

 Nanyang Academy of Fine Arts	School of Design & Media	ASSIGNMENT 2, Part 1 CREATIVE PROPOSAL	Year / Semester 2023/ST
Module Title: DESIGN & BRAND STRATEGY (DBS)		Date issued: January 2023.	
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DESIGN & BRAND STRATEGY ASSIGNMENT 3 (FINAL)			

THE CREATIVE PROPOSAL > RESEARCH > A ROADMAP TO DBS

CHOOSE **ONE** OF THE FOLOWING FOR YOUR FINAL ASSIGNMENT

1. Rebrand an existing product in Singapore
2. Rebrand an existing service business in Singapore
3. Rebrand an existing event in Singapore

A creative proposal is like a road map. A good brief leads to imaginative and persuasive designs and gets you there quickly. A bad brief starts you off in the wrong direction. So, you have to stop, figure out where the heck you're going, and start again.

A comprehensive, detailed brief becomes the guiding document for the entire design process, and spells out exactly what you, as the designer, need to do, and the constraints within which you need to do it.

You will need to answer the following questions **BEFORE** you begin your research. Your answers **BEFORE** your research may help you to establish a mind map for this final assignment. Please delete all **Red** and **Blue** texts before submission.

1. BRAND BACKGROUND

The brand is called Creative and it sells all kinds of audio products. From headphones to mixing consoles. They sell headphones, headphones, speakers, soundtracks, sound cards, sound amplifiers, webcams and microphones. Their products are more or less expensive, their cheapest product are speakers at 49\$ and their most expensive product 500\$ (499\$). The brand was founded in 1981, on 1 July 1981 to be precise, by a Singaporean by the name of Sim Wong Hoo. The headquarter is located in Singapore at the International Business Park Rd, and has numerous connections around the world, with a network spanning more than 80 countries in North America, Europe and Asia.

2. REBRAND OBJECTIVE

The main problem with the brand is that it claims to have a creative name, which shows their creativity, but compared with the other big competitors, they don't show any creativity and their design shows that it's not very well made. The aim of the rebranding would be to give a very creative and innovative feel, starting with the logo, which only shows the brand name. What's more, the fact of standing out from its competitors by highlighting 'ordinary' products (headphones, earphones, speakers, etc.) with a totally different design that's just as pleasing to the eye could allow the brand to show that it has potential and that it doesn't have to envy its competitors.

3. TARGET AUDIENCE

Most of the people who could be Marsque's main targets are sports enthusiasts, as the brand offers a number of extra auricular earphones and intra auricular earphones that are resistant to perspiration. The age range is therefore between 12 and over, meaning that there is no real maximum age. The brand was founded in Singapore in 1981, over 42 years ago. They are headquartered in Singapore at 31 International Business Park Rd. Their main source of revenue comes from sales of their audio processing sound cards, which can combine several tools in 1 object, digital audio, a voice synthesiser, a MIDI interface and a joystick port. The brand is doing so well in this field that in 1990 it even decided to create its own type of file, ".voc".

The brand's main customers are audio enthusiasts and/or professionals, who use the brand's sound cards to improve the audio quality of their computers. It's a peripheral that you plug into the device in question, and the sound card analyses the sound and improves it.

As for the other products that the brand offers, such as in-ear and out-ear headphones or headphones, users like to do sport with them, such as going to the gym, jogging, and all kinds of other sports. What attracts most customers to the brand is the fact that the sound quality of their peripherals is of very high quality.

4. COMPETITORS

Creative Technology's main competitors are Electro Accoustic, Lumens AV. Previous competitors: Adlib and Covox

5. NEW PROMISE AND BENEFIT

Giving the design a much more creative edge could help relaunch the brand. What's more, a new type of design would be needed, as well as the use of their very powerful sound card technology in all the products the brand sells (headphones, earphones, etc.). This would attract both music professionals and music fans. What's more, we'd need a design very specific to the brand that would be recognisable to everyone and would therefore highlight the brand.

6. NEW KEY COMMUNICATION MESSAGE

"Your sound, our passion."

With this slogan, we show how much we want to get closer to the community and that what unites us is the passion that the customer and the brand for sound have in common and that's what binds the 2.

7. TONE OF VOICE (Attitude)

We need a serious attitude that's not too aggressive and very professional.

8. DELIVERABLES

1. Show and highlight the brand's powerful sound chip

The brand has a very good sound card, and we need to take advantage of this and put this technology to good use in the other products that the brand sells, such as headphones, earphones and speakers.

2. To have a design that is innovative, creative and instantly recognisable.

The fact that a person can identify a product allows the brand to advertise its product without having to pay to promote it, since the promotion will take place once the customer has bought the product.

3. Implement software that can be connected to each of their products and thus modify the sound as desired.

Putting in place an application that would allow users to manage the bass, treble and tonality of their audio and all this in one application for almost every product that the brand offers means that the user doesn't lose his or her repairs and also helps to build customer loyalty, as the customer will get used to the product and the application's interface.

The brand could gain greater visibility on Instagram or Tik Tok rather than Facebook, since the vast majority of the young population is found there. The young population loves and adores sport and new technology, so highlighting products that are adapted to sport, such as headphones and speakers, could sell more easily.

Rebrand A3 size Mood Board/Concept Boards

Your concept board may include:

