

Design Brief

Strategy & Identity: Positioning for Purpose

Strategically repositioning household brands for positive social and environmental impact

Introduction/Background

It is practically impossible to work as a communication designer without engaging with brands. Often designers (especially Junior Designers) are at the end of the food-chain, implementing brand strategies and guidelines set out by others higher up the chain. In this brief we are turning the tables, positioning ourselves ‘upstream’ as strategic consultants advising brand managers and business leaders.

The Brief

In this brief we will use Jungian archetypes to strategically reposition existing brands while supporting them to improve their social and environmental impact. There is growing recognition that brands as we know them today are a major contributor to the social and environmental issues we currently face. Brands have typically been treated as an emotional vehicle for a product, encouraging the public to consume more and more by developing a ‘loyalty beyond reason’ among their consumers. In other words brands have cultivated addictive and often harmful behaviours. Sometimes these behaviours negatively impact the environment, other times they might have major impacts on our mental health and wellbeing.

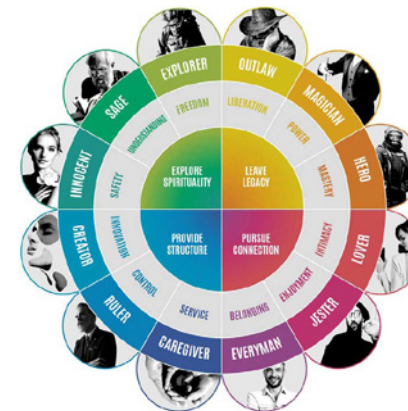
We see you as the design leaders of the future and we would like you to radically reconsider how household brands might operate in a more positive, socially and environmentally responsible way.

The brief is split into two phases. The first phase is focused on working as part of a team to strategically reposition a brand for positive impact. During the second phase you will work to explore how your new brand position could be expressed through a sample application or ‘touch point’. This is where the new strategy is made visual or material.

Phase 1: Strategic Repositioning

The brief asks you to identify a significant household name brand who could improve their social or environmental impact. Working in teams you are asked to strategically reposition the brand for positive impact.

First you will need to research the brand in considerable depth and identify how you think they currently position themselves in relation to their competitors. Some refer to this as the ‘competitive brandscape’ – the landscape of competing brands. How do your competitors



A model of the Jungian archetypes.

Platform project keywords

- Brand Strategy
- Net positive design
- Social-purpose

References and resources

See Unit 7 S&I references and resources here: [Strategy & Identity myblog](#)

[Link to Briefing Padlet](#)

Learning outcomes and assessment criteria

Additional information on your assessments for this unit including Unit Overview; Unit Learning Outcomes, Assessment Criteria and Assessment Requirements can be found in the Key Unit Information document and the Course Handbook (both located on Moodle).

Schedule

This is the schedule for your Strategy & Identity classes expected to be working independently and attending your class out in your timetable located on Celcat and the Stage 2

Week one (12 – 16 Feb)

Thursday Group A & B 10.00 – 17.00 **Briefing**

Project briefing / forming student groups / introduction to

- Come with research on two potential brands to work

Week two (19 – 23 Feb)

Thursday Group A 10.00 – 13.00 **Progress**

Thursday Group B 14.00 – 17.00

Reviewing initial research and analysis.

- Bring a profile of your chosen brand along with any surveys, online chatter about the brand etc.).
- A quadrant map of your brand showing its position in
- A list of Points of Parity and Points of Difference that s
- Be prepared to discuss which archetype or archetype
- which archetypes you are considering moving towards

Week three (26 Feb – 1 Mar)

Thursday Group A 10.00 – 13.00 **Brand S**

Thursday Group B 14.00 – 17.00

Reviewing your strategy proposals with our professional

- Bring your brand strategy presentation PDF. This sho
- with your Points of Parity, Points of Difference diagram,

Week four (4 – 8 Mar)

Thursday Group A 10.00 – 13.00 **Progress**

Thursday Group B 14.00 – 17.00

Presenting your progress.

- Bring your refined and developed Brand Strategy