

MCN SIG STRATEGY 2018 / MAY '18

A STORY OF BRANDING, PASSION & BRAINS

CONTENT & DESIGN | **SYSTEMS FOR BRANDING**

01.

02.

Studio Pax
Branding Studio
since 2005
EVANSTON



Stephan Tran
Principal of Studio Pax
FRENCH

Partners in Crime since 2005

WHY

are you here

What's branding?

Logo







Can your
do or know
everything
known to
medicine?

IBM Watson is helping doctors
design better treatments.
ibm.com/watsonnetwork



Can you
risk less by
reinventing
more?

Smarter enterprises are making trial
and error a strength in the cloud.
ibm.com/ibmcloud



Can you turn
a comment into
a customer?

Smarter enterprises are using social
tools to drive customer experiences.
ibm.com/ibmcloud







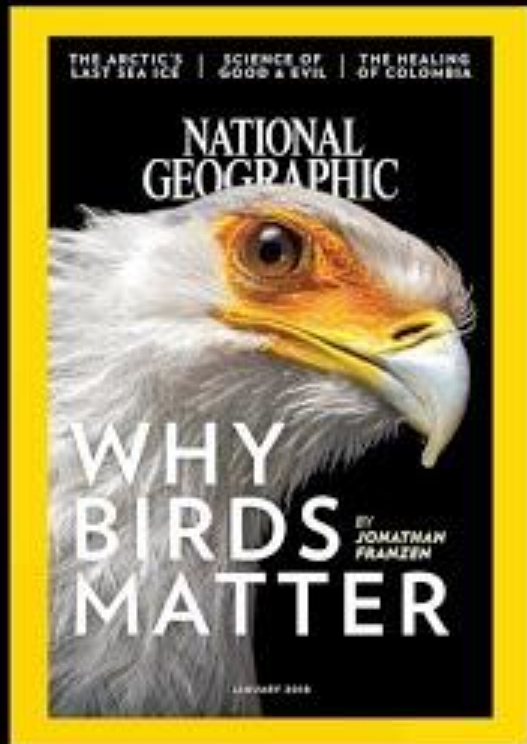
LIVING

Black and White

These twin sisters make us rethink
everything we know about race

APRIL 2018

WHAT'S YOUR STORY? #IDefineMe



The act of **creating** a brand.

Positioning your company/product in
the market – carving out your own place

Devising brand strategy
how you will reach your goals

Creating your name
your verbal identity

Designing corporate/product identity
your visual identity

Writing brand messaging
verbal and written tone,

Setting brand standards
how you keep your brand consistent
and strong

Positioning

corporate/product identity

brand strategy

brand

brand messaging

name

brand standards


A black and white photograph of a man in profile, wearing glasses and smoking a pipe. The image is dark and moody, with the man's face and the pipe being the primary light sources. The background is out of focus, showing a blurred face of another person.

It's not what **you** say it is



It's what **they** say it is

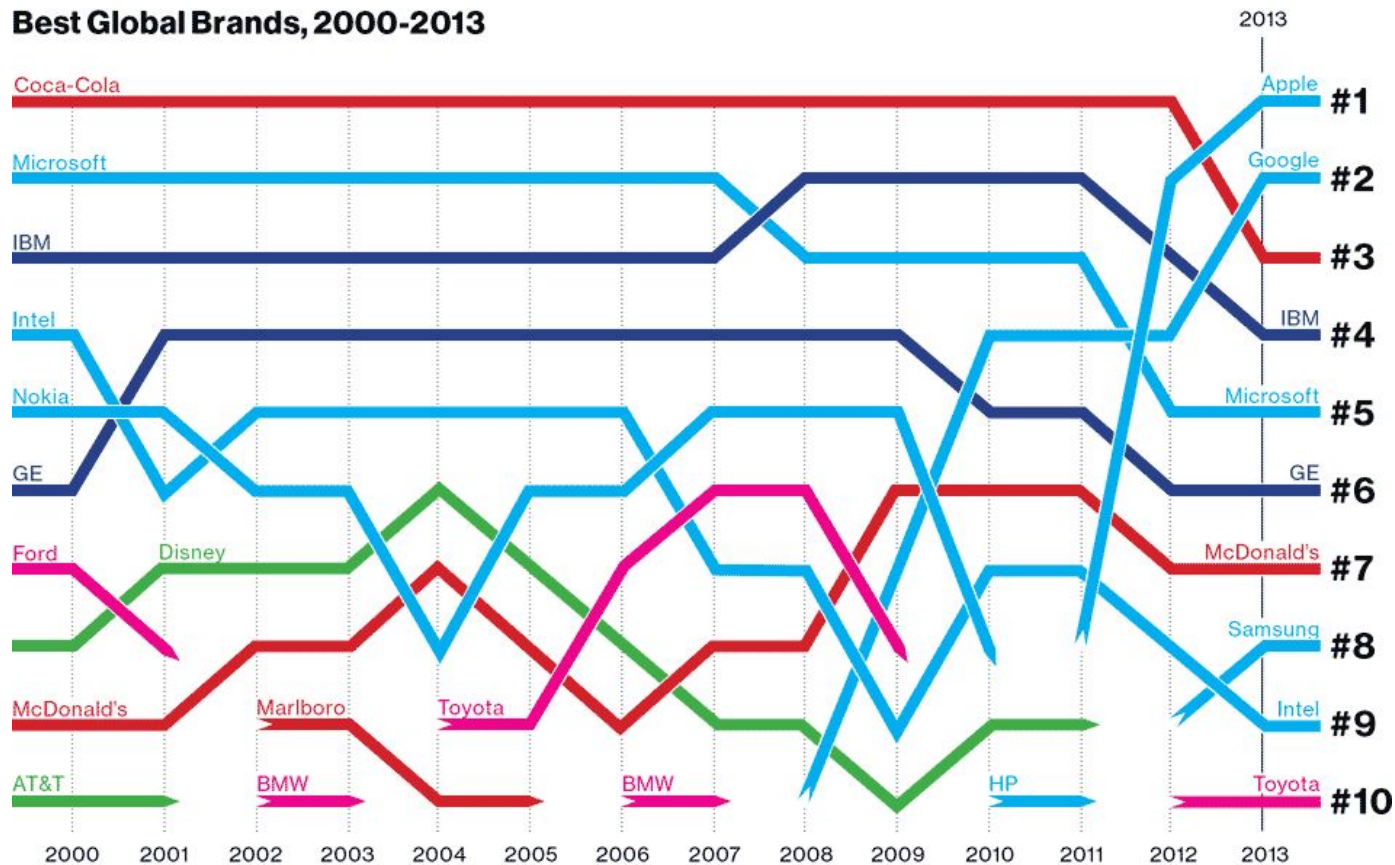
The brand experience of your customers or visitors is all the interactions people have with a product, service, or organization; the **raw material** of a brand

