

Discover - Market & Communicate Your Product Effectively

TASK SEQUENCE	Planning	Foundation		Identity		Experience		
	CLARIFYING	RESEARCH	STRATEGY	AURAL	VISUAL	MESSAGES	CONTENT	COLLATERAL
Project Plan	<p>Company Business history, Present situation, Long-term vision, Near-term mission, Business goals, Company values, Strengths & Weaknesses</p> <p>Products & Services Offerings & Attributes</p> <p>Market Supply chain & distribution, Market trends & dynamics, Marketplace, Traditional competitors, Non-traditional competitors, Opportunities & Threats</p> <p>Customers Customer groups, What customers want, Current customer perception, Demographics, Psychographics, Customer profile</p>	<p>Architecture Company, Product families, Products, Partners, Ingredient brands</p> <p>The Filter Attributes & Benefits</p> <p>Position Industry context, Product category, Category segment, Point of difference</p>	<p>Names Company & Products</p> <p>Taglines Company & Products</p>	<p>Logo Device Standard & Reversed</p> <p>Typefaces Display & Text</p> <p>Colours CMYK, RGB, Hexidecimal</p> <p>Design System Lines, Spacing, Framing</p>	<p>Key Messages</p> <p>The Story</p>	<p>Copy Promotional & Technical</p> <p>Imagery Photography, Diagrams, Renderings, Line-art</p> <p>Logos EPS, PNG, TIFF, GIF</p>	<p>Stationery Business cards, Letterhead, Faxhead, Envelopes</p> <p>Templates</p> <p>Environment Buildings, Signage, Vehicles</p> <p>Promotional Website, Sales presentation, Brochures, Company profile</p> <p>Technical Product manuals, Specifications</p>	
PROJECT PLAN	FOUNDATION REPORT	STRATEGY DIAGRAMS	IDENTITY PRESENTATION		BRAND BOOK	ASSETS GUIDE	FINAL OUTPUTS	
All preliminary project management work & collection of company & product info which the company may already have.	An A4 report including all gathered research data. Also a diagram which highlights and summarises the key findings from each sector.	Diagrams of the company & product architecture, and its unique position in the market.	A presentation of the brand concepts showing the messages and visual identity presented as a complete brand story. All visual components specified including logo device, typefaces, colours and the design system which ties it all together.		This is the distillation of the product attributes, and customer benefits, resulting in strong succinct key messages.	A document explaining the use of all brand assets. Accompanied by all assets supplied to client in useable formats on disc.	The agreed final media outputs which will present and sell the product, service or company in the best light to the customer.	