

ellisjames

Design Daily





Si Ellis





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The Parable of Jack





Jack







LIFELESS!

COLD!

NEEDS A GARDEN!





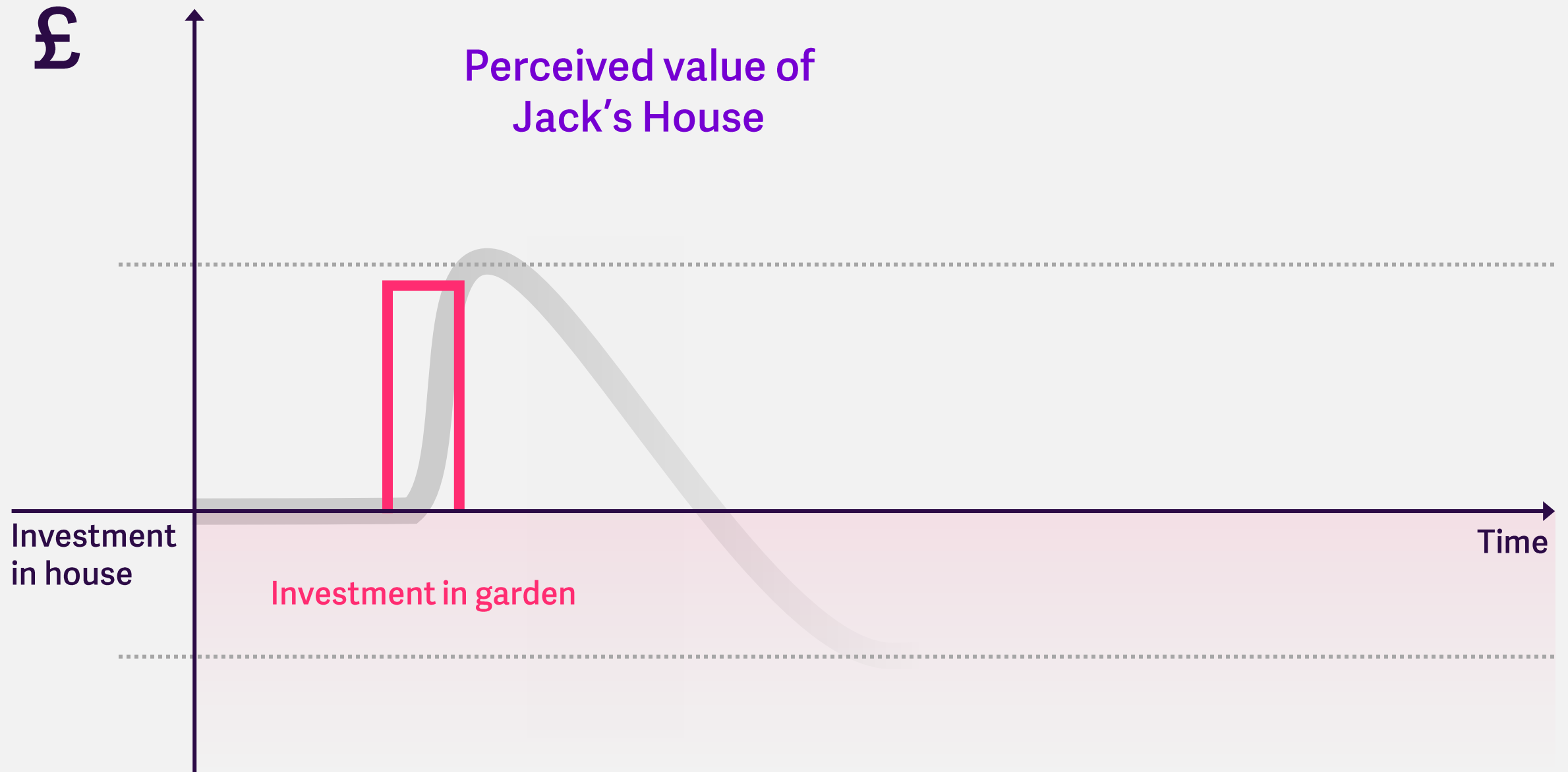


