

**VLADISLAV SHVEDCHIKOV**

**Marketing and design intersections:  
an applied project for ICMD 2018 - International Conference  
on Marketing and Design**



**UNIVERSITY OF ALGARVE**

**FACULTY OF ECONOMICS**

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**Marketing and design intersections:  
An applied project for ICMD 2018 - International Conference  
on Marketing and Design**

**Masters in Marketing Management**

**Project report elaborated under the supervision of:  
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**Work Authorship Declaration**

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are in the listing of references included.

Vladislav Shvedchikov

(Author's Full Name)

  
.....  
(signature)

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## **ACKNOWLEDGEMENT AND DEDICATION**

During the realisation of this project there were many difficult steps that included something new for me. It involved two disciplines that had to be joined together; marketing and design. To be completed, it required the coordination from both sides. Hopefully, with help, dedication of coordinators, and an organising committee, these aspects were successfully resolved. Without the dedication of professor Manuela Guerreiro, the marketing aspect of this project, wouldn't have been investigated so carefully. Also, without the dedication and knowledge of professor António Lacerda, design and visual communication strategy wouldn't have such informative representation. During numerous meetings and brainstorming sessions, the organising committee helped to perform better in several tasks connected with marketing communication, structural information, organisation and work know-hows which made the progress of this project possible.

Also, the contribution of professor Nelson Pimenta, Renascença Multimedia Group, helped a lot in the creation of a social network communication strategy, making possible a progressive plan which performed well during all of the project. According to his experience and knowledge, given tips were applied on the practice and it showed great results.

## ABSTRACT

Challenging the transdisciplinary issues in marketing and design reveals the unexplored parts between different subjects. Exploring the combinations and possible unity of decisive factors in each topic could reveal new possibilities, practices and result in unique discoveries. In each small detail there are different points of view according to perspective of observer. While any task is recognized by determined viewpoint, it's suggested for association with several patterns. Otherwise, changing the aspect of discipline, the conclusions could suffer some revision and in between of two different areas the result could transform into the innovation. Over all the appealing design, ability for personalisation, as well as common elements of STP (segmentation - targeting - position) marketing model should be presented and worked together.

This applied project contains a combination of marketing and design background to be successfully developed. As a final result it represents a complete framework prepared for future implementations and designed for necessary customisations. Starting with marketing inputs - information about conference, target, areas and other details, putting it all together and transforming it into concept and real communication product took a lot of effort and research. The full process of creation was dynamic and the development was made according to available information. In the initial stage, to cover all necessary aspects and determine the concept of visual communication and strategy of marketing, organisation team meetings were realised. Benchmark analysis of 44 similar conferences in marketing or design combined both disciplines was carried out. It helped to determine necessary aspects that should be implemented for a good successful practice. As a result, a functional web platform including intranet, strong visual communication with a memorable concept, strategy for social marketing was created and data from metrics carried out, which allowed to compare all the interactions.

**Keywords:** Design, Marketing, Intersections, Transdisciplinary, Holistic Marketing, Social Media Marketing.

## RESUMO

Ao desafiar as questões transdisciplinares em marketing e design poderá revelar as partes inexploradas de ambas as áreas. Investigar as colaborações entre as boas práticas destas áreas e pesquisa de fatores decisivos poderá resultar na descoberta de novas possibilidades e práticas originais. Cada área possui suas nuances e existem diferentes pontos de vista sobre elas de acordo com a perspectiva do observador. Embora qualquer tarefa seja reconhecida por seu conceito, é também associada a várias interpretações pré-existentes. Contudo, ao observar cada disciplina sob uma diferente ótica, as conclusões poderão sofrer alterações e a relação entre estas duas áreas poderá resultar em inovação. Sendo assim, o design apelativo e a possibilidade de personalização, bem como os elementos comuns do modelo de marketing STP (segmentação - targeting - posição) devem ser trabalhados em conjunto.

Este projeto aplicado contém uma combinação de conhecimento em marketing e design. Como resultado final, obteve-se uma estrutura preparada para realização de futuros projetos semelhantes, pronta para a personalização. O marketing foi utilizado como ferramenta para a obtenção da informação essencial – dados sobre o público alvo da conferência, objetivos, áreas de interesse e outros pormenores. Consoante as informações disponíveis, o processo de desenvolvimento foi dinâmico, possibilitando assim a criação do conceito, junto com o design e, posteriormente, projeto real do evento. Inicialmente, para cobrir todos os aspetos necessários, determinar o conceito de comunicação visual e estratégia de marketing, foram realizadas reuniões com a equipa da organização. Além disso, procedeu-se uma análise comparativa de 44 conferências semelhantes em marketing e/ou design, que ajudou a determinar os aspetos necessários a serem implementados para concretizar boas práticas desta conferência. Como resultado, foi criada uma plataforma web funcional, incluindo intranet, com uma comunicação visual concisa, estratégia de marketing social e obtidos os dados de métricas, que permitiram comparar todas as interações.

**Palavra-chaves:** Design, Marketing, Interceções, Transdisciplinar, Marketing Holístico, Social Media Marketing.

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## 1. INTRODUCTION

Marketing and design intersection is an important issue for investigation and application on practice. Lack of importance focusing on the topics between two areas could drop the overall possibilities, generated previously with them. By determining the aspects of each discipline, we could find main points of intersection that could generate synergies and develop new working solutions or enhance existing ones. Marketing provides input data and design is responsible for working solutions. While this two subjects are applied and working together in constant revision and update, it could generate new functional outputs, that is very valuable. Defining and finding working patterns for these two areas is a challenging task to be performed by researchers and professionals in this areas.

According to Bruce and Daly (2007:939) “new projects that combine design and marketing allow to create 90% of these profitable and increase sales over 41%. Also they are less costly, more likely to pay back quickly and have more immediate market effect.” Well-applied design helps to fulfil aspects that are important for customers and helps improve sales of the product.

Bruce and Bessant (2008) point out that interest in design has grown as a result of global competition and the growing importance of non-price factors in determining firm-level competitiveness. Besides this, the amount of customisation requests grew significantly in segmented markets - which means that for the success of a product, the lowest price is not always the most important feature. The great design, ability for personalisation, as well as common elements of STP (segmentation - targeting - position) marketing model should be presented.

This applied project contains a combination of marketing and design background to be successfully developed. As a final result it represents a complete framework prepared for future implementations and designed for necessary customisations. Starting with marketing inputs - information about conference, target, areas and other details, putting it all together and transforming it into concept and real communication product took a lot of effort and research. The full process of creation was dynamic and the development was made according to available information. In the initial stage, to cover all necessary aspects and determine the concept of visual communication and strategy of marketing,

organisation team meetings were realised. During these sessions the idea, graphic elements, concept interface, marketing strategy and other important aspects were determined. In the stage of evaluation and the process of developing the benchmark analysis of 44 similar conferences in marketing, design and other that combined both disciplines were carried out. This helped to determine necessary aspects that should be implemented for a good successful practice. As a result, of the output, we received a functional web platform with intranet, strong visual communication, a memorable concept, strategy for social marketing, and data from metrics which allowed us to investigate successful elements.

ICMD Conference project includes previous research, that contained different methodologies: benchmarking for understanding the main indicators of successful conference, brainstorm sessions for concept development and improvements, meeting with conference team for strategic decisions and overview the aspects from different point and from different professionals and professors, triangulation to certify the efficiency of choice. It benefited to find out working system, which was used as an input information for practical part – development of brand, designing the scheme and preparing communication strategy. The full development job may be characterized as a constant task in process with follow-ups, improvements and tests of different ideas, analysis of performance and interactions.

Event task was initialized as a conference for professionals and researchers in both areas. Focused on determination of new working solutions and to establish the dialogue between them and create the connection between theory and practice. It transformed into functional brand, guideline book, designed elements, informative website, platform for paper submission and control, social media marketing plan, video, presentation of the work on the conference, article that is pre-approved for submission and results from metrics about all the interactions on the website, social media and e-mails, that allowed to track results and understand better the actions, try different solutions to find out the best ones.

## **CHAPTER II - THEORETICAL FRAMEWORK**

### **2.1. MARKETING AND DESIGN INTERSECTIONS**

First of all, it's necessary to determine the aspects, characteristics and description of each discipline, to evaluate the border of each of them. What Is Marketing? According to Kotler and Keller (2012:5) "Marketing is about identifying and meeting human and social needs." The American Marketing Association (Approved July 2013) offers the following formal definition: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Regarding the design - one of a huge varieties of meaning, but very accurate regarding the following work tells that design is an activity that translates an idea into a blueprint for something useful whether it's a car, a building, a graphic, a service or a process (Design Council website, "What is design?", 2007). So, design allows to create final product from idea, but the input that contains that idea should be made before execution.

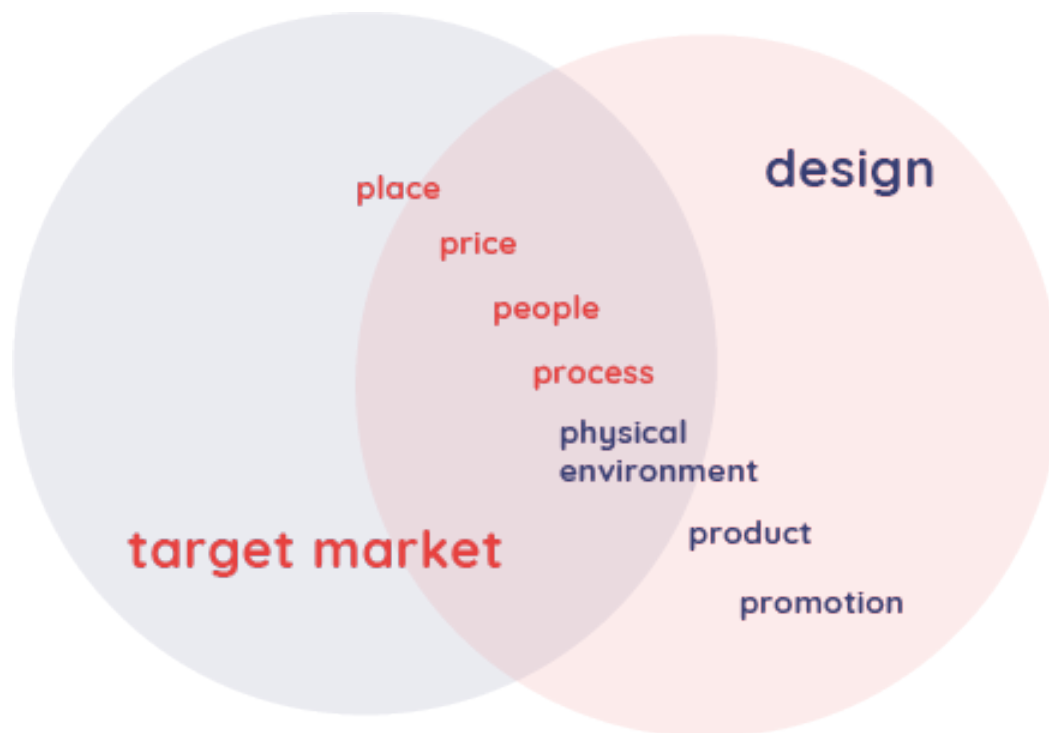
What is more important and what data should be collected to evaluate the performance of marketing or design and how you can find the factors that would change the perception of brand's product - for ex, iPhone screen with extra subtract element on the top, that allowed to distinguish it from other phones, moto 360 round smartwatch, also a design element that differentiate it from other similar products and many other examples that used design to demonstrate individual characteristics.

These two areas, while applied together could create synergies between idea, concept and target market. Marketing allows and permits collect information about the customers, their behaviour, defines segments, targeting and positioning, beneficiates the information about offer of value proposition, that represents very informative inputs for future design application. While design is corresponding for concept development, idea implementation, visual representation, interior, branding, packaging, etc. So, the main touchpoints between research and implementation allows to develop a strong concept.

Main marketing activities are focused on identifying and meeting social needs profitably, find patterns that would help raise performance and gain new market shares, raise brand awareness and customer loyalty.

Bloch (2012) determines that during fifteen years, design research is still moderate in subjects when compared to its relevance to buyer decision making, brand building, and overall marketing success. As a result, he describes this imbalance as fact that marketing academics are still relative outsiders to the aesthetic and engineering issues that strongly connect to design.

Figure 2.1 design and marketing touchpoints



Source: own elaboration

Krohn (2015) notes that design of the objects plays into the hand of marketing, is a part of the corporate strategy and is understood by the consumers. It adds value to the brand and helps to build its long-term potential. This links all functions of the company and adds emotional value and meaningful symbolism.

Kotler and Keller (2011:476) define marketing communications as "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly -

of products and brands they sell.” In advertising, where all elements of communication are integrated, all the promotion channels are integrated, which creates an integrated marketing communication, that is an important aspect of marketing mix.

During the process of preparing the new product to market, as mentioned by Silk (2006:3), after creation of the value/benefit for the customer, it should be communicated. This is an important task to accomplish and should be performed respecting the communication model of marketing for the product/service.

Nowadays the concept of holistic marketing is one of the most important elements of company's communication involving internal and external processes, promotion, people, etc. Marketing mix 360 inside and outside or holistic marketing is an important aspect of organisation management. Kotler and Keller (2011:18) define this holistic approach as follows: “A holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognise the breadth and interdependencies. Holistic marketing recognises that ‘everything matters’ with marketing and that a broad, integrated perspective is necessary to attain the best solution.” The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognise their spread and interdependencies. Holistic marketing acknowledges that everything matters in marketing — and that a broad, integrated perspective is often necessary.

Following both authors, there are four main components of holistic marketing:

- Relationship Marketing
- Integrated Marketing
- Internal Marketing
- Socially responsible marketing

According to modern necessities and development of relationship, internal, integrated and social responsibility marketing, holistic marketing concept includes all elements of marketing mix 7P (place, product, physical environment, process, price, promotion,

people), closely related to the marketing mix 4C (communication, convenience, clients, costs) and web marketing mix 4S (strategy, site, synergy, system)

Also, Bloch (2012) defines that marketing academics are still relative outsiders to the aesthetic and engineering issues that strongly connect to design. Which makes marketing aspect in product more technical rather than utilitarian.

While in STP (Segmentation, Targeting, Positioning) design applied to the positioning element, helps to create unique and memorable recognition of the product, style, uniform, visual aspects. This helps marketing to communicate about the product characteristics through the package, visual aspect, form of product, while design applied to target, selected by marketing inputs. This helps to raise brand or product awareness. Also, the value to the customer could be reorganised with design and performance, while experience is more memorable and attractive (interaction). This task requires design communication which would allow to create memorable products and maintain communication strategy.

### **2.1.1. Marketing and design communication**

For the strategy of communication, both areas should work together to maintain the same language of visual aspect and dialogue. If one of the elements wouldn't contain the same way, it could create the misunderstanding and ruin the connection between conversing element and the company or brand. Silk (2006:3) explains that the central role of marketing is in creating value for customers. And, this value is created by meeting customer needs. Thus, by this behaviour, the company should define itself by customer benefits provided. After that the company is entitled to capture a portion of that value through the price. The process of capturing this value should be sustainable.

While design contributes to provide aesthetically "pleasing" to the product appearance, it could be transformed into consumer delight and loyalty (Beverland, Gemser and Karpen, 2017)

The form or design of a product is interpreted by users and communicates important information. Bloch (2011) refers to symbolic perception of object or product and points to the possibility of self-expression of the person through design. Gruen (2017) tells about identity expression and, in some point, its configuration with design as a handler of a sign value.

However, semiotic meaning applies, not only to sign or other reference, but to the typography as well. María Pérez Mena (2015) describes that symbolic forms and letterforms can be the expression of an epoch, a place, an identity, a feeling. The form of letter, while a symbol, contains a codified visual information about its context and describes characteristics before reading.

Hurwitz (1993:29) points to the essence of intersection between society and symbol:

"For a symbol to have value, it needs a shared meaning as a result of the social interaction" whose functional extension are the "symbols of identity" of a particular group - implies meta sign. They also indicate characteristics such as status."

Based on the above, it can be assumed that the letter works as a sign of a sound, but that its visual style can represent much more.

Herrera *et al* (2008) explains in some point the semiotic aspect of letters, the writing - in general, and the Latin alphabet in particular, is the response of the human being of the need to register and communicate possessions, ideas, powers, experiences and feelings in time and space. As a visual code, the alphabet has undergone modifications in pursuit of an optimal reception of the messages that people have wanted to transmit.

As a result, visual code subjected to slight changes during years and epochs, adopting to new necessities and become more useful and usable.

### **2.1.2 Design and marketing touchpoints**

Both areas are responsible for their purposes. To achieve new possibilities, they should work together and fulfil each one, as the main objective of both of them is the same. Final result should serve for the customers and for the company.

Hyder (2009) refers to visual aspect implementation and determines that early design decisions on project planning could determine long term success and normally requests systematic consideration of all lifecycle needs of product/service. The key takeaways are in defining the best design concept as quickly and efficiently as possible by avoiding costly design interactions. Design helps to convert a marketing concept or idea into a desired product or service function. Defines how the product provides that functions. Optimises costs, satisfying customer needs.

As a positive result of the design, represented by Kotler and Rath (1990:16)

“Good design differentiates companies and makes products ‘stand out from the crowd’. Innovative design opens up new markets,” while applied after inputs that are created from researches, made by marketing.” Clever design raises interest for products in a mature market. Well-designed products communicate quality and value to the consumer, therefore enhancing the product’s appeal and attractiveness, making selection easier”

That provides an important statement about the importance of design in different segments and explains the first steps that are necessary for shifting from one segment to another or gain a foothold in a desired segment.

Bloch (2011), in his paper, points to Boztepe (2007) while representing the design purpose in an economic and psychological area: the utilitarian value is transmitted through functional usefulness which is evaluated by facility of task accomplishment. Pragmatic design is reliable, safe, and convenient to use. Utilitarian value would be enriched with economic efficiency, quality and ergonomics.

Also, he refers to the same paper whilst describing utilitarian value as the functional usefulness of a product and its ability to facilitate the accomplishment of a task. While less is more, taking out unnecessary intermediate processes to accomplish the task.

After he points out that the hedonic element in product experience reflects the aesthetic appeal of the product and its ability to please one or more of our senses. Visual aesthetic points to semiotics, pertains to the meaning or sign value of a product design (Van Rompay et al., 2009).

Best (2011:12) refers that “Many global companies and global economies have gone through a shift from manufacturing and mass-production of tangible products to the production and supply of increasingly intangible services.” With internet adoption, this technology allows to collaborate between users. Also she refers that “This shift is reflected in design, moving debates beyond ‘design as style and aesthetics’, to, design of the process, design of the experience, design as a catalyst for innovation, and design as an enabler of cultural and creative change”. While the design process is concerned in user-centric and user-driven content, that involves the customers into the process of product/service creation and enriches the experience.

Desmet and Hekkert (2007) states that usability is the central concept of user-centred design, in which the quality of the users’ relation or interaction with the offering is a key. Design approach of a product requires the necessity of perceptive variable, otherwise the functional advance could be failed.

Norman (2002) points to importance of intuitiveness and ease of use, while inappropriate usability caused problems in meeting the functionality.

Best (2011:12) refers to importance that several regions pay to design:

“The Nordic Region of Sweden, Norway, Finland, Denmark and Iceland, for example, sees the creative industries as a great asset and opportunity area: ‘The greatest assets of any region are its people, their individual creativity, skill and talent... The creative industries create wealth and jobs through developing and exploiting intellectual property...’”

Also, she points to the design thinking aspect described by Brown (2008:2) as a “discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity”

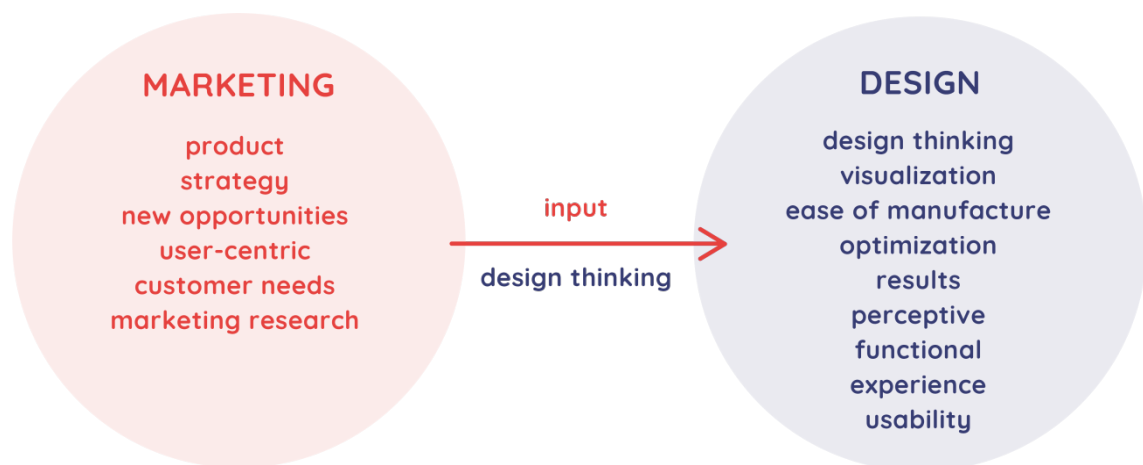
Design thinking could contribute to implement the strategy for successful problem solving through visual communication, present possible solutions through early ideas and clarify issues that are hard to define.

Implementing the method of design thinking and visualisation in companies results in defining the strategy better, understanding hidden problems and remaining focused on result, usability and functional approach of the product/service or even company structure.

Design thinking method puts the main focus from structure of the company to the customer and helps to understand better the needs and adopt new products or services faster as a result of real necessities.

The input data information about customers, generated by marketing part, is served as strategic points that would be included to the design work flow. That information aims to interpret the utilitarian value, that is an important part from the strategic perspective through the design development.

