



THE FUTURE IS NOW

**BRANDING, DESIGN, SOCIAL MEDIA AND
THE OPPORTUNITIES TECHNOLOGY CAN
BRING TO YOU AND YOUR BUSINESS.**


A large, metallic, circular object, possibly a lens or a ring, is centered in the lower half of the image. It has a brushed metal texture and a dark, circular opening in the center. The background is a gradient of dark teal and purple.

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The image features a background of a sunset or sunrise over a body of water. The sky is a deep blue on the left, transitioning to a bright yellow on the right. The water is dark and textured, with some greenish-brown patches near the horizon. The word "Breathe" is written in a large, white, serif font across the middle of the image.

Breathe

INTRO

WHAT ARE YOU DOING and where exactly are you going with your business and your brand? If you've got a strategy in place how do you measure that strategy and know that's it's a good one that's worth following? Take some time to breathe and to think.

That's why I wrote this monograph – to take a breathing space from the everyday and try to see what's coming next. I thought I'd share my thoughts on branding, design, media and the opportunities that technology is bringing to us all – today and every day.

Breathe in the air



The future is now

BIG DATA

ONE OF THE SECRETS of better brand engagement and better business growth is being able to measure your brand's performance. You will have heard of Big Data and how it is leading to exponential growth for specialist companies in sectors such as mobile communications and major cross-platform companies like Amazon.

Essentially Big Data is about finding meaning in what you can measure about your business performance and you may have already come across data mining tools that measure specific business areas such as social media.

The Big Data approach allows business owners and managers to see the future before it happens, to see the meaning and the patterns in what they are doing now that tells them what will happen to them and their market tomorrow. In other words it gives you a better, more reliable view of your own performance and customer behaviour and takes a lot of the 'gut-feeling' out of business strategy by giving fast, reliable, real-time insights.

Big Data can turn knowledge, visibility and insight into competitive marketing and brand advantage.

The Big Data approach is not just for big companies. This approach, using a methodology based on measurement, is valuable to businesses of all sizes. Everyone can gain a brand advantage

and get better engagement and growth if they apply the right tools to extract the information and meaning they need to make better decisions today.

If so much that surrounds your brand can be called intangible – the 'look and feel' the visual language of the design – how do you measure your brand's performance and turn that into insightful data?

The answer is to measure the performance of your brand against several key performance indicators. Put simply, if your brand is working for you at all levels, then it will be helping you to produce results that can themselves be measured and can provide you with crucial information on your brand performance and its contribution to the growth of your business.

Ideas and creativity still play a crucial role in the brand development process, they just need to be based on solid, measurable and data-driven foundations that tell you what tomorrow will be like for you and your business.

The Big Data approach to branding can let you see the future of your brand's performance before it happens. It can let you see your future now. And that's quite a competitive advantage for you and your business.



FIRST SCREENING

Driven by great ideas

The mobile is evolving as a primary screen for consumers ' Mobile World Conference, 2013

THERE WAS A TIME when we all got our news and even some of our values from our TV set – when most major news, entertainment and sporting events were a shared, national, screen-based experience. Like many of you I no longer depend on TV alone. In fact TV is my second or even third screen. My first screen depends on the time of day or where I am. Second screening no longer applies.

Before breakfast or traveling my iPhone is my first screen. That's where I not only first see my important emails of the day – and weed out the unimportant ones – but where I catch up with all my social media feeds finding out what's happening in design, tech, sport and general world news before logging into my iPad where even on the move I'll do some more detailed web browsing and check apps for business issues of the day.

For business and for pleasure my laptop and my desktop iMac are the first screens for pretty much everything, and I expect you are like me in many respects. Things have come a long way in just a few years and we're still just at the beginning of what's possible. Why does this matter?

Designers have always designed for multiple formats and delivery channels. I remember back in my early days at McCann-Erickson reformatting full-page adverts for Peugeot was my first real studio job and these were normally taken from stills from the national TV campaigns we produced.

The difference is that now different devices and channels take and reinterpret the same artwork, the same imagery, and the same designs. The measurement of success is in the engagement that the design delivers and not on the number of copies sold, or adverts screened.

