

DISCOVERING DESIGN

Emma Hauldren
Kam Bhogal

Nokia Design
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Work In Progress
Version: 04

**Our competition are
actively talking about
Design, to create a
competitive advantage
and to influence
consumers' buying
patterns.**

**Nokia Design has
not got a voice.**

**People do not fully
understand what
Design is delivering.**

BRIEF

How can **Design** elevate
our messaging to
external audiences?

WHAT?

Broaden our design narrative, appealing to a design and mainstream audience. Telling the story of the journey as we define our collective design philosophy and culture.

HOW?

Collaborate with a selection of media brands to generate meaningful content throughout 2014/15.

WHY?

To reach a larger audience,
by emphasizing our
approach, directly through
the voice of **Design**.

EXTERNAL DESIGN PARTNERSHIPS

DAVID REDHEAD



THE MAKING OF THOMAS HEATHERWICK

You'll know his creations but not, perhaps, his name. Now the designer of the Olympic cauldron and the new Routemaster bus is ready to step into the spotlight. Tom meets London's best Leonardo. Interview by David Redhead. Photographed by Antony Croft

...the attention that is now following the show - and the worldwide publication of Heatherwick's work - will be a testament to his reputation and career that the design world has in the Heatherwick called the show design (it was at Heatherwick's design school that he was awarded the chance to design the cauldron and the bus). The cauldron will be the first of a series of projects that will be designed by Heatherwick and his team. The cauldron will be the first of a series of projects that will be designed by Heatherwick and his team. The cauldron will be the first of a series of projects that will be designed by Heatherwick and his team.



OBJECTIVE:

Emma and Kam to work with David gathering content for Design messaging for media collaborations.

MONOCLE Option 1

Monocle is a global affairs and lifestyle magazine, 24-hour radio station, website, and media brand.

Samsung and Monocle worked together and was commissioned to create 5 films produced in house at Monocle.

Monocle set up a microsite to host the content and drove traffic from monocle.com plus print campaign in their magazine.

Cost: ?

