

How to create sustainable value by tomorrow

## Business by Design

BY: MARK HOEVENAARS, VANBERLO



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# VANBERLO



**Ik hoor graag het antwoord op de volgende vraag van u:**

Wat gaat u toevoegen aan uw volgende project?

Wilt u meer weten, dan kunt u me altijd mailen of bellen:

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> 5.000 PROJECTS

PROJECTS

### Portfolio / Communications

- FOODSERVICE
- FMCG
- HOME
- CONSUMER ELECTRONICS
- MOBILITY
- PUBLIC DESIGN
- PROFESSIONAL EQUIPMENT
- MEDICAL



## Portfolio / Product



FOODSERVICE



FMCG



HOME



CONSUMER ELECTRONICS



MOBILITY



PUBLIC DESIGN



PROFESSIONAL EQUIPMENT



MEDICAL



## Portfolio / User interface



FOODSERVICE



FMCG



HOME



CONSUMER ELECTRONICS



MOBILITY



PUBLIC DESIGN

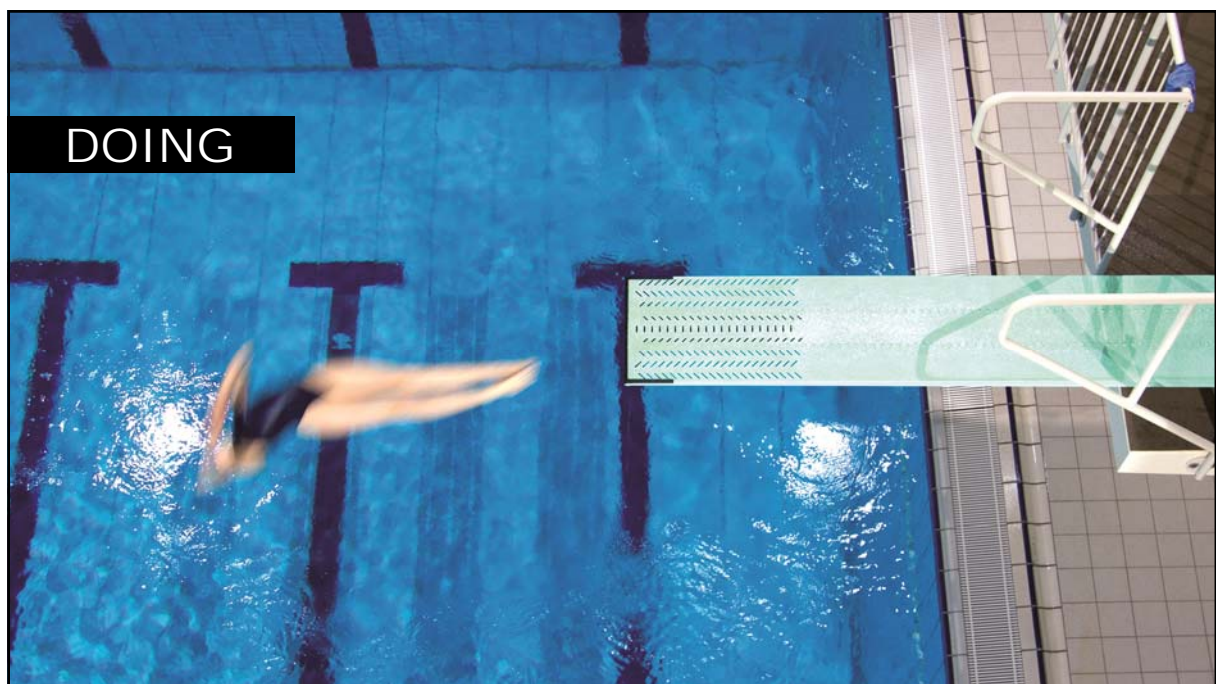


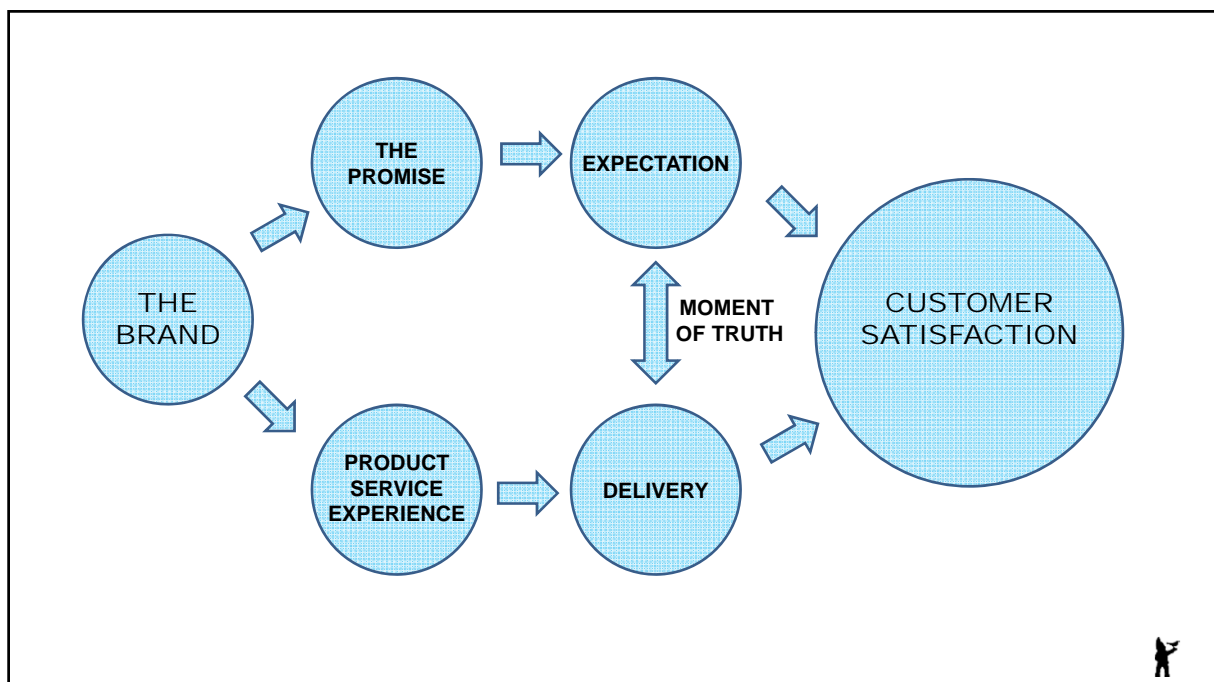
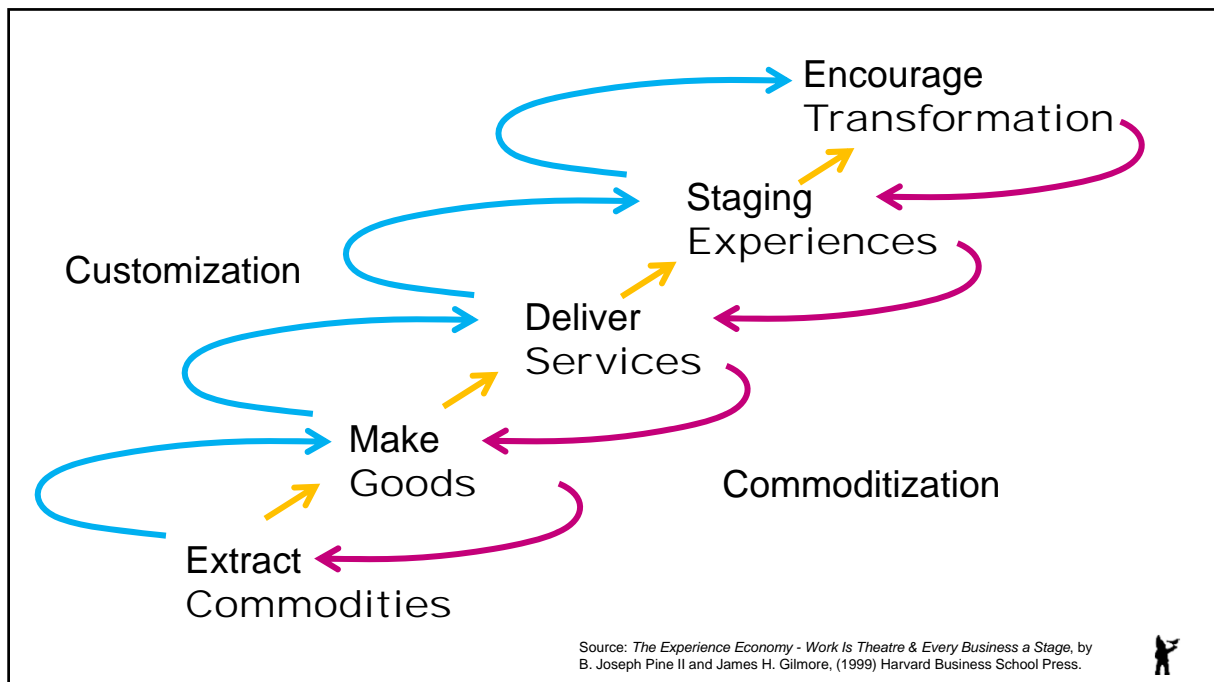
PROFESSIONAL EQUIPMENT

