

A close-up portrait of a woman with long blonde hair, wearing a vibrant purple knit sweater and matching purple shutter-style sunglasses. The sunglasses have a grid pattern and a red light strip across the bridge. She is seated in a car, with the black interior of the seat and window visible in the background. The lighting is bright, suggesting daylight.

Jessie Zettler

Executive Creative Director

# Ronald de Vlam

Head of Holistic Design



So...what is this

**WORKSHOP**

about?

Activate the  
**POWER** & **ERIC**  
Of Design  
Design

**STRATEGY**

**Smattergy**

No "I" in

**TEAM**

So...what's

**GOOD**

Holistic D





# HARMONIZATION



# SEAMLESS INTEGRATION



**THERE ARE SOME OTHERS**  
(but not many)



# SHISEIDO

GINZA TOKYO



SHISEIDO  
Benefiance  
Wrinkle Smoothing Day Cream  
Crème Jour Lissante Anti-Rides  
SPF 25

SHISEIDO

SHISEIDO  
SYNCHRO SKIN  
SELF-REFRESHING  
Foundation  
Oil-Free  
SPF 30  
Fond de Teint  
Non Gras

SHISEIDO  
ULTIMUNE  
Power Infusing  
Concentrate  
Concentré Activateur  
Energisant  
InuGeneration  
Technology™

SHISEIDO  
Vital Perfection  
Uplifting and Firming Cream  
Crème Lift Fermeté

Give Dad  
*Old Spice*

FATHER'S DAY - JUNE 21



And.....what's

**NOT SO**

Holistic Design.



**Tide**

64  
LOADS

ORIGINAL

CAUTION: EYE IRRITANT. AVOID CONTACT WITH EYES. SEE BACK LABEL.  
ATTENTION: ÉVITE LE CONTACT AVEC VOS YEUX. VOIR L'ÉTiquETTE À L'ARRIÈRE.

2.95 L (3.12 US QT/PTE É.-U.)  
100 FL OZ LIQ.



**SSG.FRESH**  
Banana

반반한 바나나

SSG.COM



반반한 바나나  
원산지: 필리핀 | 규격: 4입

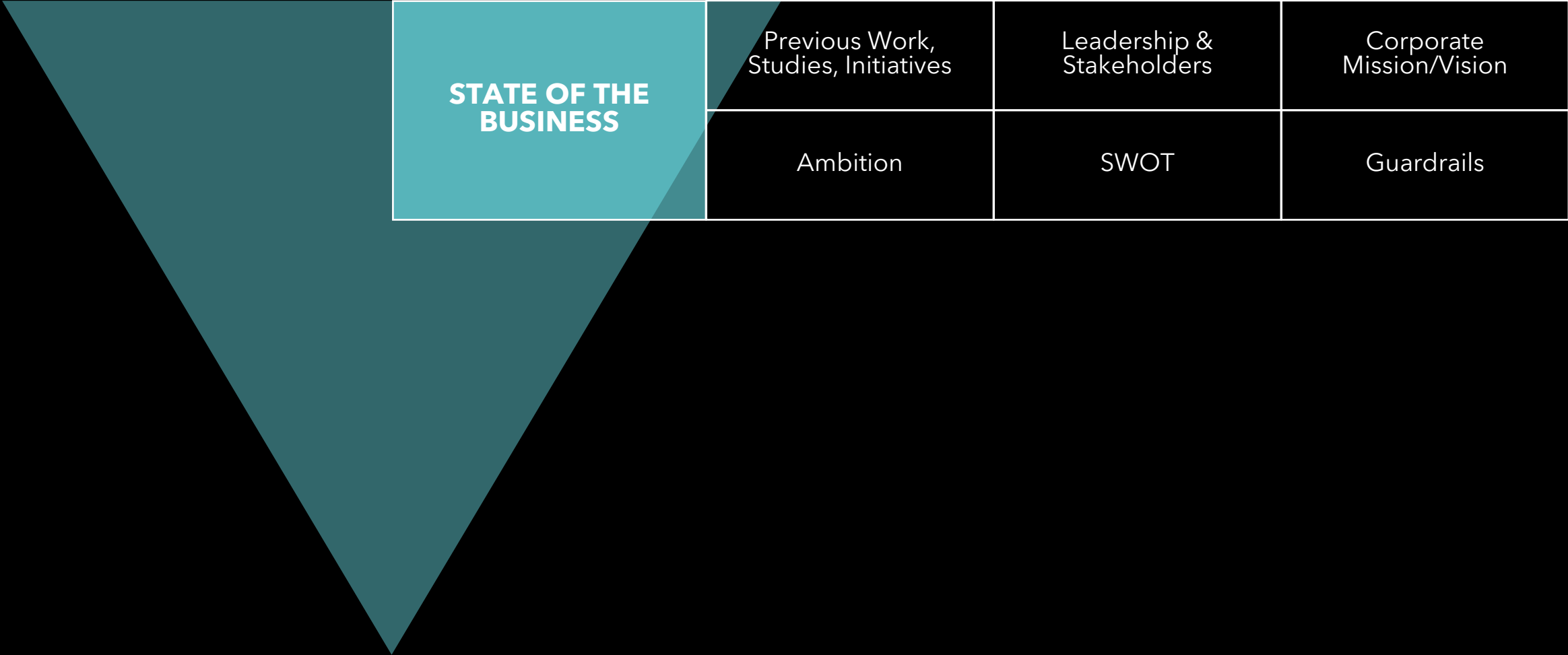


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**INPUTS**

# BBC Immersion Inputs



# BBC Immersion Inputs



<b>STATE OF THE BUSINESS</b>	Previous Work, Studies, Initiatives	Leadership & Stakeholders	Corporate Mission/Vision
	Ambition	SWOT	Guardrails
<b>TRENDS</b>	Socio-cultural lifestyle shifts & new patterns	Macro	Trendslation Manifestation
<b>CONSUMER</b>	Current Behaviors • Needs (Jobs to be Done) Emotional/Functional Drivers		

# BBC Immersion Inputs

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	<b>CONSUMER</b>	Current Behaviors • Needs (Jobs to be Done) Emotional/Functional Drivers		
	<b>LANDSCAPE</b>	Industry & Categories • Incumbent Technologies Competitors & Analogs		
	<b>BRAND</b>	Positioning Charter	Architecture	

# Brand CHARTER

BRAND **PROMISE**

CUSTOMER  
**EMOTIONAL** BENEFITS

CUSTOMER  
**FUNCTIONAL** BENEFITS

CUSTOMER  
**REASONS-TO-BELIEVE**

BRAND **PERSONALITY**

BRAND **VALUES**

BRAND **PURPOSE**

# method.

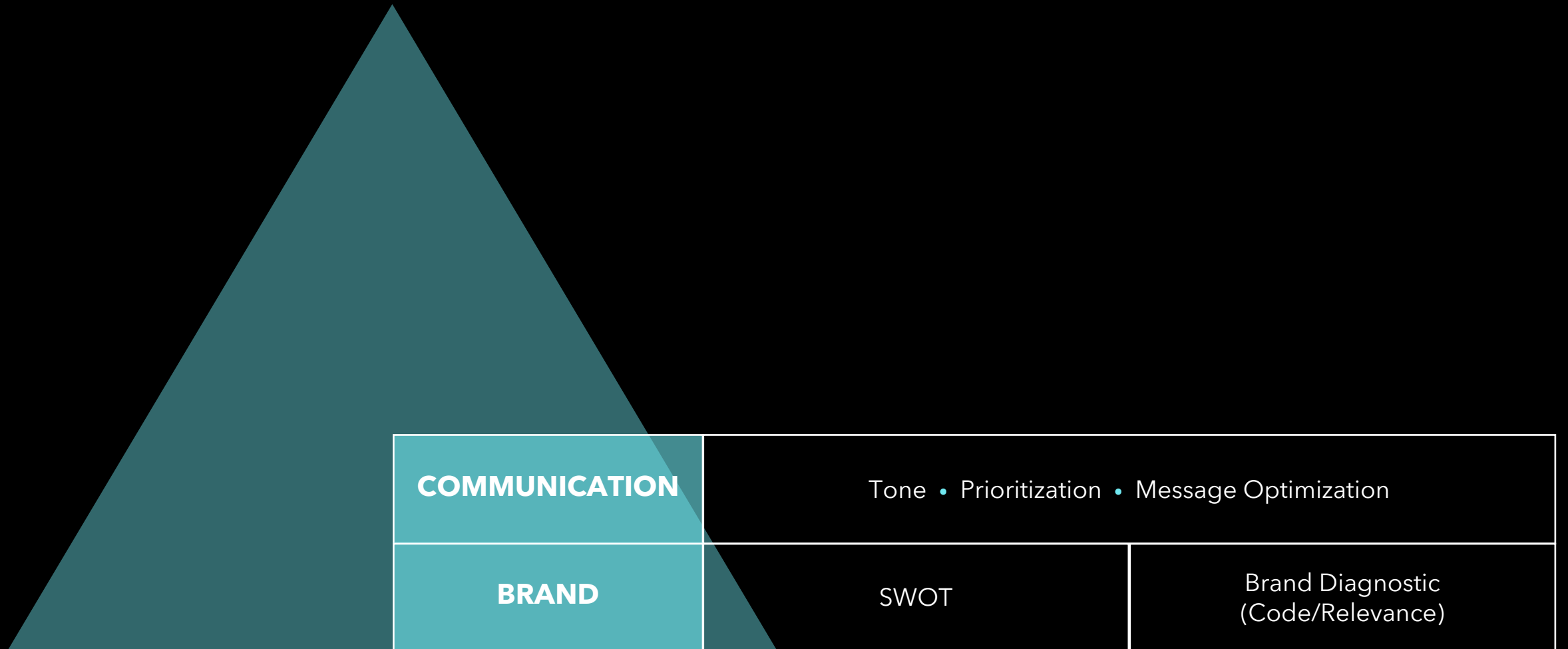
people against dirty®



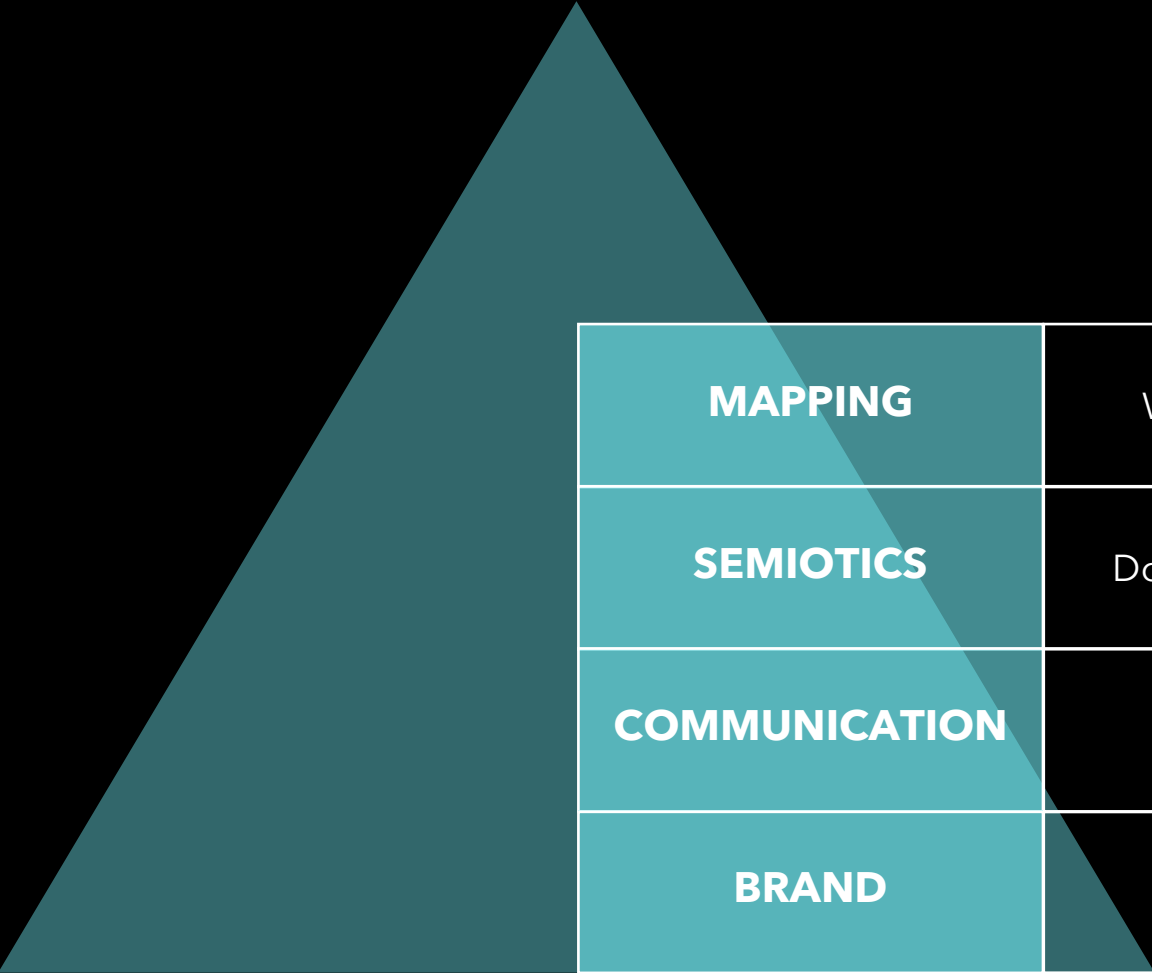
**STRATEGY**



# DESIGN STRATEGY Tools




# DESIGN STRATEGY Tools



<b>MAPPING</b>	White Space • Brand Intent/Ambition • Competitor Red Space		
<b>SEMIOTICS</b>	Dominant Codes	Emerging Codes	Codes to Avoid
<b>COMMUNICATION</b>	Tone • Prioritization • Message Optimization		
<b>BRAND</b>	SWOT	Brand Diagnostic (Code/Relevance)	

# DESIGN STRATEGY Tools



<b>DESIGN PLATFORMS</b>	Design Territories		
	Form/Shape Language	Design Language	IDT's
<b>MAPPING</b>	White Space • Brand Intent/Ambition • Competitor Red Space		
<b>SEMIOTICS</b>	Dominant Codes	Emerging Codes	Codes to Avoid
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# SEMIOTIC DESIGN CODES

DESIGN CODES: STORIED AND SOPHISTICATED



## UNDERSTAND THE CONTEXT:








Consider the cultural and category backdrop behind a design code to ensure symbols and signs (like shapes, color, or imagery) resonate with your audience.

## DOMINANT OR EMERGING:

Use semiotics to spot evolving patterns - strong codes signal now, shifting codes hit at what's next.

# SEMIOTIC DESIGN CODES

## DESIGN CODES: STORIED AND SOPHISTICATED

	BOTTLE SHAPE	LABEL SHAPE	COLOR	BRANDMARK	IMAGERY	COPY	TYPOGRAPHY
EXPERIENTIAL CHOICES							
CODE	Wide variety, brands have unique shapes	Substantial, bold & distinctive	Variety of rich, jewel tones & metallics	Custom type with detailed illustrations	Detailed, aspirational or whimsical stories	Tales of legend & tradition; Detailed craftsmanship & pride	Mix of traditional sans serif, serif, italics & scripts
MEANING	Quality, authenticity	Tailored & proud	Sophisticated, high quality	Proudly crafted with a heritage story	Unique, elevated, or inspiring experience	Part of a unique & sophisticated, larger story	Quality, time-tested

