

# Building APPA: Using AI to improve co-creation between Dutch Designers and Chinese clients

A design tool for Orange Branding

## Context

Orange Branding is a Dutch Brand Strategy and Design agency based in Amsterdam and operating in China (Shanghai, Guangzhou, and Shenzhen) since 2005. They have clients of various sizes in various industries, but in this project, we focused on companies interested in Cross-border e-commerce. When these businesses want to operate abroad, they will need a well-built brand. However, the value of branding has not yet been widely understood in China. Therefore, we ought to design a method to improve this understanding. Furthermore, research has shown that clients and brand designers need to work together to achieve the most optimal result. Accordingly, the research question answered in this thesis reads:

**How can we improve co-creation in the brand development process between Dutch designers and Chinese clients?**

## From Branding method to Algorithm

The new branding method is based on the best aspects of Cultural Branding, Co-creating meaningful Brands and OB's branding approach. The schematic for the new branding method can be found below.

We found that AI could help in determining the desired brand personality (in stage 3) based on visual imagery. Using images as boundary objects makes sure the desired personality does not get lost in translation.

A Convolutional Neural Network was trained with 3500 images labelled with one of Aaker's brand personalities: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. The process of using this algorithm is shown on the right.

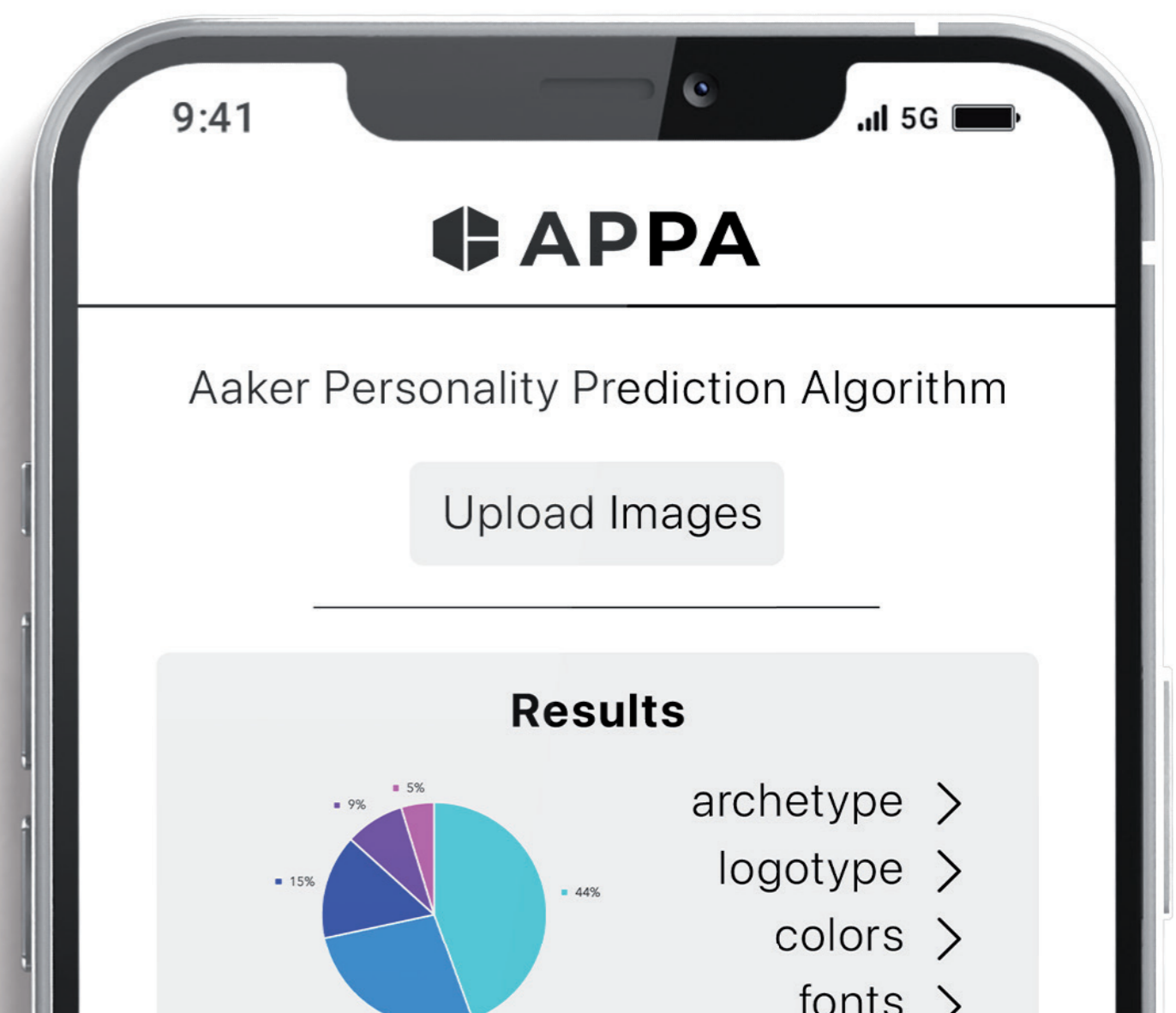
## New Branding method for co-creation with Chinese clients

## Ideal APPA app

The final APPA app will be able to generate brand elements based on uploaded images.

