

# NEW BRAND MODEL IMPLEMENTATION

**CASE: FLORENCIA**

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NEW BRAND MODEL IMPLEMENTATION / CASE:  
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## ABSTRACT

What is the New Brand Model? How does it work? - The questions I was eager to find answers to and did so during the process of creating my thesis work.

To achieve the goal, I explored a new way of brand building, depicted by Marty Neumeier in his book *The brand flip: why customers now run companies and how to profit from it*. I followed the book's theory in order to implement the New Brand Model (from this point on referred to as NBM) in a real-life branding case for a local Flowers & Lifestyle Store, named Florencia.

An important part of my brand building process was customer engagement, which in the end was achieved through voting, interviews and workshops among other means.

Customers built Florencia's new brand. Me, Myself and my Thesis Work were to assist and document the process, leaving the rest to them.

#NEW BRAND MODEL, BRANDING, BRAND DESIGN, BRAND STRATEGY, BRAND COMMUNICATION



Picture 1: Flower installation, Daria Ivanova 2018

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*This section is meant for foot notes which are used for the readers' convenience. They appear when it is necessary to explain a term, draw a conclusion or simply go into more detail about something, without disrupting the main text.*

# TABLE OF CONTENTS

## 1 INTRODUCTION

- 1.1 CHOICE OF SUBJECT
- 1.2 METHODS & TOOLS

## 2 STRATEGY: THE NEW BRAND MODEL (NBM)

- 2.1 AUTHOR MARTY NEUMEIER
- 2.2 ABOUT THE BOOK *THE BRAND FLIP*
- 2.3 THE NEW BRAND MODEL
  - 2.3.1 WHAT IS THE NEW BRAND MODEL
  - 2.3.2 CREATING A CUSTOMER
  - 2.3.3 THE NEW BRAND MODEL AS A SYSTEM

## 3 CLIENT

- 3.1 HISTORY OF FLORENCIA
- 3.2 FLORENCIA TODAY
- 3.3 WEEKEND BOUQUET CONCEPT
- 3.4 OLD BRANDING
- 3.5 NEW BRANDING GOALS

## 4 THE NEW BRAND MODEL IMPLEMENTATION & EVENT STRATEGY

- 4.1 CUSTOMERS' INVOLVEMENT ON MANY LEVELS
- 4.2 EVENT STRATEGY
- 4.3 BRAND BUILDING TOOLS FROM *THE BRAND FLIP* BOOK

## 5 DESIGN PROCESS

- 5.1 BENCHMARKING
- 5.2 DEFINING THE STYLE
  - 5.2.1 MOODBOARDS
  - 5.2.2 FLORENCIA'S STYLE & WABI-SABI
- 5.3 DESIGNING THE OPENING NIGHT
- 5.4 DESIGNING ONE ELEMENT: BUSINESS CARD
- 5.5 DESIGNING THE WHOLE IDENTITY
- 5.6 INSTAGRAM STRATEGY
- 5.7 STORE AS A PART OF FLORENCIA'S BRAND

## 6 FINAL RESULTS

- 6.1 BRANDBOOK
  - 6.1.1 TRADEMARK & TYPOGRAPHY
  - 6.1.2 COLORS
  - 6.1.3 PHOTOGRAPHY
- 6.2 FUTURE PLANS

## 7 PROCESS DOCUMENTATION

- 7.1 DESIGN PROCESS DOCUMENTATION
- 7.2 INSTAGRAM MONITORING
- 7.3 IN-STORE DEVELOPMENTS

## 8 CONCLUSIONS

- 8.1 PROJECT EVALUATION
- 8.2 ACKNOWLEDGEMENTS

## REFERENCES & ATTACHMENTS

# 1 INTRODUCTION

## 1.1 CHOICE OF SUBJECT

During my Bachelor's Degree studies in Packaging & Brand Design, I have had a chance to get acquainted with digital and printed materials about different aspects of packaging and branding. Naturally, not all of them were exciting, personally for me. However, *The Brand Flip: why customers now run companies and how to profit from it*, a book by Marty Neumeier, grabbed my full attention and interest and kept them high till the very end.

The Brand Flip is about the new era, when power is no longer in hands of companies but in the customers'. It is customers who build brands and help companies sustain them. In other words, all has flipped, turned around and empowered the customers like never before.