So...how do you optimize for

**FMOT & SMOT?**



**FIRST  
IMPRESSIONS**  
standing out vs. blending in

# GIN CATEGORY

EXPERIENTIAL CHOICES: STORIED AND SOPHISTICATED



CODE

MEANING

OPPORTUNITY

# EXPERIENTIAL CHOICES

## GIN CATEGORY: BOTTLE SHAPE



### CODE

#### BOTTLE SHAPE

Wide variety,  
brands have  
unique shapes

### MEANING

Quality,  
authenticity

### OPPORTUNITY

Stand out &  
make news with a  
distinctive shape

# EXPERIENTIAL CHOICES

## GIN CATEGORY: LABEL SHAPE AND COLOR



CODE	BOTTLE SHAPE	LABEL SHAPE	COLOR
	Wide variety, brands have unique shapes	Substantial, bold & distinctive	Variety of rich, jewel tones & metallics
MEANING	Quality, authenticity	Tailored & proud	Sophisticated, high quality
OPPORTUNITY	Stand out & make news with a distinctive shape	Maximize label size & shape to tell brand story	Choose an eye-catching, distinctive color

# EXPERIENTIAL CHOICES

## GIN CATEGORY: BRANDMARK AND IMAGERY



CODE	BOTTLE SHAPE	LABEL SHAPE	COLOR	BRANDMARK	IMAGERY
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OPPORTUNITY	Stand out & make news with a distinctive shape	Maximize label size & shape to tell brand story	Choose an eye-catching, distinctive color	Create distinctive & crafted type	A unique icon that reflects brand story & proposition

# EXPERIENTIAL CHOICES

## GIN CATEGORY: COPY AND TYPOGRAPHY



CODE	BOTTLE SHAPE	LABEL SHAPE	COLOR	BRANDMARK	IMAGERY	COPY	TYPOGRAPHY
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# GIN CATEGORY

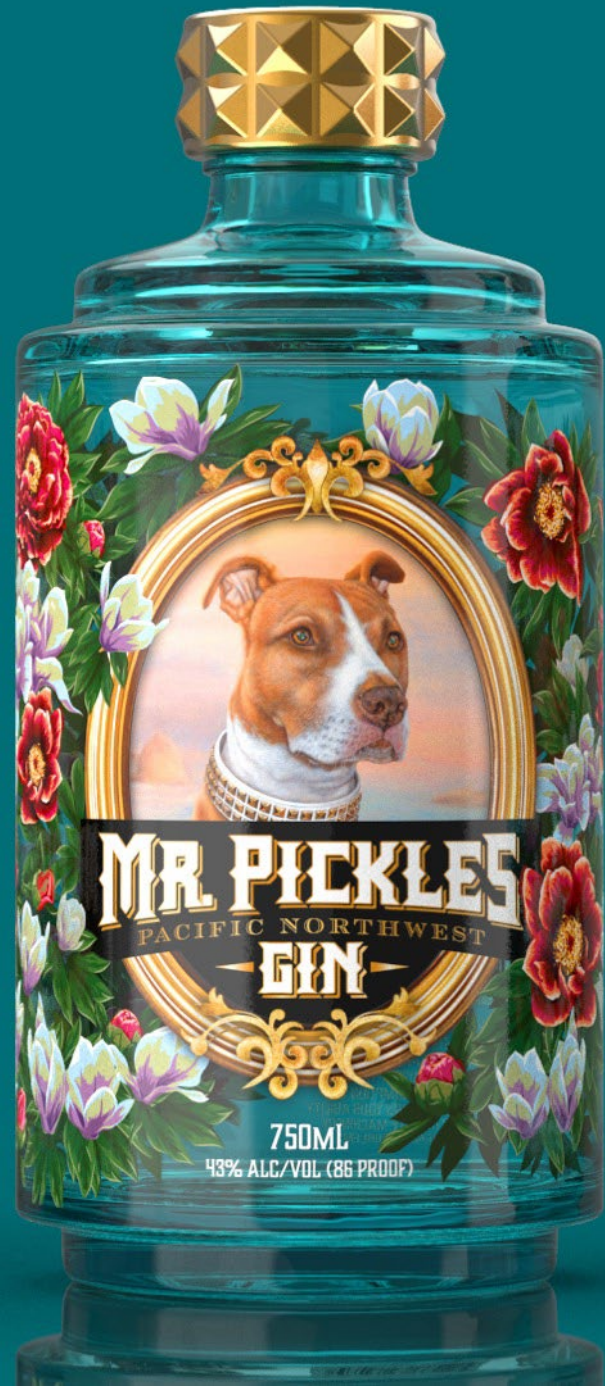
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# **SIMPLIFY**

**your ownable codes**



# CLARIFY

which of your brand equities work  
(are any holding you back?)