Figure 2.2 marketing inputs for design



Source: own collaboration

(Bruce and Neely, 2015:2) in their definition of creative process management in organisations divided by several advantages of design aspects:

- Design for aesthetic appeal – styling, image, fashion status – for example, the iPod
- Design for function – for example, aircraft engines, Dyson cleaners
- Design for manufacturability – creatively thinking about how the product can be effectively and efficiently made
- Design for sustainability – for example, for re-use, recyclability, etc.
- Design for reliability and quality in use

So according to the following ideas, the design concept uses marketing input variables received from researches and information about customers which allows to convert a concept or idea into designed parts and standard components that assemble and work together to provide the desired product function.

While there is a new product presented to meet customers needs in a different way, the design could amplify marketing and vice versa. Innovative representation of product benefits could increase popularity and gain target. “A consistent language of colour and shapes at all touchpoints, which creates a unique style and makes the brand and its products unique.” (Krohn 2015:32)

All these parts must be connected ideologically, systematically and visually. Design allows to define price, visual communication of brand/company/organisation/service, promotion and product. Design gives the following benefits (according to DTI 2005):

- Enhances product and service quality
- Differentiates products and services
- Markets products and services and enhances company image
- Lowers production and/or maintenance costs
- Adds to the creativity, intellectual property and competence of the company

Starting from a marketing perspective, the main touchpoints between these two areas determines the future of a product lifecycle and communication with the customers. So, the most important marketing input that supports design projects are:

- Input data about the customer
- Knowledge about the customer and behaviour
- Segmentation, Targeting, Positioning
- Offer of value proposition

While touchpoint from a design perspective integrates more practical aspects, that contributes for product development:

- concept development
- idea implementation
- visual communication
- brand, packaging, interior, etc
- aesthetic
- create product that meets customer necessities.

That uses the information, obtained with marketing as an input for processing to future realization. It allows to develop better solutions, according to the necessities and previous knowledge of the customer needs.

Figure 2.3 design and marketing integrations



Source: own collaboration

Also regarding 7P of marketing (process, place, price, people, physical environment, product, promotion) there are some of these (physical environment as a part of interior design, product, by itself, that could be considered as an industrial design, promotion as a graphic/communication design to create a visibility and distinguish it from other products, turned to target customers) are integrated in design discipline.

Regarding Kotler, Keller and Damian (2007) there are several elements that contain intersections and could represent touchpoints between design and marketing.

The place; selection of the location for a business/company depends on marketing researches, which contains information about the customers, their behaviour and interests. Should contain information about concurrence, nearby places, customer references, patterns, etc. Any kind of information that should be investigated during the process of place selection.

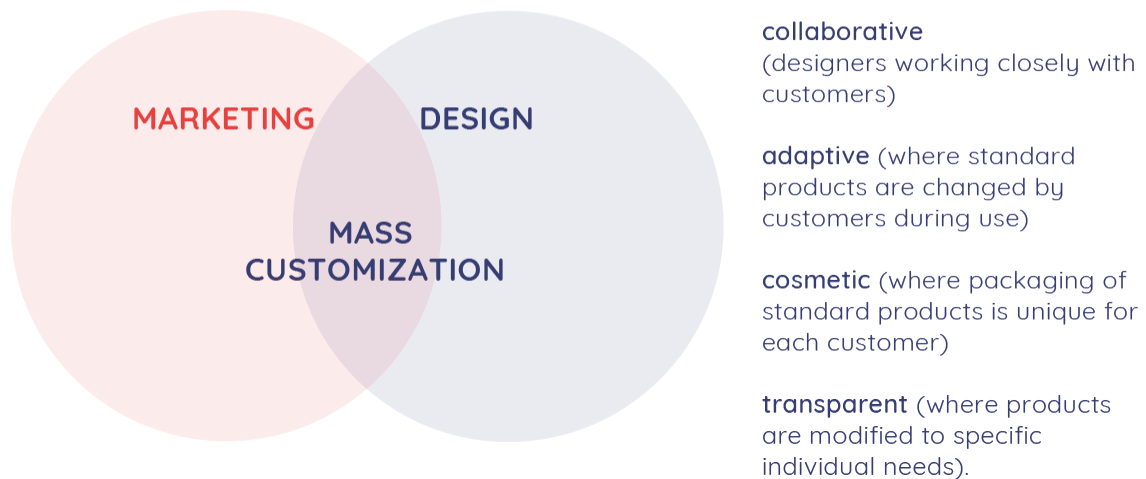
The price aspect could also be determined by applied strategy, while it refers to penetration skimming or competition. Also, constant and continuous inspection of the

product or service price allows to estimate its suitability to the current market needs, and product life cycle. So, this variable could float and depends on the product cost. But design could also help in slight changes that could contribute to economisation of product costs while the process of product/service creation could include some elements that might be optimised within design.

Within the huge amount of actions called process, there are several elements that could be managed and optimised with design integration. It helps to understand how can the customer's experience of each interaction with a company be measured, tracked and improved. This aspect integrates many different disciplines, as it's one of the most important parts, where customer experience is created, where expectation meets reality and it should complement each other to avoid bad experience. Cognitive dissonance theory, regarding Festinger (1978) is an important point which allocates the attitude of a customer into individual's attitudinal system which defeats that individual trying to keep a cognitive system in balance. In other words, whilst this balance of expectation is disequibrated in some cognitions, consumers try to reduce inconsistency between feelings because of discomfort. And at this point in the process aspect it's important to control.

Working with people could require personalisation. Another important part of marketing nowadays - mass customisation. It allows to create a unique experience for the customer, raise brand awareness, follow needs of segment. For example, Gilmore and Pine (1997:92) mention four faces of customisation: "collaborative (designers working closely with customers); adaptive (where standard products are changed by customers during use); cosmetic (where packaging of standard products is unique for each customer), and transparent (where products are modified to specific individual needs)." By contrast, Lampel and Mintzberg (1996) discuss a continuum of various mass customisation strategies including different configurations of processes (from standard to customised), product (from commodities to unique) and the nature of the customer transaction process (from generic to personalised).

Figure 2.4 Mass customization touchpoints



Source: own elaboration

This process integrates both disciplines - marketing to define customers needs and design to create desired product/service, which could be changed according to disposed needs. In case of comparison test it commits cosmetic one, that would track the impact caused by changing any facet of product/service. Or any one of other touchpoints, that works together with final customer and focused on their needs.

There are different methods of interaction and communication with the customers. One of them is made with digital marketing and through the social networks, that is an important way of client engagement. It permits utilize the benefits of tracking actions, performance and other precious variables, in cooperation with A/B tests of various designs helps do find the best solutions, that fulfils the marketing strategy and elaborate personal one-to-one marketing solutions, that would be easily adopted with digital marketing aspect.

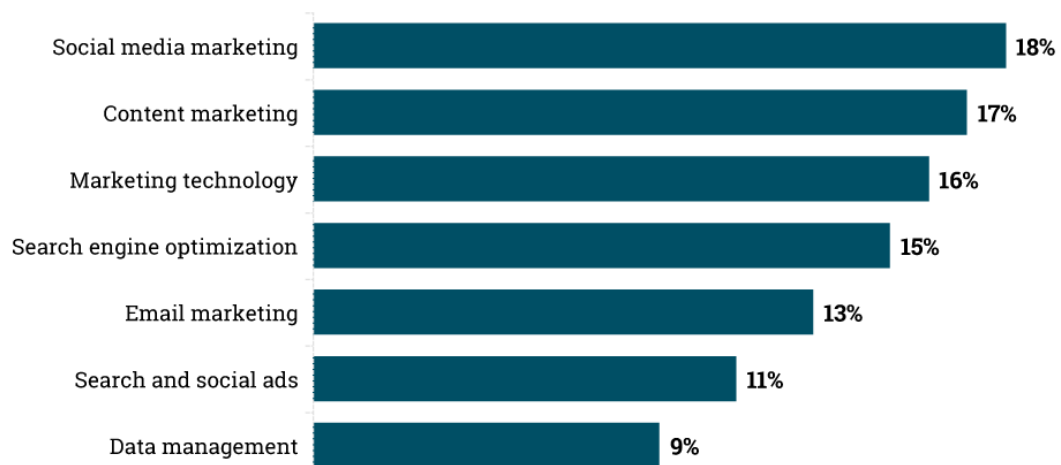
## 2.2. Digital marketing and social network marketing

To describe the concept of digital marketing and its difference with traditional marketing, Stokes (2018) points to medium as a specification of digital marketing approach. While traditional marketing is not prepared for long communication with clients, digital marketing permits us to create a long-term relationship.

As a strong point Stokes (2018) describes the ability to segment the audience and, as a result, prepare personal messages for customers and allows to track each action for measuring the performance that benefits for each campaign, channels, messages, segments and whole customer experience and lead data-driven decision making.

With the power of interconnected internet, digital marketing helps to create the consumers demand.

Figure 2.5 Most effective digital marketing tactics 2018



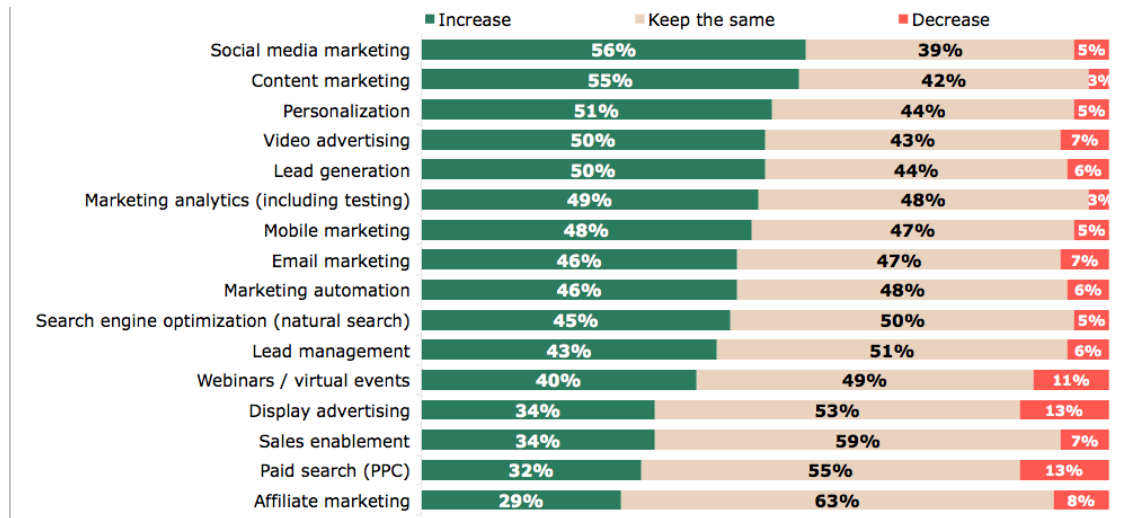
Source: marketingcharts.com accessed on 20/05/2019

Recently Ascend2 with Research partners published the research, based on a survey of 271 marketing influencers around the world from a mixture of company sizes and primary marketing channels (B2B, B2C) the most effective digital marketing tactic.

As a result, social media marketing and content marketing are on the top of the list with 18% and 17%. While digital marketing budget plans, by channel, based on responses

from 3347 professional marketing companies worldwide in 2017, represents increasing in social media marketing and content creation, including marketing analytic and testing, which is part of social media marketing as well as a personalisation.

Figure 2.6 Digital marketing budget plans in 2017



Source: marketingcharts.com accessed on 20/05/2019

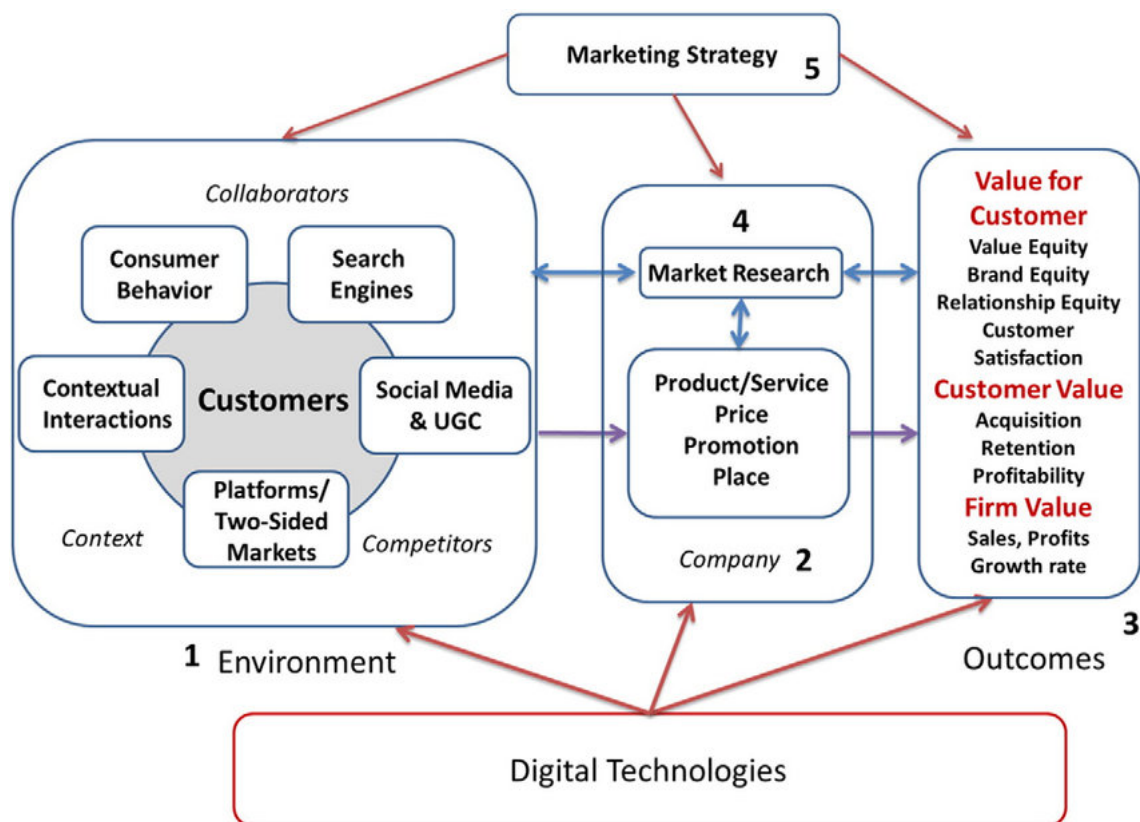
Based on this data, social media marketing is an important part of company communication and each year companies pay more attention to this sector.

Each year the interest is in constant growth in digital marketing and drops in physical advertising because of lack of several important characteristics as tracking, ease of analysis, targeting and in some cases personalisation.

## 2.2.1. DIGITAL MARKETING

Nowadays there are a lot of possibilities in digital marketing with little or either no costs. As mentioned by Kannan and Li (2017) “digital marketing description has evolved over time and is an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders.”

Figure 2.7 Digital technologies in marketing strategy



Source: Kannan and Li, (2017)

Digital technologies allow us to create value through new customer experiences and through interactions among customers. Adaptive digital touchpoints integrate the marketing activity, institutions, processes and customers. It creates new possibilities in communication between customers and companies. Behaviour of users changing with time and with the context of usage - by type of device. New platforms, B2B, B2C, C2C generate new gates where everybody could share experience and content. The main aspect

of marketing mix is presented in digital marketing and slightly changed within the necessities of a changing environment. Information acquisition, search process, electronic word of mouth, influencers reviews, advertising in the right way, where the product or service placed without creating negative impact is very important in determining the digital strategy.

During selecting the right product, the customer makes research first and the information that they'll find will determine future decisions. Constant monitoring of this information and developing a necessary amount of descriptive reviews or articles about the product/service by influencers is an essential part of raising online reputation.

Some of the important aspects in digital marketing contain the following items:

- Social media marketing
- Search engine optimisation
- E-mail marketing
- Advertising
- Mobile marketing
- Performance marketing (commission-based partnership/affiliate marketing)

All these items might be connected and create synergy for brand development and should be rapidly optimised by new trends. Platforms and channels of digital communication selection depends on public, target, country, demographic and other parameters. Therefore, the choice of place where the brand will be present should include previous investigation and continuous monitoring.

### **2.2.2. SOCIAL NETWORK MARKETING**

With the appearance of digital marketing and social media marketing, the main focus was shifted from transmitting a particular message, that was used in classical marketing, to the observation and hearing from customers. With social media companies there is the possibility to hear from every person; those who interact or are planning to interact with a company which could be transformed into powerful communication and an interaction tool.

One of descriptions, proposed by Poonia (2010:205) - “Social media marketing is the process of promoting your site or business through social media channels, and it is a powerful strategy that will get you links, attention, and massive amounts of traffic.”

In comparison with website advertising on search platforms, that redirect visitors to a company website, social network marketing undertakes in vast quantities of parameters. Following Chaffey and Ellis-Chadwick (2015) mentioned the ratio of 80:1, for every 80\$ spent in ad campaigns only 1\$ would be spent for desired customer. So that means the paid ad campaign is running only during budget spends and stops after cutting the funding or ending of the campaign, with no more visible benefits after. While social media marketing continues to be present on-line and drives traffic to the website, when posts/text includes keywords or phrases that are searched by users. By leveraging effect, Funk (2012) describes the expanded possibilities of “social network effect” with brand awareness reach multiplication: initial awareness will be multiplied many times over by participation on social networks. He gives an example of a community with 80,000 fans while each member has an average of about 300 friends. When a fan sees posts in their newsfeed and chooses to “like,” comment on, or share, our reach begins to extend to all their friends. As a result, 80,000 fans give a network reach of about 23 million people. Also, he points to a statistic: In fact, according to Facebook, the average post from a brand fan page reaches only about 16% of fans. And following this data, for a social media campaign he suggests that the communications would include several characteristics: being memorable, meaningful, likeable, transferable (from one social platform to another), protectable (by copyright and trademark), authentic, simple, adaptable (to rapid change).

Social media marketing plays an important role in communication with target and performance of the company overview and research the information regarding services and products. Read through reviews about other customers experience and evaluate the company, prepare a decision according the received data. Regarding Tom Funk (2013)

“74% of consumers have a more positive brand impression after interacting with a company through social media, purchase likelihood increases by 51% after a customer clicks the “like” button. 90% of consumers trust product reviews from people they know; 70% trust reviews from people they don’t know.”

So while the amount of positive interactions, presented in social networks is high, the trust in the company grows.

Following Damian (2014) involving social media marketing element into the company's communication permits development following potential benefits of engaging the customers:

- Stay informed about customers thoughts regarding products and services, get insight perception about the experience, engage with customers without being intrusive.
- Raise social profile engagement and reputation by acting helpfully in field of expertise
- Level the playing field - the ability to change costly focus groups, market research surveys and other offline methods to online mostly without additional costs.
- Influence the influencers, persons who are more active in social networks and who have gained the trust of other peers regarding some specific theme connected with the company.
- Nurture brand advocacy - customers who experience positive interactions with a company could extend the reach by sharing their opinion.
- Pass it on - the ability of being viral, that is a very effective way to communicate about a company, it is kind of a virus that gets transmitted through millions of people, if the adequate content will be developed.
- The wisdom of the crowd - the possibility to contact with on-line communities where this could be helpful to resolve some business challenges.

While Funk (2013) splits benefits into two main categories (for pre-buyers and post-buyers) with the following descriptions:

- Awareness, Knowledge, Consideration, Selection: research phase before purchase - on-line conversations about brand to buy, analysing ratings, reviews, recommendations. While a company benefits with increasing on-line visibility in search, video, mobile, and the blogs. More and more companies are profiting from free sampling campaigns, coupons, and sweepstakes. Increasingly, social media are driving customer awareness, influencing customer research and willingness to try new products, and inspiring purchase decisions and recommendations.
- Satisfaction, Advocacy, Loyalty: After purchases are made, social networks are the new CRM channel, a place to publicly resolve complaints, receive testimonials, and deepen consumer engagement. Brands build equity with their social media fan bases and encourage loyalty through member-exclusive discounts, building of personal relationships, corporate social responsibility, cause-related marketing, and more.

All these possibilities create new opportunities while social media and blogs / forums research is being processed. The output data of research could be used for marketing purposes during brand promotion that will correspond the real thoughts of target/customers and raise brand loyalty for existing customers. Application of the scheme combined with social networks allows:

- Gain insight information from target and find out interests, get closer to customers, find real necessities, hear the voice of the internet. Gain insight information and feedback about concurrent and similar companies regarding service quality, understand good and bad practices.
- Use existing platforms for content distribution
- Raise company profile
- React rapidly to negative comments and bad experiences with a company, demonstrate good customer service

- Create advertising campaigns, spread the information about a product/service, get targeted traffic, if there will be a trusted reputation. Track all actions and results.

To be successful at social network marketing all these aspects should be maintained and respected. Even one small mistake could ruin a company's on-line reputation. For launching any campaign or executing any action previous research should be done. Another important part that could help in determining the key points is in discovering the actual trends, knowing the customers online behaviour better, make desk research and consult case studies of similar actions to develop useful patterns that will be applied for future strategy.

However, tracking of all actions online and constant update of information should be performed. In other words the communication strategy, calendarization of interaction and constant updates is very important to the online reputation of the company. Funk (2013) warns about The Other ROI: *Risk of Ignoring* and underlines that developing the strategy of social network communication is very important. Perhaps most important, if your organisation isn't maintaining an active presence on social media, you're ceding valuable territory to your competitors.

Once a new element is added, it should be tracked constantly for appearance of any updates from the public. Updates from the company should be posted constantly, which would demonstrate that the company as active, alive and wouldn't lose to the competition.

### 2.2.3. METRIC TOOLS

Metrics could be applied when it's necessary to measure the results, or goals. This task is very important and the theme should be investigated before any action to determine the elements to measure. Their principle strategy for goal set, described by Doran (1981) the founder of modern business management, suggests to use S.M.A.R.T. framework:

- S – Specific – The more specific you can be with writing down your objective, the easier it will be to clearly see what it is you need to accomplish. Often, answering the five “W” questions—Who, What, Where, Why, and Which—can help you achieve greater specificity.
- M – Measurable – Can your goal be measured? How will you know when you've achieved your goal?
- A – Attainable – Another way of putting this is “realistic.” Is it possible to achieve the goal you've set for yourself?
- R – Relevant – For businesses, a relevant goal means that it has the potential to impact your business objectives, vision, or values.
- T – Time-bound – Give your goal a deadline.

