Efteling:

How to balance technological innovation, brand authenticity and customer expectations?



- 1. Build everything for eternity, from real materials
 Keep the changing context and consumer needs in mind
- 2. **Make it look like it has been around forever** Immerse the guests in the magical world of the Efteling
- 3. **Highlight a fragment of a story**Use implicit storytelling to trigger the imagination of the guests
- 4. Look for it in the little things too
 Beautiful finishing and details are important
- 5. **Strive for perfection**Have a consistent Efteling style throughout all innovations
- 6. **Use organic forms: think in curved lines**Stimulate wondering and exploring, in a Pieck style
- 7. **Use well-known fairy tales and stories**Create an experience that triggers nostalgia
- 8. Let technology facilitate the story
 Technology should be purposeful and easy for the guests
- 9. **Guard the heritage**Be inspired by the founders Pieck and Reijnders

H.S. Wu Efteling: innovative, while authentic and customer centric

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ID4390-16 Graduation Project Strategic Product Design

Committee

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