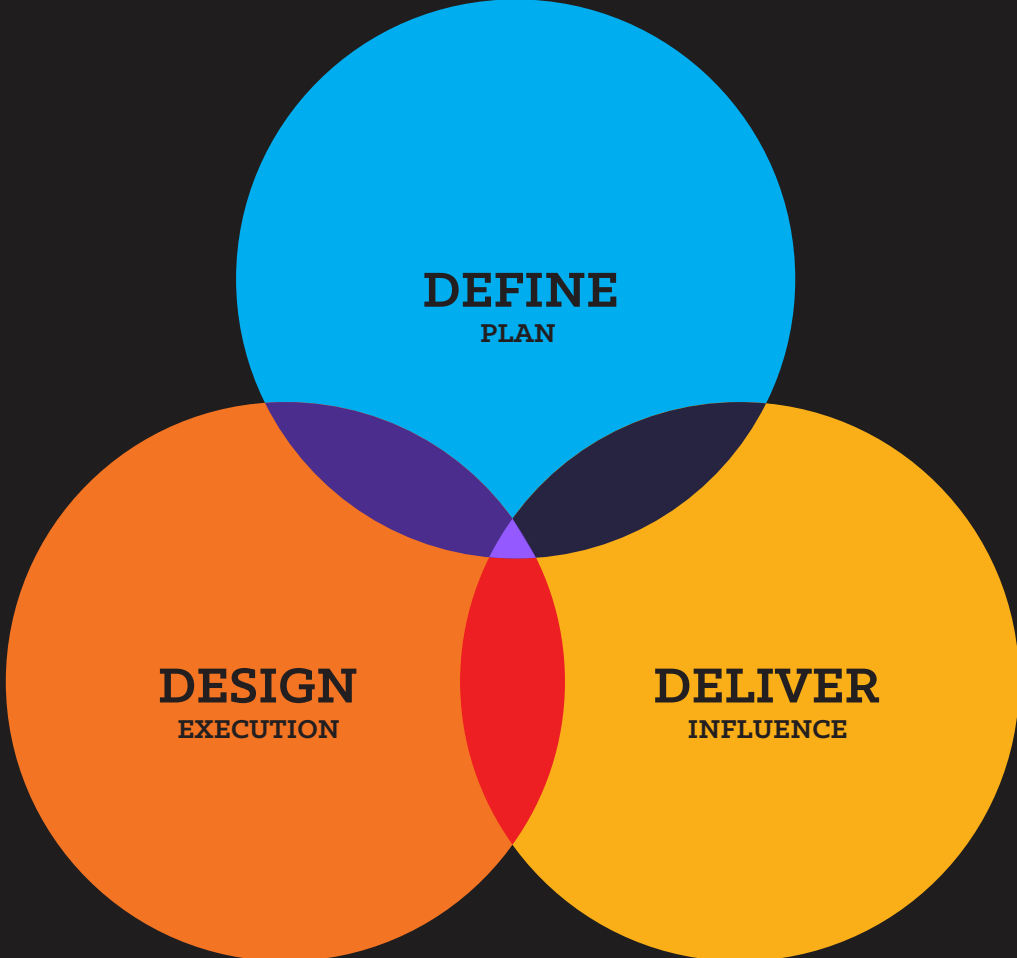Design is the delicate balance of ideas, aesthetics, form and function.
But the most important, yet often overlooked element is human.
