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VCD Research Project

Design Brief

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## Timeline:

**Week 1:** Choose up to three brands deemed appropriate for experimentation. Research into brands and perform a SWOT analysis for each.

**Week 2:** Research into target audiences (demographic, attitudinal and psychographic) and determine core values.

**Week 3:** Analyze current brand consumption experience and determine areas for digital enhancement.

**Week 4-6:** Research and experimentation into executions addressing issues in working paper, resulting in a final concept for each brand.

**Week 7-9:** choose most successful execution and refine/extend idea.

**Week 10-12:** Mac up work and refine strategy.

**Hand in:** Final outcome presented to a panel of tutors. Workbook, final outcome, written documentation of strategy and rationale for the outcome.

## Research Question:

# What is the role of a brand within the Networked Society?

## Introduction

Research and analysis of precedent material, literature on our current social structures, and emerging technology, has suggested that aiming to create a transformational brand offering, transversing the physical and digital environment is an appropriate direction to take in response to the research question. This has led the project into the realm of creating long-term initiatives and engaging brand experiences, attempting to unite communities around a brand sharing their values and beliefs. The response is an attempt to satisfy the growing need for a sense of belonging in today's society, as well as participating in and facilitating conversations between members of these new communities.

## Aim

The outcomes of the project therefore need to be brand specific focused, facilitating moments and conversations in users lives, and engaging in these conversations. The outcomes need to unite/create a community transversing the users physical and digital selves, to foster deeper, mutually beneficial relationships between community members. The communication should also have a method of enabling the creation of brand ambassadors, encouraging positive conversations about the brand to occur in the users other communities. The execution will address adding digital layers to the physical world around brand users, assisting their interaction with the brands products or services to enhance brand experience.

## Process

Further research into core values for specific brands appropriate for this form of communication and their target audiences. Exploration into ways to enhance experience and create a community and sense of belonging, relative to these brands and in line with their values and beliefs. Augmented reality will be explored as an appropriate means to engage with this enhancement and digital overlaying, and as a means for transversing the users physical and digital communities.

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