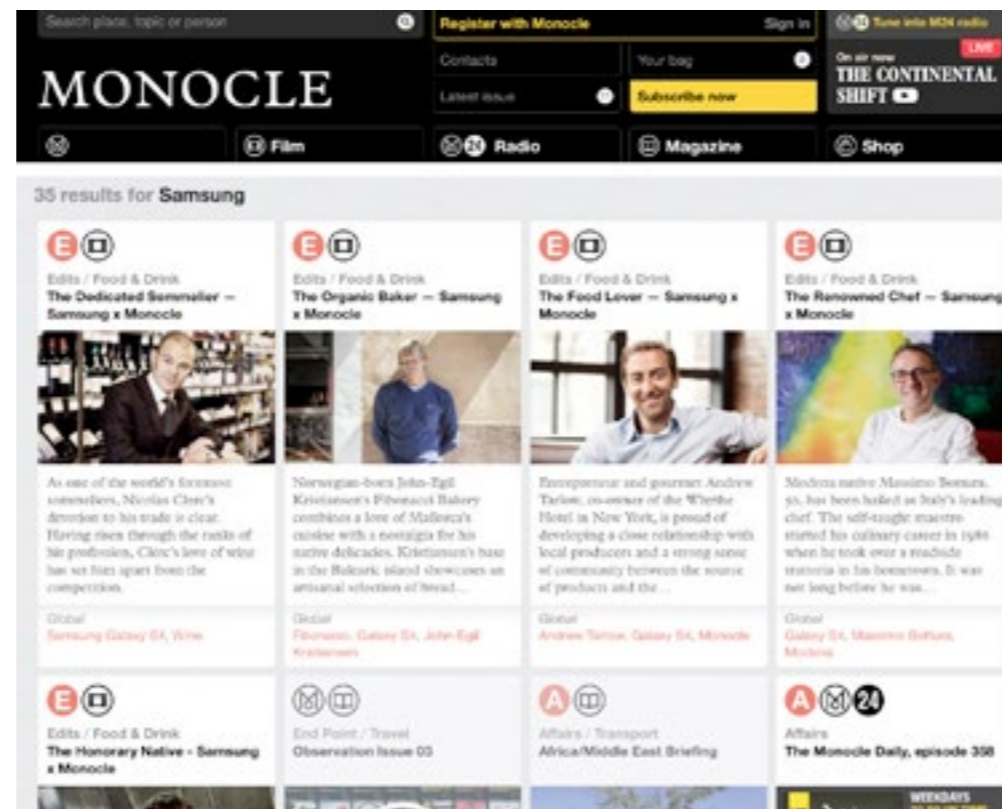
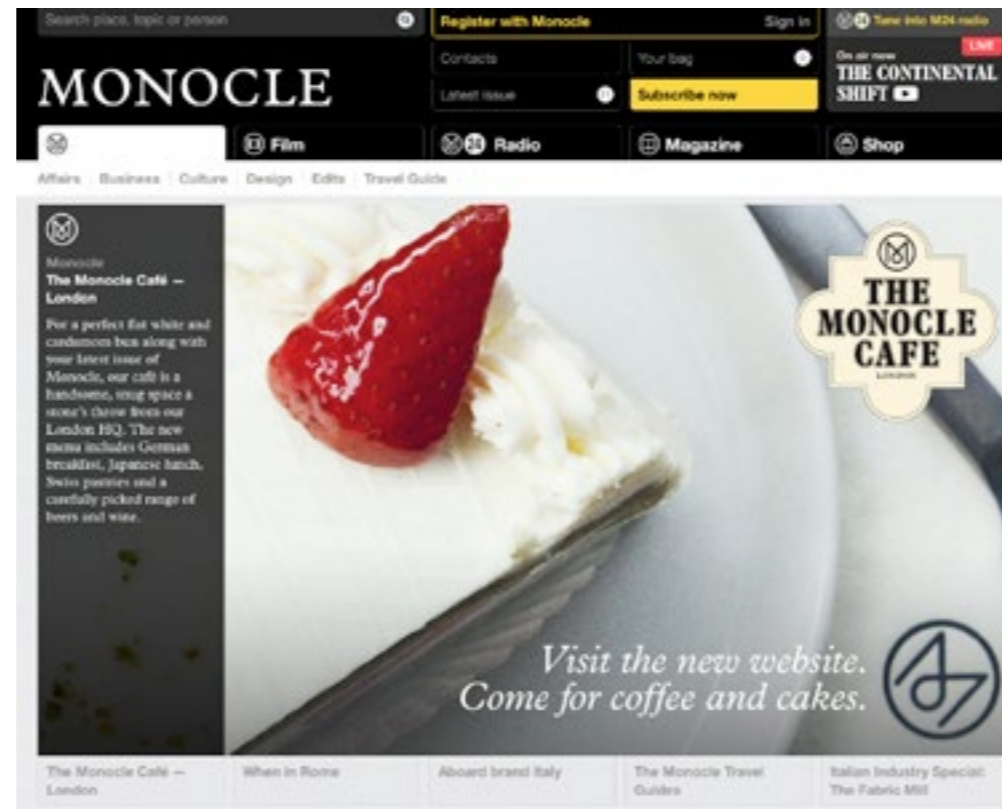
<http://monocle.com/extras/ad/microsites/samsung/the-food-lover/>

OBJECTIVE:

Emma and Kam to curate content to work with Monocle team.

Photographic shoot
Monocle radio
Podcast
Film

2014 - 2015



MONOCLE Option 2

Monocle and Rolex

Monocle hosted a film made by Rolex on their website.

Monocle created a supporting print campaign in their magazine to drive traffic to the film.

Films + editorial content created by Rolex delivered to Monocle.

Cost: ?

<http://monocle.com/extras/ad/microsites/rolex/>

OBJECTIVE:

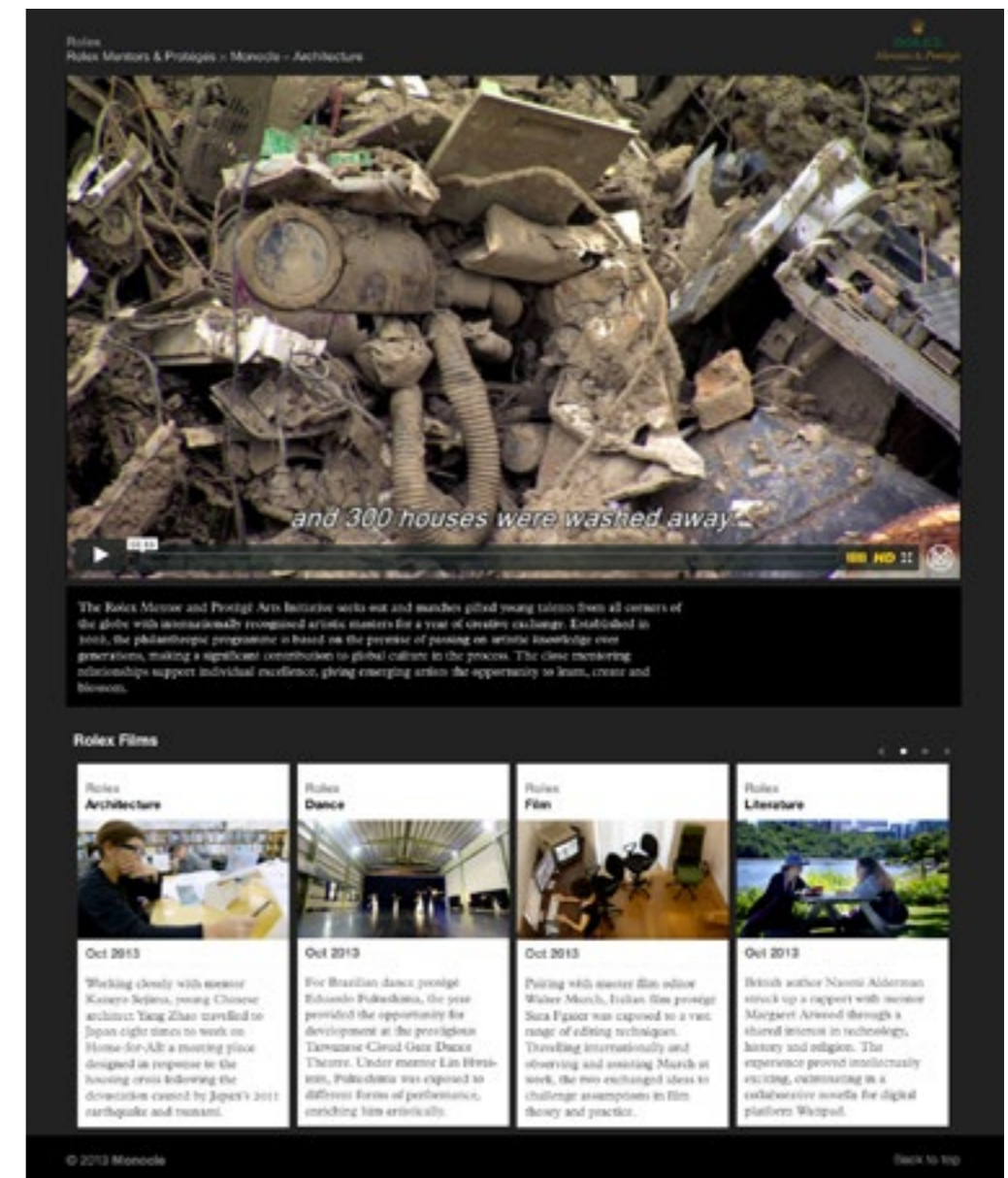
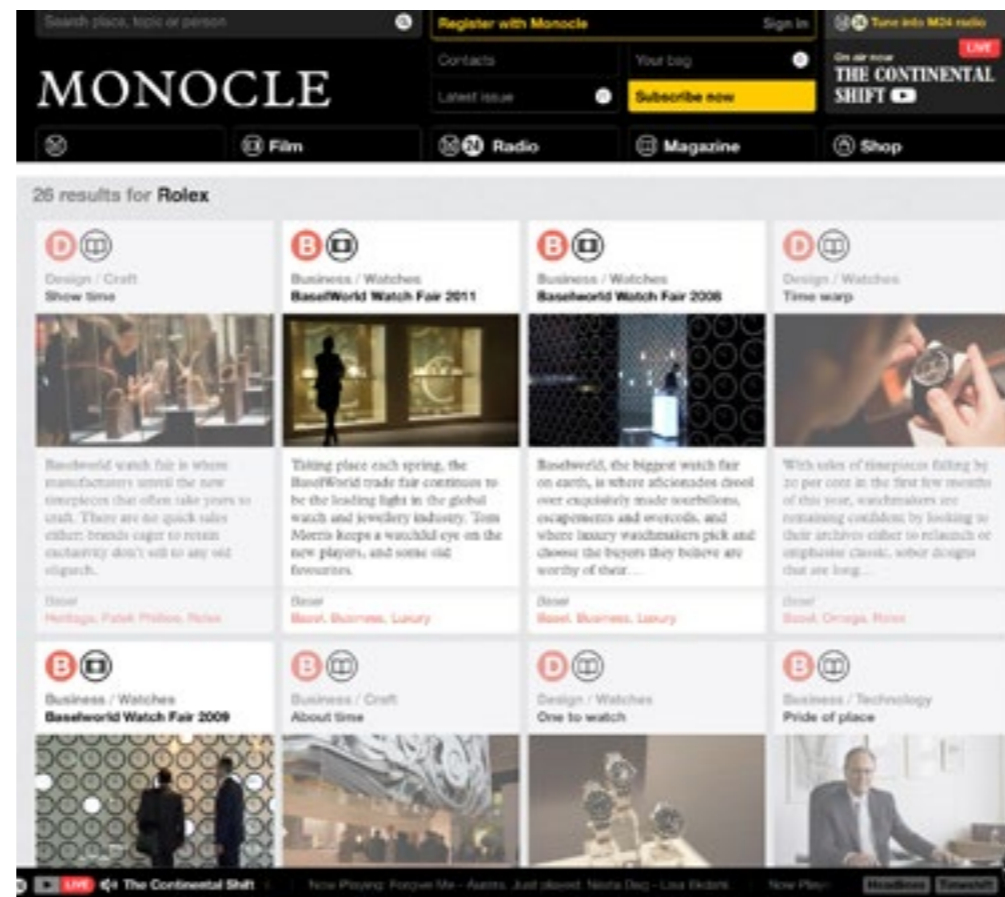