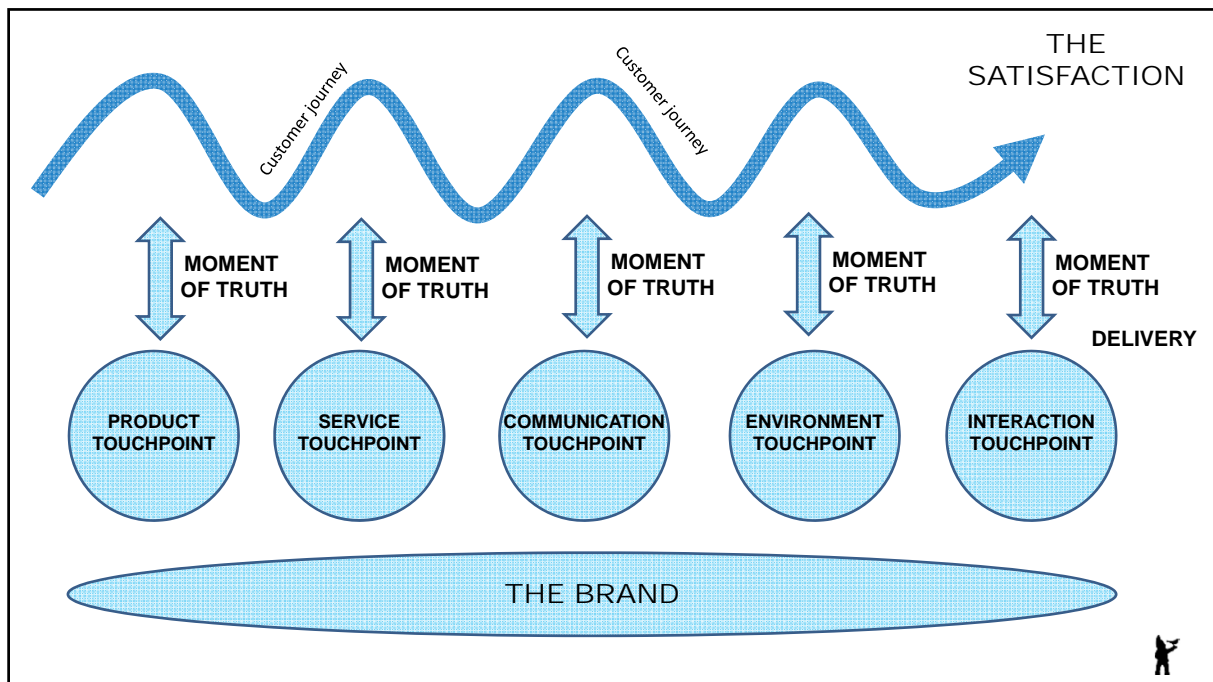


MEDICAL










Business Thinking	Design Thinking	Creative Thinking
Left brain	Both sides	Right brain
Rational & Structured	Switching between Rational and Emotional	Emotional Intuitive
Analysis	Iterating between Analysis and Synthesis	Synthesis
Well defined problems	Ill defined problems	Undefined problems
Problem needs to be solved	Problem is the start	There is no problem
Analysis -> Decision	Analysis > Ideate > Prototype > Evaluate > Decide	Perceive > Ideate > Decide
Focus on parts	Zoom in and out	Holistic

Source: *Brand Driven innovation*, by Erik Roscam Abbing, (2010) ASA Publishing.



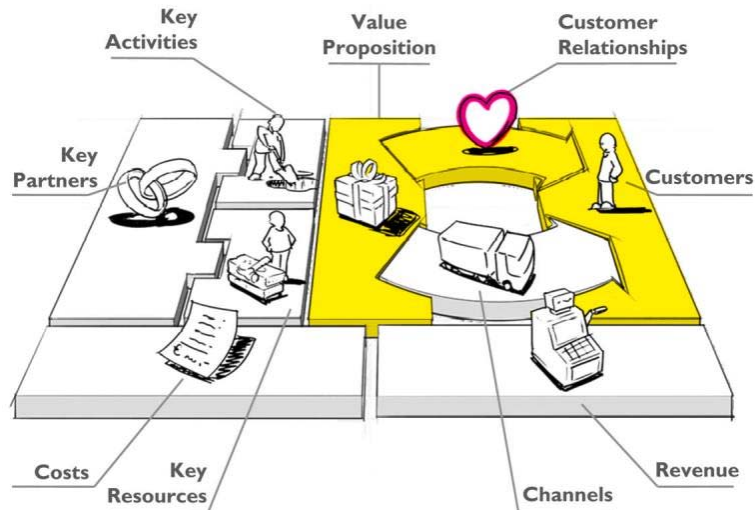
	Product Design	Communication Design	Interaction Design	Service Design
Aesthetics	What the product looks like	What the communication looks like	What the interaction looks like	What the service looks like