I found the theory to be extraordinary, fresh and up to date. Apart from this, I am interested in branding, brand communication and customer-brand relationships. Taking all into account, I decided to dedicate my thesis work for the theory described in the book and test it out with a real-life branding case.

*In my thesis work, I research and test the New Brand Model (NBM), described in the book *The Brand Flip* by Marty Neumeier. I follow the book's theoretical path in order to examine the effectiveness of NBM in a particular real-life branding case's circumstances and environment. I do this by engaging the customers in the branding process and in building a brand strategy.*



## 1.2 METHODS & TOOLS

Throughout the process, I have been using different research tools and methods. The latter include ideation, experimenting, customer identity creation, observation, workshopping, quantitative data collection, feedback collection, personal interviews as well as written, spoken and digital sources' exploration and comparison. The tools are books, online articles and visual materials, moodboards, sketches, mindmaps and thesis diary.

Most of the design methods have been used in order to engage customers into brand building process due to specificity of the research subject of this thesis work. They are described in more detail in part 4.1 *Customers' involvement on many levels.*



Picture 3: Sketches & mindmaps, Daria Ivanova 2018

# 2 STRATEGY: THE NEW BRAND MODEL (NBM)



## 2.1 ABOUT MARTY NEUMEIER

Before going into the theory, here is some general information about Neumeier and his work.

Marty Neumeier is a 70-year-old American writer, speaker, designer and consultant, currently working as a Director of Transformation at Liquid Agency. Here is what Marty Neumeier (2018a) writes about himself on his official website: “I started as a graphic designer and copywriter in the 1970s. In 1984, when the Macintosh launched, I moved to Silicon Valley to help companies like Apple, Netscape, HP, Adobe, and Google build their brands. In 1996 I started Critique, the first magazine about design thinking. After five years it failed. I then launched Neutron, a design think tank focused on brand-building processes that drive organizational change. It succeeded. I later merged Neutron with Liquid Agency, and here I am. As Director of Transformation at Liquid, I consult with leaders and execs of some of the world’s most exciting companies, while writing and speaking on the topics of business strategy, design, and innovation.”

Neumeier has so far published 6 books, one ebook, a small pocket dictionary with brand terms and released a DVD for corporate or personal use teaching about branding. He has become a regular speaker at keynote, and held numerous group workshops on corporate strategies and other topics touching the subject of brand. His articles can be found online.



*Picture 4: Marty Neumeier holding a workshop, Marty Neumeier 2018*

## 2.2 ABOUT THE BOOK *THE BRAND FLIP*

*The Brand Flip* is the most recent book by Marty Neumeier, published in 2016 (not taking the e-book *BRAND A-Z* into account). It is a logical continuance for *The Brand Gap* published in 2003. *The Brand Flip* builds on top of the theoretical base of its predecessor and at the same time faces the reality of today's market.

In the beginning of the book Neumeier introduces and explains the NBM (New Brand Model). He then uses an imaginary case to illustrate how the model works.

*With my thesis work, I am testing and, if possible, proving the NBM strategy to be successful in certain circumstances. Therefore, both theoretical and practical parts of my work are extensively referring to The Brand Flip as a source of information and guidelines.*



Picture 5: *The Brand Flip* book, Squarespace 2018

## 2.3 THE NEW BRAND MODEL

### 2.3.1 WHAT IS THE NEW BRAND MODEL

The emergence and evolution of the New Brand Model (NBM) is the core idea of *The Brand Flip*. NBM is a recently developed way of brand building. To give a better understanding of how NBM functions, here is a quote from the book and a picture illustrating the text:

*"INSTEAD OF CREATING THE BRAND FIRST, THE COMPANY CREATES CUSTOMERS (THROUGH PRODUCTS AND SOCIAL MEDIA), THEN THE CUSTOMERS CREATE THE BRAND (THROUGH PURCHASES AND ADVOCACY), AND THE BRAND SUSTAINS THE COMPANY (THROUGH CUSTOMER LOYALTY). THIS MODEL TAKES INTO ACCOUNT A PROFOUND AND COUNTERINTUITIVE TRUTH: A BRAND IS NOT OWNED BY THE COMPANY, BUT BY THE CUSTOMERS WHO DRAW MEANING FROM IT." (NEUMEIER 2016, 5.)*

The New Brand Model changes the order of elements in a branding process. The Old Brand Model, put in a chain of words, looks like this:

**Company – brand – customers**

Whereas the new brand model is this:

**Company – customers – brand**

There is no such term as the Old Brand Model (OBM). However, Neumeier invents it for the reason of making a comparison possible. Therefore, OBM is simply an old or conventional way of brand building.

