content

Day 1: Lessons Learned. Branding Theory: The Keller Model. Maison vs Product Brands. French Luxury versus American approaches. Brand DNA – Identity vs Image.

Day 2: Branding Theory: Understanding Brand Identity, Architecture & Strategy. Brand Stretching: Exploiting Brand Equities. Workshop session. Groups will be expected to work on overnight projects.

Day 3: Group presentations and review of brand tools. Final project brief.

Day 4: 11 Oct - Coaching session.

Day 5 : 20 Nov - Coaching session.

Grading:

Attendance	15%
Class Participation	15%
Group Presentation	70%

Internet, library and trade visit research is fundamental.



Suggested Textbooks:

Chevalier, M & Mazzalovo, G: Luxury Brand Management. Wiley (2008)
Kapferer, J-N: The New Strategic Brand Management. Kogan Page (2004)
Minvielle, N: Design et Croissance. Maxima (2007)



Three key steps to creating the brand....

Explore

Create

Shape



Explore

- Market Analysis
- Consumer Behaviour
- Trendwatching
- Competitive **Analysis**

Create

Shape



Explore

- Market Analysis
- Consumer Behaviour
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Create

- Brand Architecture
- Brand Strategy & Positioning
- Brand values & attributes
- Brand equity drivers
- Brand Universe
- Naming and messaging
- Brand story communication strategy

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Shape

You need to brief not do

- Brand Identity Design
- Packaging Design
- Branded Environment
- Digital Branding
- Brand PR & Advertising
- Point of Sale / Signage
- Corporate communication
- Launching programs
- Brand Management



The Brief

(P.O.Ps & P.O.Ds)

- Background
- Explorations
summary CSFs

- Brand Architecture
- Brand Strategy &
Positioning
- Brand values &
attributes
- Brand equity drivers
- Brand Universe
- Naming and messaging
- Brand story
communication strategy

- Brand Identity Design
- Packaging Design
- Branded Environment
- Digital Branding
- Brand PR & Advertising
- Point of Sale / Signage

The most important one first.

*•If you start with maison, give
brief for maison*

*•If you start with product, give
brief for product formula,
packaging etc*

Tips from websites

Design Brief

How To Write An Effective Design Brief

A design brief is a written explanation - given to a designer - outlining the aims, objectives and milestones of a design project.

A thorough and articulate design brief is a critical part of the design process. It helps develop trust and understanding between the client and designer - and serves as an essential point of reference for both parties.

Above all, the design brief ensures that important design issues are considered and questioned before the designer starts work.

See <http://www.designcouncil.org.uk/en/About-Design/Design-Techniques/Briefing-by-Peter-L-Phillips/>

• http://www.cdli.ca/depted/g7/dev_brief.htm

• <http://justcreativedesign.com/2008/09/26/how-to-write-an-effective-design-brief/>

• <http://freelanceswitch.com/clients/the-ultimate-design-brief/>

• <http://www.davidairey.com/how-do-you-write-a-graphic-design-brief/>

Tips from websites

Background:

Start your design brief with a short, honest synopsis of your organisation or brand. Don't take this information for granted, and don't assume that the designer will necessarily know anything about your industry sector.

Tell your designer:

- What your organisation does
- What your niche market is
- How you fit in to your industry sector

Objectives:

Good design can have a huge influence on the success of a brand's marketing strategy - but in order for success to be ensured, clear goals must be set.

For example, do you want to:

- Generate sales? - new users, or users of ...
- Encourage enquiries?
- Encourage them to tell a friend?

If your aims and objectives are not this clear, then your design brief has already achieved another purpose...

One of most rewarding parts of actually sitting down and writing a design brief is that it helps to clarify your thoughts and can indirectly help to find flaws in what you initially thought was a solid idea.

Target: Demographics/Psychographics

Detail your primary, secondary and tertiary audiences. Explain if you are looking to consolidate your existing client-base or appeal to new markets.

Tips from websites

Design Examples:

Providing examples of what you consider to be effective or relevant design can be a great help in writing a design brief.

Make sure to include samples of your / competitor's current marketing materials - even their only purpose is to explain what you *don't want* from your new marketing materials!

If there is a design style that you particularly like or dislike - then explain why in the brief. If you're not entirely sure why you like a certain design style, then good starting points include:

- Colour
- Imagery
- Quantity and quality of text
- Typography
- The atmosphere that particular designs create

Don't feel that you have to stick to the medium that you are designing for when giving a list of inspiration and influences. If a television advert or music video creates the atmosphere that you want your flyer to create, then that is a perfectly reasonable statement to make in a design brief.

The more clues you give about your design tastes, the more likely the designer will be able to produce something close to your aims. Expecting your designer to second-guess what you require rarely produces the best results.

Remember that professional designers will not copy the ideas you send them... but will use them as the start of the design process.

Design Brief issues

1. Determine the role that design should play
 - Design as the product?
 - Design for Impact and ID or for background?
 - Identifiable DNA touches ie Margiela
 - Fmcg vs luxury product
 - Fashion vs Classic

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2. Determine the level of freedom given to designer
 - Design Parameters (central to the Brief)
 - the Sacred vs the Profane
 - POPs and PODs

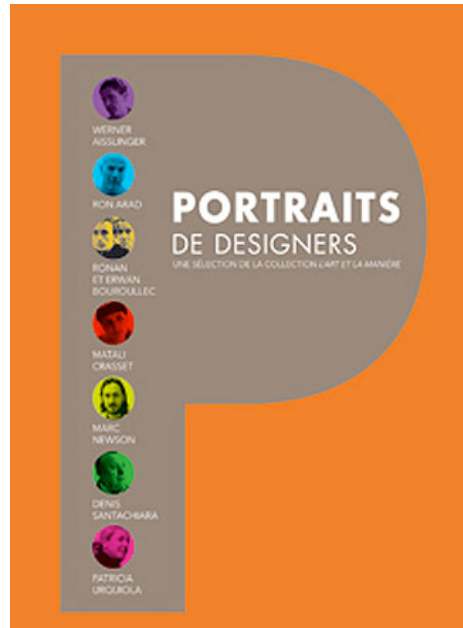
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3. Determine the communication role of designer
 - Designer name as main story
 - Designer name as support story
 - No designer name mentioned. Brand name only.

newsworthiness

The Star Designer and the Client



Design Brief issues

- Background: Mkt size, Competitive sit, Trends
- Brand & Design History and current situation
- Brand and Design Objectives
- Brand and Design Strategy

Design Brief issues

- **Brand and Design Parameters**
- Normally budgets, timings etc follow
- Who approves? Designer or Client or both?

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Understanding the **collective consciousness**
of **your segment**