Surprising, smooth, kinda badass,  
and easy to fall in love with.

ALL BARK.  
NO BITE.



**MR. PICKLES**  
PACIFIC NORTHWEST  
— GIN —

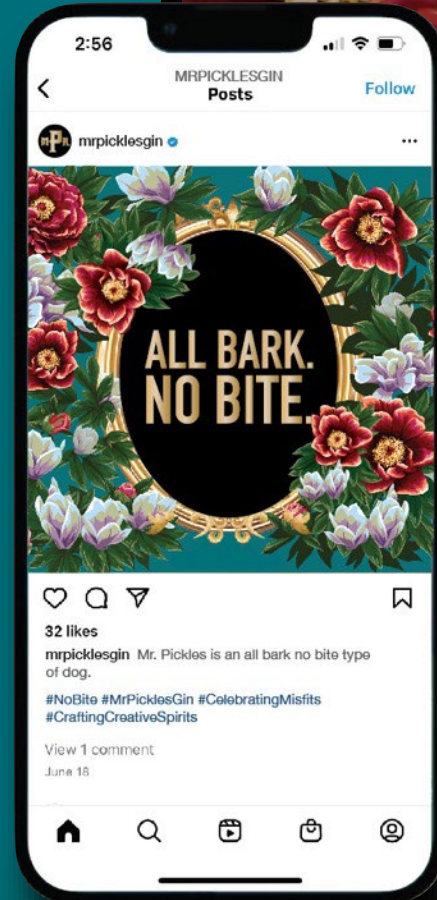
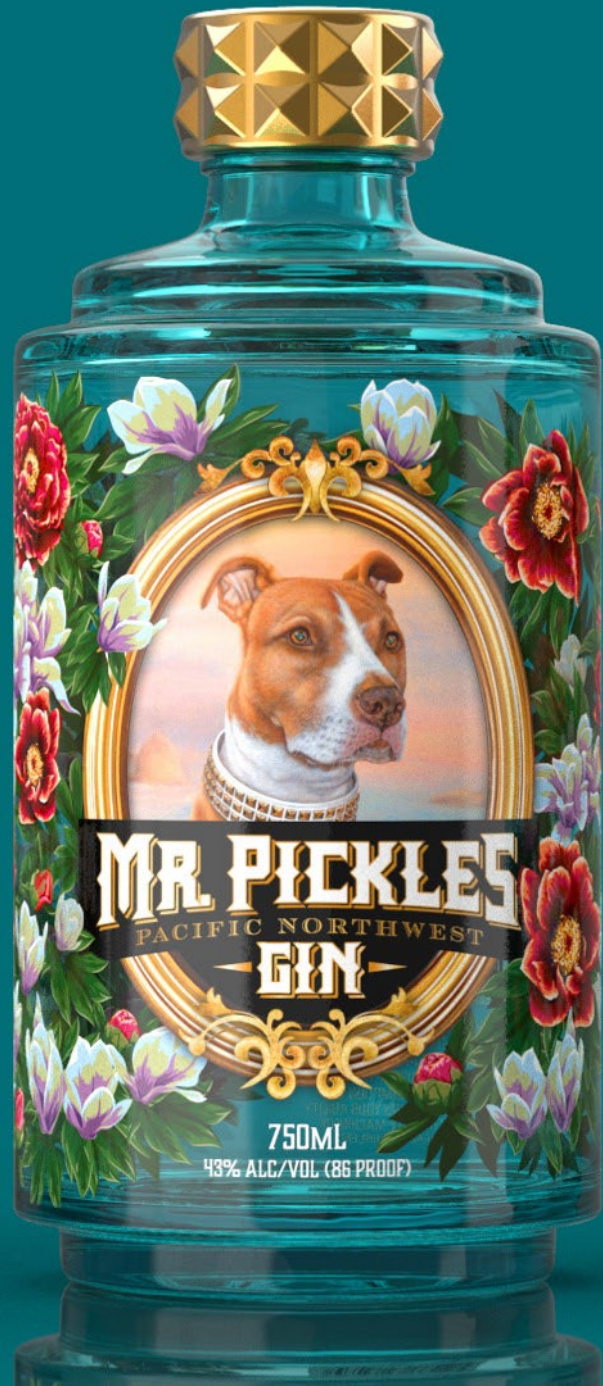