'The mobile device is starting to become a primary screen for viewing long-form video thanks to bigger and better screens, faster processors and connectivity and evolving consumer behaviour.' Source: JWT Intelligence

'One out of three digital media consumption minutes takes place on a mobile channel.'
Source: comScore

First screening means, now more than ever, it's the ideas that drive an insanely great design or marketing campaign. The freedom from the tyranny of format and the breaking out of the standard delivery channels means it's the quality of the thinking that's really on display. Great ideas drive brand engagement now rather than multi-channel frequency.

Designers still need to deliver creativity and excellent thinking through imagery and copy while clients need to back and invest in that thinking if they want their brands to feature on that first screen where creativity is the superstar.

Creativity is the new rock and roll. So throw that TV into the swimming pool.



YOU ARE ALMOST CERTAINLY aware that Amazon has had one of the fastest growths in internet history and has become a worldwide superbrand – the digital equivalent of a Coca-Cola. Amazon is essentially one of the first and most successful Big Data companies, in that it has used its technology to extract meaning from its huge data resources and above all act on the insights that the data makes available.

The Amazon brand is its technology and it seeks to position itself as ‘the world’s most customer-centric company.’ Features such as ‘Recommendations’ and ‘Customers Who Bought This Item Also Bought’ have become paradigms for online commerce as well as the Amazon one-click and buying process. To trust the Amazon brand is to trust its technology.

Amazon is of course the paradigm for online consumer delivery. Amazon customer service is essentially software driven and even if Amazon employees are not located in plush surroundings – we’ve all heard the stories of how they use doors for desks – the key point of Amazon service is that it normally just works seamlessly.

Core to the Amazon business, and therefore the brand, is the idea of the Digital Engine ‘a digital lever providing a significant advantage to outperform one’s competitors’

Amazon’s Jeff Bezos has outlined his three big ideas:

1. Digital enables limitless inventory
2. Digital boosts customer care
3. Digital allows high margin, lowest prices

And then there are the three As of the Amazon brand: Anything Anywhere Anytime that position the company as a world player.

But if haven’t been paying close attention to the business and restricted yourself to digging out the occasional bargain to place in your Amazon Shopping Basket and saving for later in the expectation that the price will drop, there’s lots more to ponder about the ubiquity of the Amazon brand and its future developments. For a start Amazon are starting to become a player in the B2B sector with Amazon Supply. If you haven’t seen it take a look at this link:

<http://www.amazonsupply.com/>

(Continued)

The A to Z of disruption

AMAZON

If you are in the B2B sector how will you and your brand respond when the Amazon Supply delivery boxes start making inroads into the UK and European markets? Are your business and your brand ready to deal with the Big Daddy of Big Data and take them on at their own game?

Again if you haven't been paying too much attention you may have noticed that LoveFilm now calls itself 'an Amazon company' right there under the logo. But have you seen what Amazon is doing in the film and media production sector with Amazon Studios? The link is here:
<http://studios.amazon.com/>

Amazon is using the power of its technology-driven brand to make significant moves in a wide range of business sectors that have the potential to disrupt and reinvigorate those sectors with wider implications for businesses of all types regardless of size. This is not the future, this is now.

And I'm not even going to mention the well-documented computer tablet and publishing sectors where Amazon's Big Data approach has already utterly changed everything for everyone in the market.

Is your brand ready to face competition from Amazon or another new player in your market

that is ready to disrupt and change the terrain? Can your business and your brand stand comparison with an Amazon's rock solid, technology-driven positioning?

Of course the Amazon brand is far from perfect and its technological strength can also be perceived as a weakness, often revealing the company as a monolith beset by the all too human flaws of greed and wilful stubbornness.

If your business delivers a commodity or service of any kind, and especially if you deliver to your clients digitally, then Amazon is already your virtual competitor no matter what market you're in.

Having a meaningful brand based on solid business principles and foundations is the best way to compete and be part of the disruptive process. To be a strong, recognizable and successful brand takes a lot of hard work, however, and a lot of skilful thought and design.

But when you have to compete with the best in the world you'll find that all that hard work could be worth it.



TOUCH

BRANDLOGIK

WE PROVIDE unique and valuable insights into how companies of all types develop and manage their brands, design and visual language.

Branding and design may be largely intangible but the effects and the results they produce can be measured and used to improve their effectiveness. We measure them against key performance indicators that show the level of engagement and public authenticity of your brand.

This is not an abstract approach. The factors that drive your brand are also the main drivers of your business and play an important part in the development and growth of your company.

