AGUIDING IDEATOOL

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.

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.

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.

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



WHAT?

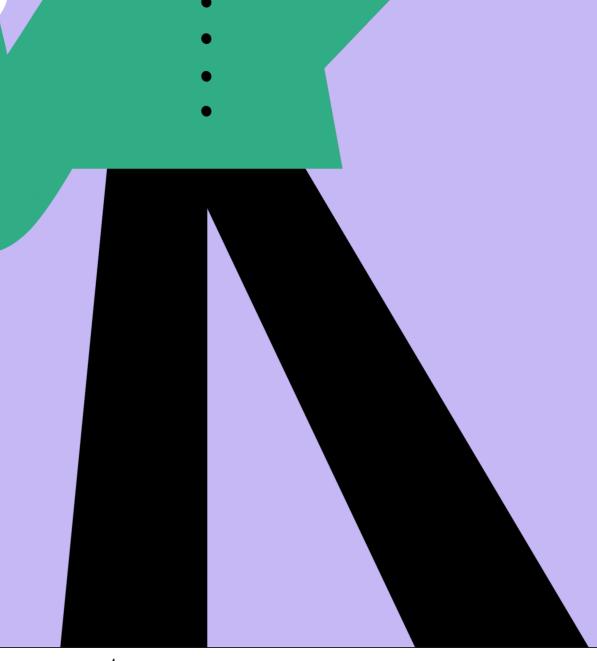
Design | To realize this ambition, a tool was designed to help Selmore understand the clients' values and needs. So they can use those insights for a more tailored Guiding Idea traject and build the proper fundament. All to create the a warm bath for Guiding Ideas and exploit the unexploited potential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



GAINING INSIGHTS INTO CLIENTS.

BUILDING THE FUNDAMENT TOGETHER.

CREATING A WARM BATH FOR GUIDING IDEAS.



Mara Jannsen A Guiding Idea tool 24 September 2021 SPD

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