70% of buying experiences are based on how customers  feel they are being treated.

Mckinsey 2006 - The moment of truth in customer service

Brands are fluid

Best Global Brands, 2000-2013



Beverages, Restaurants and Tobacco Technology and Electronics Business Services and Diversified Automotive Media and Telecom

How does branding work?

Research

Imagine

aka Narrative
aka The Big Idea

Design

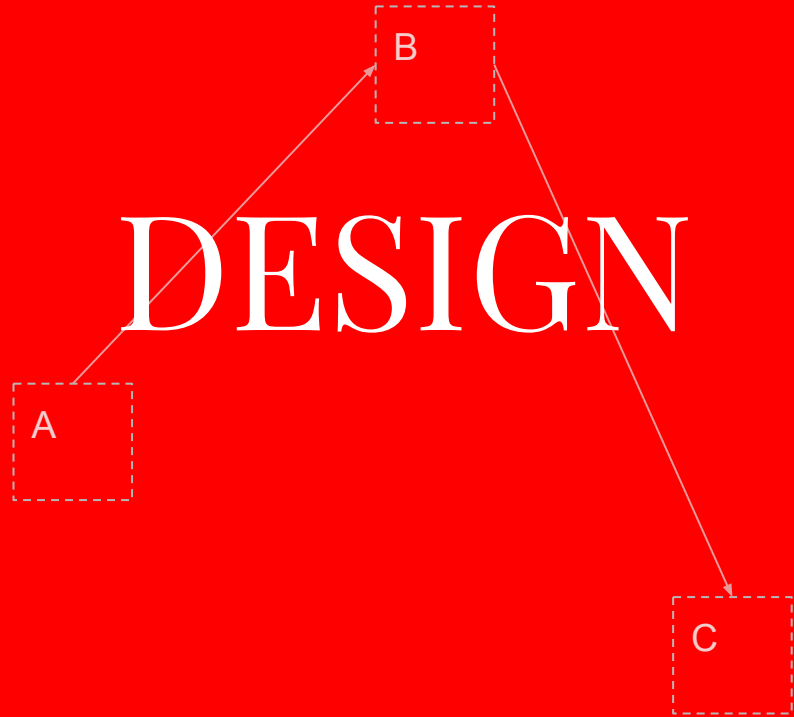
Execute

aka Activation
aka Campaigns
aka Tactics
aka Touchpoints
aka Applications

STRATEGY



DESIGN



STRATEGY

STRATEGIC THINKERS

Analytical

Logical

Linear

Numerical

Verbal

Research

Imagine

DESIGN

CREATIVE THINKERS

Intuitive

Emotional

Spatial

Visual

Physical

Design

Execute

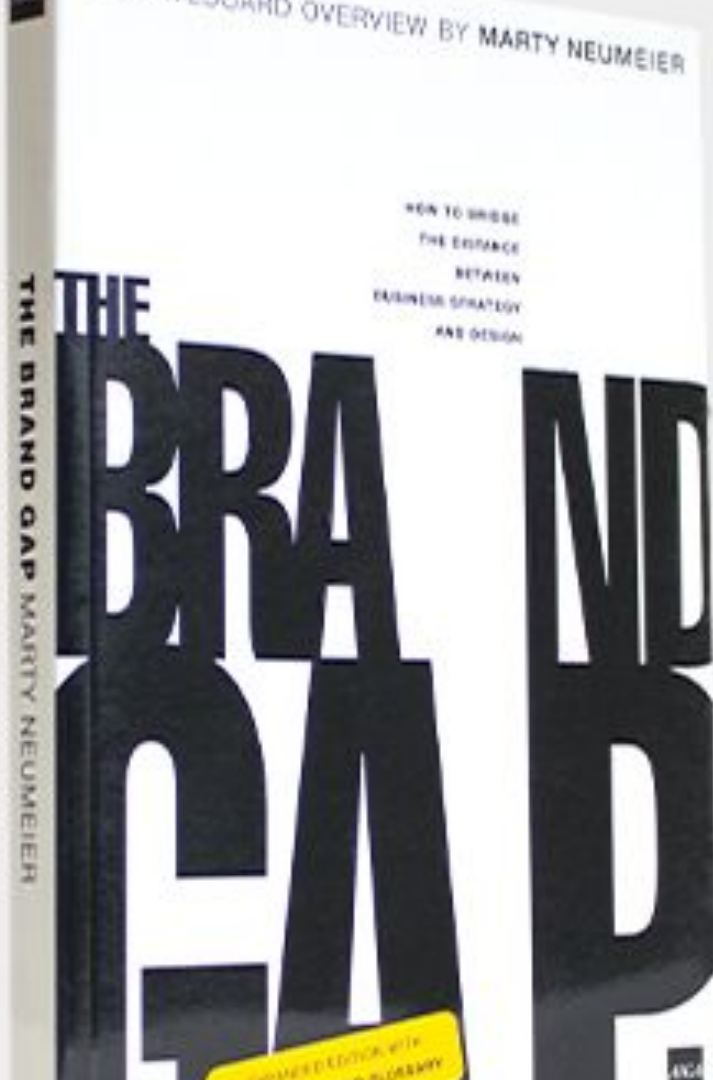
STRATEGY

DESIGN

2003 / Marty Neumeier's **Brand Gap**

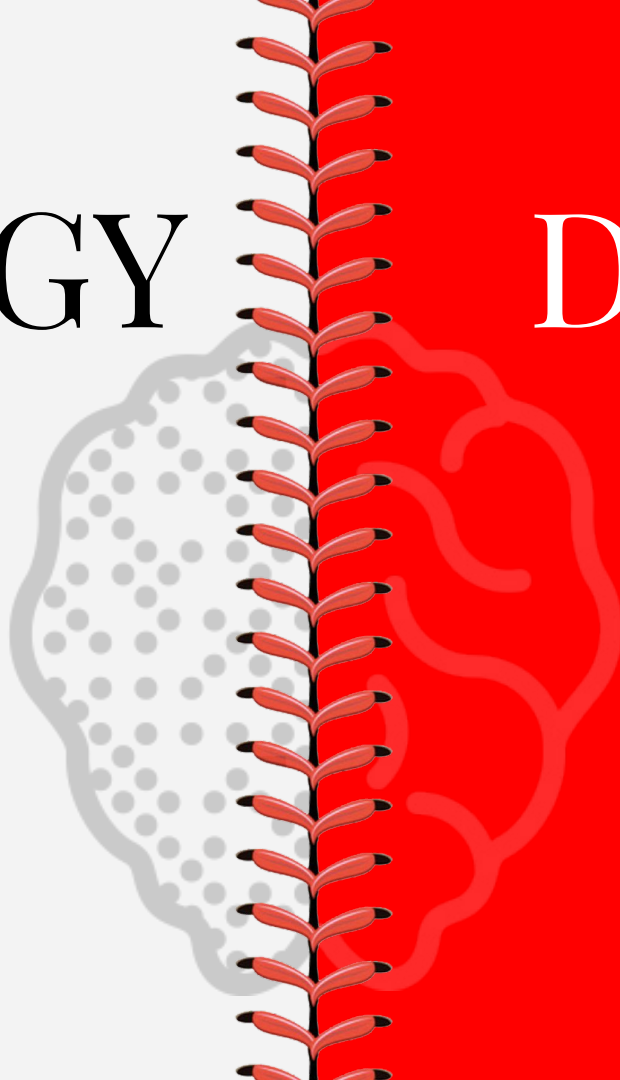


2003



STRATEGY

DESIGN



Design thinking

If you wanna innovate, you gotta design

Design > Innovation > Brand > Loyalty > Profits

What's it **like**?

