

DESIGN STRATEGY FOR A RELIGION BRANDING MODEL

브랜드 종교화 모델에 위한 디자인 전략

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1. Introduction

Whenever customers buy, eat or wear something in daily life they tend to hesitate which choice is better. The way to reduce this uncertainty is to give them a belief which their choices are right. In order to obtain certainty and stability, people have been guided by the wisdom of mighty or reliable leader. This belief in their leader exists as a driving force behind religion as well as brand religion.

2. Background

These days, the influence of brand image and information has downsized because of confusion between bloody competition. In a value-centered economy, the solution is to get deeply engaged in the customers' mind with distinct, unique brand values.

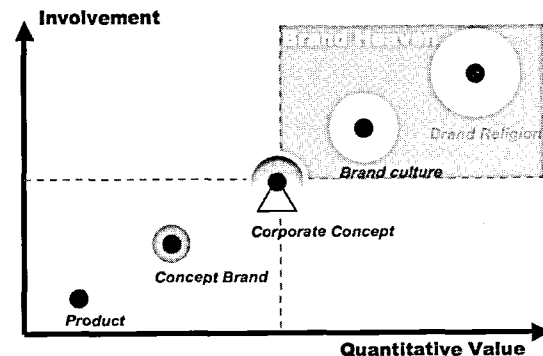
Brand religion is the embodiment of achieving the deepest involvement with customers. The research explores the procedure of reaching brand religion through 5 phases from focusing on design that implements key tactics and strategies to brand interfaces where customers meet brand. This study aims to invent design strategy for building brand religion. Design facilitates brand visualization, experience and interface in brand-driven business, and makes routine-life more aesthetic, experiential, escapist, and entertaining. Furthermore, it helps guide customers to adapt to changes in an easier, more effective way.

3. Nurturing brand religion

3-1. What is brand religion?

Brand religion, the ultimate brand positioning is based on customers' belief. Brand religion could eliminate customer's anxiety, risk, and change the relationship between the customer and the brand. it aims to change a rational decision to an irrational, passionate decision to be loyal beyond reason. The most important thing is that religion brand can inspire customers, transform an ordinary life into a better one.

3-2. The procedure of brand religion



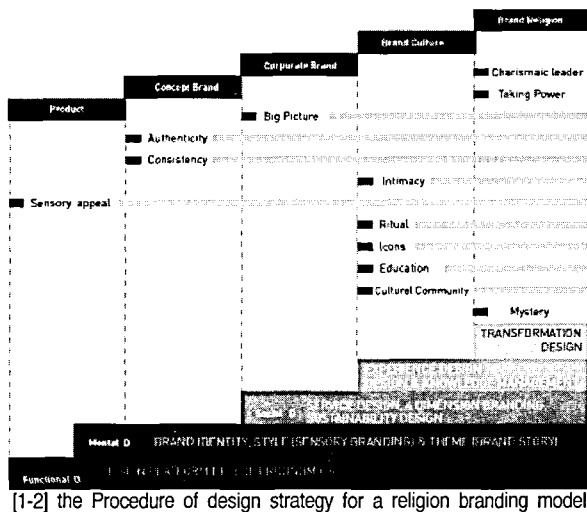
[1-1] the Procedure of Brand religion by Jesper Kunde

- 1) Product (as a functional quality): Product without any kind of value added to the generic element
- 2) Concept brand: Brands driven by emotional value rather than the product properties
- 3) Corporate brand: Brand that merges consistently with the company, in other words, there must be consistency in everything the company does in relation to the brand.
- 4) Brand culture: Brands that have gained such a strong position in customers' minds, they become synonymous with the function they perform with core target group.
- 5) Brand religion: The ultimate brand position, held by brands that have become a must, a belief system to the customer. Brand religion is an extended, extra-strong brand culture.

4. Design strategy for a religion branding model

4-1. Product phase

- Design Platform: can be used to enable companies to effectively utilize a set of distinctive features, characteristics, attributes or elements (1D- color, material, texture/2D- Shape, size, contour, graphic/ 3D- Form, feature, look & feel). Moreover, be perceived into product identity.
- Ergonomics: products must be easy to use from both a physical and cognitive perspective, be safe, and should be comfortable to use and not create undo physical or mental stress during use.



4-2. Concept brand phase

- Identity: individuality and personality expressing uniqueness, timelessness of style, and appropriateness in the environment.
- Style: as a holistic impression through 5 senses (visual, sound, smell, touch, and taste). It reinforces association, differentiation, and recognition.
- Theme: it is a driving idea for brand building program, based on intersection between corporate and customer identity

4-3. Corporate brand phase

- 4 Dimension Branding: includes functional, mental, social, and inspirational dimension for a big vision.
- Service Design: as unique, differentiated service idea not the concept, plans to design a total process from idea right through to termination and disposal (if any) of the service beyond the product itself.
- Sustainability Design: Holistically considering the impact of products or service (Social, Environment, Economic) now and in the future including the restoration of damage already done.

4-3. Brand Culture phase

- Experience Design: designing the moment of engagement between consumers and brand, and the memories that moments create. which demands aesthetic, entertaining, escapist, and educational factors
- Design & knowledge Management: trying to design with market knowledge using IT (Information Technology) to leverage the knowledge of target customer, innovative response to the changing needs and tastes of customers.
- Management of brand touch point: divided into 3 parts, namely pre-purchase, purchase, post purchase, it manages interfaces where customer meets brand.

4-4. Brand Religion phase

- Transformation Design: achieves innovation through continuous transitions in their industry, tries to integrate,

converge multiple functions, and considers individual taste by mass-customization. furthermore it tries to make the world a better place.

- Mystery: stimulates excitement, surprise and wonder with great stories combining the past, present and future and taps into dreams. that can be myths and icons and instill inspiration.
- Intimacy: turning an experience into a meaningful one, continuously personal relationship, a long term commitment.
- Belief: based on leadership from a reliable, charismatic leader with integrity, honesty, clarity, responsibility and reputation
- Emotion: feeling of adventure, independence, certainty by belief, and power through tension between rivals.

5. Case analysis



[1-3] Apple iPod mp3 player_Experience Design

Apple's transformation design at the phase of brand religion.

- : Integration software and hardware: iPod+ iTunes
- : Synthesizing Online-music store providing sources
 - Hardware: iPod mp3 portable player
 - Software: iTunes: music control program
 - Music store : Apple iTunes On-line music download
- : Entering from Computer market into entertainment industry
- : Creating a paradigm shift in music industry

>> Designing an integrated music life-style

>> Guiding, determining new digital-life

6. Conclusion

The religion branding model is a set of guidelines to utilize design as an unrivaled competence for brand-driven business, to convert brand uncertainty into brand belief, and it can be qualified as a brand tool for the diagnosis of current brands and the prescription through indicating the lack of core factors in brands pursuing a brand religion.

Reference Books

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- B. Joseph II, James H. Gilmore, The experience Economy, HBS
- Martin Lindstrom, Brand sense, Kogan Page