DISCOVERING DESIGN

Emma Hauldren Kam Bhogal

Nokia Design 08.04.2014

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?

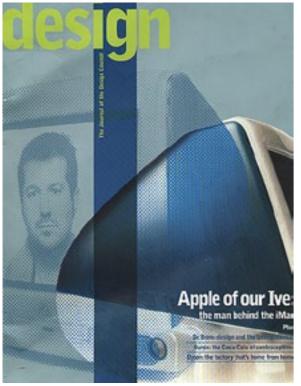
Collaborate with a selection of media brands to generate meaningful content throughout 2014/15.

WHY?

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

EXTERNAL DESIGN PARTNERSHIPS

DAVID REDHEAD







You'll know his president but not, perhaps, his name. Now the designer of the Olympic cautions and the new floubenaster busing ready in stop in at the spotlight. Some meets Landon's business it because internets by David Redhessi. This tignor but by Antony Cools.

THE MAKING OF THOMAS HEATHERWICK



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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.

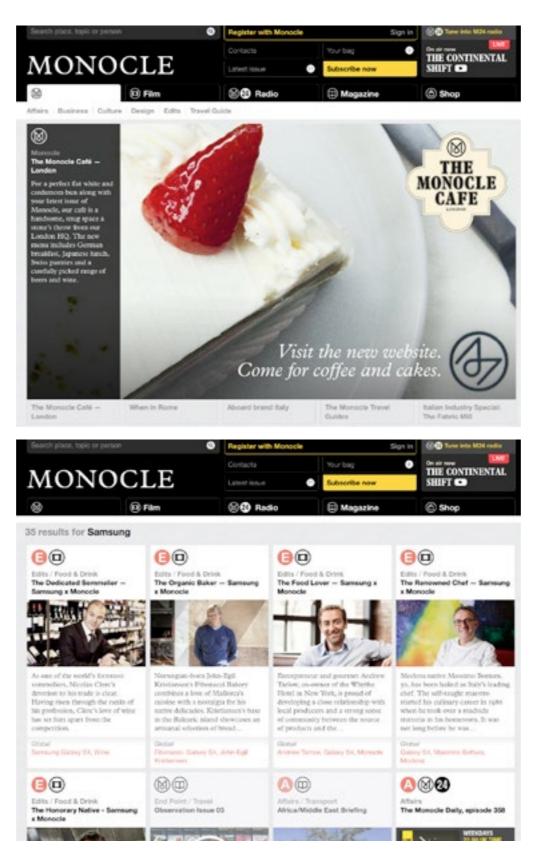
Cost: ?

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





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:

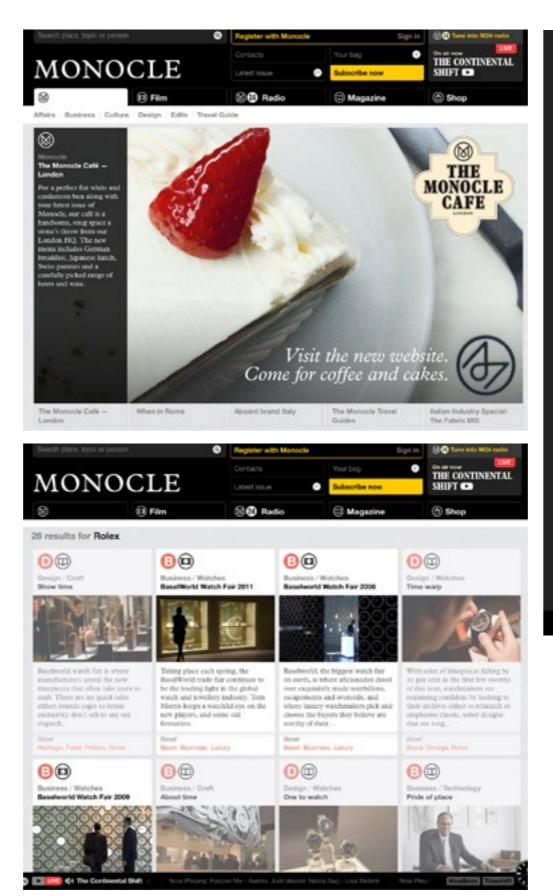
Nokia/Microsoft to supply Monocle with editorial and film to host on their site.