REBELLIOUS · QUIRKY · CLEVERLY COMICAL · PASSIONATE · INCLUSIVE



# AMPLIFY

the equities you want to own

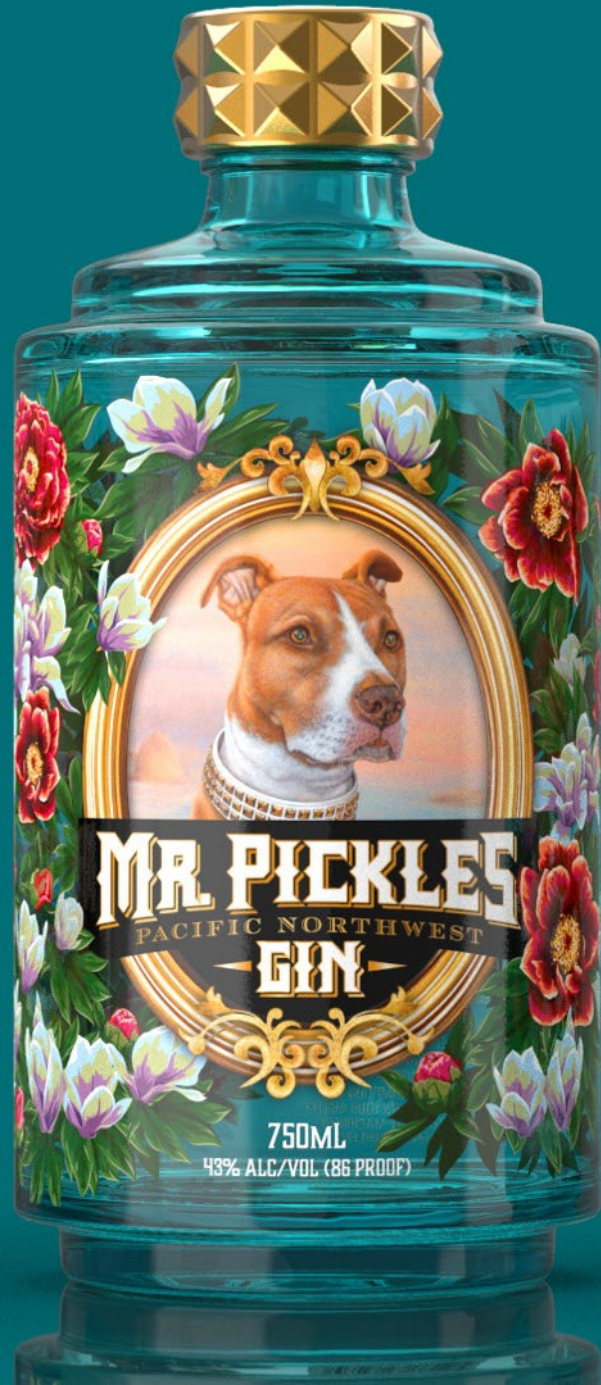




So...which

**PRINCIPLES**

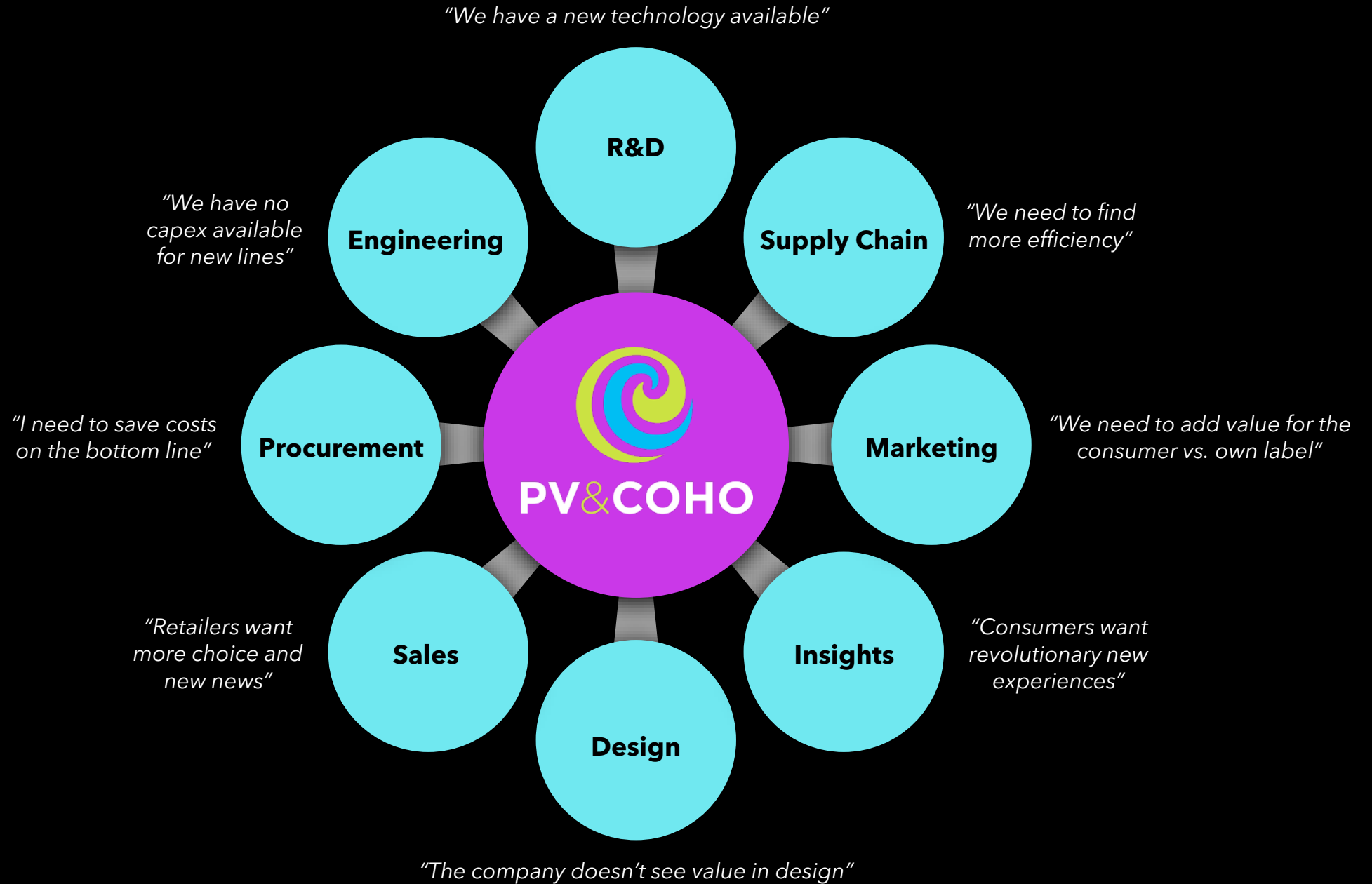
do we activate to create  
brand resonance?



**OWNABLE**  
**CONNECTABLE**  
**RELEVANT**  
**INTUITIVE**  
**EXTENDABLE**

**TEAM**







So...to recap

**INPUTS = OUTPUTS**

**STRATEGY SMATTERGY**

**TEAM IT!**



Holistic solutions that  
**elevate the consumer experience.**