Research

Imagine

Design

Execute



Research

Imagine

Design

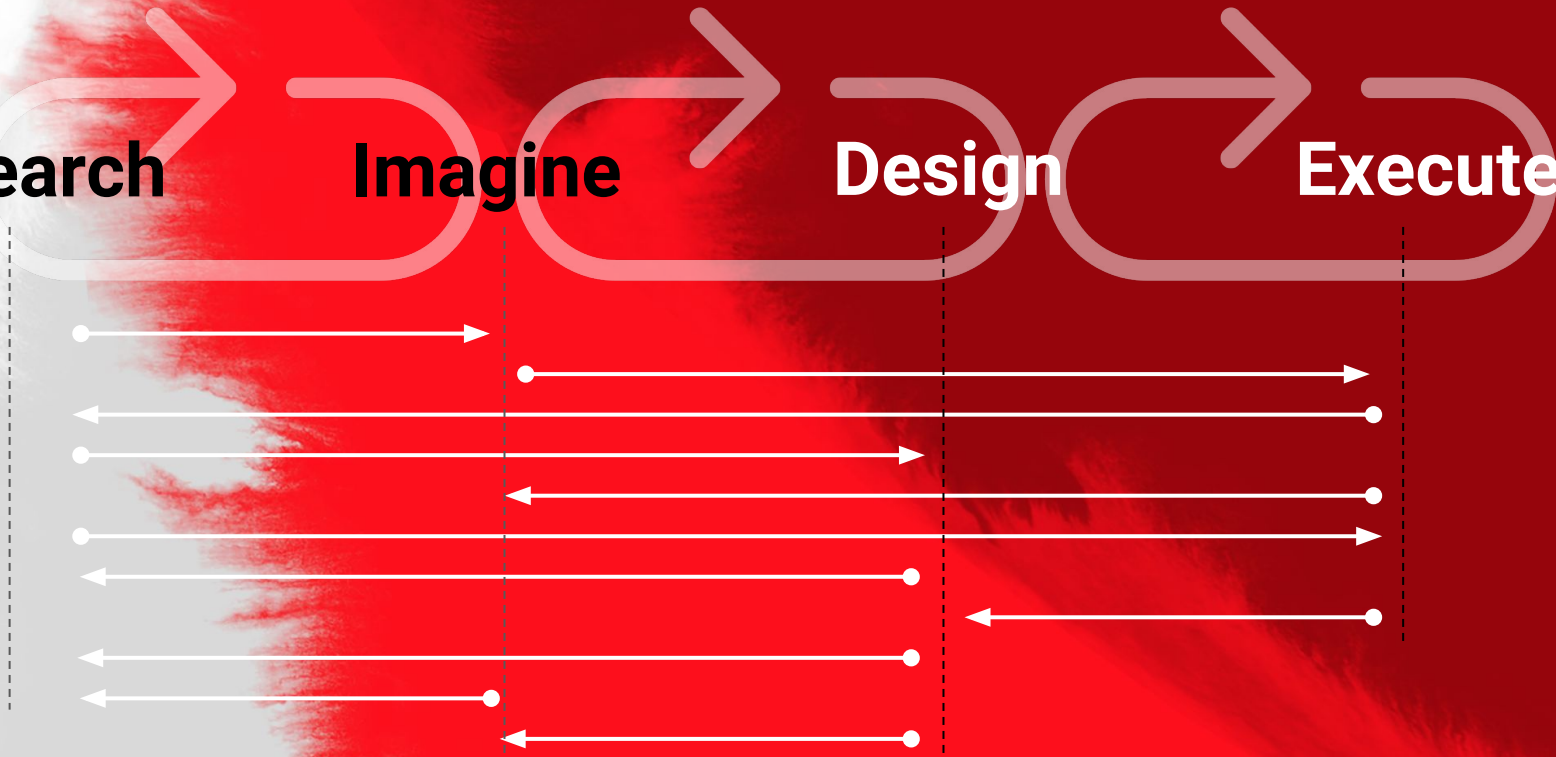
Execute