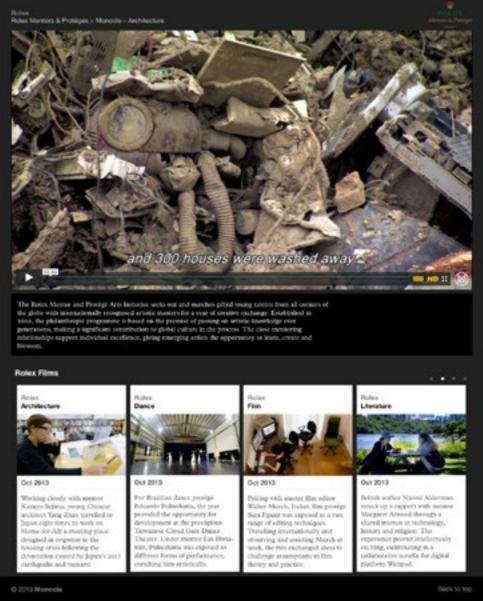
Plus interview with Stefan on Monocle FM Radio and exposure in print publication.

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

2014 campaign, 'Mini Frontiers' will run for one year making a film a week.

http://www.dezeen. com/2014/02/03/dezeen-and-minifrontiers/

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.

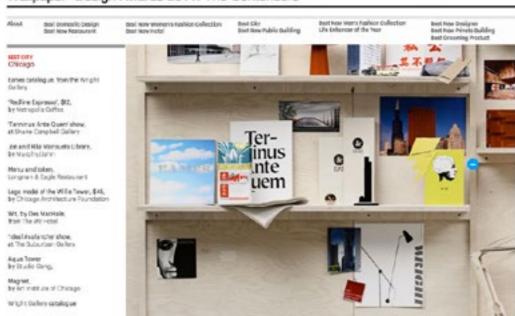
2014 to 2015

Wallpaper*

Home Gallery Video Architecture Interiors Fashion Art Travel Cars Lifestyle Technology Events Subscribe of CO 03 04 05 05 06 07 08 09 10 11 12 13

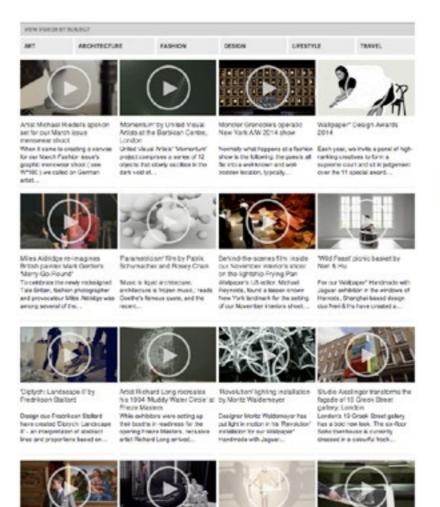
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Wallpaper* Design Awards 2011: The Contenders



Wallpaper* 1





Olivers 5 Hawker AW 2013 Chiaruscusc/Sehlon film by Tim. Phoebe English AW 2013 onloction comes to life in A Link. Gut. collection film.

This later General A Hawken has been formally and the seasons been described by the Surface of Surface Surface of

The making of the Steadth Kate' print by Mart Guinn





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 DreamsDesigning for the Digital Age