What this means is that in a modern, digitally driven world, where people are connected on many levels, the power has slipped from the companies' hands into the customers'.

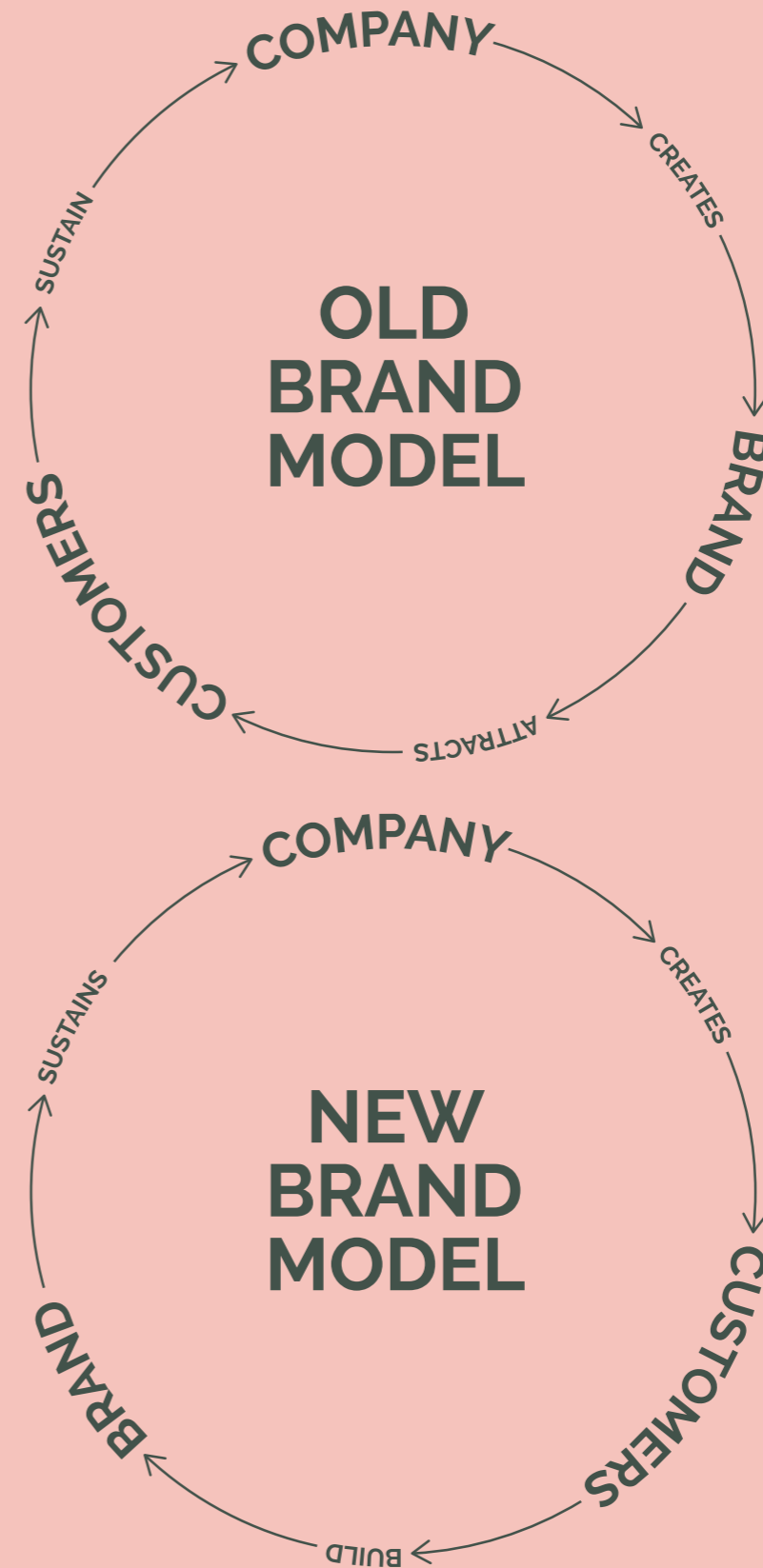


Figure 1: The New Brand Model, modified from Neumeier 2016, 4

Let us have a look at how this shift in power possession has become possible and what has caused it. Compared to a century or even half a century ago a tremendous growth in the number of companies has taken place. This led to a situation of overchoice<sup>1</sup>. Overchoice in turn made people select their shopping places more carefully. This was a game changer for the companies since the customers became in charge. Even further, the new mechanisms of marketing and advertising started to appear.