While inserted into social networks, analytic is referred to main 5 elements to be measured that allows to track goals:

- Leads
- Revenue
- New customers: track leads from social media and their conversion to buyers
- Retention: benchmark the loyalty of a small sample of active members of the online community against your overall customer loyalty
- Net promoter score

To count numbers on Facebook, which cover nearly 63% of social media visitors Kallas (2012), Facebook Insights is a powerful tool that allows count performance by:

- Likes: Also known as fans, this is the total number of people who have “liked” your company or brand page.
- Reach: In the context of Facebook Insights reports, Reach is an aggregate view of the demographics of all the people you reached with your posts and ads: age, gender, location, language. Reach also shows the attributes of those who Checked In to your page and of those who Talked About your page.
- Friends of Fans: The number of unique friends of everyone who “liked” your page. This audience is hundreds of times bigger than your immediate fan base. This means the number of friends per user is currently around 100 on Facebook, but in my experience, our Friends of Fans number is about 140 times the size of our fan base.
- Total Reach: The total unique audience — fans (or Likes) plus Friends of Fans — who saw any of your posts, as well as any of your Facebook ads or Sponsored Stories.

To perform the tracking of website visitors, mainly attendees and authors who submits articles/abstracts to the website and perform user experience evaluation using the site metrics is an important task.

Through web metrics and measuring the data, google analytics tool, incorporated into website pages tracks users interactions and offers the following possibilities (Cutroni, 2010):

- Measure quantitative and qualitative data
- Permits continuously improving the website
- Aligning measurement strategy with business strategy

Analytics helps to understand the performance of generated traffic and possible optimisations on the website that could help in goal achievements. As a result, a report could contain click through information, source of traffic, reference link, time spent and even click map besides other important information.

It helps to evaluate and make the correct decision. The Web Analytics Association Outlook Survey represents the following insight information regarding top rated issues (Chaffey and Patron, 2012:33):

- Acting on the data to improve site performance (69.2 per cent)
- Business decisions driven by analytics (63.5 per cent)
- Best practices implementation (48.1 per cent)
- KPI development (40.6 per cent)
- Developing process/implementing process (40.1 per cent)
- Executive management awareness and support (41 per cent)
- Integration of current and new solutions (36.7 per cent)

Also, in the same survey conducted by Econsultancy RedEye (2011), 570 respondents answered about a main function of analytics in their organisation as follows:

- optimising website functionality and conversion (79.7 per cent);
- analysis of past performance (73.7 per cent);
- optimising performance of and conversions from marketing campaigns (67.3 per cent);
- determining the best creative executions through A/B and
- multivariate testing (49.8 per cent);
- baseline information for site redesign (48.6 per cent);
- predictive metrics for developing future marketing campaigns (41 per cent);
- budgeting and planning for upcoming business objectives (32.7 per cent);
- other (5.6 per cent).

For each area and situation development of measurement framework and to determine Key Performance Indicators (KPI) is an important customised part that allows to determine the future strategy.

Dave Chaffey and Mark Patron (2012:38) define that KPI framework should clearly distinguish between evaluation of customer acquisition, conversion and retention for

reporting and analysis of the effectiveness of marketing activities for those responsible in each area. RACE framework (Reach, Act, Convert, Engage) suggested by Chaffey (2012:41) covers the information about measurement of customer lifecycle and represents different levels of reporting, depends on the reviewer.

## **CHAPTER III - METHODOLOGY**

### **3.1. ICMD PROJECT INTRODUCTION**

Conference project was initiated with the transdisciplinary approach in different sectors. The requirements included marketing, management, design, cities, business models, innovation, culture, environments, organizations. One of the main objectives was to elaborate the communication between researchers, designers, marketers and other professionals in similar fields, included into the conference list. Establish the partnership between academia and companies. Fulfil the missing information and practical knowledge in the middle of different areas and facilitate the information exchange between all the members.

Conference programme contained presentations of keynote speakers, parallel sessions, workshops, poster presentation and had the duration of two days. Scope included several topics as well as call for papers or poster submission:

- Environmental Design
- Brands and Branding
- Business Design Management
- Communication Design and Marketing
- Corporate Design and Management
- Creativity and Co-creation
- Customer Relationship Management
- Design management
- Design Thinking
- Digital Marketing and Social Media
- Innovative and Human-centered processes
- Interaction Design
- Marketing and Design
- Product/service design and Marketing
- Smart cities
- Other

After all, publication opportunities contained the offer of publishing in indexed journals (e.g, ISI, Scopus, ESCI): Creativity and Innovation Management, Review of Managerial Science, Journal of Spatial and Organizational Dynamics and Book of Proceedings (abstracts and full papers) with ISBN.

Overall for the authors there were a vast variety of possibilities: memorable presentation on the conference with the certificate, paper submission to the indexed journal and abstract and full paper publication. Same author could submit different presentations/abstracts and in case of approval full papers.

Submission process was made by accessing private intranet part on the website for submission and status checking. Identity of the conference was represented by the kind of submitted papers.

### 3.2. METHODOLOGY INFORMATION

Before starting the process of a web page/platform/visual communication was initialised, the information that could be used as an input characteristic, it was necessary to develop a group of aspects that will contribute to a successfully consummated project. So, in different stages of the process different methods were applied during the project development:

#### 1) Benchmarking

This method consisted in identifying and analysing the web pages of similar events, connected with marketing and design, that gain reputation. 44 web pages and their social network communications were analysed.

#### 2) Brainstorming sessions

The brainstorming sessions were conducted especially with the Chairs of the conference and it was aiming at finding the best visual communication strategy.

#### 3) Meetings with the conference team:

- meetings were relevant to understand the marketing strategy of the event (namely its concept, theme, targets, calendar and budget). During this phase of the process the main similar events were identified. This information acted as a main element for future investigation.
- Meetings to introduce the proposal to the team. This step consisted of several meetings aiming at discussing the proposals to the ICMD with the Organising Committee. It included several objectives: determining visual aspect, future development and interactions with other departments.
- Meeting to the final approval within all necessary elements.

### 3.3. BENCHMARKING

As described by American productivity and quality centre, (n.d., para. 1) Benchmarking is the process of comparing and measuring your organisation against others, anywhere in the world, to gain insights into measures, performance, and practices in a way that can rapidly improve the journey to world-class performance. The following methodology brings the possibility to establish baselines, identify improvement opportunities and create a competitive environment within the organization. It allows to develop following objectives:

- improve productivity and lower costs,
- accelerate and manage change,
- achieve breakthroughs and innovation,
- set performance targets,
- create a sense of urgency.

There are three basic steps of benchmarking that pundits agree on: 1) Identify the peer group; 2) set benchmarking goals; and 3) implement benchmarking. The first step implies identifying a company (or set of companies) as a reference set, or peer group.

In general, benchmarking is considered as a systematic tool that allows an organisation to determine whether its performance of organisational processes and activities represent its best practices. For example, the benchmarking differs from data sharing results. While data sharing does not focus on the process but only the end result, benchmarking focuses on the processes of the organisations. The benchmarking should answer (Teplanova, 2012) :

- What are the benchmark's partners doing that you are not doing?
- What can you do to achieve similar and even better results?

The main target for the conference website included following groups of users: researchers, students, lecturers, professors, marketing/design professionals, entrepreneurs and business leaders, educators.

Basis research for selection key elements that participated in benchmark tests was based on Benchmarking web site functions by Hugues and Caron (2006) where all the important elements were introduced. So three essential tools were introduced for measuring:

- a method of describing web site functions;
- an approach to measure web site development; and
- a model to evaluate and compare website development.

Benchmark analysis consists of 44 similar conference websites that were compared regarding their visual aspects, functions, communication. The main groups of comparison included the following elements:

- Navigability - to facilitate navigation on a site. Included components: Site map, tab bar or navigation menu, switching functionality, followed path, online web site support, intuitive search engine, other navigational components.
- Security - to ensure the security of transactions on a site. Entrance in a secure zone, certifying security, payment security.
- Communication - to ensure confidentiality and (protect visitors' interests). Company logo, civic address, telephone number, what we do, history of the company, electronic address, location of facilities, divisions and subsidiaries.
- Accreditation - to confirm the qualifications of a web site, monitor and lead changes in a community of customers. Certifying the nature of content, certifying customer satisfaction, certifying conformity, international recognition.

- Identification - to identify the event/company. Main message, mission, values, press review, press releases, membership in associations, business partners, link to business partners, social, ecological and environmental causes, sponsorships.
- Experience - to evaluate event/company interaction and brands. Personalised client profile, customer survey, contests and drawings, games and other entertainment.
- Products/services. Services offered, points of service, product availability.
- Partners - to develop a personalised relationship with partners.
- Intranet - to analyse the necessity of intranet elements and possibilities.

As a result of the output, after filling all the data from 44 conferences the table (see Appendix 1) was used as an input data.

During this benchmark analysis several patterns were found: main elements that should be included in website contain holistic marketing aspects within strong and memorable visual communication, unique concept, connection with social network, permanent updates and accreditation, that could be constructed with institutions and sponsors. Intranet for submission and booking possibility are required functions as well.

Figure 3.1 Benchmark workflow



Source: own elaboration

According to provided data and previous researches about Social Media Marketing, in conclusion several items were presented in benchmark implementation.

The process should start with developing a strong, unique, aesthete, memorable concept, which would be interpreted by the visitor without misunderstanding, so it should be simple and easy to understand/decode.

For a design process, the initial content creation should work as a structure for a website, web presence and future communications. Afterwards website creation and social network profiles. All the communication should be made within the previously established strategy and contain common visual / graphic / informative language that would maintain the connection between all elements. Following up with the information regarding the abstract submission status should be communicated to the authors for correct development of consistent interior environment. Preparation of the initial part of the website also requests verification of the functionality. Accreditation and the security of the conference should be visible easily and highlighted. Information about the participation and services, offered by the project, also must be included and presented. Partners and cooperation organizations presence is an important part.

### **3.4. BRAINSTORM SESSIONS**

Brainstorming sessions are very important in each part of the project. It allows to find possible solutions while group members with variant backgrounds collaborate and produce functional ideas. (Chu, Xianghua Chen, Jiansheng Cai, Fulin Li, Li Qin, Quande, 2018). All the elements discussed during brainstorming sessions included not only design/marketing characteristics, but also organisational and international aspects, which were discussed and managed during this session.

For the brainstorming sessions, those that are connected with design and marketing objectives we started with the following items:

1. Select similar conferences and choose a list of these for future analysis.
2. Define a communication strategy
3. Define and organise social network marketing
  - a) Social networks selection
  - b) Type of communication
  - c) Calendarization
  - d) E-mail marketing
  - e) Content creation
4. Define possibilities for international communication
5. Perform visual communication tests
6. Find possible solutions for back-office platform/submission management
7. Assign responsibilities in various sectors

Brainstorming sessions contributed to final results in general and served as input data for future actions with a combination of other methodologies.

Also, when it was possible, data from other methodologies was applied in brainstorming sessions.

As a result, in content creation, one of the successful examples was an idea of aerial video creation for the conference, which contributed positively for social network performance and image of the conference in general.

As a main proposal for the video was to show the venue location, which is the campus, main road and nearby territories and the landscape. The video would get attention to the project and rise recognition.

Figure 3.2 Frames of video presentation of the conference.



Source: own elaboration

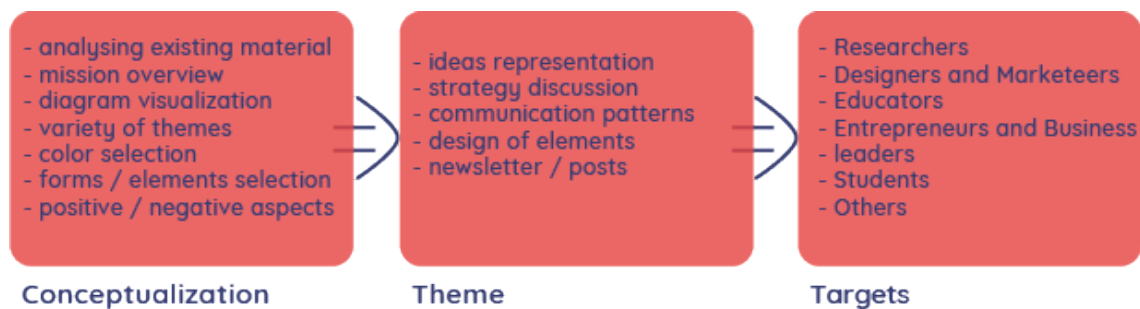
At the end frames presentation of the conference covers the aerial video and displays the conference name, description, dates and location. So, the visitors could connect physical

aspect of the venue with the virtual part - the website, platform for submission and other profiles in social networks and all possible communications that were made.

### 3.5. MEETINGS WITH THE CONFERENCE TEAM

Meetings with the Organising Committee to understand the marketing strategy, discuss ideas and determine future process were essential preparation of the project. Determine themes and targets for the conference.

Figure 3.3 Meeting process



Source: own elaboration

After successful conceptualisation, as a result of previous methods, the information that allowed to represent input data for meetings with the conference team also allowed to perform necessary actions that fulfilled the objectives listed in the image above.

All the practical aspects were established during meetings as well as result discussion and future thoughts, including follow up of the process. Main initial meeting included different themes such as preparation, future decisions, main areas and required tasks to process. This principal meeting contributed to development of the brand, separated all the necessary tasks that needed to be performed into a project with dependencies. The result is the diagram (see Appendix 2).

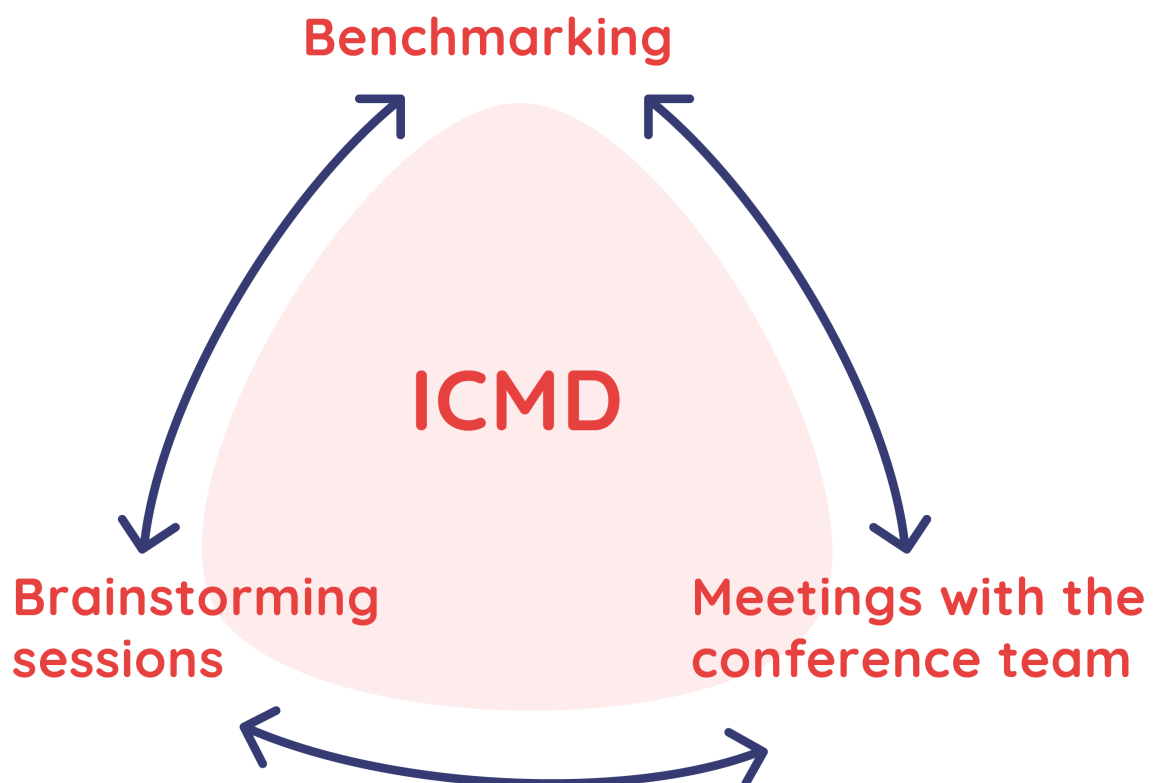
After establishing all the necessary elements and processes for implementation, future meetings with the conference team played an important role in coordination of the future actions and checking the results and in some cases modifying previously accepted plans, taking into account new input information.

### 3.6. TRIANGULATION

Following Flick (2004), triangulation refers to observation of the research from more than 2 different sources. The author explains that triangulation of data combines information from different sources, time or places/people.

So, to eliminate possible misunderstandings, for the analysis and information review the input information was suggested to triangulation research and verification before making any conclusion. In the case of metrics for the website, the data was collected with website back-office, google analytics, Facebook and e-mail system statistics, to track all the actions and interactions performed by the users. It helped to understand better the weak points such as lack of information, positioning of information or limitations of the system.

Figure 3.4 Conference triangulation process



Source: own collaboration

Benchmarking process contributes to develop good practice for the project, make a list of items to develop from previous successful case studies and determine required actions, that would allow to perform a plan without inoperative elements.

All the methods worked together to guarantee positive result in each stage of the project and to coordinate the actions as well as perform the verification of the processes in each stage. The result of the work took place after analysis of the received results, benchmarking, meetings with the team. After obtained results from the benchmark, meeting with the conference team and brainstorm sessions helped in determination of the brand positioning and visual qualities. Elements and information on the website was established during conference meetings as well as introduction and implementation of new ideas – such as elaboration of newsletter and video material. Changing the position of informative blocks on the website was executed according to metrics, received from the website about user interactions.

During the process of social media marketing execution and constant monitoring of progress, meetings with the conference team helped to understand better the behaviour and, as a result, turned into changing the deadlines and dates. After receiving several information requests from public, the slight changes in registration fees and charges were made for motivate authors to submit more articles or posters and inspire students from UALG to present communications.

## **CHAPTER IV - AN APPLIED PROJECT FOR ICMD 2018**

### **4 OVERVIEWS**

International Conference on Marketing and Design: intersections and challenges was initiated with priority to the touch-points between two disciplines: marketing and design, that would fulfill the missing sections between them. The accent was made on introduction of intersections in business models, markets, organizations, culture, cities, environments, design. To raise the interest in this topic and determine new possibilities that could be created while this area would work together, without missing the potential of innovations, crossing between them.

The main aim of the event centered on connection the professionals, designers, marketeers, managers, researchers, leaders, students and other people interested in this topic and elaborate the bridge between the theoretical part, studies and practical application, results from real operations and revealing of limitations between them.

As proposed before, the main target was focused on public directly connected with this subject: design and marketing practitioners, entrepreneurs and business leaders, researchers, educators, lecturers, mentors, students and other people interested in nominated studies. The dialogue, realized between practical and theoretical audience would reveal obscure situations and expose new possibilities.

The main positioning and value proposition points to provide the unique event and experience where would meet recently made researches, from theoretical part and professionals with case studies, good working methods and results from practical part. So, it would include both, recent studies and recent practice in one location, with spotlight on intersections between marketing and design.

## 4.1 BRAND ICMD

For the brand lettermark it was chosen clear communication with capital letters and the year of the event. Typography selection was made according to contemporaneous lightweight representation sans-serif style with rounded terminals.

The Logo Symbol: Consists on the initials of the conference designation by the use of uppercase letters.

The Logo Title: Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lowercase letters in blue tone of the chosen corporate colour. The font that is used here is Quicksand.

Figure 4.1 ICMD Logo

The logo for ICMD 18 features the acronym 'ICMD' in a large, bold, dark blue sans-serif font. To the right of 'ICMD' is the number '18' in a smaller, lighter blue sans-serif font. Below this, the full name 'international conference on marketing and design intersections and challenges' is written in a smaller, dark blue sans-serif font, with 'international conference on marketing' on the first line and 'and design intersections and challenges' on the second line.

**ICMD** 18  
international conference on marketing  
and design intersections and challenges

Source: own collaboration

Colors, selected for the project contain high contrast between vivid and dark that creates a remarkable mix that represents new technology. Bright elements on dark background colours are used for catch the attention to some important subject or theme and are used in the project as a focal point. On the other side, this combination works better on screen with back light rather than printed on paper without the light. While white background and dark blue text or other elements reveals clear communication of the information and easy reading. That is ideal for transmitting the text or any message.

Colour pallet picked for the project is presented below

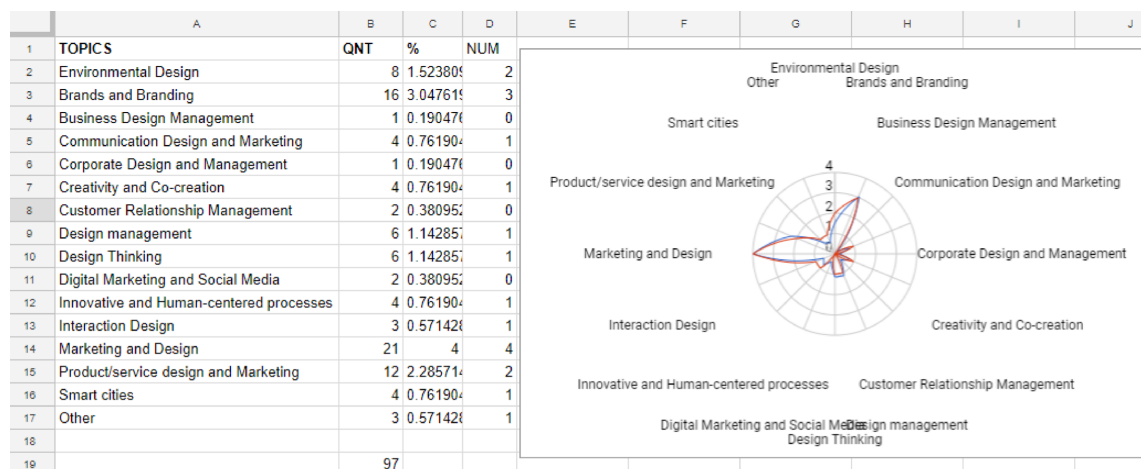
Figure 4.2 Colour pallet



Source: own collaboration.