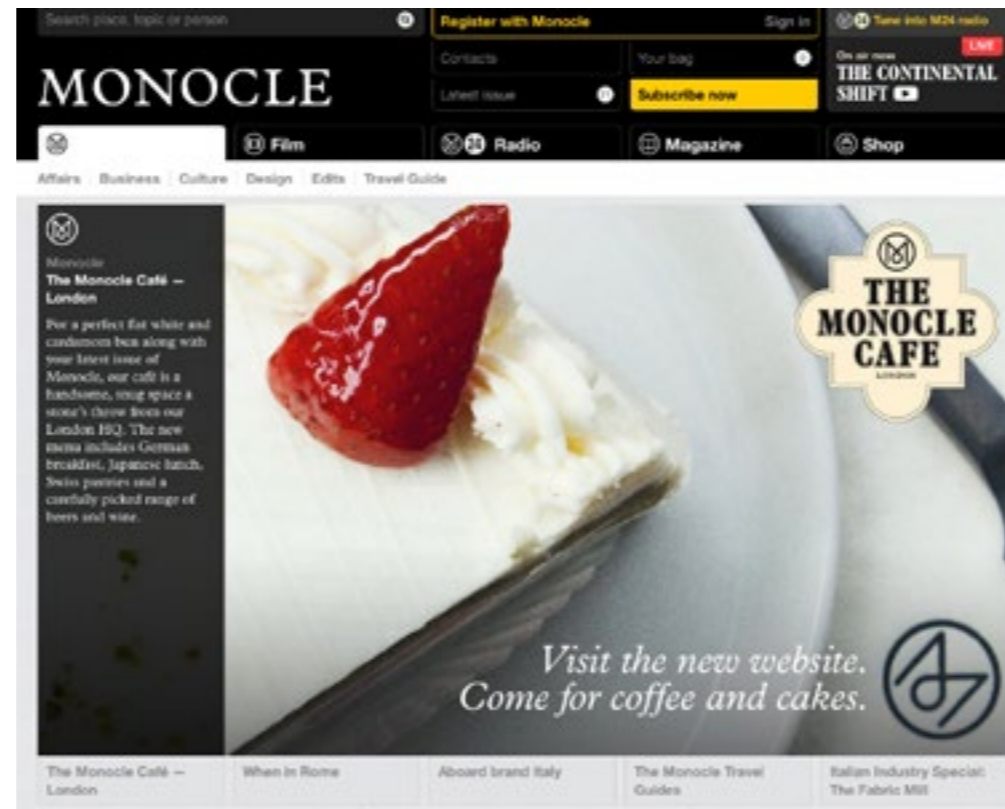
Nokia/Microsoft to supply Monocle with editorial and film to host on their site.

