

brand design conference

Design is the craft of Branding

Rationale for the International Conference in Brand Design 2018

Table of Contents

Some facts	3
Why an International Conference in Brand Design	4
Objectives for the conference	5
Possible topics or themes	5
Beneficiaries	6
Plenary speakers	6
Outputs	7
Outcomes	7
Estimated date and format	8
Host institution and location	8
5-year conference territory plan	9
Organiser	9

Some facts

41% of design-led organisations report higher market share

(Forrester Consulting 2016)

Brand-led design is increasingly seen as fundamental for brand value

(Forrester Consulting 2016)

85% of design-led companies list design as a critical component of branding

(Interbrand, 2017)

Big brands are increasingly acquiring design agencies

(John Maeda x DIT Report 2017)

82% of brand designers are among the most satisfied designers

(AIGA x Google Design Census, 2016)

Digital customer experience (CX) strategies are increasing and the more design thinking is embedded into the organisation the greater the competitive advantage

(Forrester Consulting 2016)

Consumer's voice on brand experience is much public now than it was a few years ago

(Design Council 2013)

Brands can be highly influential on the consumer's purchase decision

(Design Council, 2014)

Ever changing environments and updated data call for fast decision-making processes which have implications on last minute changes immediately prior to purchase

(McKinsey & Company, 2015)

Generation Z connectedness and access to information is shifting their focus away from politics into single topic issues such as climate change, gender equality and social isolation

(The Guardian, 2016)

This is the era of computational design in which products are instantaneously delivered, eliminating distributing channels

(John Maeda x DIT Report 2017)

Designers are not only optimising for CX but are simultaneously optimising for non-human experience [about SEO and hidden navigation]

(John Maeda x DIT Report 2017)

AI and machine learning will take more decisions for people. Choices will rely on electronic-based algorithms

(Business Insider, 2017)

In 2015, global net advertising market for digital channels was worth > \$100 billion

(McKinsey & Company, 2015)

Why an International Conference in Brand Design

What is brand design?

Currently there is no formal defined discipline for the study or application of design in Branding or platform for information and application exchange or discourse.

None of the current available forums for brand research and discussion consider design (both as a process and a humanist approach) as one of the most relevant disciplines of branding itself.

The most design-oriented arenas, such as the Design Research Society Conference or Cumulus, do not include a specific route for brand research. The remaining events are either scientifically lead by marketing academics and delivered in business schools (International Colloquium on Design, Branding and Marketing, Global Brand Conference, Annual International Colloquium on Branding, among others), or are highly professionalised and top industry-oriented (Brand New Conference, AIGA Design Conference), lacking the academic contribution by not including any call for papers process.

This scenario leaves both the academics (postgraduate students and researchers) and small agencies or design start-ups without a stage to present their valuable ideas.

The International Conference in Brand Design, starting in 2018, will promote Brand Design as a new priority area that is full of potential for cross-disciplinary research and impact on marketing strategies, economic development, communication and socialisation options, and 21st century technological demands.

Objectives for the Conference

1. To create an initial body of knowledge in the area of Brand Design, by gathering the current most prominent academic and industry experts in the field, by enhancing a practice-oriented debate about brand design between them.
2. To support the development of Early Career Researchers and small brand design businesses by enabling them to showcase their excellent research in the field of Brand Design
3. To create new opportunities for practice-based and practice-led research.
4. To evaluate and disseminate the impact and deployment of Design methods and practices on Brand genesis and longevity, by reviewing historic and current theories and practices in academic and commercial contexts.
5. To establish an annual international forum for the discussion and exchange of brand strategies and creativity techniques/ methodologies/applications.

Possible topics or themes:

Human

Brand democratisation
Designing brands for diversity and behaviour change
What kills the creativity star?
Human- or planet-centred brands
Circular Brand Design
Literacies, skill and competences of brand designers
Designers' responsibilities
Learning through brands; learning through designing
Smart brands
The graduate gap

Programme

Designed brands: formality and metrics
Domain of meaning and mentifacts
Methodological advancements of brand design
Brand design and innovation
Designing brand experiences
Intersections of brands and policies
Brands as instruments for social change
Cultural relevance of brands
The Golden Circle of Brand design

Technology

Brands and gamification
Privacy, trustability and loyalty
Brands geolocalisation and AR
IoT, ubiquitous and wearable brands
Artificially intelligent branding
Brand design techniques dissemination
Big Brand Data literacy/creativity
Brand materiality and tangibility

Beneficiaries

Academic beneficiaries will include academics and both postgraduate (and possibly undergraduate) students in the areas of branding and design studies, media studies and rhetorical domains, visual culture and technology-mediated communication fields. University career teams and private career services focusing on the creative industries will also be targeted.

Estimate 60 academic delegates.

A broad community of industry people including advertising, branding and design agencies, UK based and International will be invited to actively contribute to the conference and the developing body of knowledge.

Estimate 60 industry practitioner delegates.

Plenary speakers

Provision should be made for up to three invited keynote speakers, whose costs would be met by the conference. These may include intercontinental flights in business class. However, successful contacts include Patrick Burgoyne, editor for Creative Review, and Marina Willer, Pentagram partner.

Outputs

- Conference Visual Identity / Brand
- Discipline definition
- Conference website and promotional material
- International Conference in Brand Design
- Conference unpublished proceedings
- Edited book (negotiations taking place with Routledge and BIS) or a Special Issue at an academic Design Journal
- Open source platform with brand design tools/materials

Outcomes

- Increased awareness towards the need of including design in brands' definition and maintenance processes
- A network of brand design academics and brand design industry experts, in and beyond the UK, who will jointly create and promote new research ventures and partnerships.
- A think tank for the establishment of a National Branding Research Centre

Date and format

The 21st and 22nd Sept 2018 on the week of the London Design Festival, in partnership with this event. This is also the time of the Open House London weekend and the London Design Biennale.

The conference would be organised in simultaneous parallel thematic panels/workshops in break-out rooms. Sufficient time should be provided between sessions for proper breaks as well as for lunch, in order to facilitate contacts and exchange among participants.

While the panels and keynotes should take place at the conference site, a limited number of sessions and events can be organised in another site or location if absolutely necessary. A social event would be part of the programme.

Host institution and location

The University of West London, in Ealing, an area which is easy to reach by public transport, well served by both Piccadilly and Central lines of London Underground, as well as conveniently close to Heathrow airport.

University of West London
St Mary's Road, Ealing
London W5 5RF

Hotels in Ealing:

Double Tree, Hotel Xanadu, Holiday Inn Express, Premier Inn London Ealing/Brentford, Novotel London Brentford

5 year conference territory plan

The rationale is to engage all the major cultural centres with on-going and emerging brand design developments and innovations.

2018 – UK - London (UWL)

2019 – Asia - Hong Kong

2020 – UK - London (UWL)

2021 – USA - NY

2022 – UK - London (UWL)

Organiser



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