Because the best design is that which has a positive influence on a person's life.
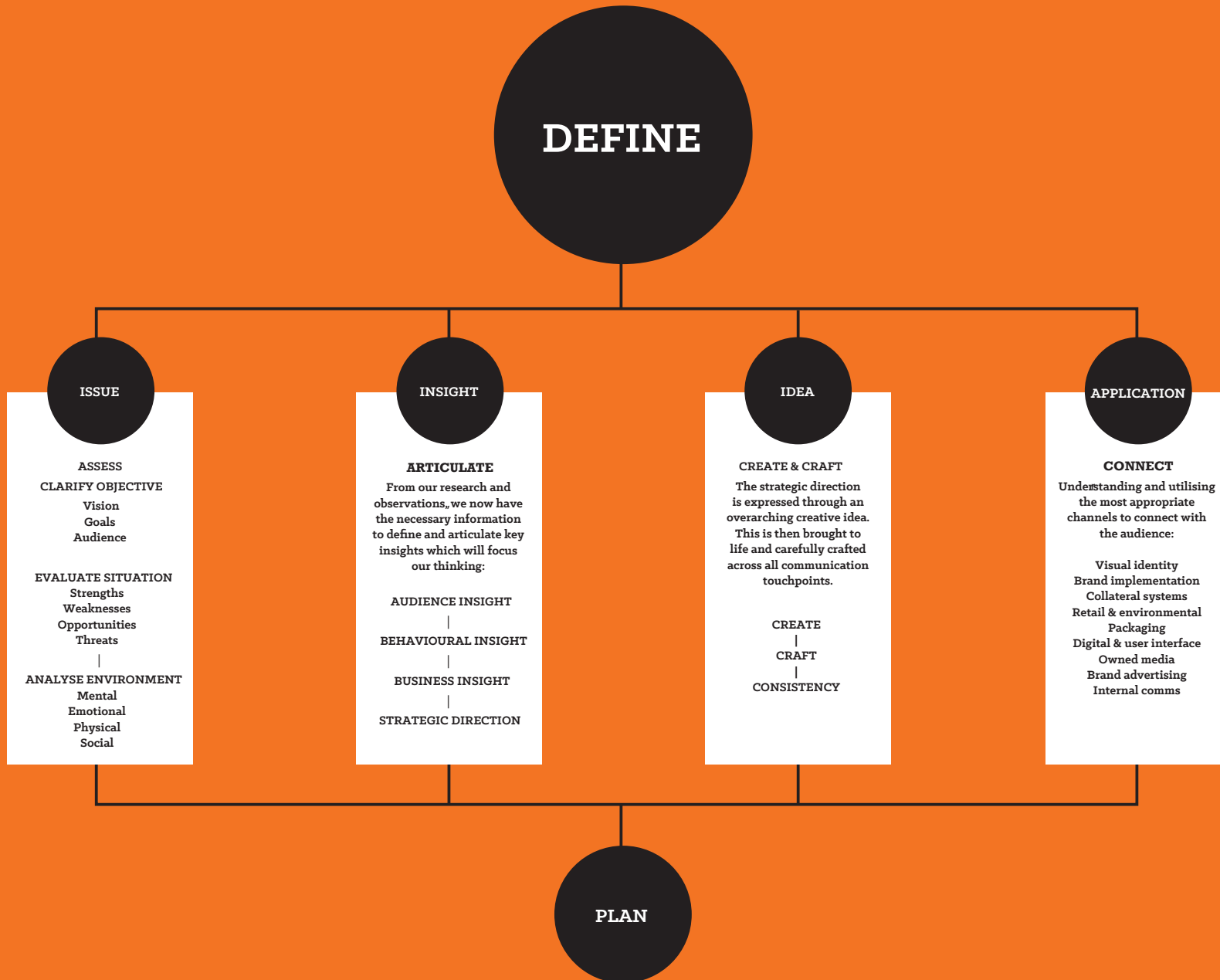So we put the understanding the human element at the heart of everything we do.

