

„BRAND INNOVATION“

How can I establish a successful brand for the foreign market?

On 24 and 25 November 2016, WARSAW

24th NOVEMBER, THURSDAY

Presenter Michal Mazur, Journalist and trendwatcher

<http://trendnomad.com/about/>

8:30 Registration/ Coffee/ Photo

9:00 Welcome speech

Katarzyna Basaj-Pietrasz, Project Manager, [Puls Biznesu](#);

Ake Rudolf, Head of Strategy, Project Director [IDZ Berlin](#)

9:10 Keynote speech “Building an authentic brand to create people experience to belief” Helmut Ness, CEO – fuenfwerken,

www.fuenfwerken.com

The talk will cover the role of Germany in the European market and its cultural differentiation vs. Poland: It will explain the relevance of building a strong and authentic brand character to engage with consumers actively and appropriately (5W Patchmark Model).

The first and most important driving force of a brand is to define its for - the „Why“. The second and permanent step is to tell your story of belief and offer value through all your touchpoints to bring to life an authentic people experience. And design is the ultimate tool to express it.

KNOW YOUR USER

9:50 “From Product to digitalized Product-Service-Systems”

Lukas Golyszny, CEO – SiLabs, www.si-labs.com

In a digitalized world, businesses have to rethink their business models and how they satisfy the increasing customer demand of individualized brand experiences. The goal of this presentation is to show the benefits, challenges and solutions of how brands transform product offerings of the past, into product-service-systems of the future. The interconnected customer does not just consume products any more, but wants to

engage with the offering, get a job done and retain an experience. Therefore product-service-systems have to be designed with the digitally empowered user as part of the system, not as a consumer. Guidelines how this thinking can lead to new offerings will be given.

10:30 "Let your customer become your co-creator"

Manuel Großmann, Co-founder – Fuxblau, www.fuxblau.de

The business world has changed dramatically within the last few years from a product-centered to a service-oriented economy. The world's largest taxi company Uber owns no vehicles. Facebook, the world's most popular media owner creates no content. And the world's largest accommodation provider Airbnb owns no real estate. Future-proof businesses need to understand their customers better and create memorable experiences not just for them, but with them. This presentation will shed light on why and how to include customers in innovation processes and provide hands on tips in doing so.

11:10 Coffee break

11:30 "Human Touch - knowledge and understanding of the human being as the foundation for developing unique products"

Piotr Voelkel, Founder – VOX Meble

Piotr Voelkel believes that the most innovative and effective design is created where human touch meets high tech. A few years ago the founder of VOX Capital Group invested in the SWPS University of Social Sciences and Humanities, acknowledging the role of sociological and anthropological research in business. Intrigued by the design thinking methodology, he developed a collection of furniture that wowed customers. During the conference he will explain how shared values connected his companies, becoming the key to their success.

12:10 "Experiencing the brand space"

Henrik Riess, Interaction Designer, Creative Director and Technology Enthusiast– UID, www.uid.com/en

The term „brand“ has changed in the context of the digitalization. In many companies' minds this term is still defined by: good choice of logo, harmonious colour codes and a lovely typography. To be able to further exist on a globalized market, it is important for companies to rethink what a brand actually is.

Modern brands describe a mutual experience space between companies, products and clients. Through their interconnections, their span reaches from off- to online and is independent from devices and platforms.

Custom-tailored brands describe the intersection between fitting business models, service and interaction design, appealing communication design and a precise implementation along all touchpoints.

Influenced by the ideas of „Design Thinking“ and „Service Design“, design agencies are external partners for companies to analyse their brands and build future opportunities to explore new markets, emerging technologies and future design:

- What influence does the digitalization have on brands?
- What is the role of designers in this process?
- Which touchpoints do complex brands involve?
- What is the role of the user? What's his relation to the brand?
- How is the brand represented in the interaction design?