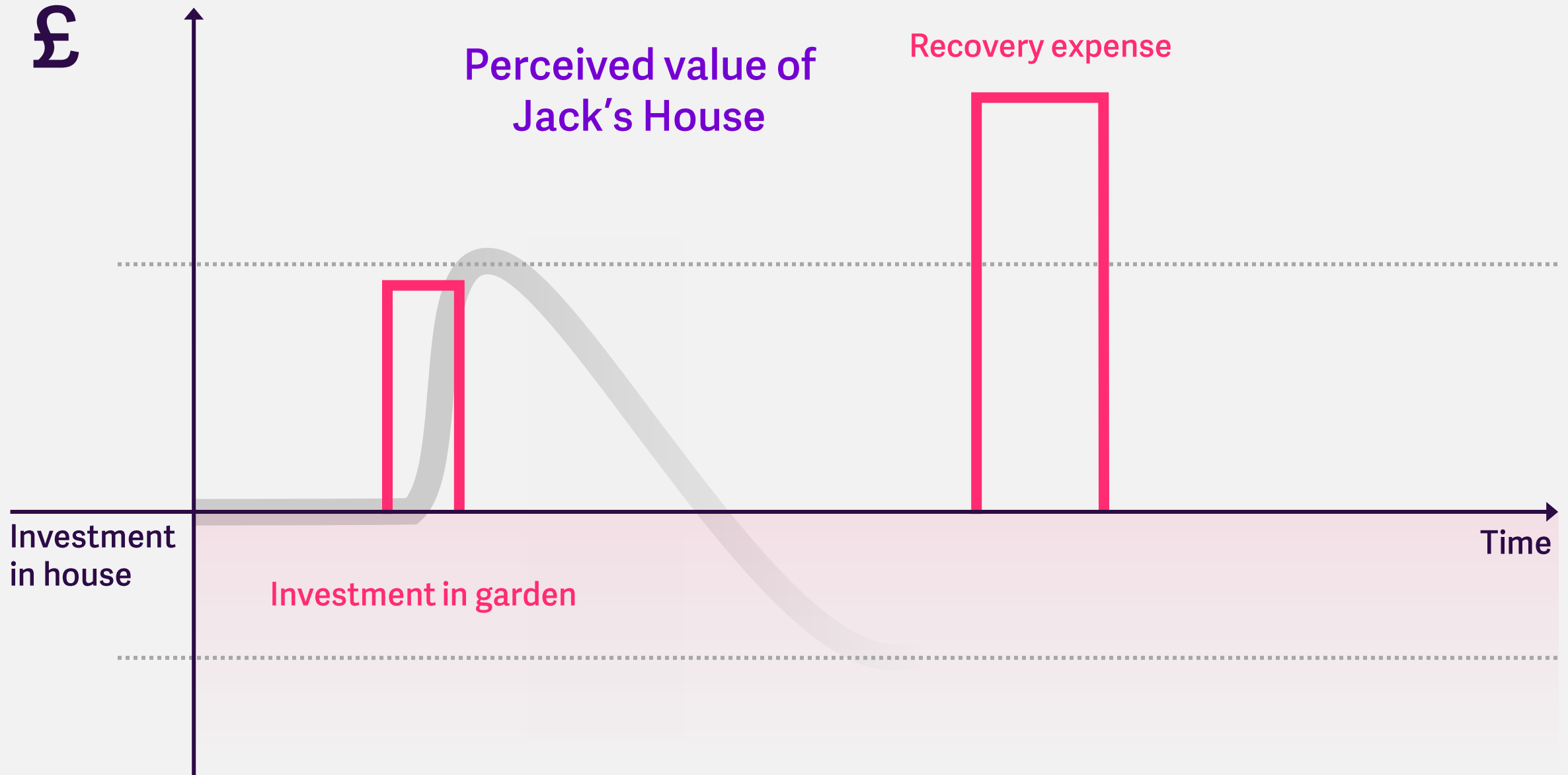


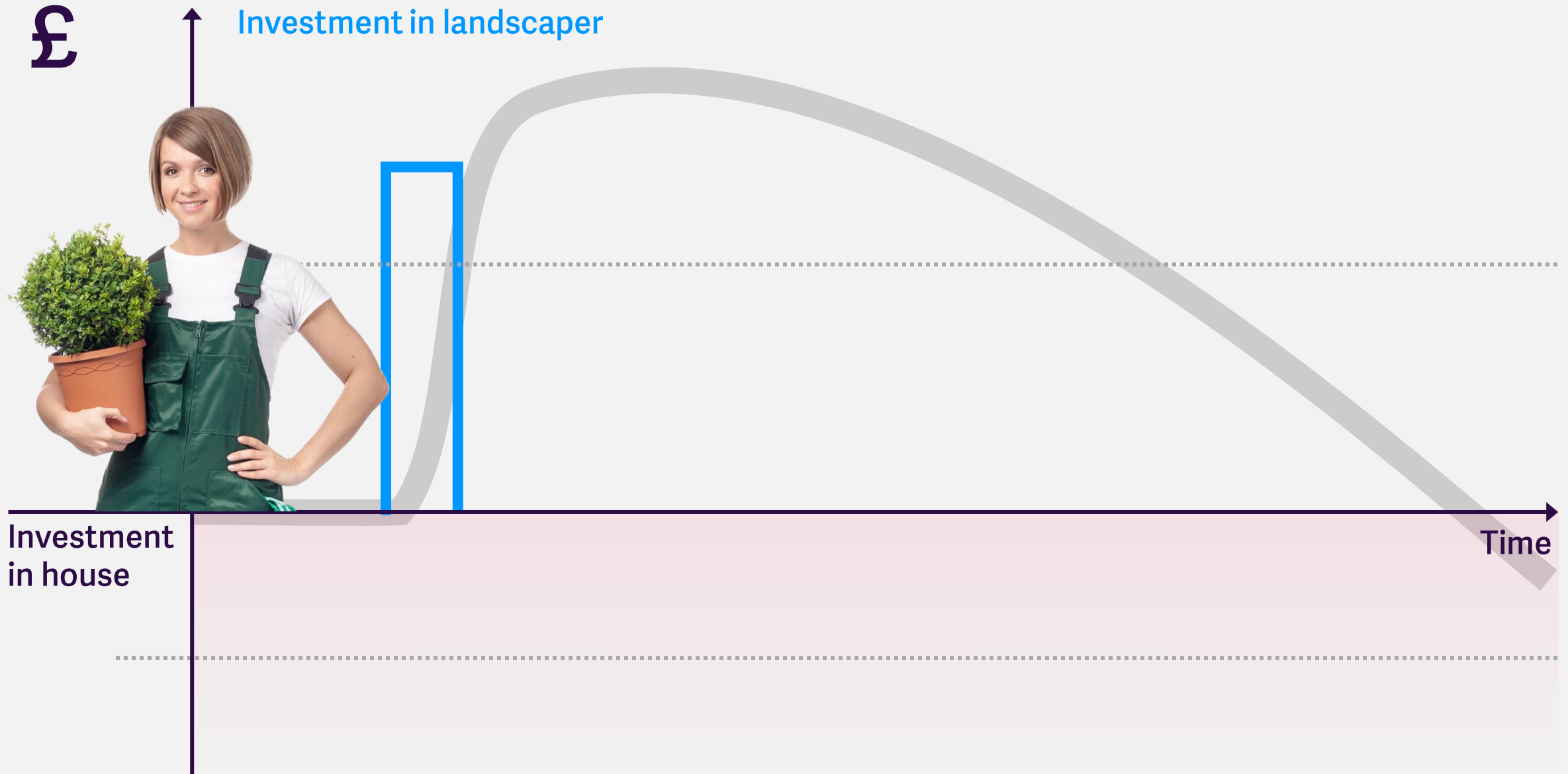












British firms that invested in design saw a 200% rise in stock performance.

Each pound spent on design earned a return of 125%.



Companies that invest most heavily in design do better in sales growth

2005 Study, Helsinki



Companies that invested in design had 22%-44% higher growth than those that did not.