Research

Imagine

Design

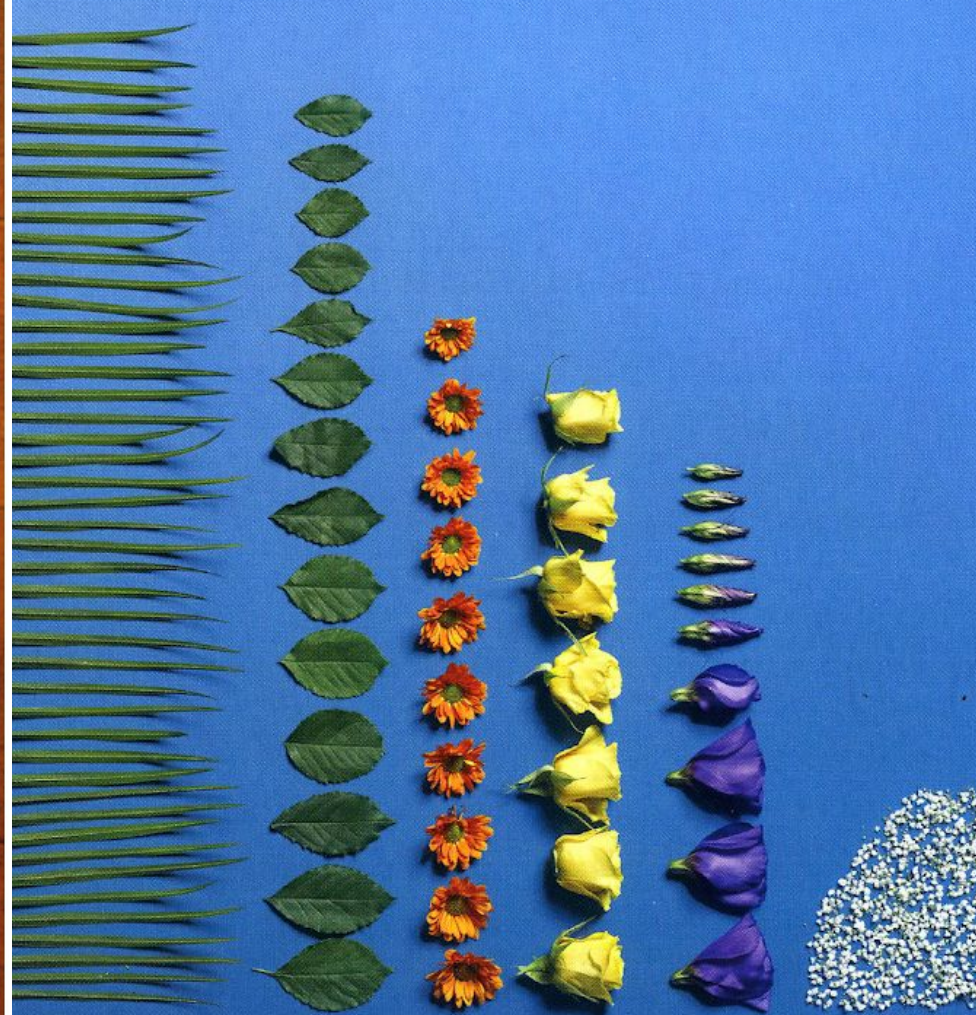
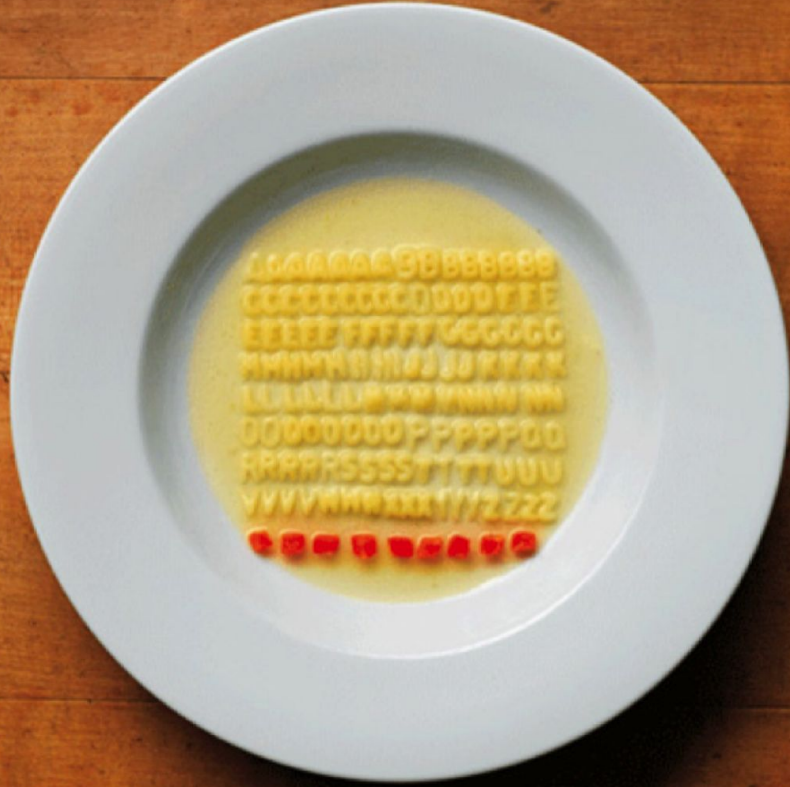
Execute