Interaction	How the user interacts with the product	How the user interacts with the communication	How the interaction feels	How the user interacts with the service
Performance	What the product does	What the communications does	What the interaction does	What the service does
Construction	What the product is made of and how it is made	What technology / medium the communication uses	How the interaction is made/ programmed	What technologies the service uses
Meaning	What meaning the product sets out to convey	What meaning the communication sets out to convey	What meaning the interaction sets out to convey	What meaning the service sets out to convey

Source: *Brand Driven innovation*, by Erik Roscam Abbing, (2010) ASA Publishing.  15





## Strategy / Business Model Canvas



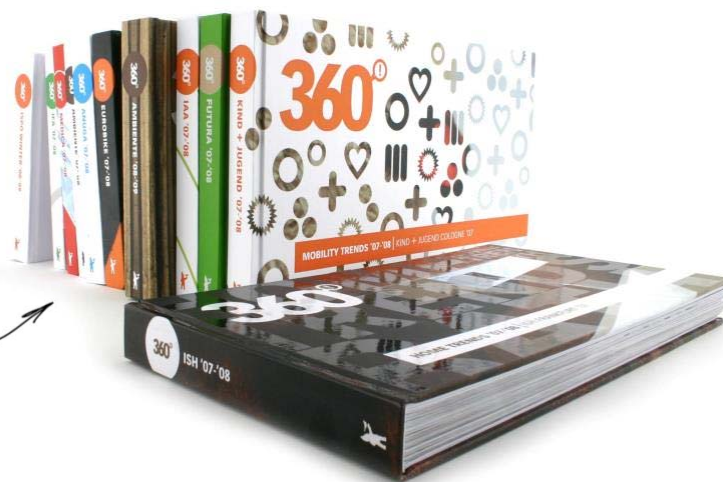
Business Model Canvas, Alexander Osterwalder