2003 Study, Copenhagen



Design is a 'crucial driver of value' for many companies

2010 Study, Essen, Germany



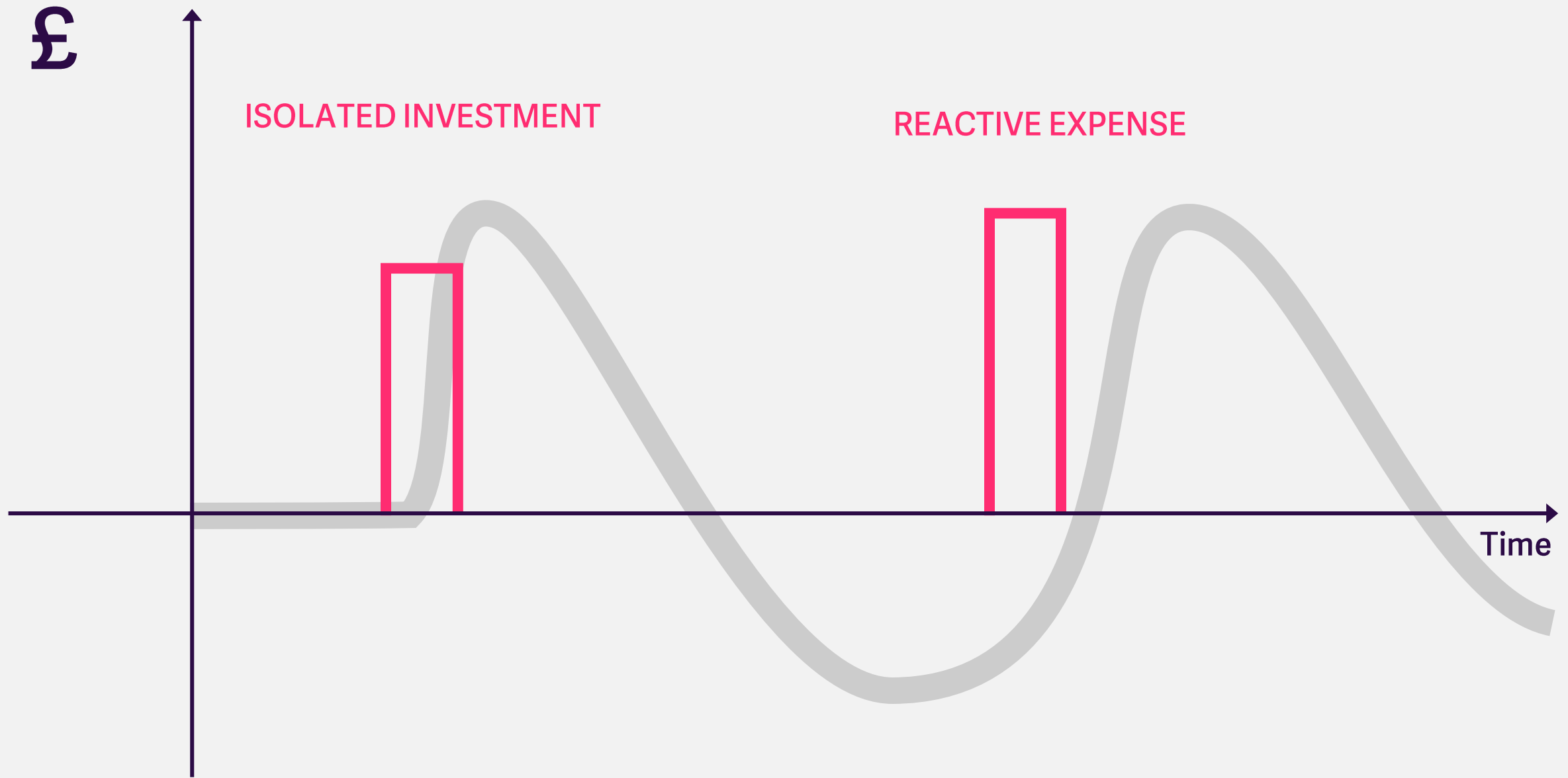
Investment in design leads to better product performance