The approach of the main visual communication is a radar chart diagram that would represent the status of submitted works/papers belonging to the submitted material. The updates will be available after each submission and would represent the current status of the submitted work. All the subject (keywords) exposed in a submitted paper would be represented in the diagram after submission and analysis of information, which would reflect on the logotype. As a result, after the submission deadline the distribution of the papers was evaluated and the diagram was developed. After receiving all the necessary data, it was interpreted into the spider web diagram

Figure 4.3 Spider web diagram calculation



Source: own elaboration

Future step included the processing of the result and transforming it into the visually appreciable diagram that would be used in future materials. Quantity of the submitted abstracts was transformed to the percentage value of all submissions (97). This value was distributing to the four gradations, represented as a steps in the diagram model. So it permitted to create the element which was used after as a symbol for representation of the conference scope. The model was used as a visual exhibition of the presented topics.

Figure 4.4 Presentation of the diagram



Source: own elaboration

As a representative visual element, the part of the diagram was elaborated for application as a background part in other items. Colour scheme could be inverted, according to the necessities of the communication purpose. It permits make an accent on important information and represent a colour as a scientific area: in some communications register one of them for marketing and other for design informative material. Also, it allows to determinate the the level or affiliation, divide speaker and attendee, professional and researcher, etc. using only basic elements. But it should be applied with attention to avoid the risk of mixing and overuse of this possibility.

The representation of the diagram and the colour pallet was included into the website communication and stationary elements, documents, covers and other material:

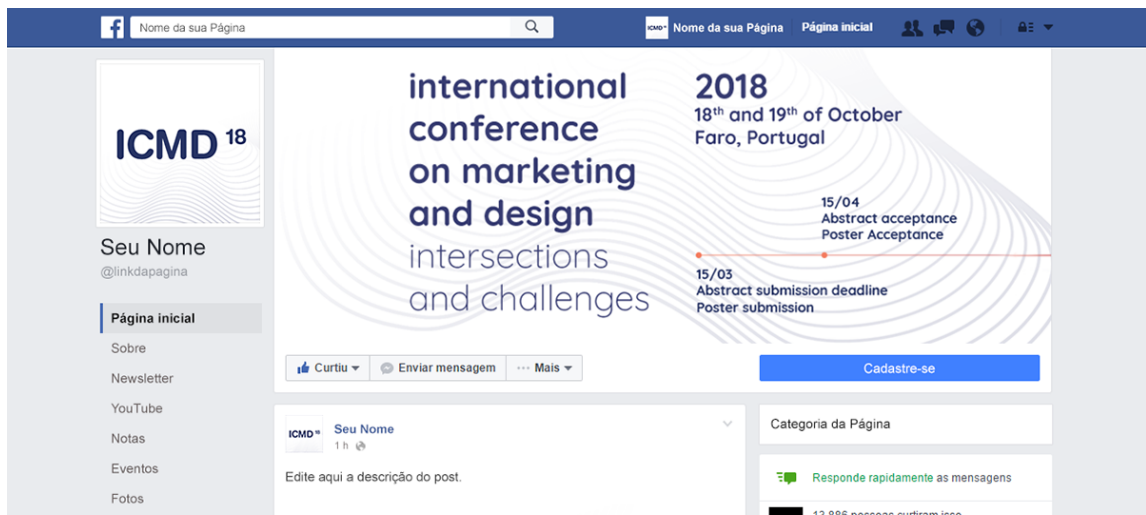
Fig. 4.5 Diagram element on the main page of the website WWW.ICMD.PT



Source: own collaboration

Next, after launching the website and introducing all the necessary elements, presence on the social media was a weak point. As a first concept, it included the information about the conference and important dates. For the colour scheme the bright one was selected to make a page light bright and clear to understand the information.

Figure 4.6 Facebook page example

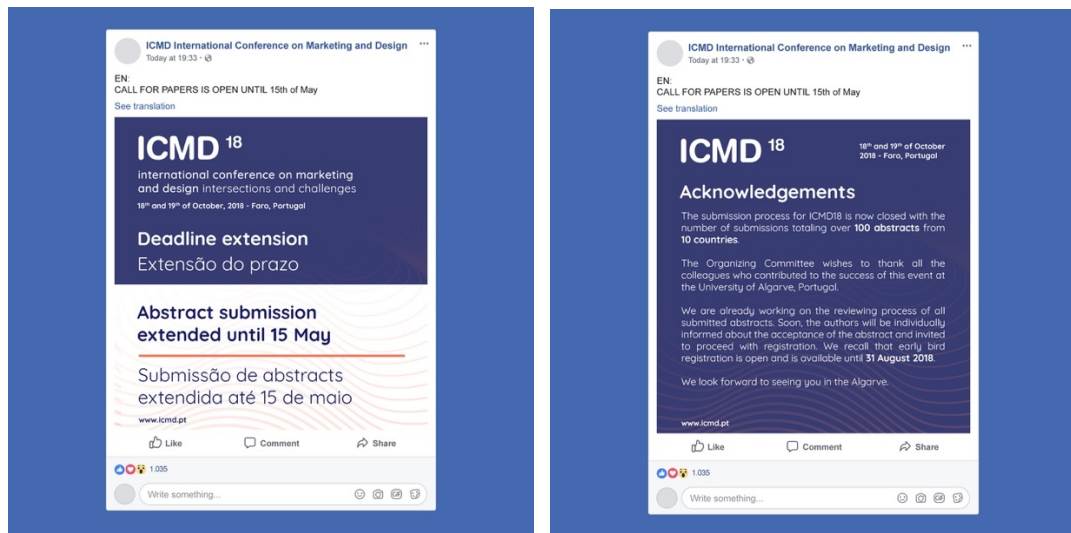


Source: own collaboration

For the posts, as an example, there were developed different communications with bright and dark background, that could be easily compared and according to necessities would

be applied for objective purpose. Image is presented in one or two languages, Portuguese and English and followed by supporting information in own post. This image catches attention and brings the brief idea of the material, while description includes full info.

Figure 4.7 Facebook posts example



Source: own collaboration

This design is easily applied to any object and connects all the elements into one big group, that also fulfil holistic marketing needs, represents the organisation from any point.

Figure 4.8 Stationary elements ICMD



Source: own collaboration

After several meeting and discussing the elements, that should be added, confirming all the information and timetable the process of poster, badge, bag and certificate development was elaborated to achieve that necessity.

Figure 4.9 Poster, Badge, Certificate and Bag for the ICMD Conference



Source: own collaboration

## 4.2 WEBSITE AND INTRANET FOR ICMD 2018

Process of the design and website development was dynamic and made gradually within the information available at the moment. After the appearance of initial information, required for the basic website fulfilment, the first draft was uploaded.

Figure 4.10 ICMD Website design



Source: own elaboration, [www.icmd.pt](http://www.icmd.pt) website presentation

This page includes information about the conference theme, main menu at the top, logo, main topics, dates, target group, assignment, radial diagram of main topics and graphic elements which helped to determine its belongings. A sign-up form for email was also presented. So, this allowed to create the main structure for the web platform and visual communication which designed the future, continuously updatable pattern.

On the next stage the platform for abstracts and papers submission was added to the website and tested successfully.

Figure 4.11 Submission platform intranet

New submission Submit

submission information

Enter Title

Visual Text

Paragraph

Please include following information in this box:

- Language of presentation: Portuguese, English or Spanish
- Contacts (phone, address)
- Type of submission: abstract / poster / full paper

Do you want to leave any message to the conference chair?

Word count: 39. 271 words remaining

Enter comma separated keywords

Attachments

Use this form to upload your Images, photos or tables.  
Supported formats: pdf,doc,xls,docx,xlsx,txt,rtf  
Maximum attachment size: 19MB

Choose File No file chosen

Choose File No file chosen

Choose File No file chosen

Terms and Conditions

Open link to [check general conditions](#)

Event information

Event

Full paper submission // Abstract submission // Poster submission

Topic

Select a Topic

Author information

Name

Email

Affiliation

Presenter information

Name

Email

Presenter Preference

Select Preference

Source: [www.icmd.pt](http://www.icmd.pt) paper submission platform

Publication opportunities with ISBN was included, mainly by coordinating with Journal of Spatial and Organisational Dynamics. It raised the interest of the conference and allowed to elaborate the communication of the conference with available methods.

Calendar and communication strategy in social network were developed as well.

Future communications (posts) were divided into 6 groups:

- Info - contains information regarding conference, registration process, publication opportunities, registration fees, submitted abstracts/posters statistic, etc.
- Warnings - includes a call for paper notifications, deadline information with anticipation, acceptance dates.
- Speakers - for the conference purpose, speakers information should appear after the confirmation of speaker presence. Short information about the topic, theme and background.
- Faro - some references about the city, weather, history, venue information, events in faro, pictures, etc. to raise interest about the place.
- Sponsors - annotations about sponsors of the conference
- Tickets - early bird dates, information about prices, available workshops/types of tickets.

All the processes were proceeded after methodologies application. As a result, planification for the posts and design for them was made. The main social networks were the following: Facebook, Instagram and Linked-in as main networks for communicating with the target.

Also some experience was made with Instagram bots, where similar successful conference pages such as web summit have been used as a reference: [facebook.com/WebSummitHQ](https://facebook.com/WebSummitHQ); [twitter.com/websummit](https://twitter.com/websummit); [linkedin.com/company/web-summit/](https://linkedin.com/company/web-summit/); [instagram.com/websummit/](https://instagram.com/websummit/)

The main actions were connected with topics presented at the conference. When a post with a relevant hashtag was submitted, bot was responsible for the execution of some pre-programmed actions (comment or like) to gain the attention of the user. This allowed to grow followers and raise engagement of the Instagram account of the conference inside

of target with the same interest. Positive aspects of using this automated action concentrated in gaining the attention of the users by interactions with their own profiles, which awake the interest to the project and rise the brand awareness in target users.

Figure 4.12 Instagram bot configuration

The screenshot displays the Instagram bot configuration interface. At the top, there are filters for Status (All (not deleted)), Type (All types), and Time (All time), along with an 'Apply' button. Below the filters, there are several configuration cards for different targets, each showing coverage and conversion rate statistics, and a status indicator (Active).

Target	Coverage	Conversion Rate	Status
@thenextweb	1446	2%	Active
@websummit	1392	2.2%	Active
Quarteira, Faro, Portugal	1281	2.7%	Active
Quarteira, Faro, Portugal	1295	2.4%	Active
Faro, Portugal	1413	3.4%	Active
Faro, Portugal	1326	1.6%	Active
#brands lovers	1107	2.3%	Active
#branding owner	1133	2.5%	Active
#interaction owner	1065	1.4%	Active
#creativity owner	1021	2.9%	Active
#management owner	931	2.4%	Active
#conference owner	963	3.1%	Active
#design owner	875	1.7%	Active
#marketing owner	717	3.3%	Active

Source: instagram bot configuration source: <https://instazood.com>

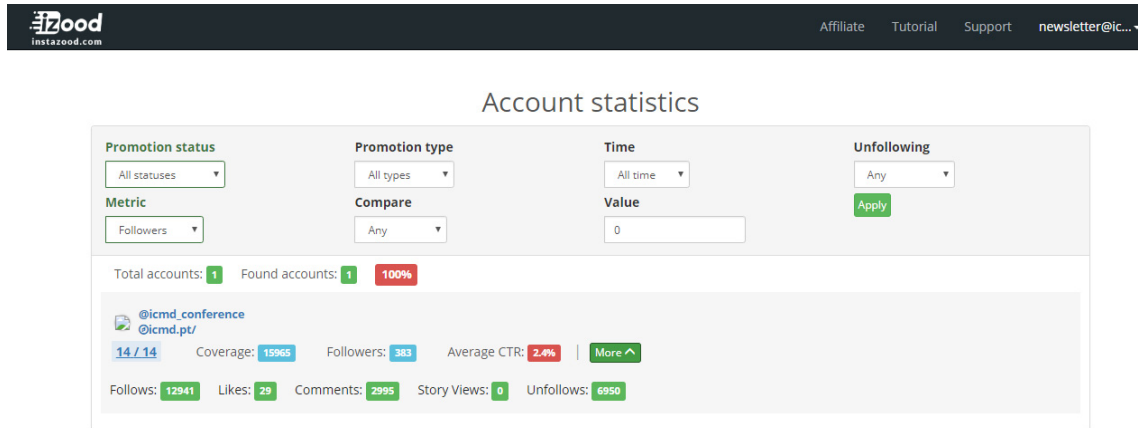
Tests were made based on the several pages on instagram: the next web and websummit. Also based by location - in this case Faro and Quarteira/Vilamoura. And hash tags used in posts by publishers:

- Brands
- Branding
- Interaction
- Creativity
- Management
- Conference
- Design

- Marketing

Main actions were focused on gain attention of people, who makes part of this target.

Figure 4.13 Instagram bot statistic



Source: instagram bot statistic source: <https://instazood.com>

As a result, bot covered 15965 posts and raised 383 followers. Two message requests were received about conference participation from that Instagram account. That could be considered as a small result in comprising with other sources, but at least raised some attention to the event.

Gradually, when available information about other topics appeared, it was inserted to the website and posted as updates to the social networks and by email. This information contained news about deadline extensions or the start of acceptance, updates about the organising and scientific committees, reviewing policy, programme, information about keynote speakers and their themes, sponsors and the type of their participation, accommodation information and a video about Faro, the UALG campus in Gambelas to raise brand awareness.

The initial communication strategy included several groups of communications:

- Info - general information about conference, statistics, news. After-the-conference information, photos, conclusions.
- Warnings - information about registration, submission deadlines and acceptance

- Speakers - biography of speakers, information about their presentations, themes, topics. Information about workshops, etc.
- Faro - venue information, videos, hotel descriptions and other information that could be useful/interesting for participants/visitors.

#### 4.14 Scheduled posts types and date in social networks

Important dates	Date	Type	Post	Objective
	22-Jan	faro	info sobre faro	promote venue
	25-Jan	info	publication opportunities	promote opportunities
	30-Jan	speaker	Info sobre speaker	promote conf. speaker
	2-Feb	warning	call for papers	attention for deadlines
	6-Feb	info	for ualg students free	information - ualg promo
	9-Feb	info	other students registration fee	Informative - prices
	15-Feb	warning	falta 1 mês	attention for deadlines
	19-Feb	speaker	Info sobre speaker	promote conf. speaker
	23-Feb	tickets	early bird do not miss	attention to ticket prices
	27-Feb	speaker	Info sobre speaker	promote conf. speaker
	2-Mar	info	do not miss publication opportunity + subscribe to ours newsletter	promote newsletter
	5-Mar	warning	Faltam 10 dias	attention for deadlines
	8-Mar	speaker	Dia da mulher?! info sobre uma Mulher - speaker	promote conf. speaker
	12-Mar	warning	Hurry UP	attention for deadlines
	14-Mar	warning	Falta 1 dia	attention for deadlines
Abstract/poster deadline	15-Mar	warning	SUBMISSION DEADLINE	attention for deadlines
	19-Mar	info	info sobre abstracts e posters submetidos - estatística, temas	highlight progress
	22-Mar	faro	Venue information - about hotel / local	promote venue
	26-Mar	speaker	Info sobre speaker	promote conf. speaker
	29-Mar	warning	poster abstract acceptance until 15 april	attention for deadlines
	3-Apr	tickets	early bird do not miss	attention to ticket prices
	6-Apr	speaker	Info sobre speaker	promote conf. speaker
	9-Apr	faro	info sobre eventos em faro	promote venue
	10-Apr	warning	5 dias	attention for deadlines
	14-Apr	warning	1 dia	attention for deadlines
Abstract/poster Acceptan	15-Apr	warning	deadline	attention for deadlines
	16-Apr	info	info sobre abstracts e posters submetidos - estatística, temas	highlight progress
			info, registration, warnings, speakers, faro	
	30-Jul	warning	1 dia	attention for deadlines
Full paper deadline	31-Jul			
	30-Aug	warning	1 dia	attention to ticket prices
Early Bird Limit price	31-Aug			
Regular price tiket	1-Sep			
Final conference program	1-Oct	info	conference information - workshops, conferences	promote conference
	7-Oct	warning	1 dia	attention to ticket prices
Regular tiket LIMIT	8-Oct			
	1-Nov	info	publication opportunities for fimal papers	promote opportunities
	20-Nov	warning	10 dias	attention for deadlines
Final acceptance papers fc	30-Nov	warning	Final acceptance papers for publication	attention for deadlines

Source: own elaboration

This schedule posts system permitted maintain permanent updates and introduce some news, updates, facts, interesting and biographical information about the keynote speakers and the conference. Users would be updated and the event wouldn't be perceived as

outdated. Also, this permits to avoid Risk of Ignoring from users, which is an essential part, while benchmarking indicates to importance of credibility.

The most complicated part was gathering details from speakers, but even reference and photography with brief description about the theme was enough to demonstrate short introduction.

After successful integration of cooperation with Parsi University website gained link connection of secretariat of the conference in Iran that acted for international acceptance and contributed for confidence.

When the final programme was available, the information was updated on the website.

Principle quantitative data regarding user behaviour on website and social networks gathered through google analytics, and Facebook insight.

During the e-mail marketing communication plan the Conversion Rate would be counted as well to find rates for each communication action and find the best practices with higher rates.

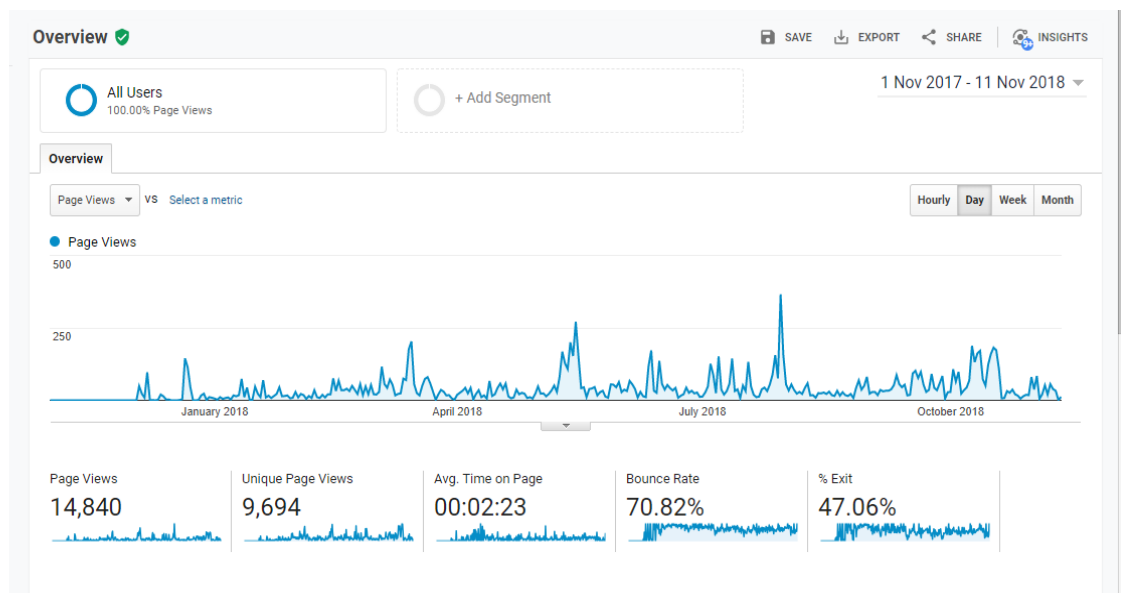
### 4.3 METRICS MONITORING

When it was possible, metrics was used to save the data about the visitors of each action. It allows to track the results, see the impact after implementations and determine the traffic source. Permit understand better the behaviour of visitors and collect enough information for future improvements. After all, with deep analysis and interpretation of user’s interactions, consent to evaluate and apply new data-driven decisions.

Constant monitoring of the website was made with Google Analytics and obtained the peaks after sending the information about the conference to the conference alert and other platform, emails to personal contacts and internal UALG base.

The peaks are clearly visible on 15th of March, which was the first abstract acceptance deadline. But there was a small amount of submitted abstracts. After the deadline extension was moved to 15th of May, the peak is clearly visible on the following picture:

Figure 4.15 Statistics from google analytics of visitors for website www.icmd.pt

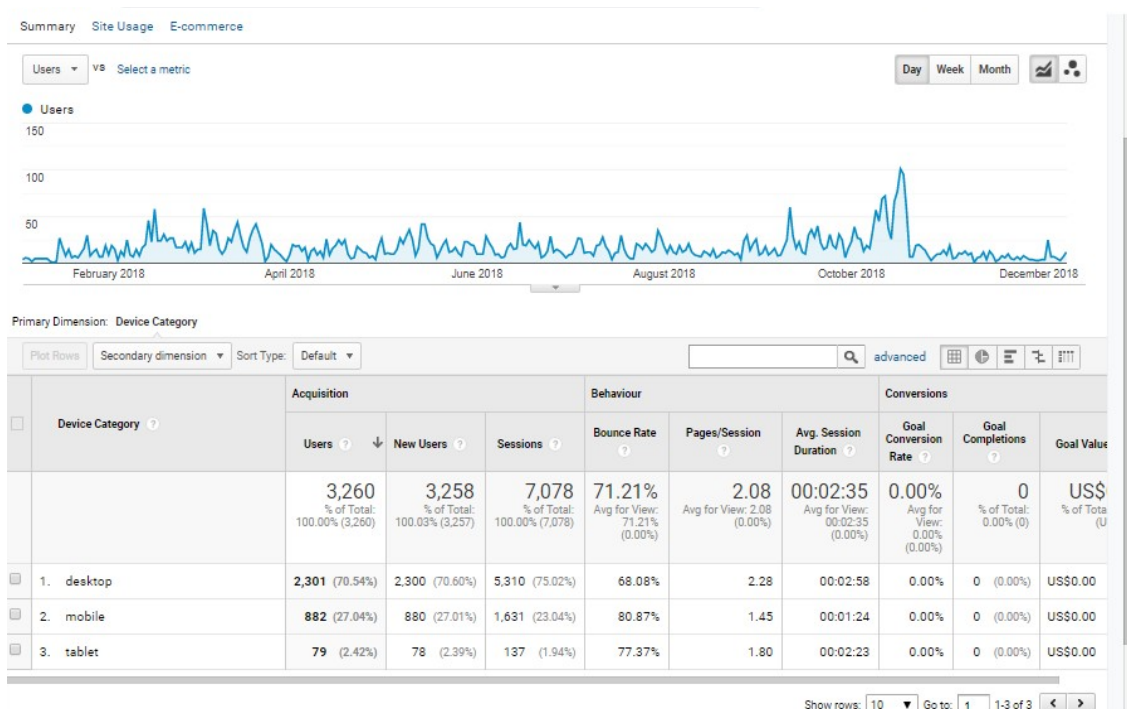


Source: google analytics statistic

Distribution between the devices was the following: 70.54% for the desktop visits, 27.04% for phone visits and 2.42% tablet visits.