According to the results of The Nielsen Company research, up to 92% of customers trust the word-of-mouth advertising<sup>2</sup>, which puts it right at the top of the list. Online customer reviews take the second place with 70% level of trust. (The Nielsen Company 2012.)

The facts tell that a change in a brand building strategy has not only become possible but almost vital for a company's long-term success. Thus, companies should be more interested in creating successful and exciting customers, who would then support and develop brands rather than build one themselves and, probably, fail in the long term. But what does creating a customer even mean? (Neumeier 2016.)

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<sup>1</sup> Overchoice - a broad set of choices that make people less satisfied than a smaller set. (Spacey 2017.)

<sup>2</sup> Word-of-mouth advertising – a form of communication in which people voluntarily promote a product, service, or company, resulting in a brand with a high level of authenticity<sup>3</sup>. (Liquid Agency 2014.)

<sup>3</sup> Authenticity – the quality of being genuine, considered a powerful brand attribute. (Liquid Agency 2014.)



### 2.3.2 CREATING A CUSTOMER

*"BRANDING TODAY IS ABOUT CREATING CUSTOMERS, NOT PRODUCTS" (NEUMEIER 2018b.)*

As it has been mentioned before, nowadays customers have a great variety of companies and brands to choose from. At the same time, it has become companies' responsibility to figure out their potential customers. This is exactly what Neumeier suggests to do as the first step of NBM implementation – to create a customer identity for future brand building.

Defined at an early stage, a customer identity fulfils a number of purposes. First of all, it gives a direction for strategy development. Second, it helps to understand the customer tribe<sup>4</sup> on a bigger scale. Third, it can be easily aligned to the company's purpose and checked for any mismatches. The latter may even prevent financial losses in the future. Customer creation is explained in more detail in the next part, *segment 2* in particular. The process of customer creation can be followed throughout the implementation part of this thesis work. (Neumeier 2016.)

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<sup>4</sup> Tribe – a community that professes similar values, views and interests. (Liquid Agency 2014.)



### 2.3.3 THE NEW BRAND MODEL AS A SYSTEM

In his book, Marty Neumeier breaks the brand building process down into 18 parts. Therefore, NBM is simply a system of 18 separate steps. In this thesis work those steps are also called chapters. The chapters follow each other and altogether form a holistic branding process based on NBM.

The heading of each chapter has a “from – to” naming structure. The first part of every heading stands for a feature pertaining to traditional branding. The second part reveals a replacing feature, which belongs to the framework of NBM, for example, the name of chapter 1 is *products – meaning*. The list of chapters has been divided into three segments. Each segment contains several chapters and covers one of the three major topics:

- 1 **Customer-centered<sup>5</sup> approach in branding**
- 2 **Brand building process**
- 3 **Future strategy building**

And now let us take each segment one at a time and analyse its role in the New Brand Model system.

(Neumeier 2016.)

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<sup>5</sup> Customer-centered (or customer-centric) - designed to keep customers happy by finding out what they want and dealing with their problems quickly. (Cambridge University Press 2018.)

### THE LIST OF CHAPTERS:

- 
1. PRODUCTS – MEANING
  2. TANGIBLE – IMMATERIAL
  3. SELLING – ENROLLING
  4. COMPANY IDENTITY – CUSTOMER IDENTITY
  5. BETTER PRODUCTS – BETTER CUSTOMERS
  6. CUSTOMER SEGMENTS – CUSTOMER TRIBES
  7. TRANSACTIONS – RELATIONSHIPS
  8. AUTHORITY – AUTHENTICITY
  9. COMPETING – DIFFERENTIATING
  10. PROCESSES – VALUES
  11. FEATURES – EXPERIENCES
  12. PUNISHMENT – PROTECTION
  13. DECIDING – DESIGNING
  14. PLANS – EXPERIMENTS
  15. OVERCHOICE – SIMPLICITY
  16. STATIC BRANDS – LIQUID BRANDS
  17. STORYTELLING – STORYFRAMING
  18. PURCHASE FUNNEL – BRAND LADDER

Figure 2: The List of Chapters, Daria Ivanova 2018

**The first segment** of chapters can be characterized as a general theoretical introduction into nowadays trend for customer-centered design. The author pictures how marketing and branding have evolved to the current stage, the supporting factors and what customer-centered branding means.