Plus interview with Stefan on Monocle FM Radio and exposure in print publication.

2014 - 2015

Note:

Monocle Design Issue: Nov 2014



DEZEEN

Online magazine & showcase of architecture, design and interior projects from around the world.

Dezeen have a team of reporters that create editorial and content for clients. They have their own production house who make and produce their own films and campaigns.

eg Dezeen + Mini
(Dezeen have been working with Mini for 2 years.
2014 campaign, 'Mini Frontiers' will run for one year making a film a week.

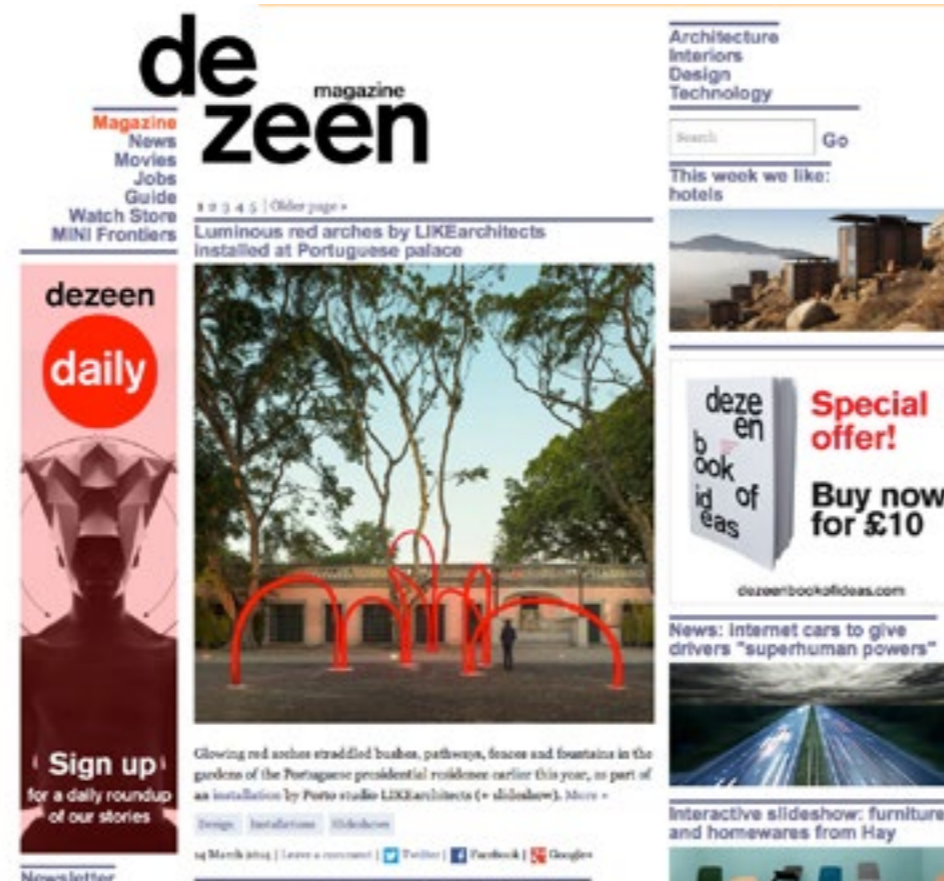
<http://www.dezeen.com/2014/02/03/dezeen-and-mini-frontiers/>

OBJECTIVE:

Dezeen to work with Nokia/Microsoft Design to generate a plan for a series of editorials (articles, film, podcasts)

Dezeen to help Nokia/Microsoft Design to tune people into our innovations before product launch.