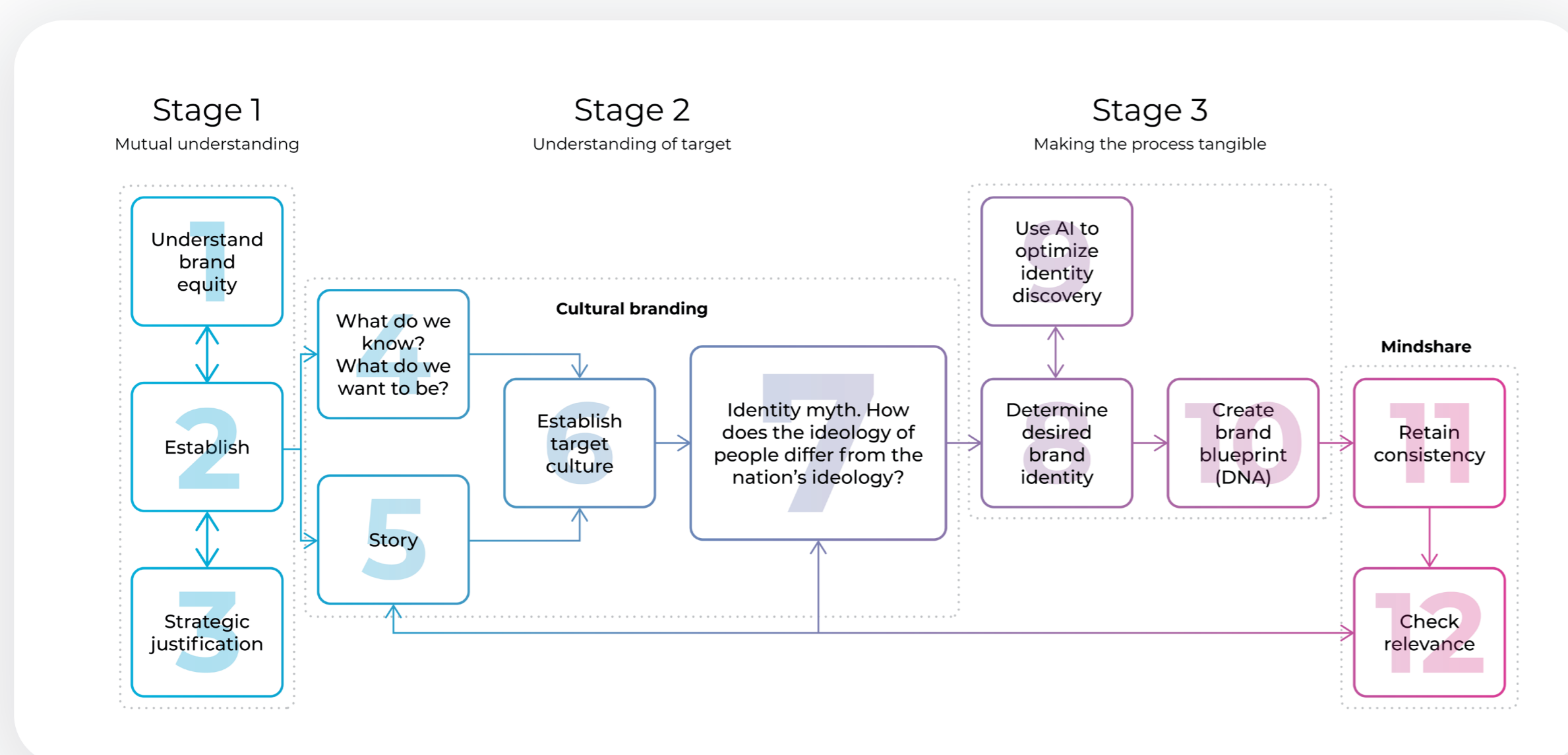
## Some additional features

- Easy upload
- Personality prediction
- Generation:
  - Archetype
  - Logotype
  - Colors
  - Fonts



## How the original algorithm works

- 1** Select new images: A photograph of several surfboards on a beach.
- 2** Insert images into APPA: A web interface for uploading images, with sections for 'Dutch labeled' and 'Chinese labeled'.
- 3** APPA exports Excel file with predictions: A screenshot of an Excel spreadsheet showing columns for Filename, Pred1, Conf1, and Pr. The data includes various Aaker brand personality labels and their predicted confidence scores.
- 4** Visualize predictions with charts: A pie chart showing the distribution of predicted brand personalities: 44% (blue), 27% (orange), 15% (green), 9% (purple), and 5% (red).
- 5** Design brand based on predicted personality: A screenshot of a website for 'juicevie' featuring fresh fruit and juice, illustrating the final brand design based on the algorithm's output.



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