So, the website was mainly consulted by the computer, however via mobile is very important as well, representing almost 30% of visits. With totally of 14840 page views, 9694 unique page views and 2 minuets and 23 seconds average time on the page. Mainly corresponds to reading the information and submitting the papers to the backend system.

Figure 4.16 Statistic of used devices to navigate through the website icmd.pt



Source: google analytics statistic

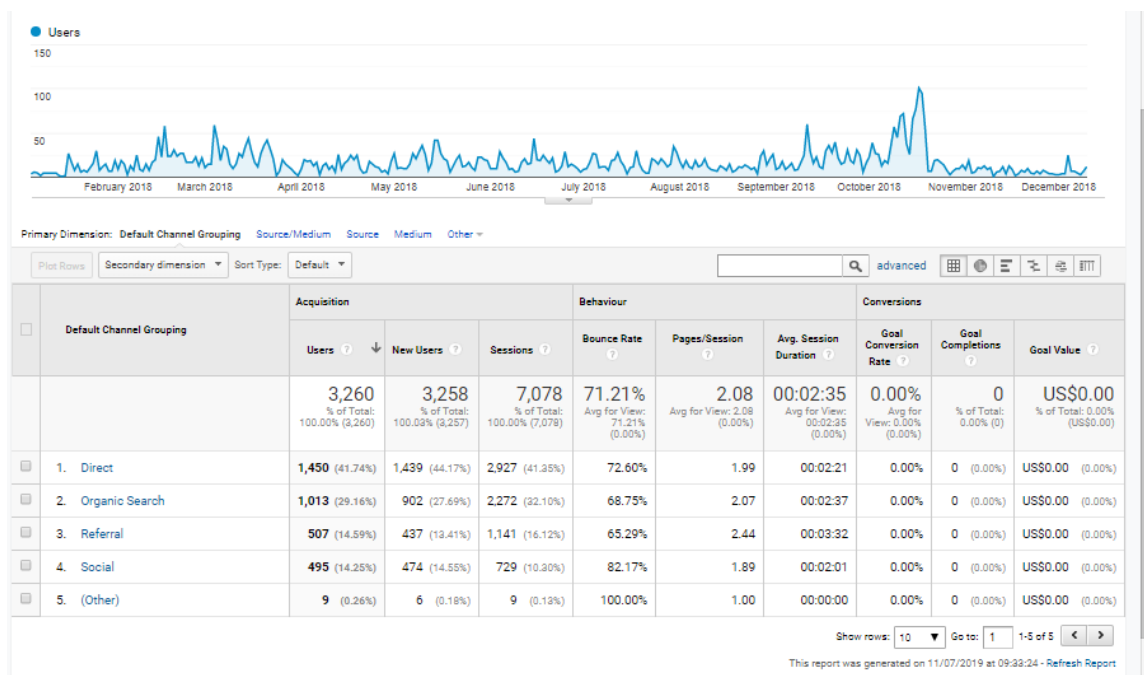
It shows that about 27% of users used mobile phone to consult main information, check updates and perform other tasks with average session time of 1 minute 24 seconds. So preparing mobile version was important assignment for supporting holistic marketing and rise the accreditation from point of view of final user. It certifies attention to the details, international recognitions and creates better user experience of platform usage.

Amount of tablet users was minor, corresponded to 2.42% or 78 users and 127 sessions totally. However, the average time spent on the pages raised to 2 minutes and 23 seconds,

that is closer to desktop ones, which means that with this devices visitors could perform other tasks such as consulting the intranet and perform changes in their backend zone.

Regarding the traffic sources, this is mainly delivered by search engine, referral and social:

#### 4.17 Traffic source of the website icmd.pt



Source: google analytics statistic

The main source of visitors includes social networks (Facebook, Instagram 14.25%, 495 visits total), that demonstrate the importance of targeted traffic from social networks as a source of visitors, interested in subject. By post types, focused on information about paper submission, visitors were intended to check the guidelines, programme, possibilities and in some cases prepare their material for submission. Organic search engine with 29.16%, 1013 visits total revealed the people, who performed the search by keywords that contained conference, marketing and design, ICMD and others. That are involved directly or indirectly into this subjects. Positioning of the project and weight of the theme generated attention of them and represented into second result by quantity of visitors totally. Also, it become possible after contesting the site in different social networks,

security certificate and information update. Link building from influential sites also helped a lot in gaining upper positions in search engines and 14.54%, 507 visits totally certified it, referral links listed below:

#### 4.171 Websites source of the traffic to the icmd.pt

Source	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Time on Site
	507 % of Total: 15.55% (3,260)	437 % of Total: 13.42% (3,257)	1,141 % of Total: 16.12% (7,078)	65.29% Avg for View: 71.21% (-8.30%)	2.44 Avg for View: 2.08 (17.71%)	0
1. ualg.pt	178 (34.30%)	153 (35.01%)	288 (25.24%)	64.93%	1.91	
2. conferencealerts.com	70 (13.49%)	67 (15.33%)	107 (9.38%)	76.64%	1.64	
3. ama-academics.communityzero.com	59 (11.37%)	59 (13.50%)	81 (7.10%)	82.72%	1.56	
4. ciego.pt	37 (7.13%)	26 (5.95%)	71 (6.22%)	70.42%	2.18	
5. mail.google.com	27 (5.20%)	15 (3.43%)	173 (15.16%)	55.49%	3.97	
6. 99-reasons-for-seo.com	16 (3.08%)	16 (3.66%)	16 (1.40%)	100.00%	1.00	
7. outlook.live.com	15 (2.89%)	10 (2.29%)	83 (7.27%)	57.83%	5.23	
8. cinturs.pt	11 (2.12%)	5 (1.14%)	28 (2.45%)	67.86%	1.61	
9. atlas-euro.org	9 (1.73%)	8 (1.83%)	12 (1.05%)	91.67%	1.25	
10. cfplist.com	7 (1.35%)	7 (1.60%)	7 (0.61%)	71.43%	1.71	

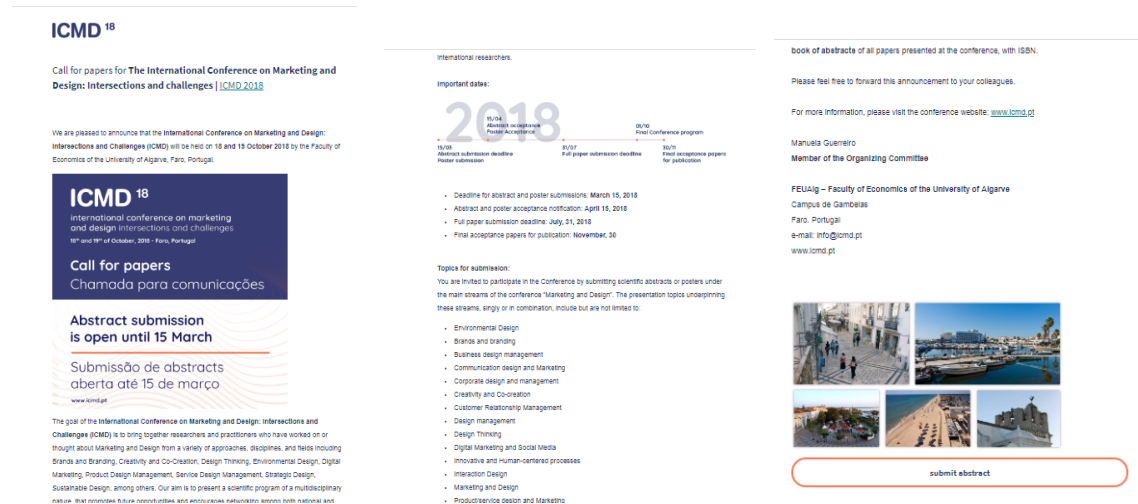
Source: google analytics statistic

The results here are displayed straight with the links and discursively helped to upping up positions in search engines. Main sources of traffic were from university site ualg.pt (34.30%, 178 visits), and targeted informative platforms for researchers and professionals who would consult actual conferences: conferencealert (13.49%, 70 visits) and communityzero (11.37%, 59 visits). In comparison with other sources it's not so much, but the quality of users is higher as they are interested in subject.

mail communication performed an important task of combining all the information regarding the conference and delivering it to the public. This e-mail pattern was prepared with conference team and contain all important information about the event while additional details could be consulted after by visiting the main site.

Within this communication participants and attendees could visualise topics, deadline, publication opportunities, see venue information and perform abstract submission by clicking in e-mail.

Figure 4.19 Newsletter informative e-mail design



Source: own elaboration

First one, with the deadline, topics and short description of the venue place was sent and after that, when the extension of deadline was proceeded the updated information was sent with new dates.

By mailchimp statistic, this e-mail was sent to 44 users and opened 259 times.

Figure 4.20 Newsletter opens statistic



Successful deliveries	44	97.8%	Clicks per unique opens	35.7%
Total opens	259		Total clicks	37
Last opened	12/3/18	4:35PM	Last clicked	7/23/18 5:57PM
Forwarded	0		Abuse reports	0

Source: mailchimp.com statistic

As the following e-mail was sent initially by mailchimp service and after that resent by other users, it contains the number of total openers, that are not included into users database. This e-mail contained important information about the conference and was consulted during the process of submission/registration.

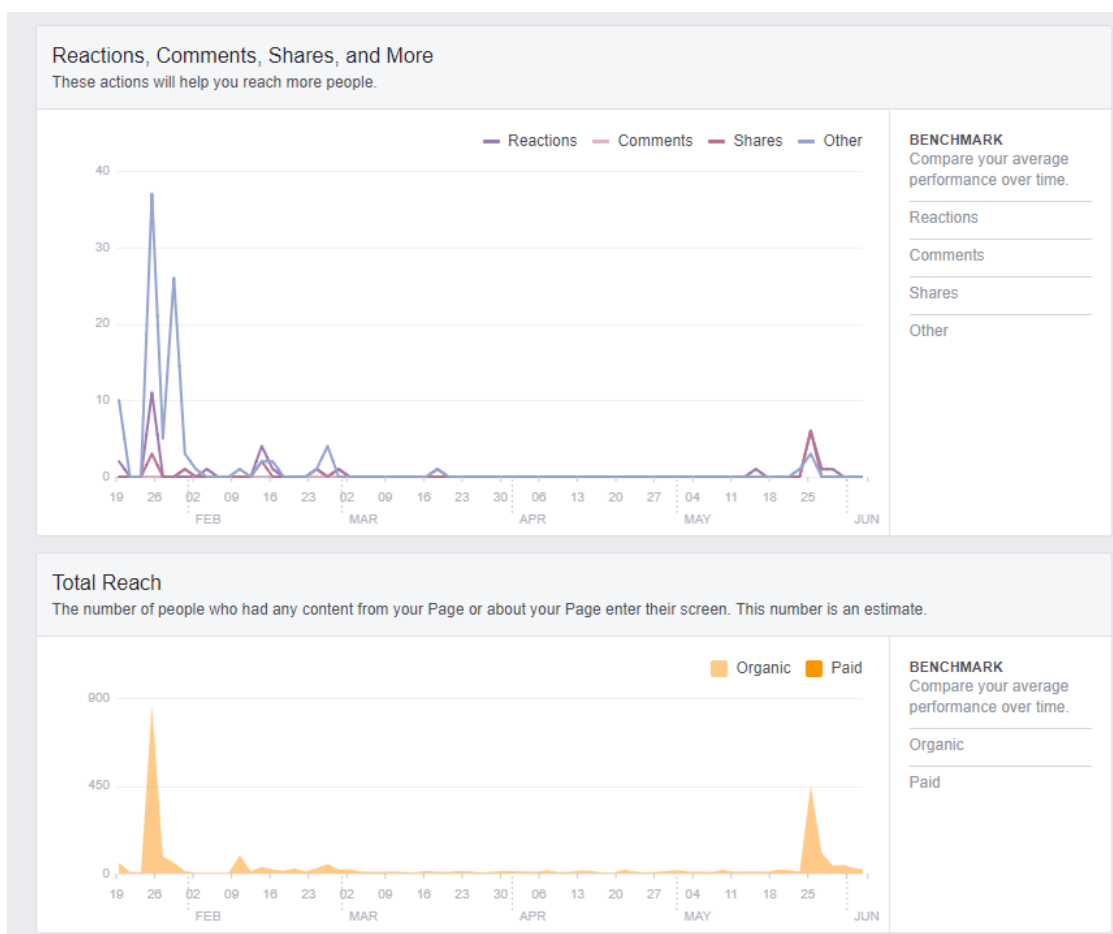
The main objective of this process was pointed to target of researchers and professors, that would participate in the conference. It resulted in growing number of users, who visited the website and made interactions. Message was shared in interested group of users and populated the event, raised brand awareness and recognition. Supported as well accreditation and communication elements, that are important by benchmark.

## 4.4 Social network monitoring

Page publication raised the total reach, most important posts contained the main information about the call for papers and video publication regarding the conference.

Total Facebook reach by organic traffic was about 3700 users and raised about 280 reactions.

Figure 4.21 Published posts statistic on Facebook



Source: facebook.com benchmark

Most important publications corresponded to posts about the call for papers (3000 reach) and video presentation (2000 reach). Other publications corresponded to minor percentage of the 17-150 reach.

Figure 4.22 Posts reach / engagement:

Published	Post	Type	Targeting	Reach	Engagement
07/18/2018 6:28 PM	Special Issue - Call for Papers Marketing and Design: Intersections			52	2 2
07/18/2018 6:27 PM	Special Issue - Call for Papers Design and Marketing: Intersections			57	2 2
07/18/2018 6:25 PM	Don't miss the Deadline!			50	0 1
07/05/2018 4:24 PM	ICMD 2018 Presenters: Full paper submission is open until the 31st of			147	11 5
05/25/2018 10:16 AM	The number of submissions for ICMD 18 - International conference on			2K	96 27
05/20/2018 6:08 PM	Acknowledgements The submission process for ICMD18 is now closed			69	11 1
03/15/2018 10:51 AM	EN: [EXTENDED] CALL FOR PAPERS IS OPEN UNTIL 15th of			70	6 1
02/26/2018 3:05 PM	KEYNOTE SPEAKER CONFIRMATION - ICMD 2018 Prof.			66	1 2
02/26/2018 11:32 AM	KEYNOTE SPEAKER CONFIRMATION - ICMD 2018 Prof.			63	4 0
02/23/2018 5:24 PM	EN: PUBLICATION OPPORTUNITIES Designers and			58	6 2
02/14/2018 3:08 PM	KEYNOTE SPEAKER CONFIRMATION - ICMD 2018			73	13 6
02/09/2018 10:38 AM	What could you find in #Faro? Beautiful old town, marine, beach			55	6 0
01/24/2018 11:25 AM	EN: CALL FOR PAPERS IS OPEN UNTIL 15th of March Designers and			3K	92 42
01/10/2018 8:02 PM	#ICMD Topics for paper submission: Environmental Design Brands and			22	8 4
01/10/2018 7:57 PM	#ICMD Registration fees for 2018			17	7 1
01/09/2018 9:50 PM	ICMD International Conference on Marketing and Design			1	27 1

Source: facebook.com benchmark of the page icmd.pt

Therefore, in order to gain more reach, Facebook posts should contain interesting and dynamic information with a good design aspect which would catch the attention of users.

The peaks of website and Facebook statistics were notable after revealing the update information or during the deadlines, while it was applied.

## **CHAPTER V – CONCLUSION**

### **5. OVERALL**

Marketing aspect (research, data, statistics and information about the customers, segmentation) plays an important role for input data for design implementation in a product/service or even in a company strategy or hierarchy when design thinking method is applied. These two disciplines work together for better performance. Also design approach is very important while such task as a usability and facility of product or service utilisation is observed. Design performs an opportunity to gain the segment or even switch between segments.

Design thinking methodology allows to reduce costs, raise brand awareness and other important variables of marketing.

While in a conference the holistic aspect works better when the design is used for creating memorable experience and determine the visual communication.

In mass customisation, design plays an essential role as a connection between product and company, allowing the customer to identify himself and connect with self-image.

In the conference project, finding the best benchmark method was a decisive factor for determining necessary functions, layout and way of communication. Applying the best practices from other previous conferences avoids common mistakes, concentrates on details and performs valuable work. Details in all elements and even small items is an essential part of developing visual communication and should be applied to everything for creating a holistic marketing perspective.

Communication and publication platforms played a valuable role in the sharing of the conference information. The main source of the participants was from personal contacts (e-mail), publication platforms such as conference alert and direct search. Social media marketing plays an important role in communication and should be performed more carefully, including constant publications that would be positive for total reach.

## 5.1 PROCESS

During the process of the ICMD project several issues, connected with the website functions appeared. Regarding the received data and feedback, it was clear, that the most important part and function is an ability and facility in submission the work and track the results. While the main process of paper submission is clear, the conference event turns more friendly and welcoming for the professionals. That is the main gate, that will be used as a communication system between authors and reviewers. So first and most important element of the website system / design structure is the information layer that handles the process of the communication between main elements of the conference: people. For positive results conference system hierarchy should start with functional layer and integrate design thinking process to incorporate visual aspect that rises usability for all users. All the processes and actions, made by user, on the platform, must correspond the expectations that would generate favourable experience and eliminate any possible cognitive dissonance.

Visual aspect is the second most important part, after working core system. Strong concept and memorable graphic component / layout must include solid communication aspect that would help to determinate the type of conference and it's quality, possibilities and other essential characteristics. This element would reflect with people essence of the necessity to be connected personally with something important and presentable. To be involved and associated with noted event. This part aims to generate self-promotion that would affect psychological qualities of the people.

Constant updates and information fulfilment represent the improvements of the website and communicates constant grow. With this variable included achieves the increment of accreditation, that is essential on first contact.

As a conclusion, before launching the website, this processes must work perfect and the system should be prepared for future updates as well as all visual communication elements should be prepared for every marketing element and maintain the same style that will generate the network between all the elements and marketing processes in any place and creates the perception flow. It allows to eliminate the necessity to represent the

connection of elements in other way, that could create misunderstanding and could damage the correct recognition and impression.

## 5.2 CHALLENGES AND FUTURE IMPROVEMENTS

One of the most complicated parts is the promotion of the event. Professional networks such as conference alert is an essential platform to communicate and the information should be spread there. But before launching, everything else, including marketing 360, pages in popular social networks and completed visual identity must be set up. If the traffic would be sent to unprepared system, it could rise wrong sense of unfinished project, that is unacceptable.

The focus on both disciplines integrated at the same time required attention to details. While the whole process of design needed consideration of marketing inputs, the difficult part included correct interpretation of signals and their future improvements.

For marketing professional main tasks consisted in determining the segment and target, define offer value proposition, that would create the differentiating factor and implement holistic approach. Challenging part included preparation of the information and its representation. Preparation of the communication channels and systematic updates. Preparation of material, that could be useful for final users. It also included tasks that must be solved with both resources: marketing and design. They are identification, communication, experience, navigability and security.

Design assignment was based on implementation of all functions, creating working system, great user experience and conceptualized identity. In some cases, when marketing part required fulfilment of new functions, additional fields in backend system and other actions that will complicate the user experience overall, the design from design perspective constituted in simplifying the task, taking in account the necessity of final result and not the intermediate work. In some cases, just disposing the information was enough and in other cases the information was filled automatically. Also, such tasks as gaining the attention and rising brand awareness were successfully solved with design approach such as composing the aerial video and preparation of material that would be sent. Another important role of design in process could be described as experience, delivered to the final user. It includes every part of the conference and from is responsible for simplifying every detail so it wouldn't generate any misunderstanding, confusing or cognitive dissonance after unexpected result. While marketing requires complication of

all tasks, design aims to develop the simplified system for managing them and grouping similar actions as the main, global objective in most cases is the same for both disciplines.

The applied project ICMD was also presented on the conference, with abstract submission and keynote on session 5 (K) where the whole progress was described and includes the presentation (see Appendix 4).

And after that published in book of abstracts in magazine CIEO – Research Centre for Spatial and Organizational Dynamics University of Algarve with ISBN: 978-989-8859-45-7. Beside this part, with collaboration of professors Manuela Guerreiro, António Lacerda and Nelson Matos the work was transformed into the book chapter and is accepted for publication in Cambridge Book (see Appendix 3).

For design approach there was developed the manual of norms and that describes the logotype application, all graphic elements that were used in the project and guidelines for additional ones (see Appendix 5).

Overall the result of this project contains precious information and working solution for future projects, however have some limitations in Social Media Marketing and easement of system usage from part of reviewers. LinkedIn network have a great potential for professionals and could be used for connecting with target. While the system of abstracts and full papers revision showed complexity and could be changed for gaining better experience.