drawings by JAM



## 360° Trendreports /

- CES, Las Vegas
- ISPO Winter, Munich
- Ambiente, Frankfurt
- ISH, Frankfurt
- Salone del Mobile, Milan
- IFA, Berlin
- Eurobike, Friedrichshafen
- Kind + Jugend, Cologne
- IAA, Frankfurt
- Anuga, Cologne
- Medica, Düsseldorf

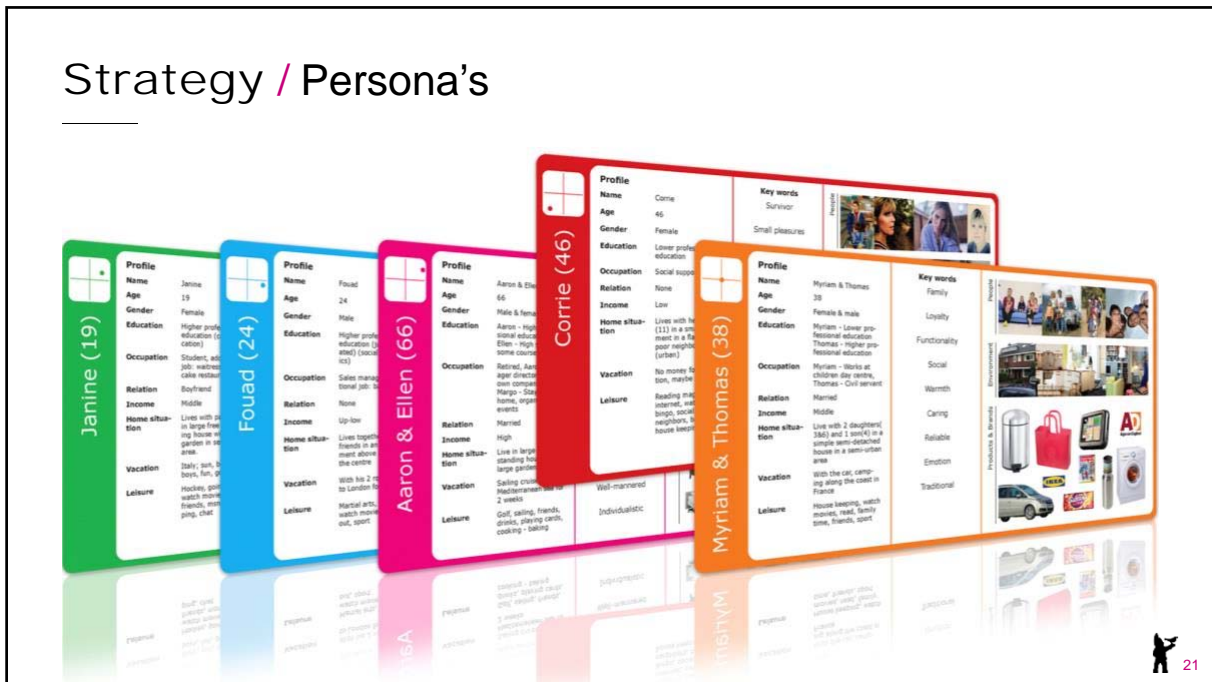


**360°**





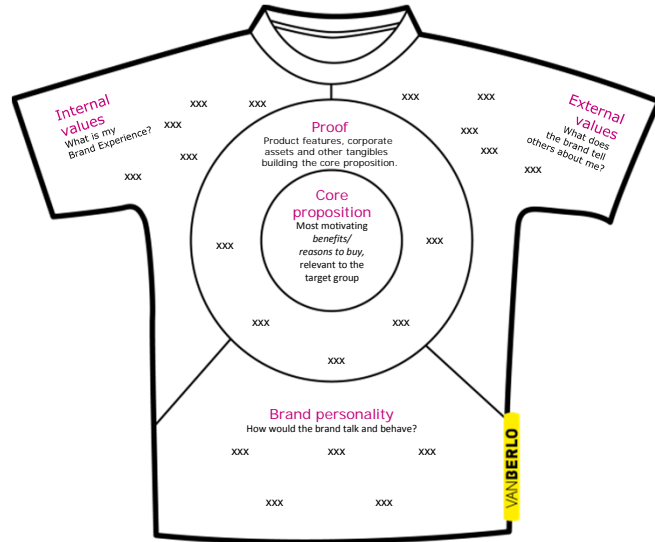
Strategy / Persona's



