

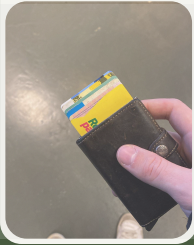
Do you know Secrid?

This thing!



Secrid who?

I have one too!



Do you know about their purpose?

uhh.. purpose? I know its super handy!

DESIGN CHALLENGE

How to engage end consumers with Secrid's purpose stories?

PROBLEM CONTEXT

Due to previous B2B focus:

- No experience with B2C communication
- Fragmented communication
- Underdeveloped consumer touch points
- Dilution of purpose story through retailers

1

ONE CLEAR MESSAGE WAS CREATED TO BETTER CONVEY SECRID'S PURPOSE TO END CONSUMERS

Big Idea*

WITH OUR POCKETWEAR, WE SHOWCASE THE POWER OF DESIGN AND THE IMPACT OF CHOICES, WHEN VALUING 'BETTER' OVER 'MORE'.

Mission
Driving the industrial evolution by using design as a force for good

Purpose
We exist to showcase the power of design

*the Big IdeaL advertising model was used

2

12 DESIGN CRITERIA WERE DEVELOPED FROM RESEARCH AND PROTOTYPE VALIDATION. THESE CRITERIA GUIDE SECRID IN ENGAGING END CONSUMERS WITH THEIR PURPOSE STORIES

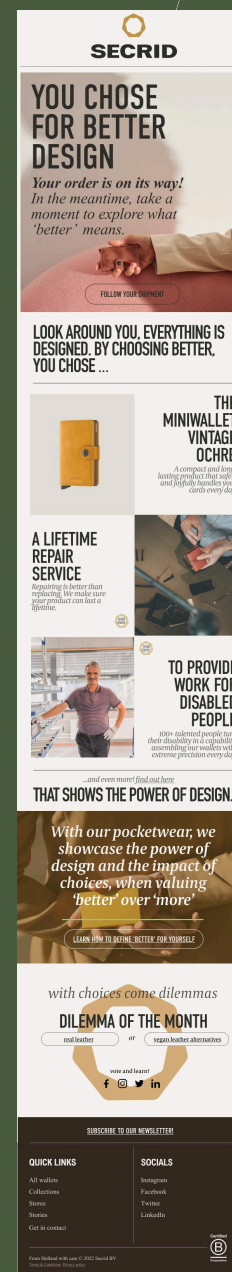
1. Consistent guided by the Big Idea.
2. Relatable and authentic.
3. Extremely transparent.
4. Accessible, by layered information.
5. Diverse by sharing different stories across channels.
6. Honest and creates hope.
7. Engaging on cognitive, emotional, and behavioural levels.
8. Encouraging consumers to define 'better'.
9. Clear in what 'design' means supported by context.
10. Framing 'better' in the context of choices.
11. Seamlessly connecting channels to each other.
12. Relatable with a 'dilemma of the month'.

*the criteria are simplified

3

THE POST-PURCHASE MAILING WAS DESIGNED USING THESE CRITERIA AND ALSO SERVED AS A MEANS TO VALIDATE THE CRITERIA

The prototype was validated with qualitative interviews (n=14) and a survey (n=131)



ENGAGING END CONSUMERS WITH SECRID'S PURPOSE STORIES

a communication concept, plan and future vision

4

BASED ON THESE VALIDATED CRITERIA, A GENERALIZED SHORT-TERM B2C COMMUNICATION PLAN WAS PROPOSED TO BRING SECRID BACK ON PAR WITH ITS COMPETITORS.

5

A FUTURE B2C COMMUNICATION VISION WITH IDEAS TO INSPIRE

By 2035, Secrid is a benchmark for purpose-driven brands. Staying true to its mission of "using design as a force for good to inspire the industrial evolution," Secrid has expanded beyond its initial niche to engage diverse consumer segments. Through high-quality, durable products and purpose-driven narratives, the brand shows the power of design and inspires consumers to make better choices to reshape the industry.

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Engaging end consumers with Secrid's purpose stories
A communication concept, plan and future vision
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MSc Strategic Product Design

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