

# A GUIDING IDEA TOOL

Exploiting the full potential of a Guiding Idea to inspire and coordinate all brandbuilders in Brand Experience design.

## WHY?

**Context** | Nowadays, consumers no longer buy products. They buy brands. Brands have become one of the organizations' most valuable assets. This entails that thinking from a central idea and translating it into the brand's different touchpoints had become more critical. Selmore believes in Guiding Ideas. Guiding Ideas can potentially function as brand ideas in brand experience design. However, this full potential is not met.

## HOW?

**Opportunity** | The Guiding Idea traject is not tailored to the client's fundament. Selmore has little information about that fundament, while that is the context in which a Guiding Idea will sprout. Since not every client is the same, getting insight into this is essential for creating a warm bath for the Guiding Idea.

## WHAT?

**Design** | To realize this ambition, a tool was designed to help Selmore understand the clients' values and needs. So they can use those insights for a more tailored Guiding Idea traject and build the proper fundament. All to create the a warm bath for Guiding Ideas and exploit the unexploited potential of a Guiding Idea.

**Project purpose** | How to exploit the unexploited potential of a Guiding Idea? In other words, the aim is to investigate how to create a warm bath for Guiding Ideas that, at the same time, can contribute to better usage of Guiding Ideas.

**Benefits** | Warm-up the clients for the Guiding Idea traject yet to come!

-  **UNCOVER**  
value and needs
-  **MANAGE**  
expectations
-  **BUILD**  
fundament
-  **UNLOCK**  
desired skills
-  **ENHANCE**  
collaboration



GAINING **INSIGHTS** INTO CLIENTS.

BUILDING THE **FUNDAMENT** TOGETHER.

CREATING A **WARM BATH** FOR GUIDING IDEAS.

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24 September 2021  
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