BUILD YOUR BRAND

12:50 “Gripping culture by FSB: Integrated thinking and practice defines identity” Kai Gehrman, CEO – attoma, www.attoma.eu

How a medium sized company from East Westphalia in Germany became a global brand in the world of design and architecture

FSB is synonymous with high-quality system solutions for doors and windows – and beyond. For high architectural and design competence, the East Westphalian company is unlike any other comparably sized manufacturer. Using the example of FSB, the presentation will demonstrate the paths that are open to medium-sized companies with medium-sized budgets for creating a brand of global renown. The basis for success is a consistent questioning of one's own actions – and the understanding that a company must find and pursue its own individual path.

- Self-knowledge. What are you actually undertaking? And why? And for whom?
- Lateral thinking. Find your own way instead of copying from others.
- Organisational culture: Almost as easily done as said.
- Advertising. Invest your creativity and money into your product first.
- Design. The last remaining differentiating feature?
- Patience. Not every investment will pay off tomorrow.

13:00 Lunch

14:10 “Expectation meets experience: Brand building for physical products in the field of sports and music.”

Hannes Fütting, Founder and Designer– FormFütting, www.formfuetting.de

Brands communicate the values and the identity of a company. Products allow the user to experience these values through ergonomics, material and design. Products from the fields of sports or audio additionally have a very specific use case. The experience while using

these products needs to fulfill the brand promises in a functional and aesthetic way. User requirements have a major impact on the design and the identity of a brand and vice versa. Using the examples „Native Instruments“, a manufacturer for digital audio instruments, and „Carver Bikes“, a full range bicycle manufacturer, we will explore how perfectly aligned product design and brand identity unfold maximum product attractivity.

- Brand Values: The product needs to fulfill the promises of the brand
- Identity: Open systems allow for the adaption to trends
- Function: Perfect function creates the greatest customer loyalty
- Design: Branding influences the guidelines for product design

14:50 “Realtime Brand Behavior?”

Fax Quintus, CEO – e27, www.e27.com

The Definition of Brands changed in the last decade enormously. Traditionally a brand was in a nutshell described by a logo and expectation. Then it was widened to corporate design and culture, now start-up culture and social media, brands transformed into a „responsive life-form“.

Small companies are developing super-innovative products sourced by the inputs of the web crowd, reacting on comments in social media, reshaping their company and brand to the crowds need.

We will explore the sense and senselessness by taking the journey of my own virtual reality start-up „i-mmersive“ as an example.

- How must a modern brand behave?
- What are the chances of realtime brand responsiveness?
- Brand A/B testing
- Can a brand be determining?

15:30 Coffee break

INTERNATIONAL COOPERATION

15:50 “Fit Brands”

Fabian Baumann, Co-Founder and Designer - FormFjord
www.formfjord.com i Artur Sieziak, CEO- Chors Lampy,
www.chors.pl/dev/

In todays markets, it is more and more difficult to make a brand stand out.

Taking a close look at your brand from the customer perspective will help create that extra value. We need to think beyond just beautiful products and understand every part of the

customer journey. This journey starts with the awareness of a product or a brand. It is about the first consideration of purchase of a product and a desire to own and might end in a life-long relationship with a brand.

Find out, how to:

- sharpen the brand
- understand the customer journey
- create extra value for your customer
- start a long relationship with a brand

16:30 „German-Polish cooperation – the example of the Cosmopolitan Tower showroom in Warsaw“

Gunnar Behrens, CEO- Archimedes, www.archimedes-exhibitions.de

In the summer of 2011, Archimedes was awarded the contract to realise a showroom for the 160-metre-high skyscraper Cosmopolitan Twarda 2/4. The client was the owner of the building, Polish investor Tacit Development. The showroom serves as a sales area for the high-end apartments of the building, which was designed by Helmut Jahn. The walls and tables feature the latest digital multi-touch technologies, whereby the media architecture – integrated in an elegant wooden interior – represents a conscious contrast to the reduced room design. In his presentation, Gunnar Behrens will describe the cooperation between the German designers and the Polish clients. He also deals with communication challenges and illustrates possible methods of resolution. A further focus of the presentation is the benefits brought by Tacit’s cooperation with a German agency with extensive experience in spatial brand communication.

