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DESIGN AS AN EFFICIENT TOOL
OF CORPORATE MARKETING

The majority of professionals and numerous amateur designers, active in this profession do not realize the scope to which design influences corporate marketing. Only seldom is design labelled as a supporting tool for advertising activities of institutions (CORPORATE ADVERTISING) or as its sale assistance. However, design as an important part of advertising is accepted in the field of package design, information graphics, visual communication of Corporate Identity Programmes (CORPORATE IDENTITY), and sporadically within retail points in their interior and exterior creation (CORPORATE DESIGN). However, the role in corporate marketing is, in fact, much wider. The aim of this work is, on the base of symptom analyses, techniques and results of methodical activities, to draw up a complex outline of design performances.

This article maps out the basic framework and contexts of future form of design work. It is based on a supposition, supported by a long-time experience in practice. The majority of professional designers do not accept the potential assets of design orientated towards development of today's organizations, especially their marketing strategy. On the other hand, company managers are unaware of possibilities that design could offer in the field of market. Designers, who are particularly focused on the core of their work, are not trained to communicate about wider limits of interaction between marketing and design. Clients view design only as a resource of some added value. The following analysis is mapping out possibilities of interdisciplinary (marketing and design) approaches to the solution (some challenges) of product creation and in this respect designer's activities within a company. The theoretical base of modern marketing and its interpretation is followed as well. Both topics will be integrated and thoroughly analysed within the PhD.

Thesis

- Marketing and design have many features in common. This supposition can be a basis for an effective cooperation of professionals in both fields.
- In the contemporary structure of market economy, the product realization chain: design – marketing – client starts to be important in individual cases of the product realization. The satisfaction of needs, expectations and demands depends on the weakest segment of the chain, namely the marketing.
- Design and marketing must cooperate in order to achieve the aim of successful product sale.
- It is marketing that defines: what has to be produced and it is design that looks for the answer to what should

be the new form and content of this product.

- Professionals and amateur designers do not realize the whole span of services that design can provide for in carrying out its typical processes.
- If we are talking about the necessity of effective cooperation in both fields, we have to establish logical, systematic, and methodical activity, supported by theoretical basis and applied processes.
- Marketing offers a few simple methodologies, which map out the possibilities of the implementation of design activities in marketing processes.

In the process of product development three subjects can, under certain conditions, possibly meet: design (designers – the department carrying out the design – process), marketing (marketing managers – the department managing corporate marketing – process) and clients. They can, in mutual cooperation, provide utilities for each other in order to fulfil their needs. Marketing is a management process of identification, foreseeing and satisfaction of clients' needs with the aim to reach the profit. (1)

This interaction can be expressed by model of relations operating in individual roles and in bilateral arrangement: the design is a marketing supplier, marketing is a direct purchaser of the design, the client is marketing's end user and an indirect purchaser of design (in specific cases these relations can be more complicated). Within the chain: marketing — design — client, the last segment uses product, which is the result of cooperation of the first two. In general, there is a thesis, which says that a chain is as strong as its weakest link. This idea can be applied to the above-mentioned chain. End quality of client's satisfaction will come up (both internally and externally) according to the efficiency of the three cooperating segments. The neighbouring connections are, of course, essential. The above stated fact is an important argument, explaining why we must build strong and effective relations between corporate design and marketing. So far, we may consider this link as the most problematic. These two fields are separated by a different development of the disciplines, methodology and work procedures, sources, and operations, that they exploit when transforming the inputs into the outputs. There are also differences in training of professionals, cultural community background and experience, different social position, perception of produced values, relation between risk and speed of feedback. Building of mutual trust, cooperative methodology and systems, as well as the setting up of the communication base will be essential for their future cooperation. The products' material culture, on which this society depends more and more, becomes a leading model of values for large groups. Many similar but



inefficient interactions between managers and designers appear every day. Any successful solution of one of them indicates the possibility for solutions of the others. Marketing is the first source of managers that is analysed in terms of methodology and change planned within the company. Marketing and design can (and should) participate in the fight for market position of the company from the first steps.