Marty Neumeier adopts customer-centered approach and promotes it in all of his works, starting from the first book *The Brand Gap*, published back in 2003. Interestingly, there are other great examples of customer-centered approach taking over the design world.

For example, Ilse Crawford, an interior designer and founder of Studioilse sees her mission in “creating environments where humans feel comfortable; public spaces that make people feel at home and homes that are habitable and make sense for the people who live in them.” (Studioilse 2018). She shares her design process in one of the episodes of a documentary program called *Abstract: The Art of Design* available on Netflix. (Crawford 2017.)

In his TED talk *3 ways to usefully lose control of your reputation*, Tim Leberecht (2012) - marketing expert, founder of The Business Romantic Society and Senior Advisor to A Hundred Years - encourages companies to collaborate with their employees and customers. He assures that this will empower the customers, make employees happier, altogether result in stronger bonds, higher productivity, and rise in customer loyalty.

To sum up, customer-centered approach has shown itself to be efficient in building customer loyalty, ensuring company revenue growth in long term, thus, it is rapidly spreading across design fields.

(Neumeier 2016.)



Picture 8: Interior design by Studioilse, Studioilse 2018

*The second segment* is a detailed guide to brand-building approach based on NBM. In each chapter, the author follows a similar narrative scheme:

**OBM (old brand model) approach – NBM approach – argumentation for NBM instead of OBM – imaginary case implementation of the step, based on NBM.**

Throughout the chapters 4 - 15 a customer is being built and then involved into the brand building process.

To make a customer, first, her profile is created. It is then applied to real customers in order to find potential brand building characters.

*"DON'T JUST UPGRADE YOUR PRODUCT, UPGRADE YOUR USERS." (SIERRA 2015, 44.)*


*"INSTEAD OF ASKING 'WHERE DO WE FIND AN INFLUENCER?' ASK 'HOW CAN WE CREATE AN INFLUENCER FROM A PERSON WHO IS ACTIVE IN OUR TARGET AUDIENCE AND MOST LIKELY TO BENEFIT FROM BECOMING BETTER?'" (SIERRA 2015, 61.)*

Involving them and using brand building tools from *The Brand Flip* book helps to analyse the company's current position and figure out if it needs redirecting. The redirection can be applied to any part, from company's values to its future strategy vision. If the company is in the process of establishment, like in the book's case, it is then simply trying to find its purpose, values and other components which are necessary for building a brand strategy together with the customers.

When the customer is created and the company's purpose is set, it is time to make sure that the two align. Misalignments mean possible loss of customers and revenue drop. The one or another has to be adjusted in order to proceed with building further brand development strategy. (Neumeier 2016.)







**The third segment** talks about the future of a brand. It sums up the ideas of the previous segment dedicated to brand building and tells how to choose and pursue a development strategy. The key takeaway here is to keep customers in the centre of attention and constantly adjust a brand according to their needs. The adjustments will ensure customer loyalty and tribe growth. The customers will feel empowered and use a brand in order to build their identities, meanwhile advertising it to others by spreading the word of mouth. The strategy of constant adjustment is called liquid. Liquid brands are the ones that respond to the signals listen to and accept customers' opinions.  
(Neumeier 2016.)

# 3 CLIENT

### 3.1 HISTORY OF FLORENCIA

In 2010 sisters Merja (from this point on referred to as Melli) and Minttu Lohisalo opened their first store under the name *Florenzia* in Lahdenkatu 8, Lahti, Finland. Minttu was selling flowers and Melli vintage clothes, accessories and small objects. In 2011 Minttu left *Florenzia* and took up another career. It was that point when two other entrepreneurs moved their businesses into the same space with *Florenzia*, and the three co-existed together until 2012, when one of the businesses closed down. Melli and Jonna, the owner of *Kukaneko* store, shared the space for another year. Melli was selling flower bouquets and vintage items, Jonna - clothes, shoes, bags, accessories and other items made by Finnish designers.