2014 to 2015



WALLPAPER

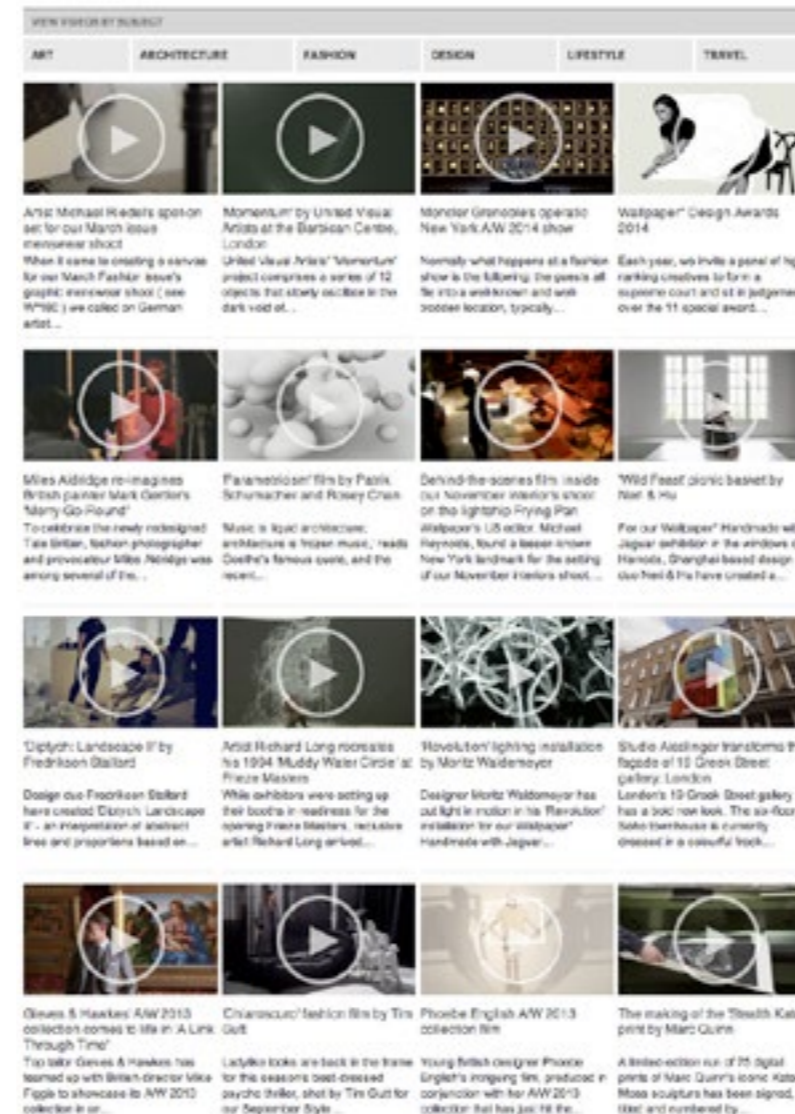
Wallpaper is an IPC Media magazine focusing on travel, design, entertainment, fashion and media. The magazine alone it reaches over 62 million readers worldwide.

OBJECTIVE:

Wallpaper to work with Nokia/ Microsoft Design to generate a plan for a series of editorials.

Articles, film, app, photography.

2014 to 2015



DAVID REDHEAD



David is a design writer, editor and specialist in branded content strategy for multi-national brands and arts organisations.

David has written about design, architecture, culture and business for newspapers including:

The Guardian
The Independent
The Independent on Sunday
The Sunday Times
The Daily Telegraph
The Sunday Telegraph
The Financial Times
The Scotsman

Career Highlights:

- Press Officer at the Design company Fitch
- Managing Editor at Blueprint
- Editor of Design Magazine
- Founding Editor of Grand Designs Magazine
- Editorial and Creative Director for
- Cultureshock Media (V&A Magazine and conceived and created the museum's on-line film website, V&A Channel, Sotheby's, HSBC, The Royal Academy and White Cube).



Book Publications:

— Products of our Time is a reflection on the contemporary world as seen through the prism of objects.