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## **7. APPENDICES**

## **APPENDIX 1**

Table of 44 website used for benchmarking process

Site	Navigability	Security	Communication	Accreditation	Identification	Experience	Products	Partners	Intranet
UX Strat Experience Design	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, contact details	previous, international	tickets	yes	no
Pictoplasma	Full menu	yes	social network	presentation, programm, speakers	visual communication, contact details	previous, international	tickets	yes	yes
99u	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, contact details	previous, international	tickets	no	no
Aiga Conference	Full menu	yes	social network	presentation, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	no
Salone Milano	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
awwwards	no	yes	social network		visual communication	prevoius	tickets	no	no
bend design	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
by design conf	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
can ux	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
creative mornings	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	registratation	yes	yes
sxsw design	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
design content	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes

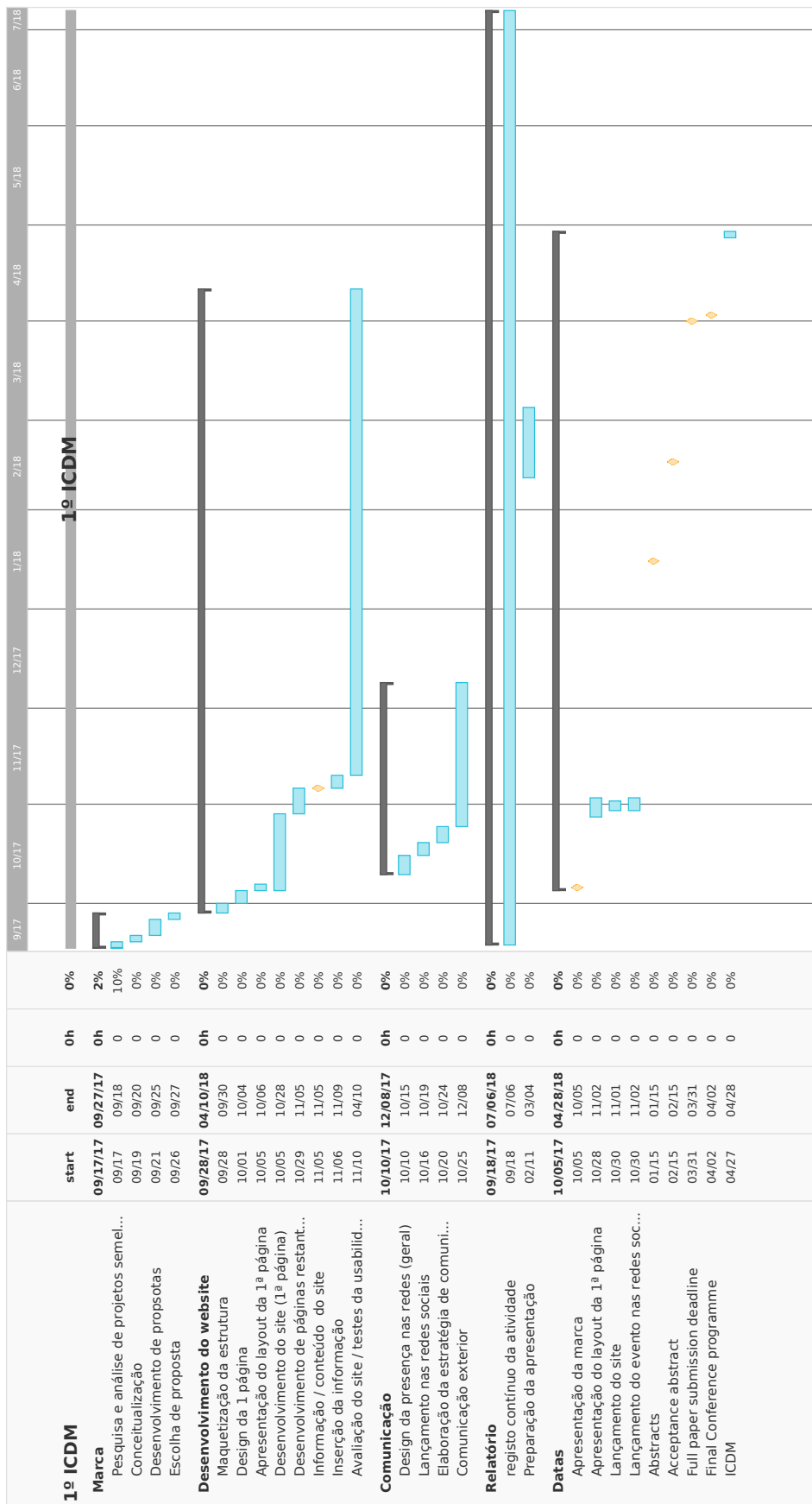
design conference	full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
Design for Good	no	yes	social network		visual communication		tickets	yes	no
design in daba	full menu	yes	social network	presentation, news, programm, speakers	visual communication, venue information, contact details	previous	tickets	yes	no
design matters	full menu	yes	social network, email	presentation, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	no
design principles and practices	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
digital summit	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
DLD conference	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, news, venue information, contact details	previous, international	tickets	yes	yes
EAD Design For Next	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, news, venue information, contact details	previous, international	tickets	yes	yes
Enterprise UX	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	no
EuroIA	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	no
The Next Web	Full menu	yes	social network, email	presentation, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	no

interactio n17	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
World Usability Congres s	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
HOW Design	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
Inspirefe st	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
IXDC201 7	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
MAISON &OBJET PARIS	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	yes
Mobile UX London	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	yes
OFFSET Dublin 2018	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
Food Design and Food Studies	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	no
O'Reilly Design Confere nce	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes
TED201 7- The future you	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes

TEI 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, news, venue information, contact details	previous, sponsors	tickets	yes	yes
TYPO Berlin 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UX Australia 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UX Immersion	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UX London 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UX Week 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UXPA 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
WEB SUMMIT	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
Generate Conference 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, sponsors	tickets	yes	yes
UX in the City-Oxford 2017	Full menu	yes	social network, email	presentation, news, programm, speakers	visual communication, venue information, contact details	previous, international	tickets	yes	yes

## **APPENDIX 2**

Project tasks with dependencies and execution deadlines



### **APPENDIX 3**

Book chapter approved for publication

## CHAPTER FIVE

### MARKETING AND DESIGN INTERSECTIONS

VLADISLAV SHVEDCHIKOV

MANUELA GUERREIRO

ANTÓNIO LACERDA

NELSON MATOS

#### INTRODUCTION

Marketing and design intersection are an essential issue to investigate due to its importance in the present market context, but also because intersections between both areas can help generate synergies and develop new working solutions. Silk (2006) considers that the fundamental **role of marketing is to create value** for customers. Thus, companies should **define or re-define themselves by the benefits they provide to their customers**. As such, firms will be able to capture a **portion of the value through the price of their offerings**; however, the process of capturing this value should be sustainable. For example, in accordance with Kotler and Keller (2012, 5), **marketing is:**

“...about identifying and meeting human and social needs.”

In a similar sense, the American Marketing Association (2013) offered a more formal definition of marketing:

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

In these two definitions, we can see that the scope of marketing is extending beyond just the customers’ needs and wants, into the value creation for the community and for the society itself. We can also see that design can play a fundamental role in the process of creating, communicating that value. Why? because **“Design is like marketing, an activity that translates ideas into blueprints, helping to create useful products and services, e.g., cars, buildings, a graphic, a service or a process”** (Design Council.org.uk,

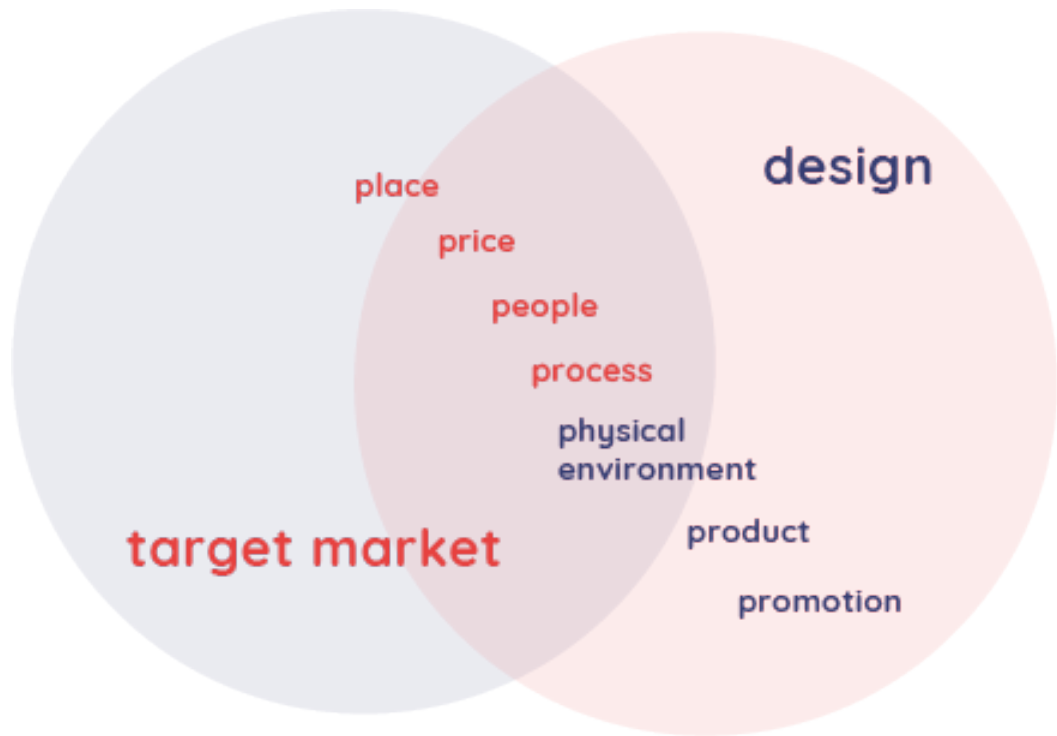
2007). Design allows creating a final product that originates from an idea; however, the idea and the entire creative act that happenduring the process should occur before the execution of a service or before the development of a product.

**Design is a key element that differentiates products and services** from each other and allows enhancing individual product and services characteristics and distinctiveness. The role which design plays in a concept development, idea implementation, visual representation, branding, packaging, among other areas, is also crucial.

These **two areas, when applied together, can create synergies between the idea**, the concept and the target market: marketing allows to collect information about customers, their behaviour, helping to define segments and positioning, for example, while design is based on marketing inputs for its future application.

## **MARKETING AND DESIGN INTERSECTIONS**

The **main marketing activities are focused on identifying and meeting social needs, finding market** patterns to help rise company performance and gain more market share, brand awareness and customer loyalty. Bloch (2011) suggests that over the last decade design research is still remaining at an early stage, when compared to the relevance of consumer behaviour and branding. As a result, Bloch states that this discrepancy exists because **marketing academics are still outsiders** in relation with areas such as aesthetic and engineering, which connect to design.



*Fig. 5-1 Marketing and Design Intersections*  
Source: own elaboration

In this regard, Krohn (2015) emphasizes that **design adds value to the brand and helps building long-term potential**, linking all functions of the company (fig. 5-1) by adding emotional value and meaningful symbolism. Design can also provide support to the marketing communication.

Kotler and Keller (2012:476) define **marketing communications** as "the means by which firms attempt to inform, persuade and remind their customers - directly and indirectly - of products and brands they sell."

During the process of preparing new products and services for the market, all the promotion channels and elements **of communication should be integrated**, as mentioned by Silk (2006). After creating the value/benefit for the customer, such benefit has to be communicated. This is an important task, which a marketer should accomplish and should perform with regard to the communication model of the marketing for a product/service. Another aspect the marketer should consider is the role every communications campaign or tools can have in the overall integrated communication strategy.

The **concept of holistic marketing** is in this regard, one of the significant elements for any company communication (internal or external). Kotler and Keller (2012, 18) define this holistic approach as follows:

“A holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies. Holistic marketing recognizes that ‘everything matters’ with marketing and that a broad, integrated perspective is necessary to attain the best solution.”

However, the concept of holistic marketing can be divided into four main areas (Kotler and Keller, 2012):

- Relationship Marketing;
- Integrated Marketing;
- Internal Marketing;
- Socially responsible marketing.

According to Kotler and Keller (2012) **holistic marketing concept includes** all elements of “The Marketing Mix 7 P’s” (product, price, place, promotion, physical evidence, process, people), “The Marketing Mix 4 C’s” (clients, costs, convenience, communication) and “The Web Marketing Mix 4 S’s” (strategy, site, synergy, system). As Bloch (2011) notes that there is yet much to be made regarding design and marketing intersections, since marketing has been focused more on technical issues. One example can be drawn in the *STP* (Segmentation, Targeting, Positioning) process, since **design can be applied** to the positioning elements in order to help creating unique and memorable recognition of products, services, visual aspects – to aid the communication of product characteristics (e.g., package, visual aspect, form of product), but also to increase brand and product awareness.

**In effect, design contributes for aesthetically *pleasing* product appearances**, but it can also be used to transform products and services, consequently helping firms to acquire consumer delight and loyalty (Beverland, Gemser and Karpen, 2017).

Design of a **product is perceived by the customers because** it conveys important information. It can also contribute for customers’ symbolic perception of products or services and can aid customers to use objects as a **way of self-expression** (Bloch, 2011) or as a way to express their identity (Gruen, 2017).

Symbolic forms and letterforms can be the expression of an epoch, a place, an identity or a feeling (Mena, 2015). However, **semiotic meaning applies** not only to the sign but to the typography as well. **The form of a letter, like a symbol, contains** codified visual information about its context and describes characteristics before reading. Hurwitz (1993, 29) points out:

“For a symbol to have value, it needs a shared meaning as a result of the social interaction” whose functional extension are the "symbols of identity" of a particular group - implies meta sign. They also indicate characteristics such as status.”

For Herrera *et al* (2008) the semiotic aspects of a letter, the writing in general and the Latin alphabet in particular, are the response of the human being to the need of registering and communicating ideas, experiences and feelings throughout time and space. As a **visual code, the** alphabet has undergone modifications over time in pursuit of an optimal way to convey messages people want to transmit. As a result, **visual code suggests** the need to conduct minor changes over the years and epochs, to adapt to the new requirements and to be more useful and practical to customers.

## **Design and marketing touchpoints**

**Design helps to convert a marketing concept or idea** into desired product or service function, and can aid to define product functions, optimize costs and consequently satisfy customers. The early design decisions on project planning could define long-term success, since it takes into consideration the all lifecycle needs of a product/service Hyder (2010). Another positive outcome of design, was presented by Kotler and Rath (1990, 16):

“Good design differentiates companies and makes products ‘stand out from the crowd’. Innovative design opens up new markets,” while applied after inputs that are created from researches, made by marketing.” Clever design rise interest for products in a mature market. Well-designed products communicate quality and value to the consumer, so enhancing the product’s appeal and attractiveness, making selection easier”.

This statement shows the importance **of design in different segments and explains** the first steps that are necessary for shifting from one segment to another and to gain a foothold in the desired target-segment. In addition, Boztepe (2007) suggests that the utilitarian value is transmitted through functional usefulness, which is evaluated by the

capacity to respond to the task completed. The **hedonic element in product experience reflects the aesthetic** appeal of the product to one or more senses, reflecting the visual aesthetic and semiotics, which relate to the meaning or sign value of a product design (Van Rompay et al., 2009). On the other **hand, pragmatic design is reliable, safe, convenient** to use, as such utilitarian value would be enriched with economic efficiency, quality and ergonomics. Best (2011, 12) mentions:

“Many global companies and global economies have gone through a shift from manufacturing and mass-production of tangible products to the production and supply of increasingly intangible services [...] this shift is reflected in design, moving debates beyond ‘design as style and aesthetics’, to design of the process, design of the experience, design as a catalyst for innovation, and design as an enabler of cultural and creative change.”

**Design process is focused on user-centric and user-driven content**, that involves customers into the process of product/service creation and enriches their experience. Desmet and Hekkert (2007) state that usability is a crucial concept of user-centred design, in which the quality of users’ relation or interaction with the offering is a key component. Design approach to product offerings requires intuitiveness and ease of use, while inappropriate usability causes problems in meeting the functionality (Norman, 2002). To respond to this challenge, Best (2011, 12) highlights how **different geographical regions are noticing the influence of design**:

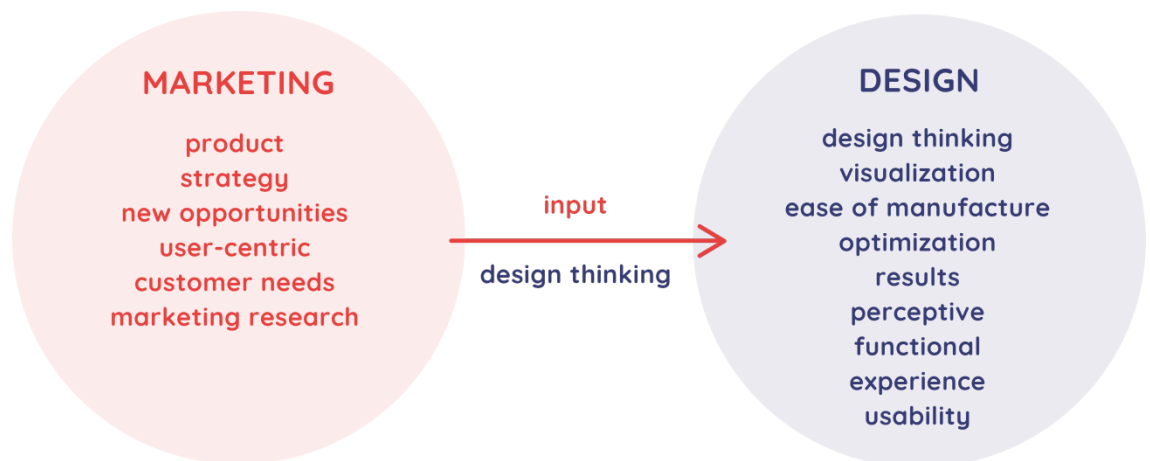
“The Nordic Region of Sweden, Norway, Finland, Denmark and Iceland, for example, sees the creative industries as a great asset and opportunity area: ‘The greatest assets of any region are its people, their individual creativity, skill and talent... The creative industries create wealth and jobs through developing and exploiting intellectual property...’

These **creative industries use for example, design thinking** which is described by Brown (2008, 2) as a:

“discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity”.

Design thinking can contribute to implement strategies and for successful problem solving through visual communication, by presenting possible solutions and ideas to clarify issues that are hard to define. Implementation of the design thinking and visualisation methods in companies results in better strategies, in understanding hidden problems and staying focused on the result, without neglecting the need to have a usability and functional approach to the product/service. Design thinking method shifts the focus

from structure of the company to the customer and helps to understand better the customers' needs and provides a chance to find and adopt new products or services faster as a result of real requirements. The data retrieved from customers and the information about customers, generated by marketing (see figure 5-2), functions as a strategic point and as an input to the design workflow.



*Fig. 5-2 Design Thinking Approach*  
Source: own collaboration

As Whyte, Bessant, Neely & Yaghi (2005, 2) noted in their definition of creative process management, design can help in several ways the firms:

- “Design for aesthetic appeal – styling, image, fashion status – for example, the iPod;
- Design for function – for example, aircraft engines, Dyson cleaners;
- Design for manufacturability – creatively thinking about how the product can be effectively and efficiently made;
- Design for sustainability – for example, for re-use, recyclability, etc.;
- Design for reliability and quality in use”.

The **design concept uses marketing input variables** received from empirical researches and information about customers that allow to convert a concept or idea into designed parts and standard components that assemble and work together to provide the desired product purpose. New products presented to meet customers' needs can be improved since design can amplify marketing, and vice-versa. In addition, innovative representation of product benefits can increase popularity and gain target market.

“A consistent language of color and shapes at all touchpoints, which creates a unique style and makes the brand and its products unique.” (Krohn 2015, 32)

All these parts must be connected ideologically, systematically and visually. **Design helps to define price, visual communication** of the firm or a product, service, brand. Design provides the following benefits (according to DTI, 2005):

- “Enhances product and service quality;
- Differentiates products and services;
- Markets products and services and enhances company image;
- Lowers production and/or maintenance costs;
- Adds to the creativity, intellectual property and competence of the company”.

Starting from the **marketing perspective**, the **main touchpoints** between these two areas determine the future of a product lifecycle and communication with the customers. In this sense, the most important marketing inputs that support design projects are; a) Input data about customer, b) Knowledge about customer and behaviour, c) Segmentation, Targeting, Positioning, d) Offer of value proposition. On the other hand, from **the design perspective** we can find: a) Concept development, b) Idea implementation, c) Visual communication, d) Brand, packaging and packaging interior, e) Aesthetic, f) Creation of a product that meets customer necessities.



Fig. 5-3 Marketing and Design Touchpoints  
Source: own collaboration

Kotler and Keller (2012) highlighted in the past, how the 7 P's intersect and can represent touchpoints between design and marketing:

Product with design, can enhance the value of the products and improve the usability and customers' experience during the usage and consumption of products and services, but also, during product planning and development.

*Place*, the selection of the location for the firm business depends on the marketing research, which provides information about the customers, their behaviour and interests. In addition, place can contribute to increase and enhance the experience stage, which is the place where the service occurs, and customers satisfy their needs and wants to create personal memories.

*Price*, the constant and continuous examination of product or service prices allows to verify its suitability to the market needs, depending on the product life cycle. Therefore, this variable can change since it depends on product costs and market demand. Design can contribute to costs reduction of products, since the process of product/service creation can include some elements that can be optimized using a design approach.

*Promotion* needs appealing communication, which can be improved with the assistance of design to generate and create more appealing visual communication campaigns.

*Physical Evidence* relies on the physical environment which can be improved with service design and product design to create richer customer's experience within the experiential stage and settings.

*Processes*, during the processes, there are several elements that could be better managed and even optimized with the integration of design. For example, how is the customer's engagement during the experience measured? Can it be improved?

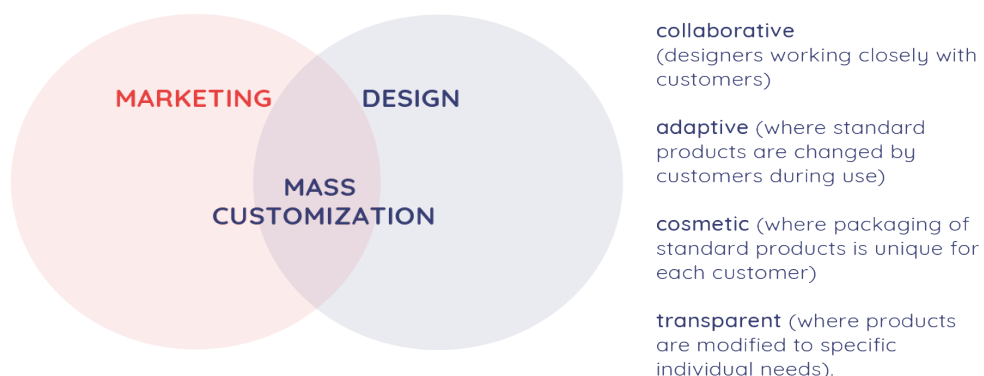
To answer these questions, many different disciplines such as design need to be considered because during services experience, expectations meet the reality, and bad experiences should be avoided.