A big data approach to your brand and marketing activity let's you see the future performance of your brand now rather than tomorrow. It gives you an advantage over your competitors you would be crazy not to take.

We succeed by helping your business do well. If you succeed then so do we. Not all agencies think that way. Maybe it's time for you to sharpen up your brand engagement and the effectiveness of your design.





CREATE


DESIGNLOGIK

WE GIVE YOU great ideas beautifully delivered, but there's more to design than beautiful layouts. Our design approach involves rigorous thinking and research. It helps that we've got a lot of experience covering a wide range and sectors and disciplines.

The design that's right for you and your project is the design that best delivers the benefits and unique character of your brand. Design is not so much about making things look good. Effective design is based on Designlogik – developing clear, logical ideas that deliver the core messages of your brand in unique and memorable ways.

Great design works across all channels from integrated advertising campaigns to web development and marketing materials. It's the quality of the ideas and their delivery that counts and can make the design work on a multiplicity of levels.

Design should be an integral part of your business and your strategy, and great design gives you a big advantage over your competitors. That's an advantage it's really worth taking.



MEDIALOGIK

MEASUREMENT IS IMPORTANT when you present your business and your products or services to the world. You need to know that you're getting a return for your investment that's measured in time as well as money.

New measurement tools are still emerging, but you've probably come across useful social media tools and others tools that are being developed to monitor and evaluate your total brand media performance.

It's always important to measure the right things and to be able to analyze and evaluate the information you get to help you make the right decisions.

You should measure your brand and media engagement to help grow your business. It will help you do more of what's working well and see the gaps in your brand performance.

Technology and real-time feedback is important, combined with common sense and creative insights.

There are many things you can do to put your brand on the right path. Even traditional advertising and printed brochures can include social media accounts and hashtags to help track the brand and business engagement of every campaign.

Medialogik creates a virtuous circle and offers your brand constant improvement through measurement, listening and re-evaluation by knowing what is happening right now. The more you listen, the more you learn, the better you get.

Yet another advantage it's really worth taking for your business.