— Electric Dreams Designing for the Digital Age

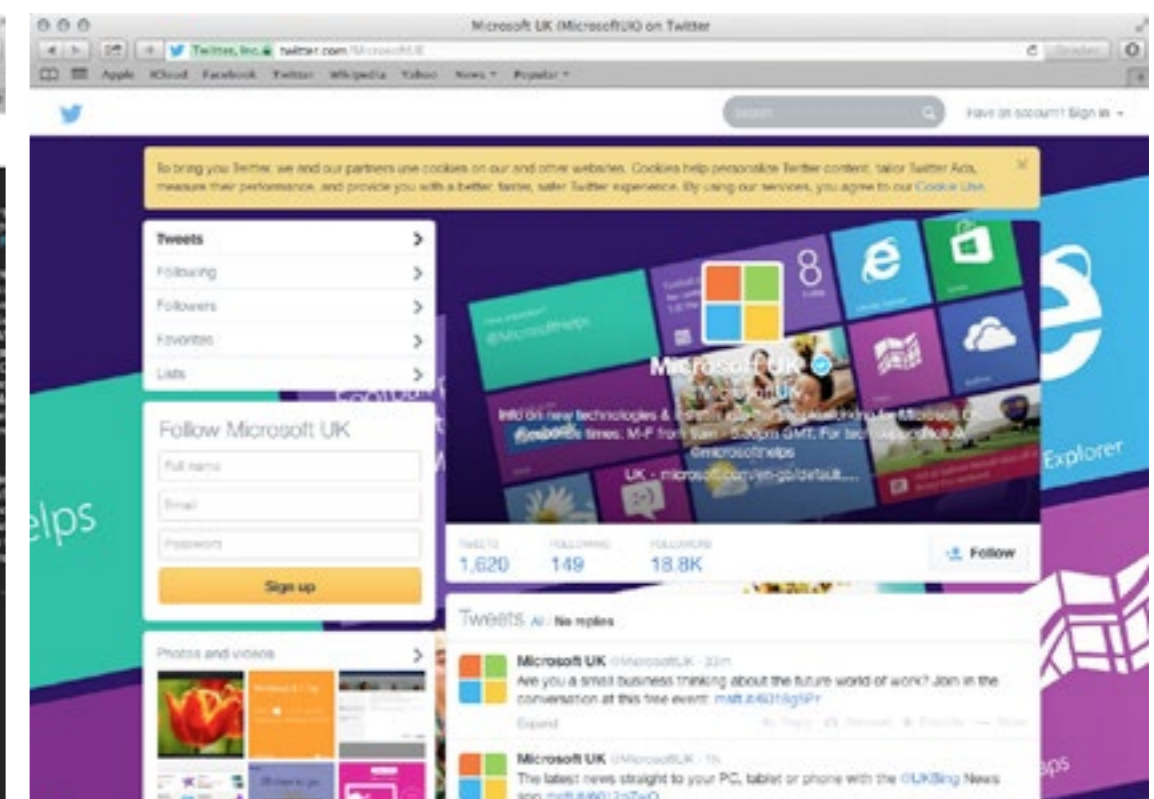
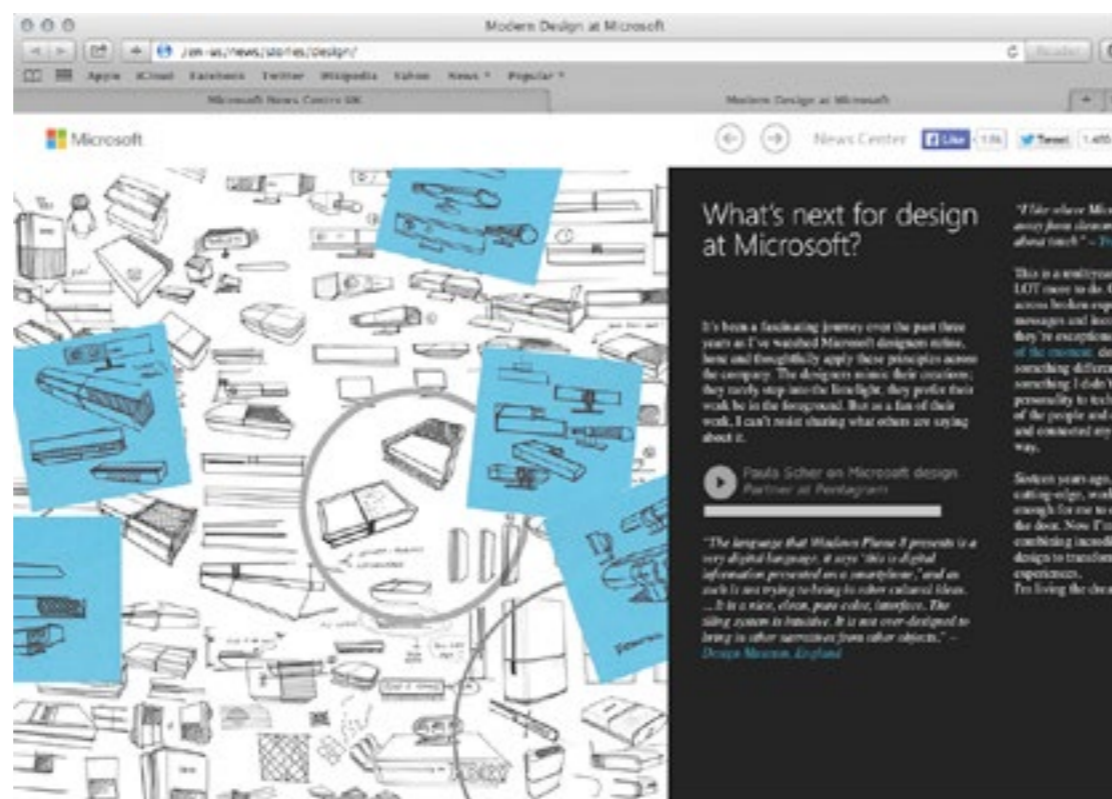
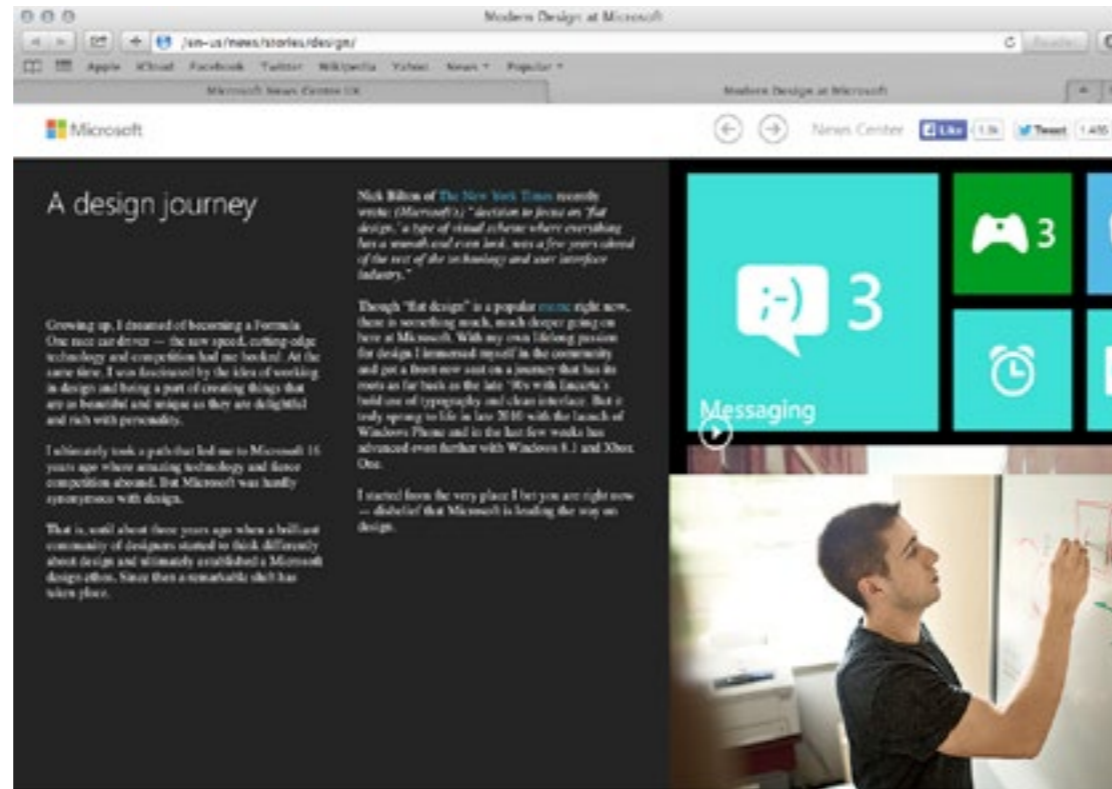


— Electric Dreams Designing for the Digital Age

INTERNAL DESIGN PARTNERSHIPS

MICROSOFT.COM/DESIGN

www.microsoft.com/stories/design



OBJECTIVE:

Working with Microsoft to elevate design stories into the microsoft.com website and other social media platforms.

Articles, film, photography, eg Design Principles, The Designers behind the products and topics of interest.

2014 to 2015

NEXT STEPS...

- Define the MSFT Design philosophy, principles & culture and establish an identity for Design
- Generate ideas for a content calender with Design/Culture media partners
- Promote design on Nokia/Microsoft channels/ social media