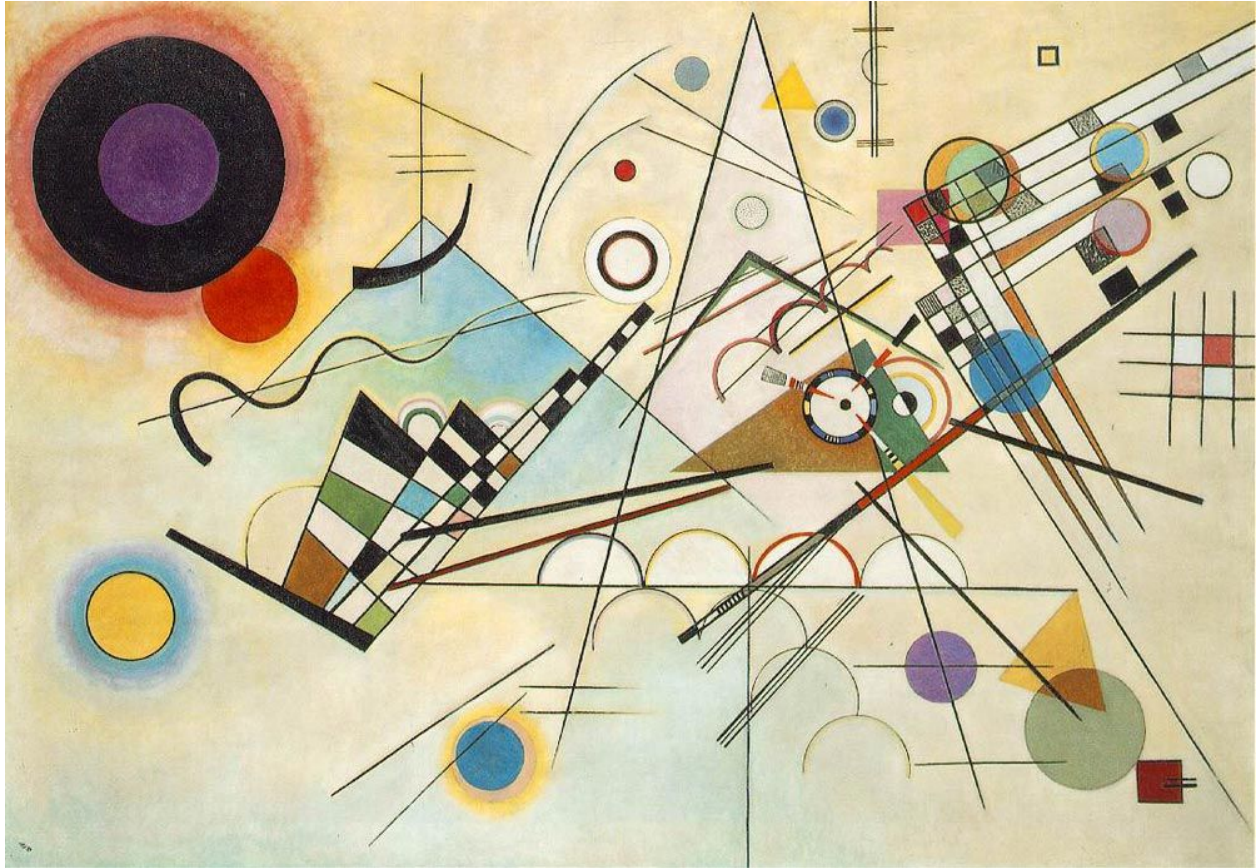








Systems can be **art-based**



Is this a **system**?



Is this **not** art?





BECAUSE

Design thinking

implies a **systemic** approach for people



Design System I

{ Design Thinking }

START SOMETHING

An aerial photograph of a city with a greenish tint. A white dashed grid is overlaid on the city, with several rectangular boxes highlighting specific areas. The word "DISCOVERY" is written in large, white, serif capital letters across the center of the image. The city features various buildings, including a prominent pyramid-like structure near the top left, and a coastline with blue water on the left side.

DISCOVERY



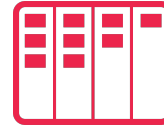
Google Form

- Asynchronous
- Generative
- Trick:** get people to kickstart the thinking process through a guided path
- Qualitative or Quantitative
- Reproducible
- Generates baseline Data for other deliverables (pain points, Business Model Canvas)



Business Model Canvas

- In Person
- Generative
- Workshop format with moderator
- Exploratory
- Fun
- Revelatory
- soft introduction to Design Thinking and collaborative framework



Kanban Board

- Asynchronous or/and remote
- Synthetic
- Draft definition of strategic goals and objectives
- Prioritization of effort
- Discussion and feedback in an interactive format
- Align clients interests with agency capabilities



Shared Insights

- In Person
- Synthetic
- Trick:** get buy-ins from stakeholders
- Draft definition of strategic goals and objectives
- Prioritization of effort
- Discussion and feedback in an interactive format
- Confirm clients interests is aligned with agency capabilities



How you use your current website

The goal of this section is to better understand how you are using the current MWA website , so we can understand pros

Please indicate your name

Short answer text



How often do you visit the MWA website?