Design should become a vital potential and support of corporate marketing. This claim is based on supposition, observation, surveys and long time practical experience. The majority of professionals do not identify design's potential assets for corporate development, especially in marketing activities. Managers in institutions do not know what can design offer them in the field of market position management, and consequently, they do not request it. They often request the typically designer work from irrelevant for example advertising agencies). Designers, usually too much concentrated in their creativeness and specialization, fail to provide consistent information about the ability of design to satisfy the manager's needs. They only unwillingly speak about the genesis of their product. That is why marketing managers believe that they have little influence in affecting designer's outputs, or that the complexity of delivery arises by chance and unplanned. They often say: Let us do our work, you do not understand it. Moreover, both groups use different professional languages, which bring about complicated situations and become a source of misunderstanding. Finally, clients (end users) of the products understand the word „design“ as a type of plan, model (form) or outer look of the product. For example there is, no actual customer pressure concerning high prices and low quality of products in Slovakia. This could directly affect the poor mutual systematic approach of managers and designers. Of course, we have to acknowledge that there are some exceptions, too. That is why we have made a lot of effort to map out and present a good example of design strategies in a company, using the basic, easily understandable and applicable marketing strategy.

The key platform that has been established as the basis for the thesis research is a thorough analysis of definitions of both disciplines – design and marketing, analysis of marketing mix, the model of behaviour of market during the attack of new entrepreneurial firm (Porter's model), some aspects of competitive advantage and the building of corporate goodwill. The aims transformed into final goals of the thesis are as follows:

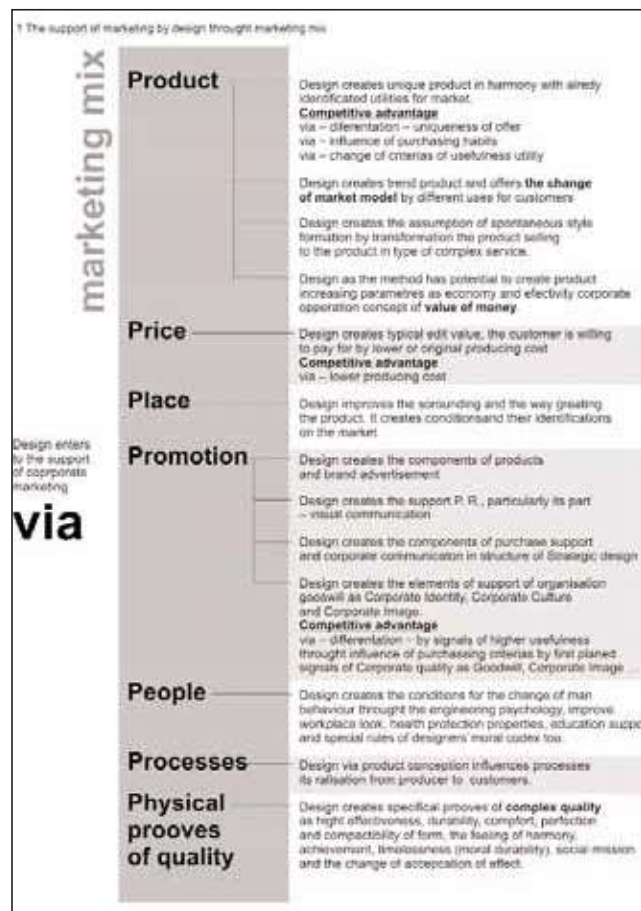
- setting up the most practical and understandable panorama of design activities used for the marketing support, its systematisation and support by professional arguments,
- building of communication bridge between designers and marketing managers in the form of instructions: how to lead common negotiations, how to perform one's own mission and how to manage to find basic features for cooperation,

- offering an outline of these problems for lecturers and students within both disciplines, and possibly for professionals and other people interested in the field

It seems that both parties design and marketing could benefit from this mission. The experience from nonlinear development of scientific fields, a typical feature of last decades, which is a reason for reduced chances of continuous adoption of scientific results leading to the multi professional symbiosis, indicates the perspective steps towards their cooperation.

Appendix

Figure 1 shows the famous methodology used by marketing analyses. Product, Price, Place, Promotion, People, Processes, Physical proves of quality are the marketing manager's tools, which simultaneously present the possible relations between design and marketing. By these tool sets, we can influence position of our corporation on market. Design could play an important role in this effort.



References

- (1) Chartered Institute of Marketig, www.marketingportal.cim.co.uk