2010 Study, Amsterdam

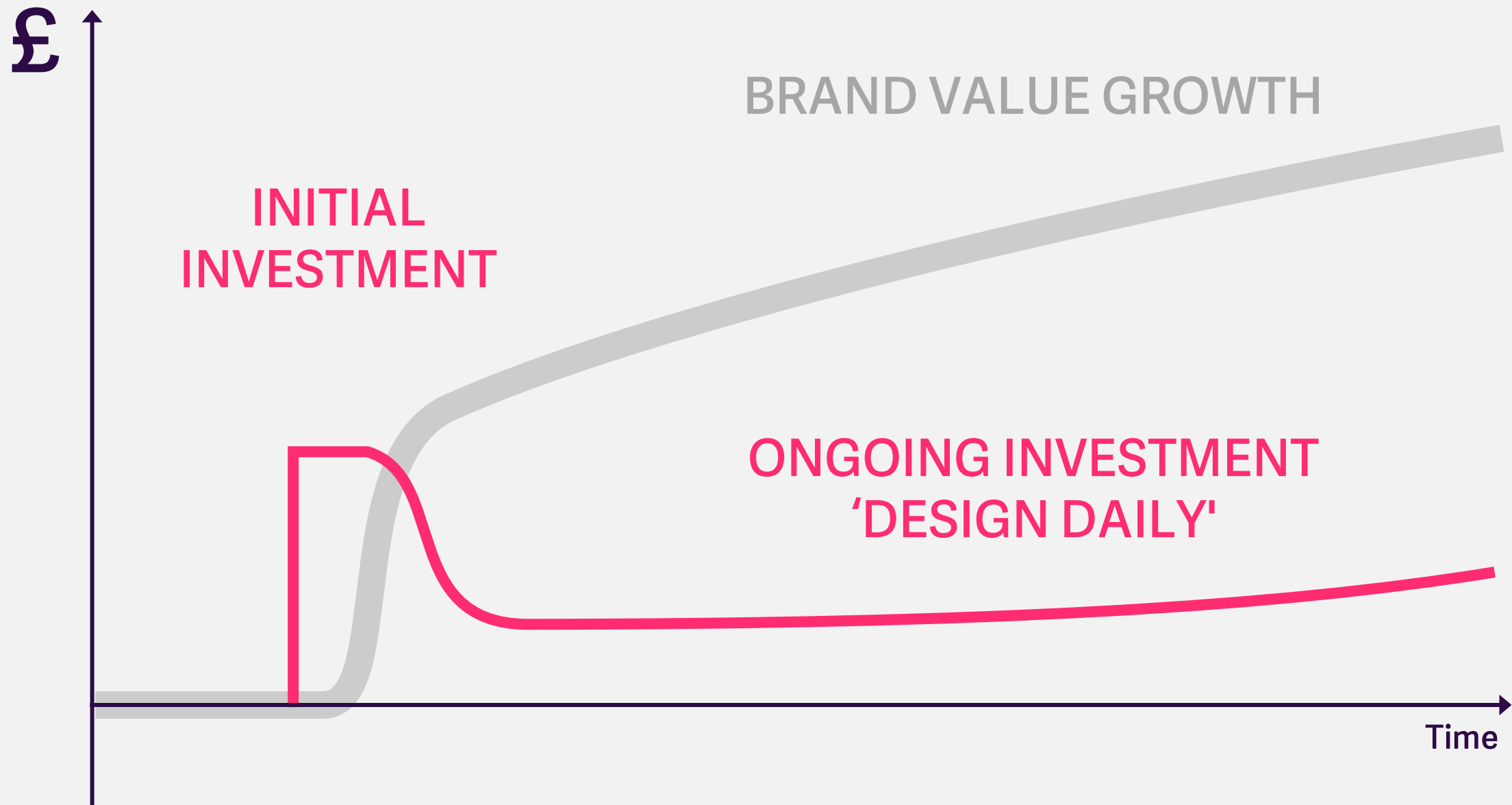


DESIGN IS A SAFE INVESTMENT









Why aren't
businesses
investing in
design?



Lack of understanding of what 'Design' is

Lack of appreciation for what Design can deliver

Lack of value perception in design as a professional service



Lack of understanding of what to look for in a creative service provider and how to engage them

Poor understanding of how to evaluate design outcomes

A belief that 'we are too small to bother with design'



What are
they missing
out on?