- Multiple times a day
- Multiple times a week
- A few times a month
- Rarely





Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Mechanisms for partnering
Specialization and reciprocity
Reduction of risk and uncertainty
Allocation of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Categories
Manufacturing
Retail and service
Platform creation

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Segment?
Which customer needs are we satisfying?

Design services
Hardware
Software
Customer support
Digital marketing
Design
Distribution
Logistics
Customer education
Risk reduction
Availability
Customer loyalty

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?

How contacts are they?
Channels
Personal assistance
Self-service and self-assembly
Automated services
Communities
Co-creation

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass market
Niche market
Segmented
Diversified
Multi-sided platform

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

Specialized knowledge
Physical
Intellectual (brand, patents, copyrights, social)
Human
Financial

Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Channel objectives
1. **Reachability**
How can we reach customers about our company's products and services?
2. **Efficiency**
How do we help customers evaluate our organization's value proposition?
3. **Reliability**
How do we allow customers to purchase specific products and services?
4. **Adaptability**
How can we deliver a value proposition to customers?
5. **After sales**
How can we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Fixed costs
Cost of purchased materials and services, the price of value propositions, research, administrative, advertising, outsourcing
Variable costs (dependent on our key resources, particular value propositions)
Search-for-partnerships
Research-and-development, sales-related
Variable costs
Expenses of scale
Economies of scale

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Types
Asset sale
Licensing fee
Subscription
Usage fee
Transaction fees
Advertising
Licensing
Freemium
Membership
Fees and pricing
License
Product-based licensing
Product-based subscription
Customer support or maintenance
Marketplace
Sponsorship
Usage fee
Product-based subscription
Customer support or maintenance
Marketplace





Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Channels for partnering
Integration and contracts
Allocation of risks and liability
Allocation of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Channels
Manufacturing
Procurement
Platform creation

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Segment?
Which customer needs are we satisfying?

Channels
Manufacturing
Customer relationships
Distribution channels
Channels
Key
Cost reduction
Risk reduction
Availability
Customization

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?

How costs are they?
Channels
Customer acquisition
Distribution channels and services
Additional services
Customization
Co-creation

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass market
Niche market
Segmented
Diversified
Multi-sided platform

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Special expertise
Physical
Intellectual (brand, patents, copyrights, trade secrets)
Human
Financial

Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Channel outline
1. **Access**
How does the business reach our complete products and services?
2. **Reach**
How do we help customers evaluate our organization's value proposition?
3. **Buy**
How do we allow customers to purchase specific products and services?
4. **Deliver**
How do we deliver a value proposition to customers?
5. **After sales**
How do we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Fixed costs
Cost of raw materials, labor, services, facilities, utilities, equipment, advertising, distribution, etc.
Variable costs
Search for materials
Research and development, sales, customer support
Variable costs
Expansion of team
Expansion of office

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Types
Asset sale
Licensing fee
Subscription
Usage fee
Transaction fee
Advertising
Licensing
Freemium
Membership
Fees (entry)
Licensing
Product sale and licensing
Customer support and maintenance
Sales and distribution
Usage-based
Freemium
Licensing
Membership

Design System II

{ Design Thinking }

ITERATE

Soak.Wash.Rinse.Repeat





Crafting valuable objects, exchanging goods and ideas



The Vikings founded trading centers across Scandinavia where townsfolk manufactured and exchanged a wide range of goods. During the Viking Age, highly skilled craftspeople worked with many different materials including textiles, wood, metal, bone, leather, glass, and ceramics.



European Context — 1:16 (Associate Curator William A. Parkinson)