17:10 Summary of the first day of the conference

25th NOVEMBER, FRIDAY

9:00 Registration

9:30 Workshop Session 1

<p>“Do you know your users?” Hernik Riess, Interaction Designer, Creative Director and Technology Enthusiast– UID, www.uid.com/en Have you ever met your users? In this empathy</p>	<p>“Position your brand successfully in the German market” Helmut Ness, CEO – fuenfwerken, www.fuenfwerken.com The workshop will offer an expert interface to</p>
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<p>workshop you will get to know the „real users“. You will be surprised by their habits and discover new and unexpected insights. We will work with artifacts to create human-centered personas:</p> <ul style="list-style-type: none"> • First impression: Make quick assumptions on people’s backgrounds • Observe: Analyse personas and cultural probes filled with real life artefacts. Gather insights about user behaviour, preferred brands, and which topics dear to people’s hearts • Define: Assign characteristics with brand-related criteria to the personas • Present: Share results and findings with the group <p>This workshop will help to overcome in-the-box thinking and will sensitize you to unseen user needs.</p>	<p>facilitate a professional and empathetic dialog to work out what could be the relevant nuggets to position your brand successfully in the German market.</p>
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11:30 Coffee break

11:50 Workshop Session 2

<p>“Defining and prototyping customer experience innovation in 3 hours” Lukas Golyszny, CEO – Si-Labs, www.si-labs.com</p> <p>In this workshop we will apply 5 methods to quickly identify customer needs, generate a lot of ideas, design the customer journey and build a prototype of a digital touchpoint. The result of these 3 hours will enable you to immediately communicate your idea to stakeholders, as well as go out and test your hypothesis with potential customers through a clickable prototype of a digital touchpoint.</p>	<p>“Flexible design solutions in the field of sports: Implementing specific design elements for different segments without losing the identity of a brand.” Hannes Füting, Founder and Designer– FormFueting, www.formfueting.de</p> <p>In our workshop we will develop a brief design guideline for a bicycle brand. While design needs to adopt new trends and colours every year, sports products of one brand have different use cases and target groups. Creating a stable brand identity across use cases and</p>
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<p>The methods applied are:</p> <ul style="list-style-type: none"> • Brainwriting • Customer Journey Mapping • UX Sketching • Clickdummy creation • Scenario enacting 	<p>time can be a great challenge for product designers. Using the example of the bicycle brand „Carver Bikes“ we will first examine different use cases like mountain or road. The results will then be translated into design guidelines for every single segment, always keeping in mind the overall brand identity.</p>
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13:50 Lunch

14:30 Workshop Session 3

<p>“ Innovation through co-creation” Manuel Großmann, Co-founder – Fuxblau, www.fuxblau.de</p> <p>This workshop teaches how to get valuable insights from customers - in other words: You will learn to stop telling a tale about a great product and start to listen to people’s needs. The workshop teaches how to get to the painful truth of what customers really think. As part of the workshop we will discuss easy ways of customer research and try them out. We will learn to differentiate knowledge from assumptions and create a customer insights roadmap for your business.</p>	<p>“Responsive Brand building” Fax Quintus, CEO – e27, www.e27.com</p> <p>We will choose together 2-3 out of the attendees companies and we will try to turn its brand into a responsive one. We will do A/B testing, one some mockups and see which influence this could have on the brand, what oil be its future products its communication.</p>
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16:30 Summary of the conference

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BERLIN POLAND 2016-19

The „Berlin Poland 2016-19 | Co-operation Network Design & Fashion“ network project aim to unite the potential of the creative metropolis of Berlin with the dynamic Polish economy and to provide support at the intersections of professional collaboration.

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Berlin Poland | www.berlinpoland.eu
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Kooperationspartner:

„Puls Biznesu“ – the most opinion-forming business daily in Poland, with over 100,000 readers of print version, 100,000 subscribers of daily PB newsletter, over 1,000,000 visitors of pb.pl website and 5,000 participants of PB events. „Puls Biznesu“ has all the important stories – for and about the business community, so the reader understand what happened, why, who was involved and what will be next. To take the right decisions, at the right time. Important part of newspaper is a 6-page section, called “Pulse of the Company”, aiming for the small and medium sized companies with instrumental content on law, finance, EU funds, taxes, money management, local authorities’ procurements etc. <http://www.pb.pl/>