DEFINE
PLAN

DESIGN
EXECUTION

DELIVER
INFLUENCE

DEFINE THE PLAN
We begin by taking a holistic overview of the project. By clearly defining the objective we can create a strategic plan to connect with our audience.

DEFINE

ISSUE

ASSESS
CLARIFY OBJECTIVE
Vision
Goals
Audience

EVALUATE SITUATION
Strengths
Weaknesses
Opportunities
Threats
|
ANALYSE ENVIRONMENT
Mental
Emotional
Physical
Social

INSIGHT

ARTICULATE
From our research and observations, we now have the necessary information to define and articulate key insights which will focus our thinking:

AUDIENCE INSIGHT
|
BEHAVIOURAL INSIGHT
|
BUSINESS INSIGHT
|
STRATEGIC DIRECTION

IDEA

CREATE & CRAFT
The strategic direction is expressed through an overarching creative idea. This is then brought to life and carefully crafted across all communication touchpoints.

CREATE
|
CRAFT
|
CONSISTENCY

APPLICATION

CONNECT
Understanding and utilising the most appropriate channels to connect with the audience:

Visual identity
Brand implementation
Collateral systems
Retail & environmental
Packaging
Digital & user interface
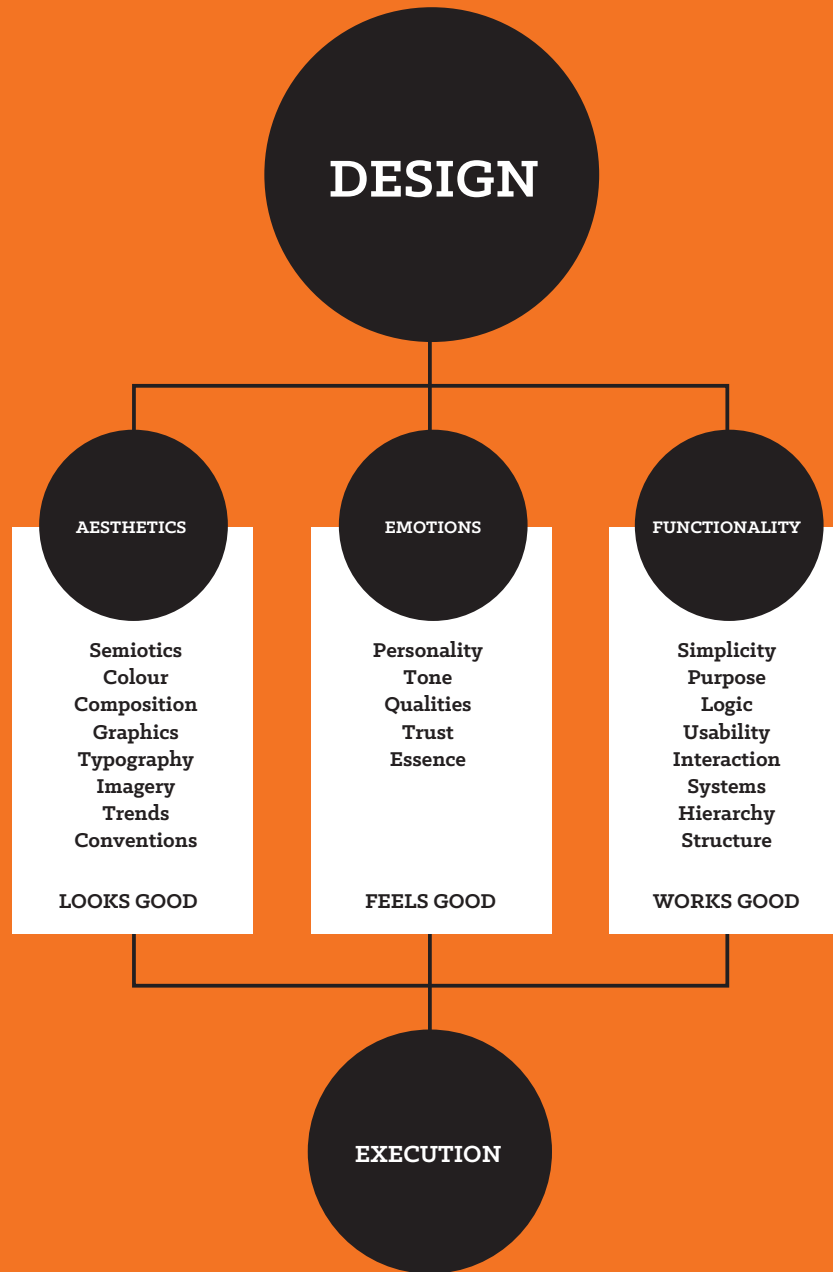Owned media
Brand advertising
Internal comms

PLAN

DESIGN execution

The language of simplicity
is best articulated through
the combination of
aesthetics, emotions,
and functionality.
Aesthetics and emotions are
directly linked. If a design
has the right mix of graphic
elements such as colour and
composition it will stimulate
the right mix of emotions.
If the design is functional it
will be simple, logical and
easy to interact with.
In other words, if it looks
good, feels good and
works good — you have
the foundation for
influence by design.

DESIGN

AESTHETICS

Semiotics
Colour
Composition
Graphics
Typography
Imagery
Trends
Conventions

LOOKS GOOD

EMOTIONS

Personality
Tone
Qualities
Trust
Essence

FEELS GOOD

FUNCTIONALITY

Simplicity
Purpose
Logic
Usability
Interaction
Systems
Hierarchy
Structure

WORKS GOOD

EXECUTION

Understanding the human element results in influence over the audience's awareness, engagement and actions.

DELIVER

AWARENESS

ENGAGEMENT

ACTION

IDENTITY DESIGN

Design influences human awareness by making brands more relevant to the audience and more distinctive from the competition.

VISUAL COMMUNICATION DESIGN

Design influences human engagement by inspiring thoughts, feelings — and stimulating conversation.

FUNCTIONAL DESIGN

Design influences human action by making the decision making process simple, easy and user friendly.

INFLUENCE