Content draft > Final content > Approval > Design > Coding

Write

Design

Code

Write

Design

Write

Design

Code

Write

Design

Code

Design System III

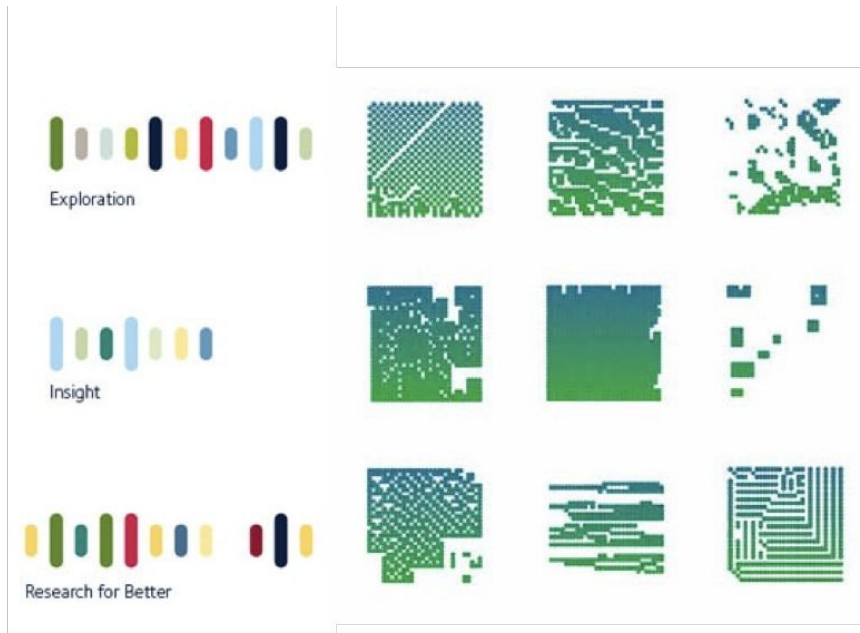
{ Design Thinking }

ADAPTABLE → BRANDING

Opportunities

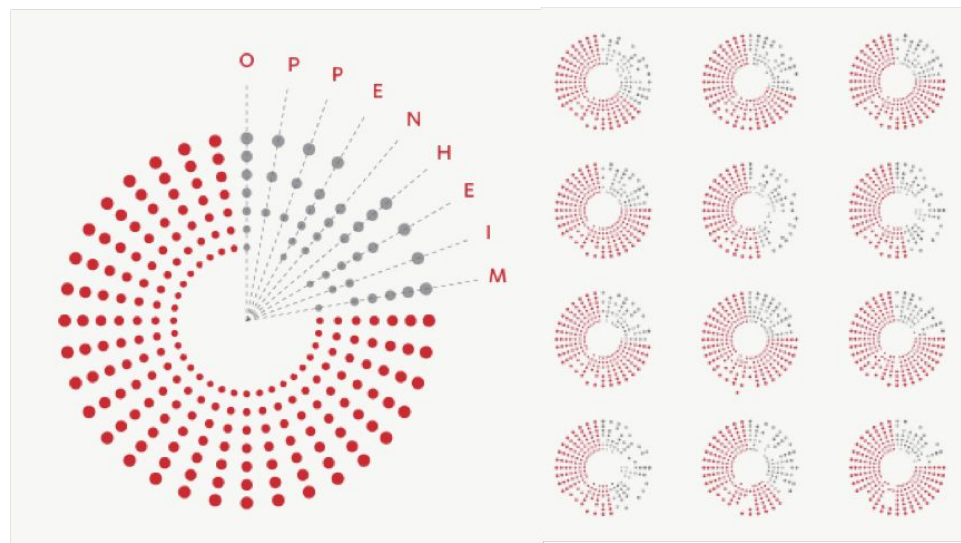


Branding is becoming **dynamic**



Oxford University Clinical Research Unit

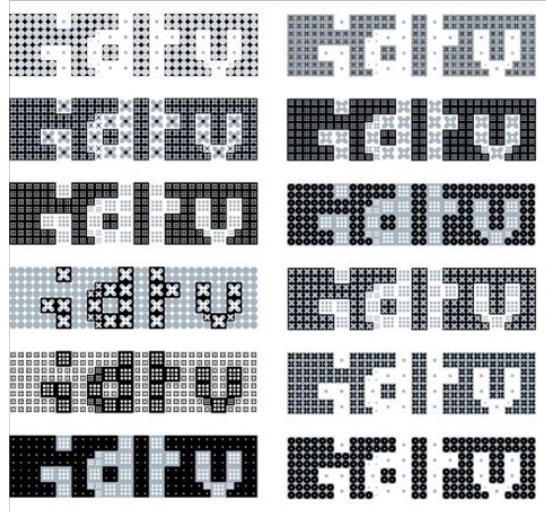
Max Planck study



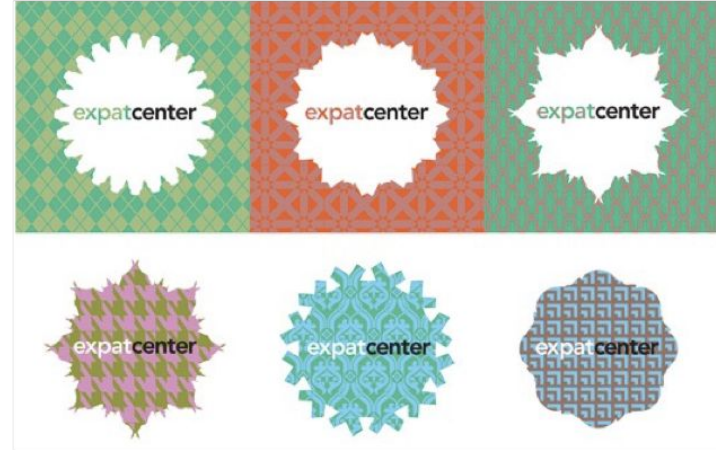
Openheim



Mobile Media Lab



IDTV



ExpatCenter

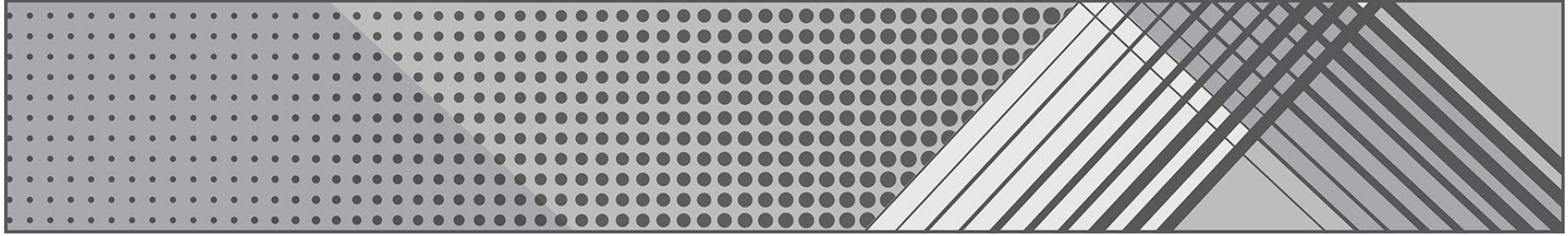
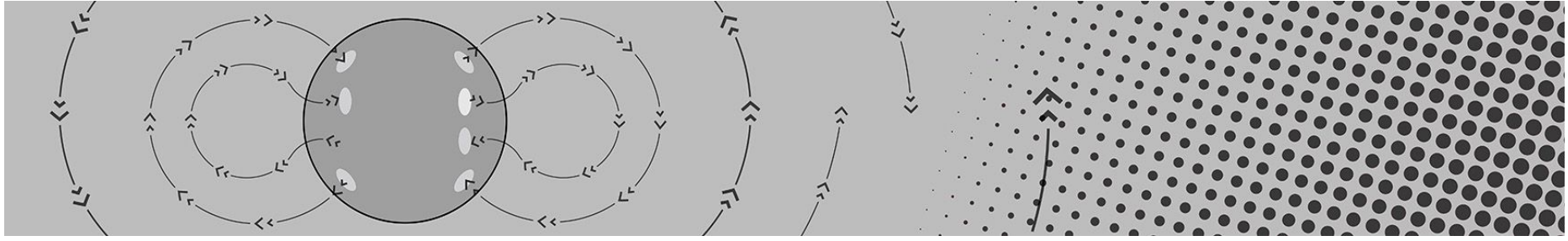
IIN INTERNATIONAL INSTITUTE FOR
NANOTECHNOLOGY

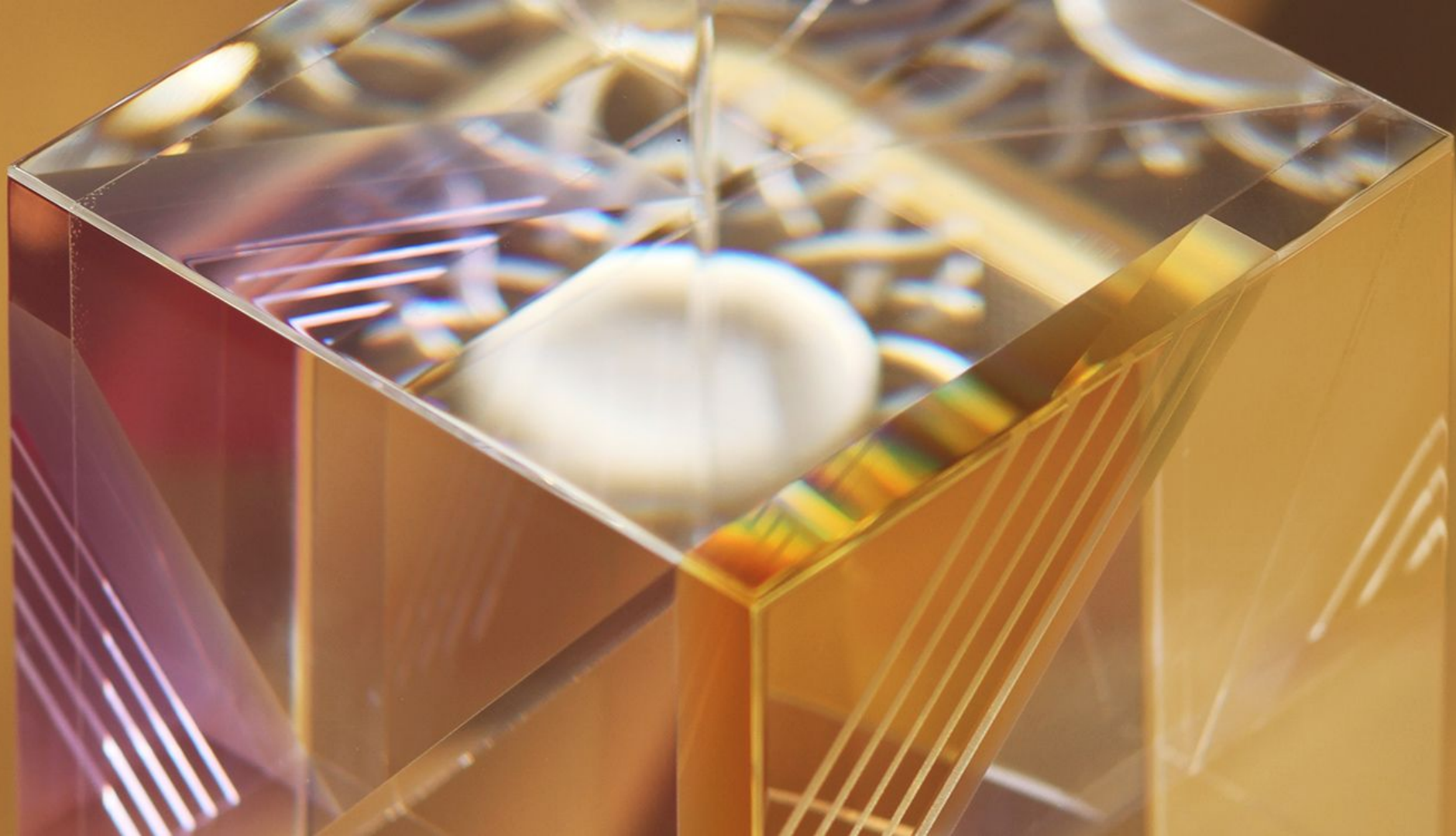
DISCOVERIES


Raman Spectroscopy

NanoFlares

Nanolithography



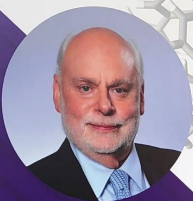




2017 Kabiller Prize Dinner



Northwestern
RYAN HALL
INTERNATIONAL INSTITUTE FOR
NANOTECHNOLOGY



Home of Sir Fraser Stoddart
Recipient of the 2016 Nobel Prize
in Chemistry awarded for the
Design and Synthesis of
Molecular Machines



Northwestern
RYAN HALL
INTERNATIONAL INSTITUTE FOR
NANOTECHNOLOGY



Former Home of Sir John Pople
Recipient of the 1998 Nobel Prize
in Chemistry awarded for the
Development of Computational
Methods in Quantum Chemistry



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RONALD AND JOANNE WILLENS
CENTER FOR NANO ONCOLOGY



Thank You

