

Hello
Tranemo.



exesios bdd

dba Association
Member

MARKETING & DESIGN

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MARKETING IS A PROCESS THAT CONTINUALLY BUILDS ON ITSELF

The more you understand your customer, the more likely your tactics will succeed.

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GET TO KNOW YOUR CUSTOMER / TARGET MARKET

- What motivates them?
- What do they hate?
- What do they love?
- How does your service/product/policy make their life better?

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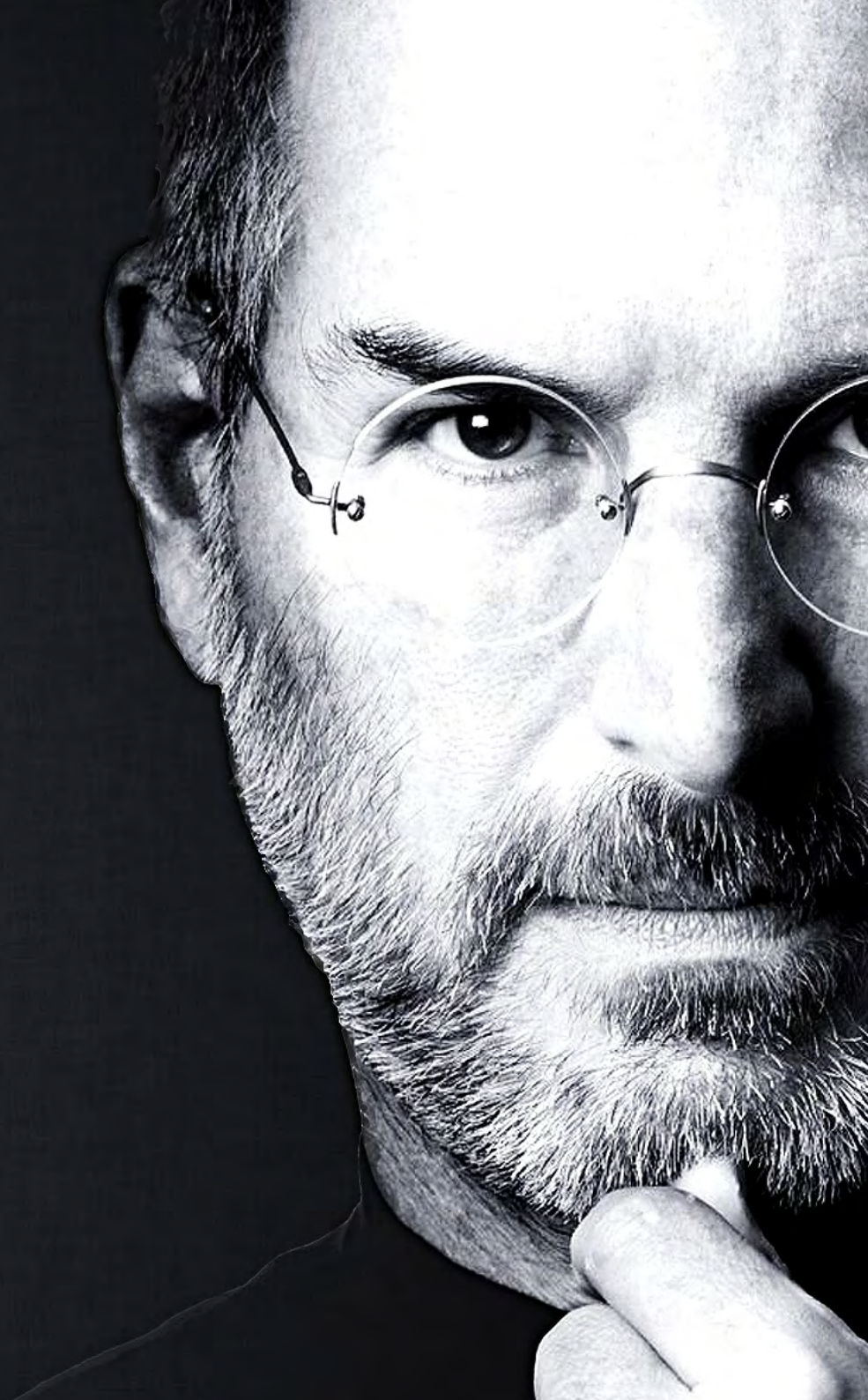
FOCUS ON UNDERSTANDING THE CUSTOMER ON A DEEPER LEVEL

Once you understand your target market you will be able to offer solutions that are important to them

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STEVE JOBS

DESIGN MATTERS



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STEVE JOBS: DESIGN MATTERS

- He brought design and technology to levels of success never seen before.
- Customers don't just want their technology to function. They want it to be cool too.
- Jobs taught us while design isn't everything, it's still pretty darn important.

EMOTIONAL VALUE

- Great brands have a strong visual identity but they also have engaging personalities and opinions.
- Creating emotional value is fundamental for winning over your audience.

EMOTIONAL VALUE

- Brands like Apple are successful partly because they lead with **‘why’** and not **‘what’** they sell.
- By leading with an emotional standpoint, they’re able to make meaningful connections and long-lasting relationships.

WHAT DO YOU STAND FOR?

- Have a think about what you stand for ...
- What do you care about?
- One way to approach this is to create a brand manifesto: a declaration of your beliefs, opinions, motives and intentions
(Which you already have)

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MANY FACES OF A MUNICIPALITY

A Municipality has many faces and therefore
it is not easy to please everyone;

The inhabitant (Living)

The external workforce (Working)

The tourist (Visiting)

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MANY FACES OF A MUNICIPALITY

Not only your offering is diverse but your target market is so too



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A WEBSITE IS NOT STAND ALONE

- Everything you do in the city needs to follow the style / Brand / message - consistency is the key - it makes a strong brand.
- Good design doesn't cost more than bad design. In fact bad design could cost you more as it will not work.

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CONSISTENCY MAKES A STRONG BRAND