Positioning the brand and its competitors



Strategy / Dresscode







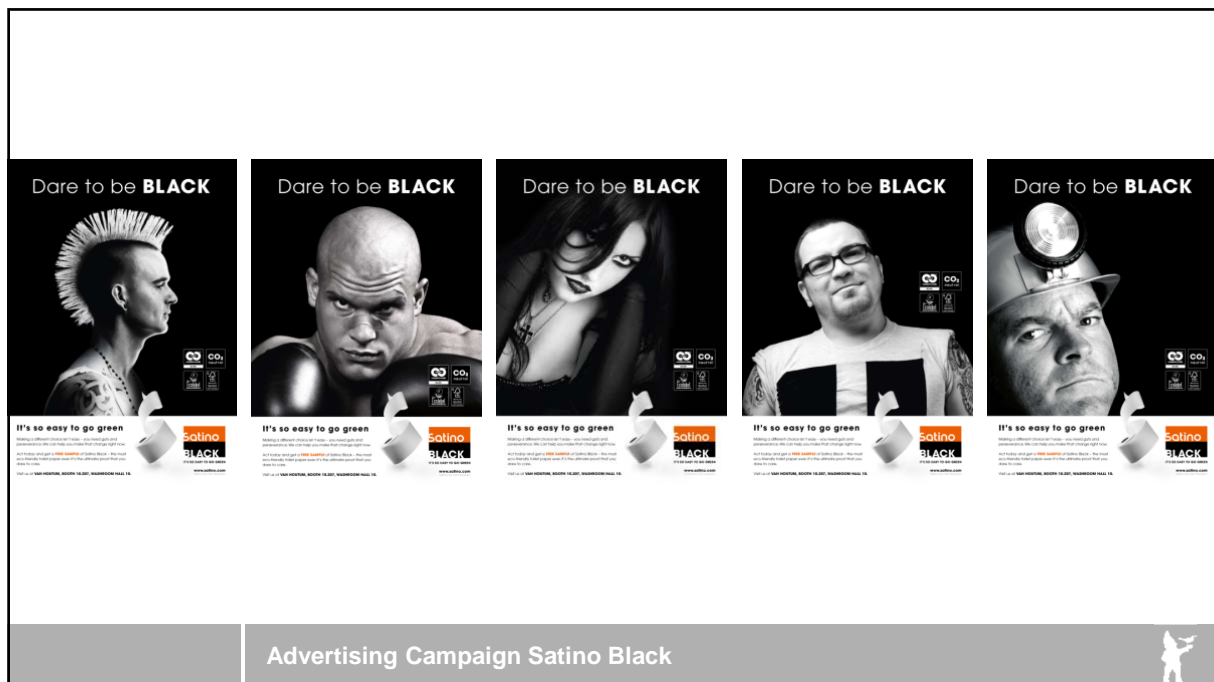




Sustainability sign in toilet









Gift Pack Satino Black – Toilet Paper



Trade fair Pavilion Van Houtum & Satino





Online PR - more than 400 articles on weblogs

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TP or not TP - That's the question