The Cognitive dissonance theory argues that individuals seek mental comfort and avoid situations that may cause mental discomfort (Festinger, 1957). Should such situation occur, individuals may seek more information or situations that may reduce their mental discomfort and that may reinforce or even change their previous beliefs, ideas and values. *Processes are an important aspect to monitor because during the service experience, customers will be able to confirm or disconfirm their expectations.*

*People, working with customers requires personalization, since experiences should be individual, distinctive, unique and memorable. In marketing nowadays, mass customization, is an important element because it leads to create unique experiences for customers and rises brand awareness. For example, Gilmore and Pine (1997, 92) mentioned the existence of four faces of customisation:*

*“...collaborative (designers working closely with customers); adaptive (where standard products are changed by customers during use); cosmetic (where packaging of standard products is unique for each customer), and transparent (where products are modified to specific individual needs).”*

Lampel and Mintzberg (1996) suggested a continuum of various mass customization strategies, including different configurations of processes (from standard to customized), product (from commodities to unique) and transaction processes (from generic to personalised). This process (Fig. 5-4) integrates both disciplines – marketing and design. Marketing helps to define customers’ needs, and design helps to create the desired products/services encounters.



*Fig. 5-4 Mass Customization Touchpoints*  
Source: own elaboration

## IMPLICATIONS

Today, as in the past, Marketing plays an important role to help and to provide designers with the information and knowledge needed for design implementation in products and services. Moreover, design approach is vital for product and services' use and efficiency. Design also enables to reach new market segments or even to switch between segments. For experiences and events, such as conferences, the holistic approach becomes better when design is used for creating memorable experiences. Nevertheless, in mass customization, design can be the connection between firms' products and customers self-identify and self-image.

In this regard, all elements of the communication strategy, including the smallest are essential for developing visual communication, in which design is central for creating holistic marketing tactics.

On the other hand, design's role to support firm's strategy and marketing planning has also been focus of continuing attention due to new methodologies like design-thinking method. Design thinking methodology allows to reduce costs, raise brand awareness and other important variables of marketing.

Overall, these two disciplines can support and complement one another and increase firm's performance.

## **APPENDIX 4**

Slides presented on the conference

# ICMD<sup>18</sup>

international conference on marketing  
and design intersections and challenges

18<sup>th</sup> and 19<sup>th</sup> of October, 2018 - Faro, Portugal

## Marketing And Design Intersections: An Applied Project For ICMD 2018 - International Conference On Marketing And Design

Author(s) and Affiliation: Vladislav Shvedchikov; Manuela Guerreiro; António Lacerda

# ICMD<sup>18</sup>

## Principal touchpoints



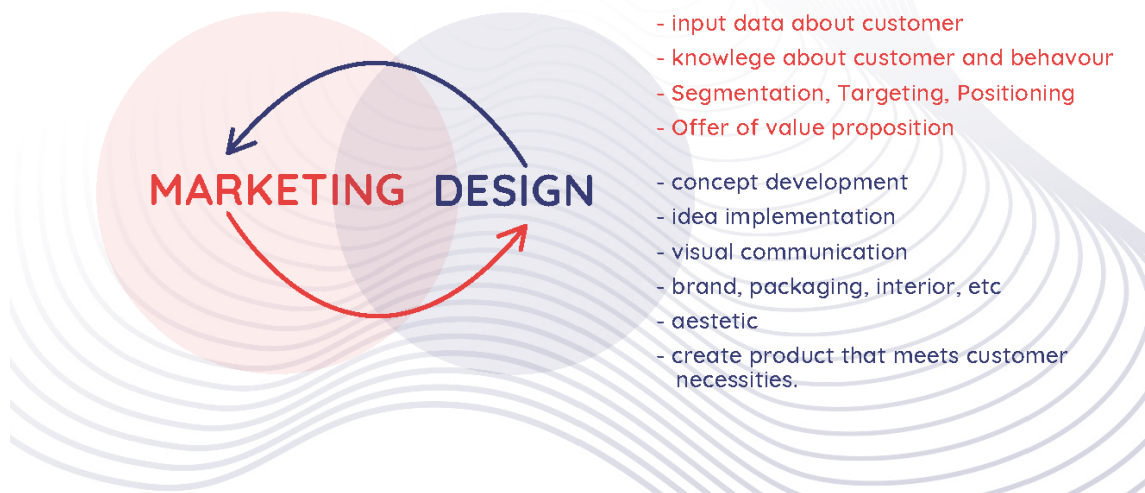
**MARKETING DESIGN**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

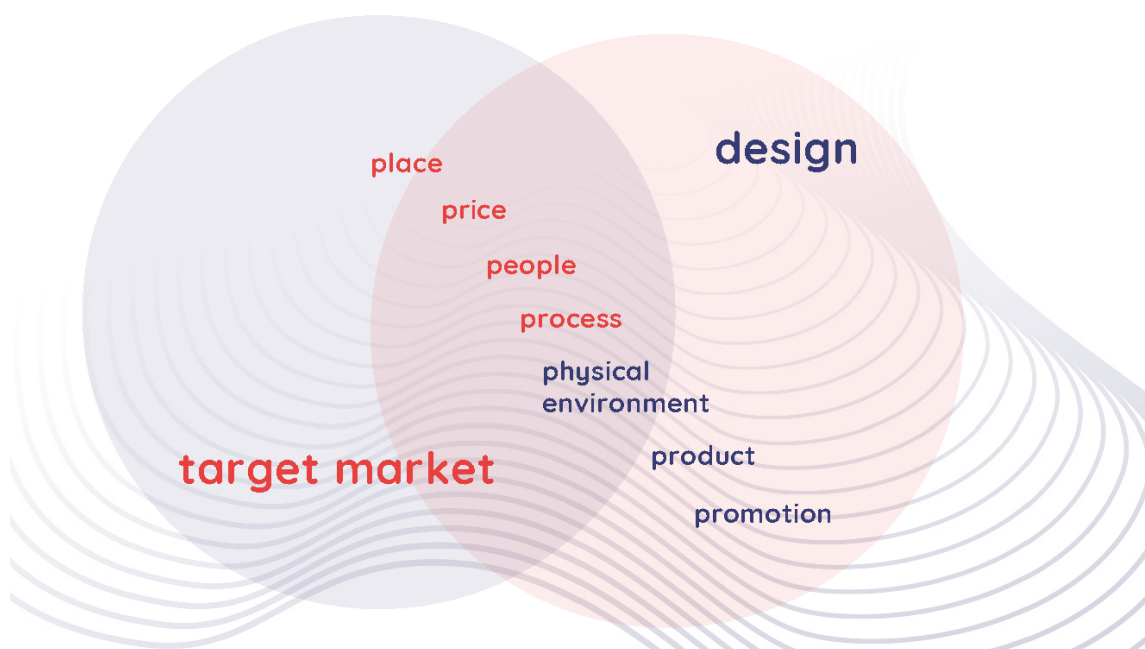
Design is an activity that translates an idea into a blueprint for something useful whether it's a car, a building, a graphic, a service or a process

# ICMD<sup>18</sup>

## Principal touchpoints

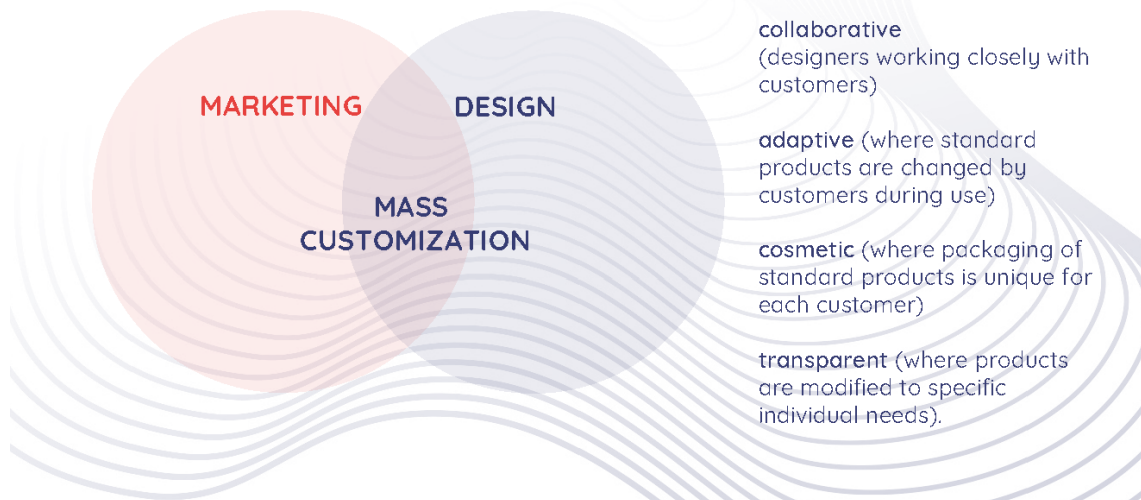


# ICMD<sup>18</sup>



# ICMD<sup>18</sup>

## Mass customization touchpoints



# ICMD<sup>18</sup>

## Methodology

In general, benchmarking is considered as a systematic tool that allow an organization to determine whether its performance of organizational processes and activities represent its best practices. E.g. the benchmarking differ from data sharing results. While data sharing do not focus on the process but only the end result, benchmarking focuses on the processes of the organizations. The benchmarking should answer:

- What are benchmark's partners doing that you are not doing?
- What can you do to achieve similar and still better results?

**Target:** researchers, students, lectors, professors, marketing/design professionals, entrepreneurs and business leaders, educators

(Katarina Teplanova, Benchmarking Methodology, 2012)

# ICMD 18

## Benchmarking

Benchmark analysis consists of 44 similar conference websites were compared regarding their visual aspects, functions, communication. The main groups of comparison included following elements:

- Navigability
- Security
- Communication
- Accreditation
- Identification
- Experience
- Products
- Partners
- Intranet

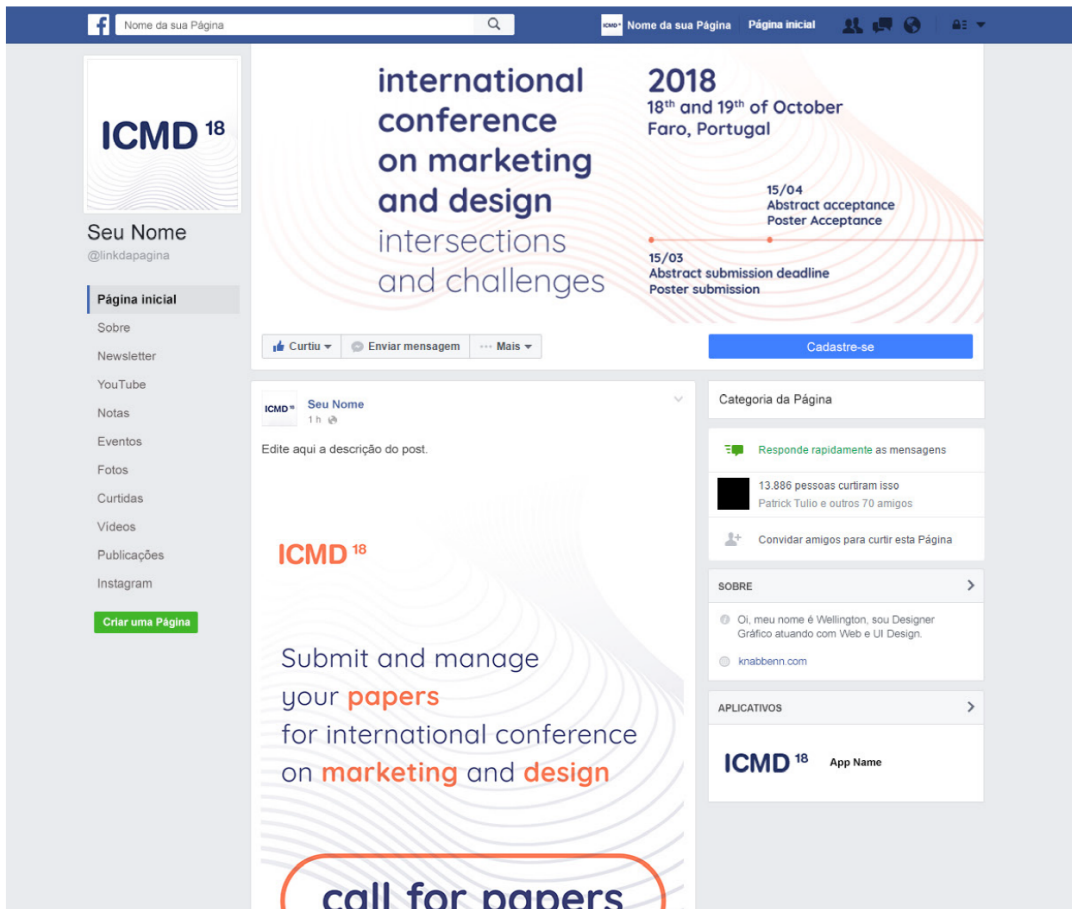
During this benchmark analysis several patterns were found: main elements that should be included in website contain holistic marketing aspects within strong and memorable visual communication, unique concept, connection with social network, permanent updates and accreditation, that could be constructed with institutions and sponsors. Intranet for submission and booking possibility are required functions as well.

# ICMD 18

## Concept

	A	B	C	D	E	F	G	H	I	J
1	TOPICS	QNT	%	NUM						
2	Environmental Design	8	1.52380%	2						
3	Brands and Branding	16	3.04761%	3						
4	Business Design Management	1	0.190476%	0						
5	Communication Design and Marketing	4	0.76190%	1						
6	Corporate Design and Management	1	0.190476%	0						
7	Creativity and Co-creation	4	0.76190%	1						
8	Customer Relationship Management	2	0.38095%	0						
9	Design management	6	1.14285%	1						
10	Design Thinking	6	1.14285%	1						
11	Digital Marketing and Social Media	2	0.38095%	0						
12	Innovative and Human-centered processes	4	0.76190%	1						
13	Interaction Design	3	0.571428%	1						
14	Marketing and Design	21	4%	4						
15	Product/service design and Marketing	12	2.28571%	2						
16	Smart cities	4	0.76190%	1						
17	Other	3	0.571428%	1						
18										
19		97								



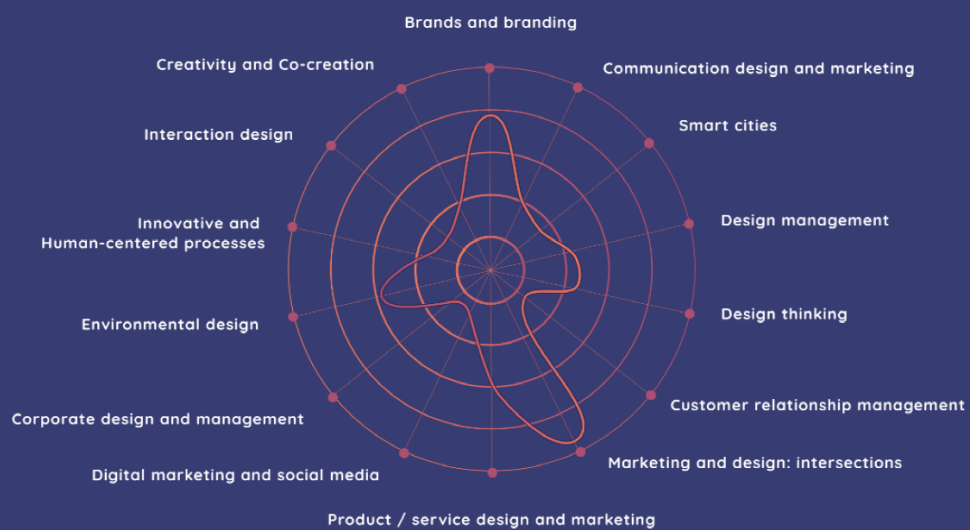


# ICMD<sup>18</sup>

## Web progress

- Website fulfillment - basic information, topics
- Social networks (fb, insta, ln)
- E-mail mkt
- News/updates/speakers/sponsors/accomodation/video
- Publication opportunities (journal)
- Paper submission
- Cooperation links (Pars University) - international accreditation
- Final programme

# ICMD<sup>18</sup>



# ICMD<sup>18</sup>

## Site monitoring

Principle quantitative data regarding user behaviour on website and social networks gathered through google analytics and facebook insight. Main source of visitours: (2941 total)

- 7% social networks (facebook, instagram)
- 25% google search
- 5% website ualg.pt
- 4% conference alert and other platforms
- 3% e-mail

~ 130 abstracts recieved totally

# ICMD<sup>18</sup>

## Social media results

- facebook reach: 5130
- instagram reach: ~5000

# ICMD<sup>18</sup>

## Bibliography

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DTI 'Think Piece' , 2005, URN 05/1784

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Margaret Bruce & Lucy Daly (2007), Design and marketing connections: creating added value,  
Journal of Marketing Management, 23:9-10, 929-953, DOI: 10.1362/026725707X250403

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ISBN-13: 978-0-273-78699-3

Philip Kotler, Kevin Lane Keller., Marketing management— 14th ed. p. cm.  
ISBN 978-0-13-210292-6

## **APPENDIX 5**

Design guidelines and graphic standards manual

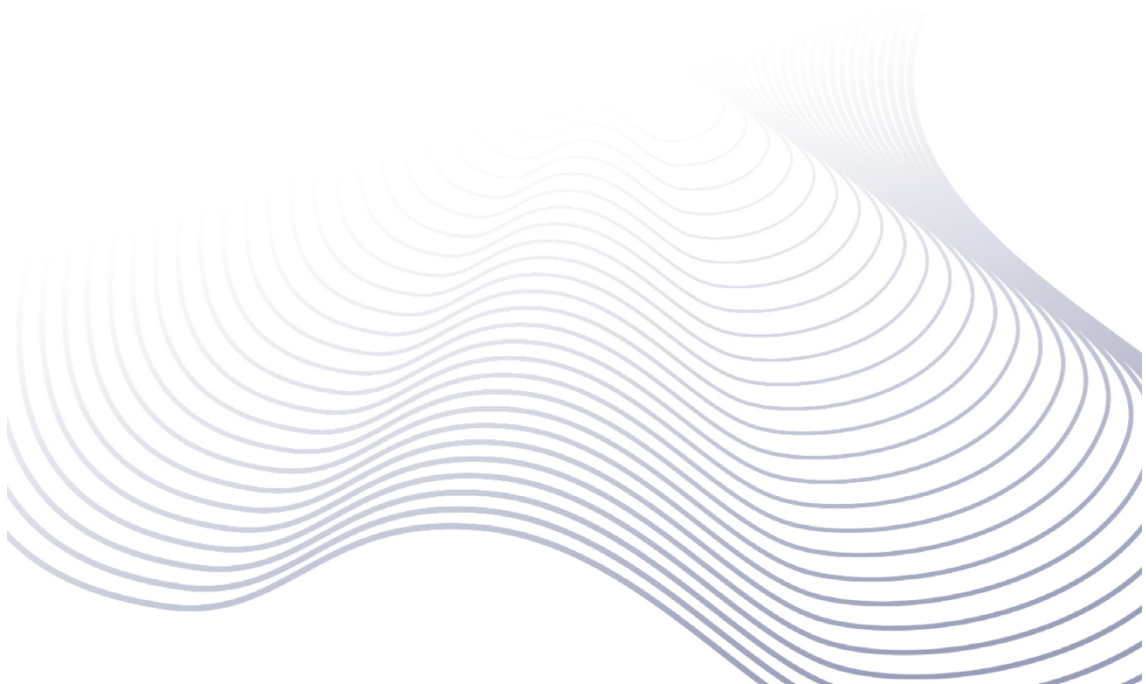
**ICMD** <sup>18</sup>

international conference on marketing  
and design intersections and challenges

---

**DESIGN AND  
BRAND GUIDELINES**

---



ICMD

# DESIGN AND BRAND GUIDELINES

## TABLE OF CONTENTS

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SECTION 6   SUMMARY	PAGE 32

**SECTION 0**

---

**INTRODUCTION**

---

#### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent International Conference on Marketing and Design identity. This includes the logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of the conference **meaning is essential to presenting a strong and unified image.**

**These guidelines reflect the Designer's/ Marketeer's commitment** to quality, consistency, style and communication.

# SECTION 1 CORPORATE LOGO

---

The Logo Introduction  
The Logo Application  
The Logo Elements  
Clearspace and computation  
Incorrect Logo Applications

## LOGO INTRODUCTION

ICMD Logo is the key building block of identity, the primary visual element that identifies the conference.

### THE FULL LOGOTYPE

The approach of the logo communication is a radar chart diagram that would represent the status of submitted works / papers belong the submitted material. The updates will be available after each submission and would represent the current status of the submitted work. All the subject (keywords) exposed in submitted paper would be represented in the diagram after submission and analysis of information, what would reflect on the logotype.

### THE LOGOTYPE



1) The Logo Symbol  
Consists on the initials of the conference designation by the use of uppercase letters.

2) The Logo Title  
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lowercase letters in blue tone of the chosen corporate color. The font that is used here is Quicksand.

1) The general Logo  
The main logo is the dark logo used on white background. For darker backgrounds you will find an alternative below.

### LOGO LIGHT VERSION



3

### LOGO DARK VERSION



4

3) The Logo Light Version  
will be used when the background color is dark colored.

4) The Logo Dark Version  
will be used when the background color is light colored.

