

Brand & Product Design

a multiple day seminar on brand personality design, UX design, and design thinking. included contents: theoretical frameworks, academic insights, practical application, and if applicable company visits and life cases.



Brand personality is the set of human characteristics associated with a brand.

Jennifer Aaker
Professor of Marketing at Stanford University

Syllabus Brand Personality Design

Prelude. Relevant concepts and facts.

- _Defining the brand image

learn more about the concept of brand personality and how to manage a brand concept, how consumers present their actual vs. ideal self through means of brand consumption, different value prepositions of products and brands, and their hedonic vs. utilitarian nature, and how brands and products are effectively advertised depending on the involvement of the target audience.

- _Communicating brand personality traits

learn more on the art of storytelling, the effects of authenticity in advertising, lifestyle and aspirational communication campaigns.

- _Effective advertising communication

it is a highly controversial question: what is more effective, short-term sales activation or long-term brand building? We seek to tackle this controversy by examining the data of the British IPA [Institute of Practitioners in Advertising] effectiveness awards database. Learn the insights from the analysis of hundreds of real-life communication campaigns.

Exemplary strategy. Creating a brand's human characteristics through transferal of traits from humans

- _transferring traits from anonymous models and endorsers

- _spotlight celebrity endorsers: why and how they enable to build strong brand images

- _digital: influencers win millennials.

Case study. Maurice Lacroix – a Swiss luxury watch brand - shapes consumer perception of its brand personality through compelling advertising campaigns.

A comprehensive case study that includes topics such as target group definition [VALS, Sigma], brand personality definition, evaluation of campaign concepts, online/offline communication initiatives [gamification, sponsorships, endorsements, atl/btl]

Case study. OVS/Charles Vögele – a Swiss/Italian fashion brand - intends to rejuvenate its brand personality. Learn the limitations of effective communications.

Digital. Brand communication campaigns in digital media.

- _overview: the POE media model.

- _selected digital campaigns of European brands.

- _spotlight content marketing: Austrian brand Red Bull and the biggest CM project of all times.

- _influencers win millennials.

- _from online to offline: online communities and influencer in the physical brand world.

Application. Develop a brand campaign for a chosen brand or product.

- _define the aspired brand position and image.

- _define the target group.

- _devise a communications strategy.

- _create visuals for your campaign.

- _carry out market research to test effectiveness of your developed strategy and visuals.

Lecturer: Dr. Christian Schimmelpfennig

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Branded storytelling will be that thing in the years to come!

Today, consumers are bombarded with visuals in marketing. In the future, communication needs to be more than just pictures.

It needs to be more emotional. It needs to be stories.

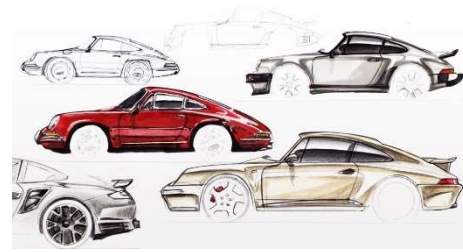
Stéphane Waser
CEO Maurice Lacroix

presentations by Hannes Gump:

german industrial design: Bauhaus, Braun & Co

what is good product design? Dieter Rams' legacy of good design principles

team challenge presentations



The Iconic Design of Porsche

Dieter Rams is a German industrial designer closely associated with the consumer products company Braun, the furniture company Vitsoe, and the functionalist school of industrial design. His unobtrusive approach and belief in "less but better" design generated a timeless quality in his products and have influenced the design of many products, which also secured Rams worldwide recognition and appreciation.

In addition to being a successor to the Bauhaus, Rams eventually became a protégé of the Ulm School of Design in Ulm, Germany. Rams' designs have been an inspiration to many designers and his 10 Principles of Good Design standard literature.

His work is exhibited at Museum of Modern Art [MoMA], New York, the Design Museum, London, and many other museums and exhibitions.

He was appointed Distinguished Affiliated Professor at Technical University of Munich in 2012, and works closely with Prof. Fritz Frenkler and his team at the TUM Chair of Industrial Design and f/p design.



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Rams remains utterly alone in producing a body of work so consistently beautiful, so right and so accessible.

Sir Jonathan Ive
Chief Design Officer at Apple,
Chancellor of the Royal College of Art in London



More relevant than ever: Bauhaus and Braun designs inspire the world's greatest designers.

From left to right:

Braun ET44 calculator vs. iPhone's calculator app

Braun T3 pocket radio vs. the iPod.

Braun T1000 radio (close up) vs. the Mac Pro.

user-centered and user experience design
- designing innovative products by
focusing on user needs.

an introduction and workshop. by Andreas
Huber.

Fritz Fenkler [Chair of Industrial Design at Technical
University Munich] and Dieter Rams>

v Andreas Huber giving a workshop on UCD/UXD



User-centered design can be characterized as a multi-stage problem-solving process that not only requires designers to analyze and envision the way users are likely to consume a product, but also to validate their assumptions with regard to the user behavior in real world tests. The chief difference from other product design philosophies is that user-centered design tries to optimize the product around how users can, want, or need to use the product so that users are not forced to change their behavior and expectations to accommodate the product. During the UCD process, a Persona representing the user may be created. A persona is a user archetype used to help guide decisions about product features, navigation, interactions, and even visual design. Many factors can influence a *user's experience* with a system. To address the variety, factors influencing user experience have been classified into three main categories: user's state and previous experience, system properties, and the usage context (situation). Understanding representative users, working environments, interactions and emotional reactions help in designing the system. The overall user experience is not simply a sum of smaller interaction experiences, because some experiences are more salient than others. Overall user experience is also influenced by factors outside the actual interaction episode: brand, pricing, friends' opinions, reports in media, etc.

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