

Elevating Design

Integrated
Design
Team

Microsoft
Phones

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Emma
Hauldren

Anthony
Dalby

Introduction

The design of our products and services we put in people's hands are potent symbols of our brand.

Design is recognised as a significant differentiator.

Design Elevation

Design is emotive, it creates credible buy in.

Our competitors are increasingly marketing Design to influence consumers buying patterns to create a competitive advantage.



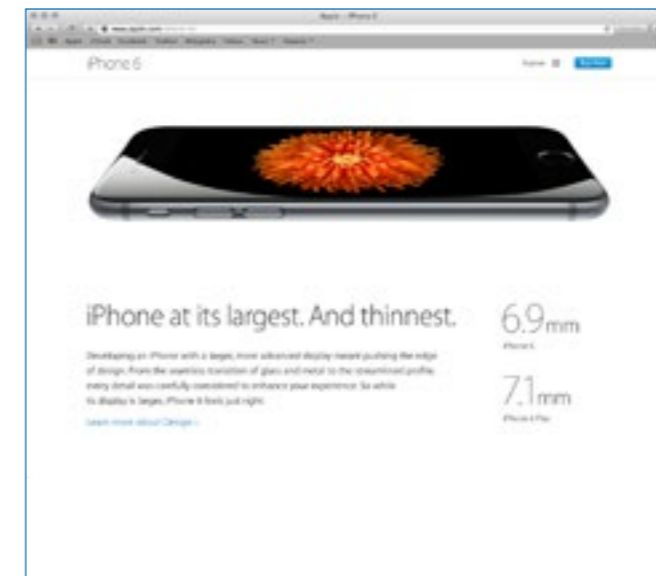
samsung.design.com



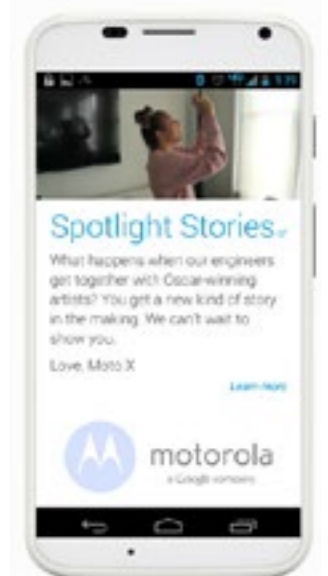
google.com/design



htc.com/good-design



apple.com



motorola X

Brief

How can Design elevate our messaging, create engagement and familiarity?

How can Design influence consumer purchase consideration?

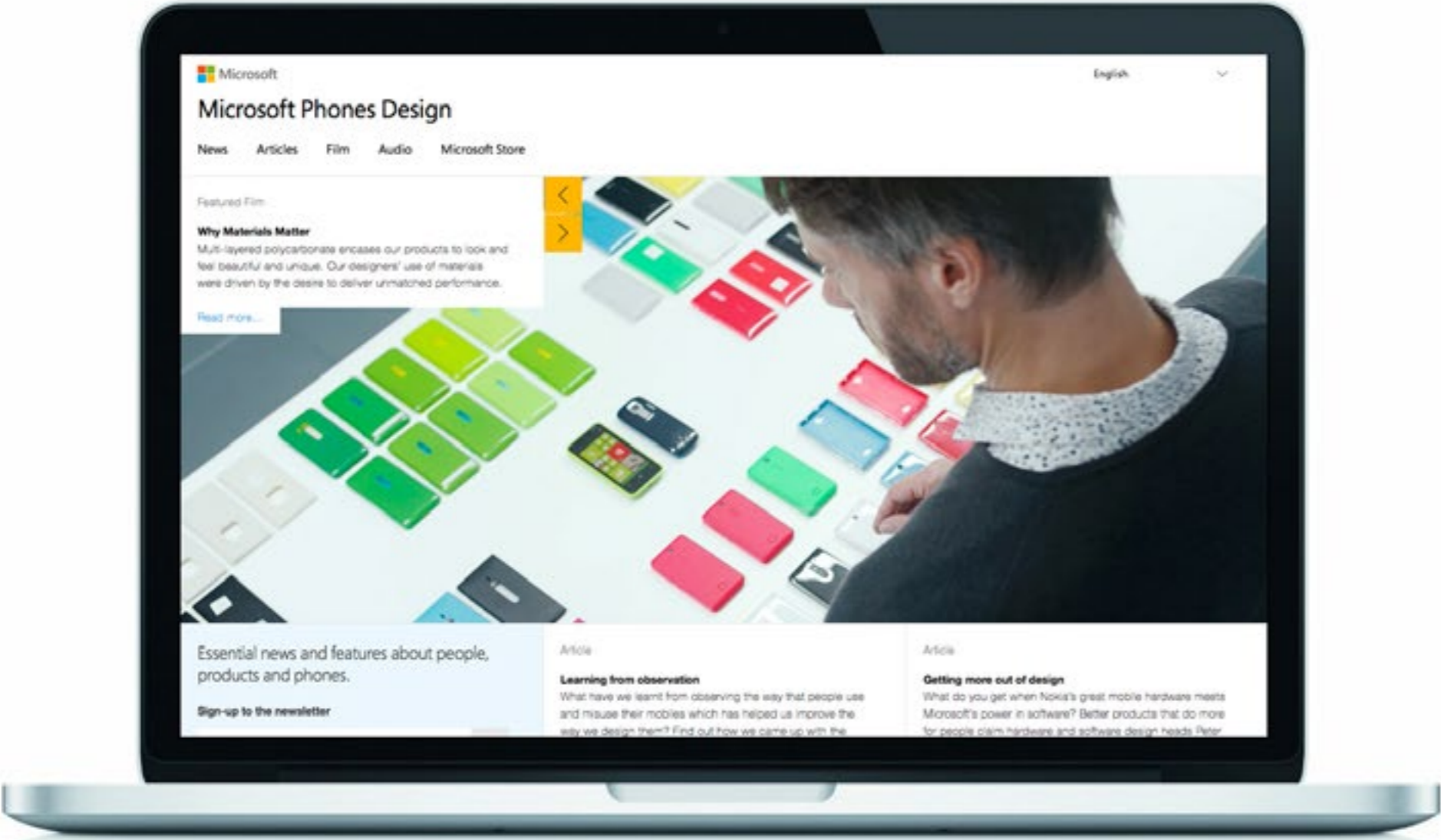
Why?

Microsoft Phones have a design driven portfolio, but we do not speak about it.

People do not fully understand what Design is delivering.

Consumers are still unfamiliar with our products, user experience and ecosystem.

Microsoft Phones Design



View Prototype >

Amplifying Our Message

This will be the first time that we will ever have a comprehensive editorial website explaining our phones design approach.

We will show we are active in the design and technology arena.

To further our reach we will collaborate with best-in-class media magazines and design journalists to amplify our messaging.

What if we don't do this?

We are not utilising Design as a valuable asset to complement our Marketing.

Miss the opportunity to re-assure people of our legacy through our continued message of Design and credibility.

We're not keeping up with our competition.

We lose the possibility to create a strong Design presence for our portfolio.

If we do this...

We believe explaining the Design stories behind our products and services will increase people's familiarity and consideration to purchasing devices.

Inclusive

This is a Microsoft phones initiative.

We would welcome additional design teams to join and contribute with their content for our consumers to see one design group with Surface and X-Box, under the umbrella of Microsoft Design.

Next Steps

1. Feedback and revisions
2. Who should we share this work with?
3. Refine budget

Thank you