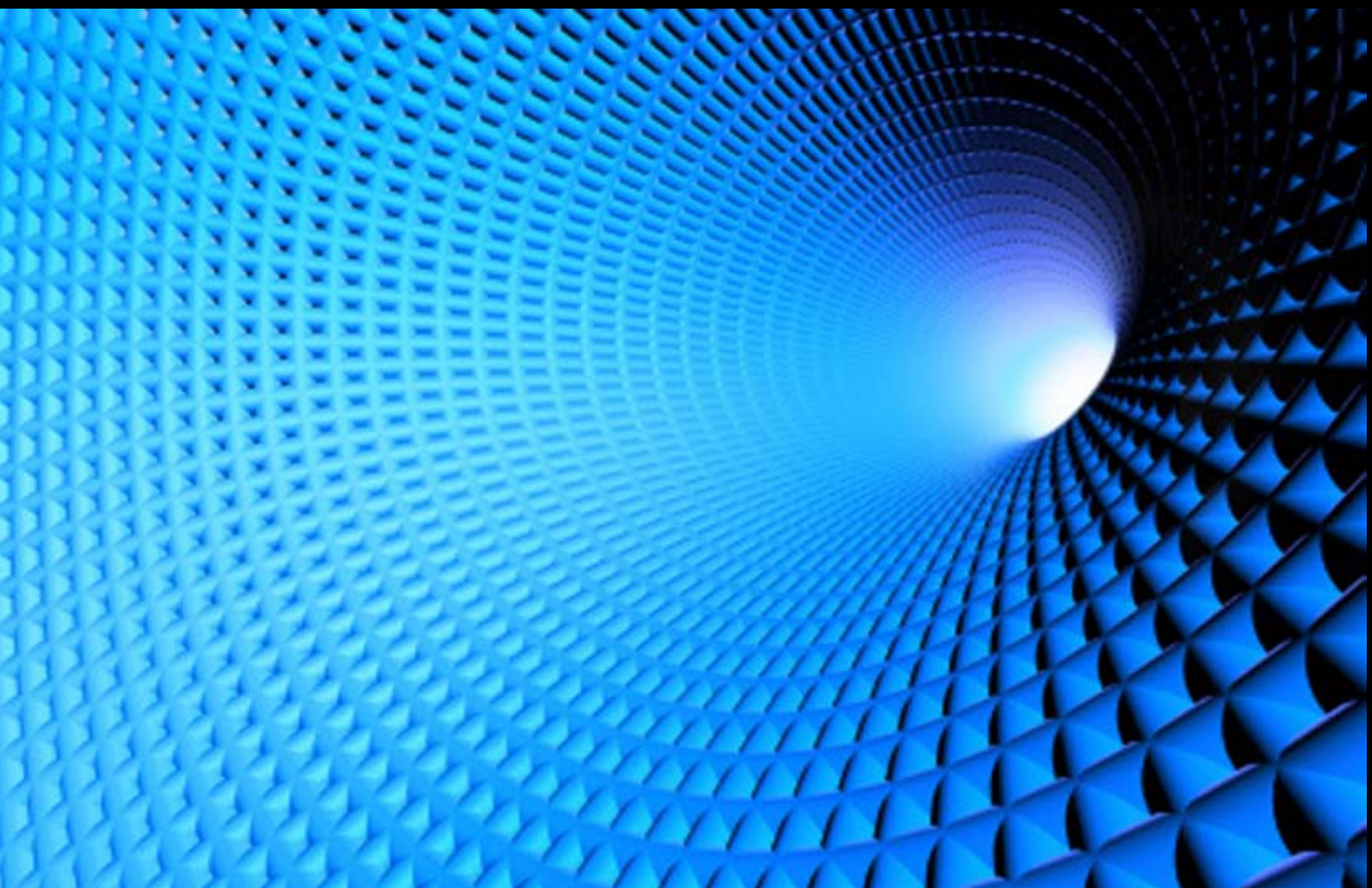


Measure your brand and
media engagement to help
grow your business.

KNOW



DESIGN



297 by 210

297 BY 210 is the size of a sheet of A4 paper. It's still the default size in most layout software and, in portrait or landscape format, has been the basic creative grid format for designers in Europe for generations.

It's still the format that desktop printers print of course too, but isn't it time that we moved on from this old way of thinking? When was the last time you printed something from your computer? These days most of us take essential PDFs with us wherever we go on our smart devices, or store them in The Cloud.

Design is about solving problems and helping to create brand engagement through great design thinking and inventive visual language. There is rigorous thinking and strategic planning to be done as part of the initial creative process, but great design takes the data, the given in any creative brief, and takes it further, asks even more questions. Design uncovers the meaning in the brand and brings it to life.

Design goes beyond the brief to engage the user to create something new that has never existed before. Define, analyze, create is the design process.

Great design not only blurs the edges it sees the rules, the edges of the A4 sheet and goes far beyond them. There are no formats to hold great design thinking and creativity. There is only the truth of the great idea, beautifully delivered.

Design has gone beyond the A4 page. The future is now.



DESIGN

THAT BREATH BEYOND

WHAT'S THE BENEFIT of using branding, design and social media to grow your business? Well to breathe life into your brand is to reinvigorate your marketing and give your business renewed life.

If you own or manage a business it's one of the core elements of your life, of your very being. It can help to define you and who you are and do more than simply earn you money. It can give you personal and social meaning.

'And all you touch and all you see, is all your brand will ever be.'

(With thanks to Pink Floyd)

Why hang on in 'quiet desperation' when you can enjoy the benefits of success that great branding and design can help you achieve. Even if you think you're doing well and getting somewhere you can always do better and do more.

That's how major brands like Google and Apple think and what drives their further development. And there's no reason why you can't be the Google or the Apple of your market, your territory, or your business sector.

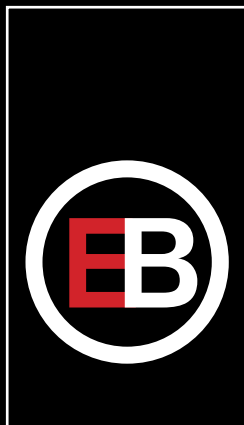
Branding and design not only help you get better results and to go further, they make business fun, exciting and intellectually challenging. They take you beyond the every day experience of managing your company. Branding and design help you build something that's bigger than yourself. They take you to that breath beyond.

And if you're still wondering when you should take your first steps, think about it – your future is now.



A metallic ring with a central hole, set against a background of teal and purple gradients. The ring is positioned in the center of the frame, and the text "Your future is now" is overlaid on it.

Your future is now



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