Sustained brand governance

Strategic brand development

**Proactive command and control of
messaging evolution over time**

**Optimisation of customer
engagement opportunities**



**Higher value perception and
differentiation from competition**

Higher levels of innovation

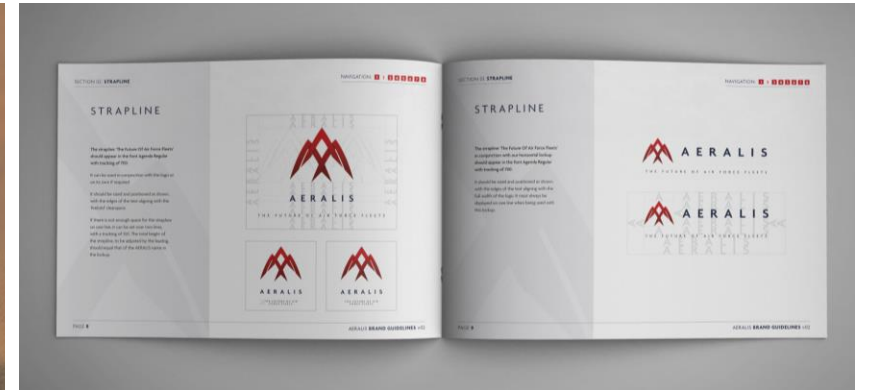
Stronger cultural alignment

More effective recruitment

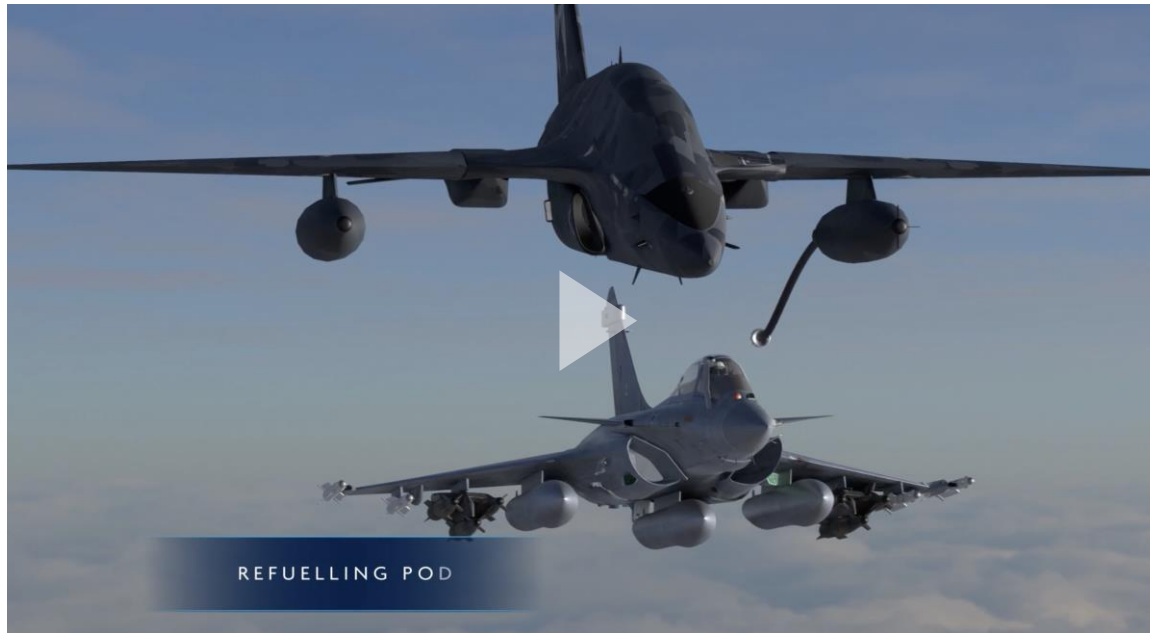




A E R A L I S









Taken seriously more quickly

Quick comprehension of complex
concept and proposition

Third party objectivity and
brand governance

Able to respond and fully
exploit all opportunities



Buy-in and trust across the business
'Creative' worthy of investment
Involved early doors
Weekly/daily communications
Included in strategy conversations
Acceptance of rapid iteration process
Belief in third-party objectivity





Third party objectivity

Partner commitment

**Human-centric
problem solving**

**Higher engagement
with internal and
external audiences**

**Culture-deep spirit
of innovation**

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