



Unexpurgated Raw first draft: "The Author's Cut"

Implementing E-Learning

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Marketing Design

You won't find *Marketing Design* in marketing textbooks or hear it in lecture halls at business schools. That's because I made it up. I have never been comfortable with the somewhat mechanical approach suggested by the Four P's and their lockstep approach.

You've just gathered and summarized what you need to do and the context in which you'll do it. Now it's time to think out of the box. It's time to be creative. We're going to put our right brains to work.

Marketing Design is like brainstorming. Gather a small group of colleagues. Appoint someone the recorder, who will capture ideas on a whiteboard or flipchart. Announce the general rules: Outrageous ideas are welcome. Piggybacking on other people's ideas is encouraged. Negatives are not allowed. Say what comes to mind. Dive in. Get as many ideas out of your heads and onto the whiteboard as possible. Be enthusiastic. Be unrestrained. Go for it.

After fifteen or twenty minutes, stop the process. Reflect on what you've got. Select the great ideas. You might have people put checkmarks beside their five favorites. Have someone write up your notes for review later on. I often take a digital picture and post it to a website to contemplate later on.

You can't rush creativity. For example, I find that I do some of my best work while I'm asleep. I will plant the seed by thinking about the subject at hand after dinner, telling myself that I intend to wake up with fresh insight. When I awake in the morning, I sit at the keyboard of my computer and the words seem to pop out automatically.ⁱ

After you've slept on it, draw a mind map (if you're visually oriented) or jot down an outline (if words are your thing), no more than a page, to highlight things that feel important to the design of your marketing campaigns.

The Discipline of Design

For the moment, forget Instructional Design. Forget Graphic Design. Forget Human-Computer Interface Design. We're talking about **Design** with a capital D.

We focus on Design because it makes us aware that we're working to create a marketing approach that works well while balancing many factors. It takes creative effort to get there. There's no one best approach, any more than there's one best style of coffee pot. You can't evaluate design out of context.

A good design combines the best representative values of the enterprise. For example, design at Braun reflects its commitment to products that are innovative, distinctive, desirable, functional, clear, honest, and aesthetically pleasing. Here is how Braun applies its values to the design of, well, a coffee pot. Braun seeks a solution that is a symbiosis of its values.ⁱⁱ

innovative

Braun Design strives for true innovation; i.e. innovative design is used in order to express technical and functional innovation in visual form.

distinctive

Braun Design is guided by enduring values, high standards, and the know-how of talented designers - essential factors for design with a personality and style of its own.

desirable

The form of a product arises through an intensive study of the real issues surrounding its use and the lives, needs, feelings and wishes of the people who will use it. The product has a friendly, likeable, and natural presence.

functional

The design sets out to achieve the highest possible degree of usability and to optimize both the features of the product and the process of using them. This approach results in products which are appropriate to their purpose and meet the needs of the user.

clear

Braun avoids visual complexity and makes the structure of the product visible. The result is a product which is largely self-explanatory and which convinces through its clarity and directness.

honest

Braun Design is open and honest; it is comprehensible and self-

confident. As such, it reflects the fundamental ethos of the entire company.

aesthetic

Braun Design concentrates on essentials. The logical organization of elements within the context of a structured design concept ensures that the overall impression created by the products is one of harmony and restraint.

Using the metaphor of design in marketing reminds us that it is a creative endeavor and gives us time-tested maxims to guide our work:

- The most outstanding design is that which is perfectly appropriate to what is trying to be accomplished.
- Less is more.
- Form follows function.
- Everything should be made as simple as possible, but no simpler.

Brand, segmentation, position

Shaker furniture is renowned for its beauty, balance, and functionality. Shaker design holds true to these guidelines:

•**Industry:** Do all your work as if you had a thousand years to live and as if you were to die tomorrow.

•**Honesty:** Be what we seem to be; and seem to be what we really are; don't carry two faces.

•**Functionalism:** That which in itself has the highest use possesses the greatest beauty.

We're going to take them to heart by focusing on three aspects of marketing design:

- **Brand-** creating a reputation that keeps customers coming back for more and attracts new customers to buy in
- **Segmentation** - optimizing results by treating various parts of markets differently from the whole
- **Positioning** - placing your products in relation to alternatives in the mind's eye of your customer

These three techniques are far and away the most creative aspects of marketing. Despite their power, they are so common-sensical that you'll be applying them in no time.

Now we'll do Marketing Design exercises on Brand, Segmentation, and Positioning. We'll start with Brand, because we each already know so much about branding from our personal experiences as shoppers.

ⁱ Thinking creatively during one's sleep is a well-established fact, not some New Age delusion that comes from drinking the Kool-Aid here in California. During a nap, the atomic structure of benzene, a breakthrough in organic chemistry so I am told, appeared as if by magic to scientist Frederik Kekulé. In 1840, Elias Howe dreamt of being poked by spears with holes at their tips - and invented the modern sewing machine needle.

ⁱⁱ Braun website