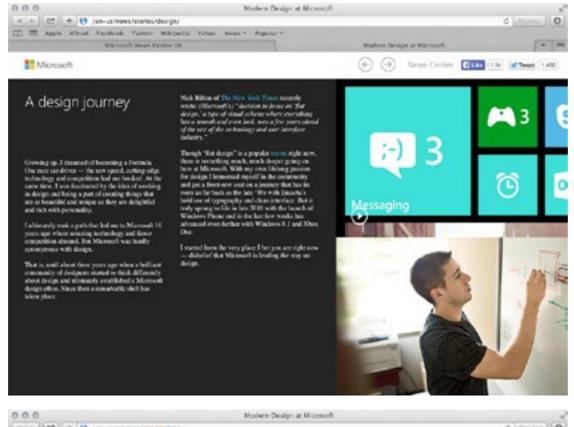


Electric Dreams
 Designing for the Digital Age

INTERNAL DESIGN PARTNERSHIPS

MICROSOFT.COM/DESIGN

www.microsoft.com/stories/design

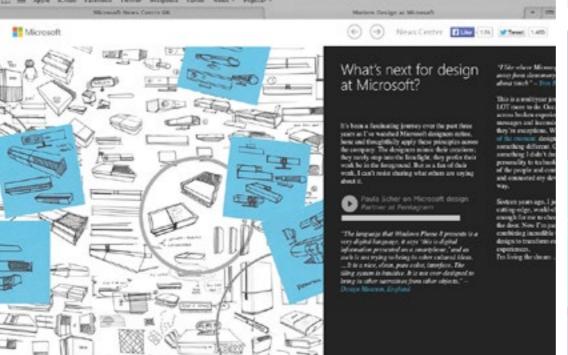




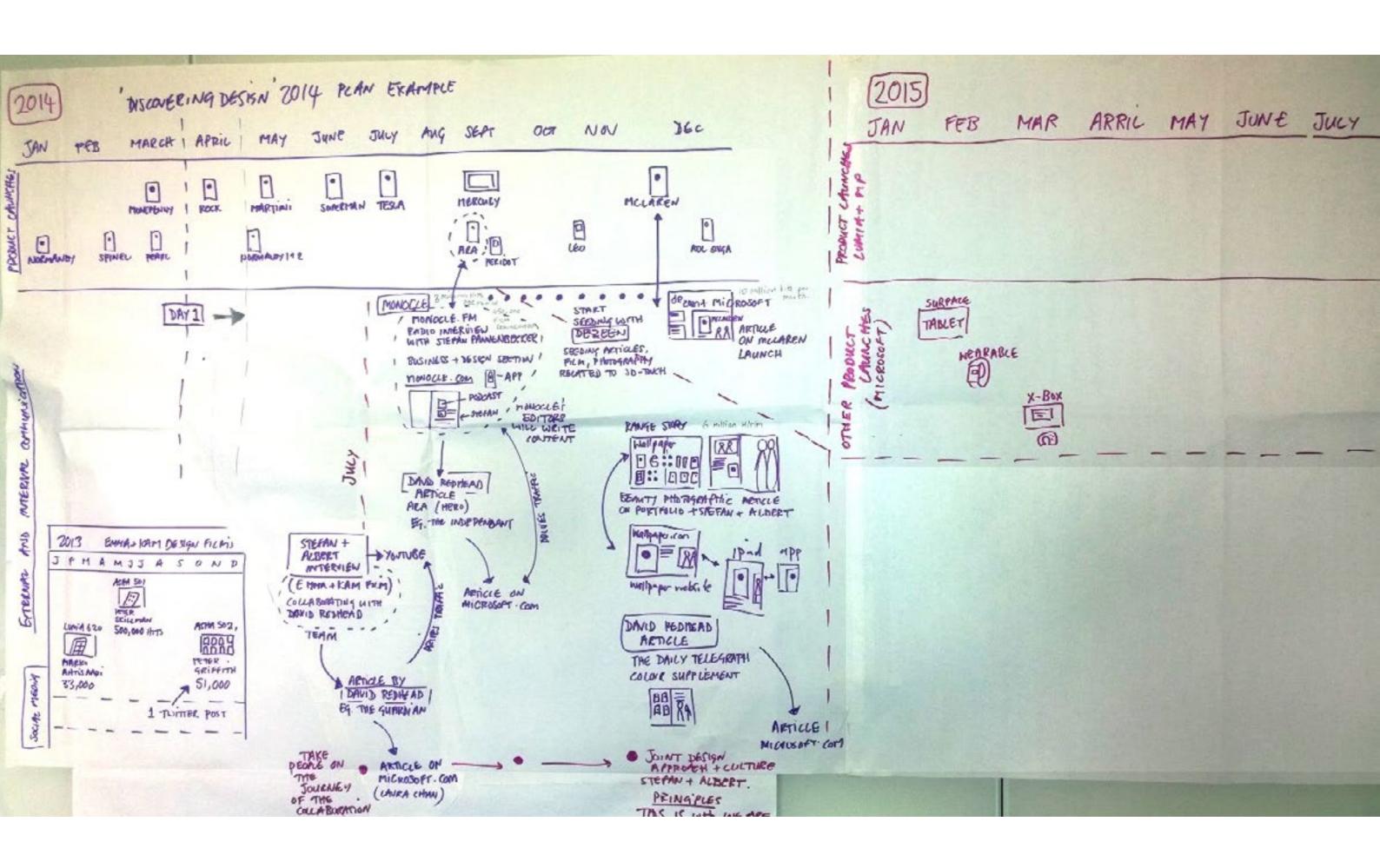


Working with Microsoft to elevate design stories into the microsoft. com website and other social media platforms.

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







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