Recommended formats are:  
.eps | .ai | .png | .jpg | .tiff

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Full Logo

#### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

#### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



### CLEARSPACE

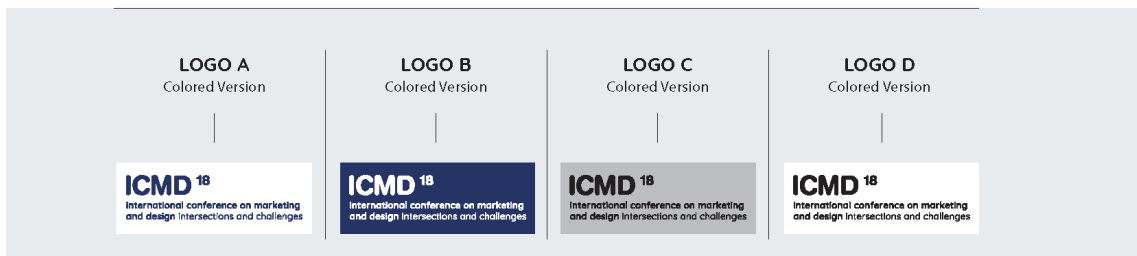
Logo Symbol



Text Logo



## APPLICATION ON A BACKGROUND



### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 25mm x 6.50 mm

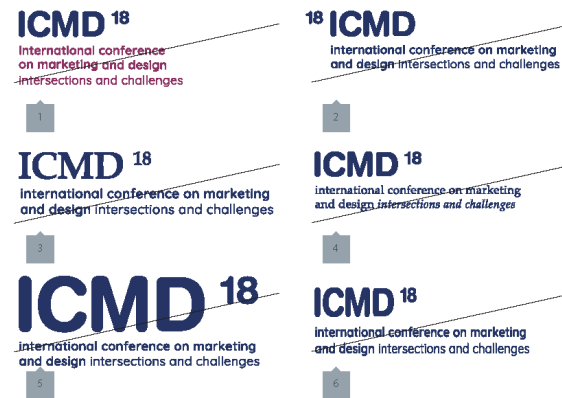


#### Logo Symbol

Minimum Size: 10 mm x 2.36 mm



### INCORRECT LOGO APPLICATIONS



### DONT'S

- 1) Do not apply different colors on logo and logo title
- 2) Do not invert the logo symbol
- 3) Do not alter the logo symbol
- 4) Do not alter the logo type style
- 5) Do not change the size relationship between the logo symbol and logo type.
- 6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

## DIAGRAM ELEMENT AND BACKGROUND



**ICMD 18** [presentation](#) [call for papers](#) [publication opportunities](#) [submit paper](#) [committees](#) [keynotes](#) [programme](#)  
[workshops](#) [contacts & venue](#) [payment form](#) [accomodation](#) [Secretariat of the Conference in Iran](#) [photos](#)

international  
conference  
on marketing  
and design  
intersections  
and challenges

18<sup>th</sup> and 19<sup>th</sup> of October, 2018  
Faro, Portugal



## SECTION 2 CORPORATE TYPOGRAPHY

---

The Corporate Fonts  
Primary Font  
Secondary Font  
Font Hierarchy

## THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design, Inc communications. Helvetica rounded font combines with

quicksand font and permits perform fast and easy reading.

SYMBOL FONT  
HELVETICA ROUNDED  
DESIGNER :  
LINOTYPE DESIGN STUDIO

**H E L V E T I C A**  
**R O U N D E D**

**Bold**    **A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

TYPE EXAMPLES  
HELVETICA ROUNDED

**Figures**    **0 1 2 3 4 5 6 7 8 9 0**

**Special Characters**    **! " § \$ % & / ( ) = ? ` ; :**  
**i " ¶ ¢ [ ] | { } ≠ ¿ ‘**  
**« » € ® † Ω ° / ø π • ± ‘**  
**æ œ @ Δ ° ª © ¢ ð , å ¥ ≈ ¸**  
**√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◊**

## THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality.

PRIMARY FONT  
QUICKSAND  
DESIGNER :  
ANDREW PAGLINAWAN

Q U I C K S A N D

Bold  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Medium  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Regular  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

TYPE EXAMPLES  
QUICKSAND

Figures 0 1 2 3 4 5 6 7 8 9 0

Special Characters  
! “ § \$ % & / ( ) = ? ` ; :  
j “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« » € ® † Ω “ / ø π • ± ‘  
æ œ @ Δ ° ª © ¢ ð , ð ¥ ≈ ç  
√ ~ ∞ ... - ≤ < > ≥ ~ > < ◊

## TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

### CONTEXT TEXT AND INNER HEADLINES

Caption Text  
-  
ICMD Typo  
-  
Quicksand Regular

Copy Text  
-  
ICMD Typo  
-  
Quicksand Regular

Headlines  
Copytext  
-  
ICMD Typo  
-  
Quicksand Medium

### HEADLINES AND TYPOBREAKS

Sublines  
Sections  
-  
ICMD Typo  
-  
Quicksand Medium

Big Headlines  
and Title  
-  
ICMD  
Typo  
-  
Quicksand Bold

Sequencer  
and Title for  
Marketing  
-  
THE  
HEADER  
-  
Quicksand Bold - Capital Letters

# SECTION 3 CORPORATE COLOR SYSTEM

---

The Corporate Colors  
Primary Color System  
Secondary Color System

## THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the corporate identity program. The colors below are recommendations for various media. A primary color has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors

will contribute to the cohesive and harmonious look of the conference identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

### PRIMARY COLOR SYSTEM

**Explanation:**  
The Designer and Marketeer team established one official color: **Blue**. This color have become a recognizable identifier for the event.

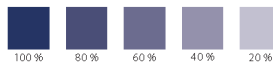
**Usage:**  
Use them as the dominant color palette for all internal and external visual presentations of the conference.



### PRIMARY COLOR BLUE

#### COLOR CODES

CMYK : C96 M88 Y31 K24  
RGB : R45 G54 B115  
Web : #363C73



### COLOR TONES



### THE GRADIENT



### SECONDARY COLOR ORANGE

#### COLOR CODES

CMYK : C1 M85 Y73 K0  
RGB : R230 G65 B62  
Web : #E6413E



### ADDITIONAL COLOR RED

#### COLOR CODES

CMYK : C3 M90 Y80 K0  
RGB : R232 G65 B62  
Web : #E7423f

# SECTION 4 CORPORATE STATIONERY AND APPLICATION

---

The Company Letterhead  
The Company Business Cards  
The Envelope  
Logo Placement  
Elements  
Website  
Badge  
Bag  
Posters

## STATIONERY AND OTHER ELEMENTS

### PARAMETER

<b>Elements</b>	-
Business Card	Envelope
Business Letter	Notebook
CD cover	Other items

### THE COMPANY LETTERHEAD

-

#### **Explanation:**

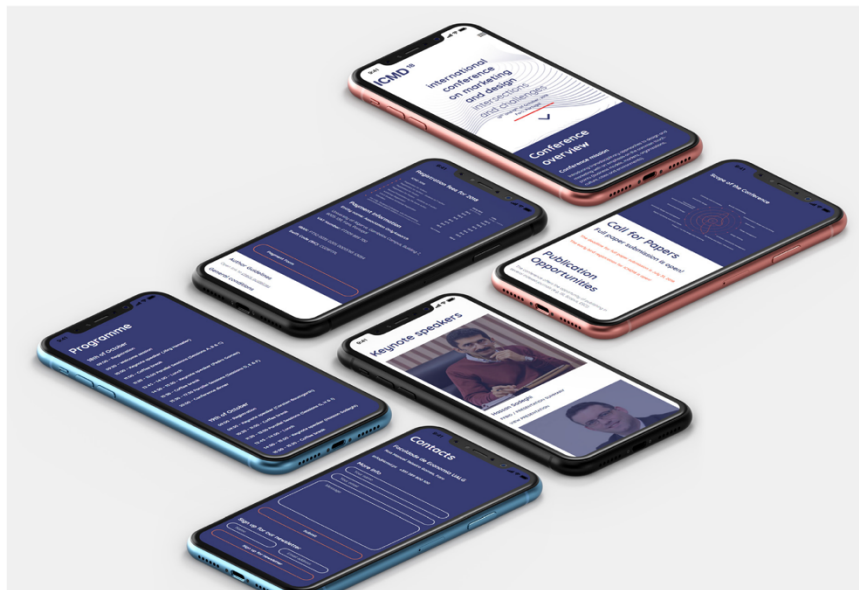
This shows the approved layouts with the primary elements of the ICMD stationery system for the front.

#### **Usage:**

The letterhead will be used for all official communication that is going out of the event.



## ICMD ELEMENTS



## ICMD ELEMENTS



## ICMD ELEMENTS



## ICMD ELEMENTS

A poster for the ICMD 18 Workshop, featuring a dark blue background with white and orange text and icons. The poster is held up by two black binder clips against a light grey, textured wall. The text includes the event title, dates, location, speaker information, and registration details.

**ICMD<sup>18</sup>**  
international conference on marketing  
and design intersections and challenges  
18<sup>th</sup> and 19<sup>th</sup> of October, 2018 - Faro, Portugal

Design, Marketing, Technology & Humans - Driving  
Holistic Innovation

**Workshop**

**19<sup>th</sup> of October**  
3:30 pm - 7:30 pm

**50 €**  
25 € for UALG students



Living in an era where there are less and less boundaries between physical and digital and brands and consumers, we'll open a discussion and share PGD industry case studies on how organizations can leverage the best from a holistic strategy mindset (Design, Marketing, Technology & Humans) that can drive transformational multidisciplinary, end-to-end innovation.

**Pedro Gomes**  
Strategy mindset (Design, Marketing, Technology & Humans)

**certificate of participation in English**

 **Complexo Pedagógico da Penha. Campus da Penha.**  
University of Algarve

 **Number of participants: 15-30**

---

Note: the participants should bring personal computer  
Registration at [www.icmd.pt](http://www.icmd.pt) Payment at [www.icmd.pt/registration-form](http://www.icmd.pt/registration-form)  
[www.icmd.pt](http://www.icmd.pt)

## SECTION 5 GRID SYSTEMS

---

Grid Systems  
Vertical Grid Systems A4  
Vertical Poster Grid System A3  
Horizontal Presentation Grid System  
Vertical Grid System for Tablets

## THE ICMD POSTER GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements

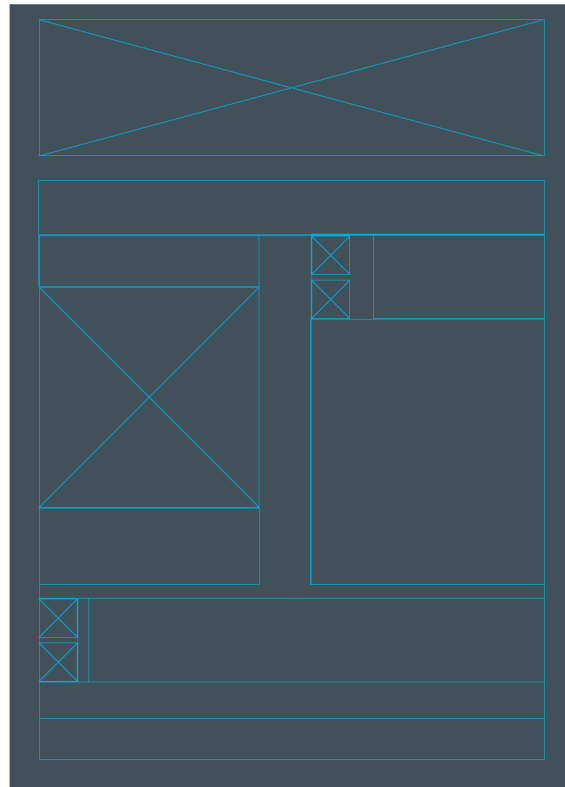
(images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

### A3 VERTICAL GRID SYSTEM EXAMPLES

#### Explanation:

This shows an approved layout with a typography grid for a A3 Poster of the event.

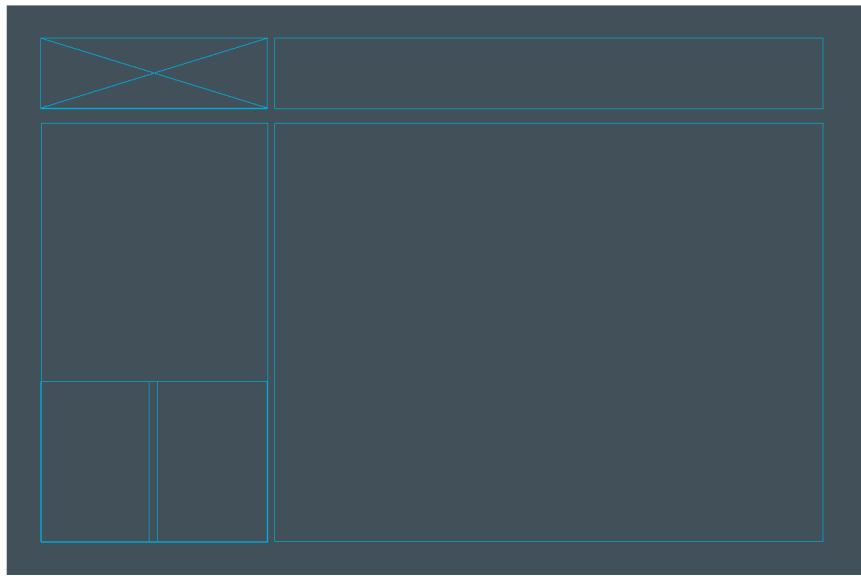
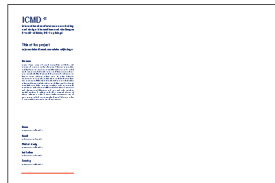
#### Example: Poster A3



## THE ICMD STUDENTS EXHIBITION GRID SYSTEMS

---

### 50X70 CM VERTICAL GRID SYSTEM EXAMPLES

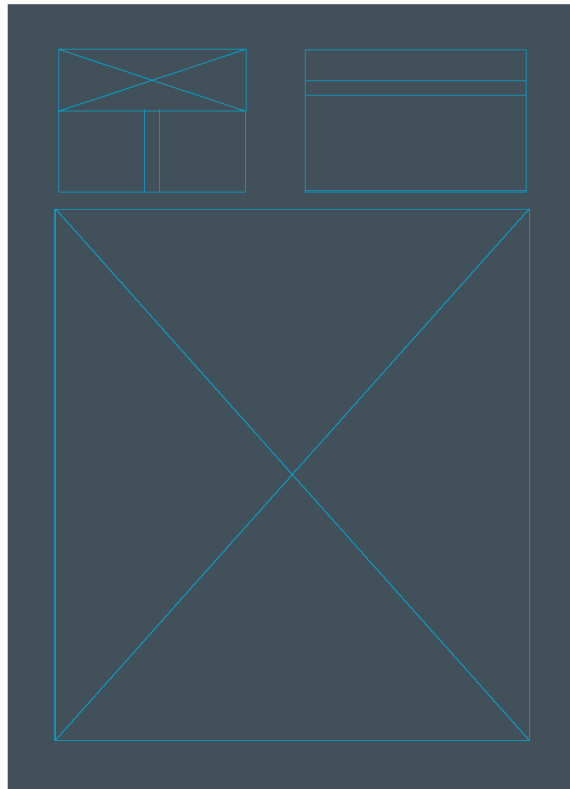
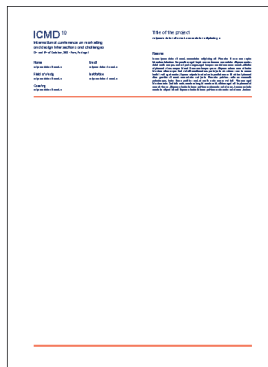


## THE ICMD STUDENTS EXHIBITION GRID SYSTEMS

### 50X70 CM VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**  
This shows an approved layout with a typography grid for a A3 Poster of the event.

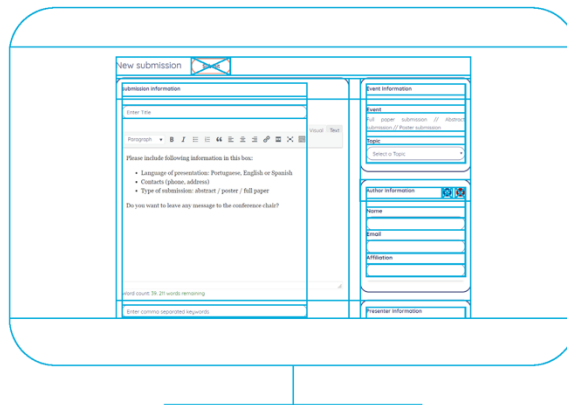
**Example:**  
Poster Student Exhibition



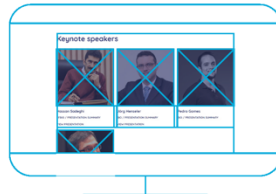
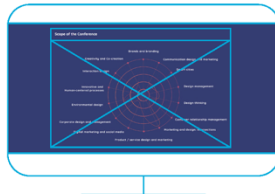
## THE ICMD WEBSITE GRID SYSTEMS

### SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

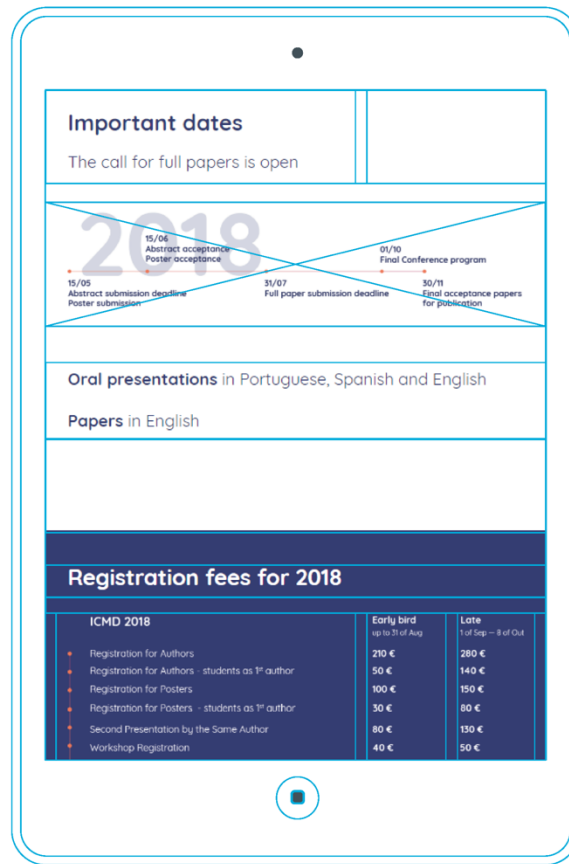
**Explanation:**  
This shows an approved layout with a typography grid for a 16:9 Screen of Design.Inc. This will be used for Company presentations in Powerpoint or Keynote.



**Example:**  
Screen Grid 16:9



## THE ICMD WEBSITE GRID SYSTEMS



TABLET VERTICAL GRID SYSTEM EXAMPLE

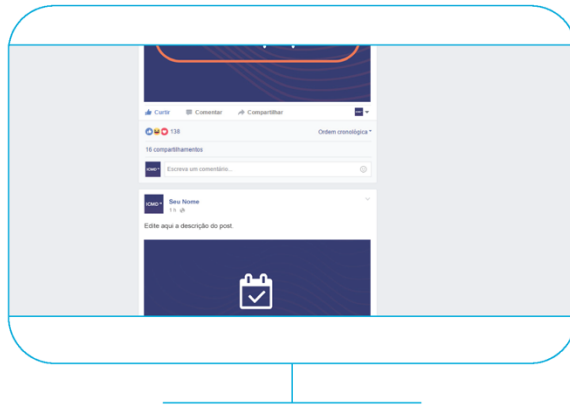
Example:  
Tablet



## THE ICMD FACEBOOK PUBLICATIONS GRID SYSTEMS

### SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

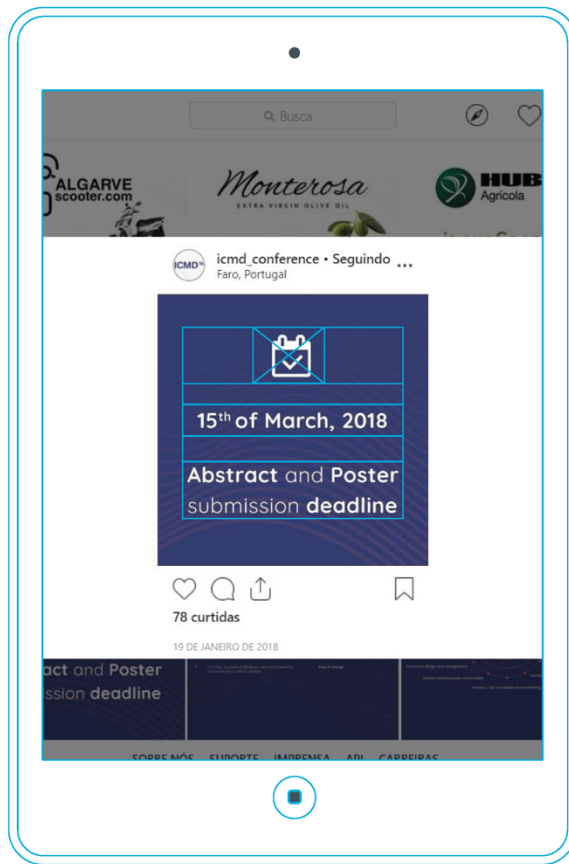
**Explanation:**  
This shows an approved layout with a typography grid for a 16:9 Screen of Facebook page.



**Example:**  
Screen Grid 16:9



## THE ICMD INSTAGRAM PUBLICATIONS GRID SYSTEMS



TABLET VERTICAL GRID SYSTEM EXAMPLE

Example:  
Tablet



## THE ICMD CORPORATE ICONOGRAPHY

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An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture

or symbol serving as a quick, "intuitive" representation of information,



### EXAMPLES FOR ICMD CORPORATE ICONOGRAPHY SYSTEM

- How to:**
- only use icon with a background
  - only use filled icons
  - upscale only proportional

## SECTION 6 SUMMARY

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Summary

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#### A SHORT SUMMARY

The approach of the logo communication is a radar chart diagram that would represent the status of submitted works / papers belong the submitted material. The updates will be available after each submission and would represent the current status of the submitted work. All the subject (keywords) exposed in submitted paper would be represented in the diagram after **submission and analysis of information, what would reflect on the logotype.**

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