In 2013 they moved to a new place in Rautatienkatu 13, Lahti; and already in 2015 *Florenzia* merged with another business, and Kaisa Horkka became a co-owner with a new store called *Convivium*. Unfortunately, the partnership did not last long and already in November 2016 *Florenzia* moved out and started its independent journey.

November 2016 Melli came up with a new fresh concept of a weekend bouquet. Until July 2017, *Florenzia* did not have a physical space and only sold weekend bouquets in the selected places of Lahti or delivered pre-orders to the customers.

Places, where weekend bouquets have been sold: *Petit St Louis Store*, *Tryffdeli Café*, *Kampaamo Leikkaus*, *Kenkäkauppa Zebra*, *Millan Putiikki* and *Torikauppa Pupu* (pop-up during summertime).

From July to November 2017 *Florenzia* had a small space in Malski in Päijänteentatu 9, Lahti. It was mostly used as a workstation and weekend bouquets were still either delivered to the customers or sold in the places listed previously.

In December 2017, *Florenzia Store* moved into its current space in Vapaudenkatu 8, right in the centre of Lahti city. (Lohisalo 2018.)



Picture 11: Melli Lohisalo profile picture, Melli Lohisalo 2013

### 3.2 FLORENCIA TODAY

***Florenzia, Flowers & Lifestyle Store  
Vapaudenkatu 8, 15110, Lahti, Finland.***

Since December 2017, Florenzia has had its doors open to the customers. It now addresses itself as a Flowers & Lifestyle<sup>6</sup> Store and offers various products and services. One can either get or pre-order a flower bouquet, arrangement or installation; buy plants, books, lifestyle objects for home decoration as well as healthcare and beauty products. The store collaborates with multiple local Lahti businesses and often provides holiday decorations for them. One can order an event decoration from Florenzia as well, for example, for a wedding, funeral, birthday. Last but not the least, weekend bouquets are still Florenzia's special offer.

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*6 Lifestyle - a way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behaviour patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self image or self concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class. (WebFinance Inc. 2018.)*



### 3.3 WEEKEND BOUQUET CONCEPT

The concept of a Weekend Bouquet is a great example of innovative approach to making flower arrangements. Weekend bouquets sold by Florencia are available every Friday and Saturday. They can be either pre-ordered or purchased at Florencia Store and Petit St Louis store. Every weekend there is a different bouquet with different flowers. All bouquets are designed by Melli personally. A customer cannot choose flowers herself; they are ready-to-go flower bouquets.

According to Melli, weekend bouquets attract customers to Florencia store, meaning that they have a better recognition among people than the store itself.



Picture 13: Weekend bouquet, Melli Lohisalo 2018

## COMPARISON



Picture 14: Flower bouquet, Järvenpäänkukkatalo 2018

### CLASSICAL STYLE BOUQUET

- STRICT ROUND COMPOSITION
- SAME TYPE OF FLOWERS ARE ORGANISED IN CIRCLES
- EVEN LEVEL OF FLOWERS IN THE BOUQUET
- TRADITIONAL CHOICE OF THE MAIN AND SUPPORTIVE FLOWERS (E.G. ROSES, CARNATIONS) AS WELL AS DECORATIVE ELEMENTS AROUND THE BOUQUET
- NARROW COLOUR PALETTE

GENERAL MOOD: NEAT, NICE.



Picture 15: Weekend bouquet, Melli Lohisalo 2018

### FLORENCIA STYLE BOUQUET

- "FLUFFY" ROUND COMPOSITION
- VARIETY OF FLOWERS AND LEAVES
- TRADITIONAL FLOWERS MIXED WITH LESS CONVENTIONAL ONES
- THE LEVEL OF FLOWERS CHANGES
- WIDE COLOUR PALETTE

GENERAL MOOD: LIVELY, WILD, CHEERFUL, IMPERFECT.

### 3.4 BRAND LOOK BEFORE

Florenzia has been on the market for 8 years now. The company has gone through several transformations which have been previously described in the history part (3.1 History of Florenzia). Nonetheless, its visual identity and brand strategy have never been properly developed. Florenzia has had a number of touchpoints but at the same time they have never spoken the same visual language or even represented the brand.

#### The list of touchpoints:

- trademark
- stamp
- business cards
- plant care instructions
- webpage
- invoices
- window tapes

It is worth noting that Florenzia had not existed in the form of Flowers & Lifestyle Store before December 2017. The store not only moved to a new location but also changed its concept. Thus, this thesis work is about branding, not re-branding.

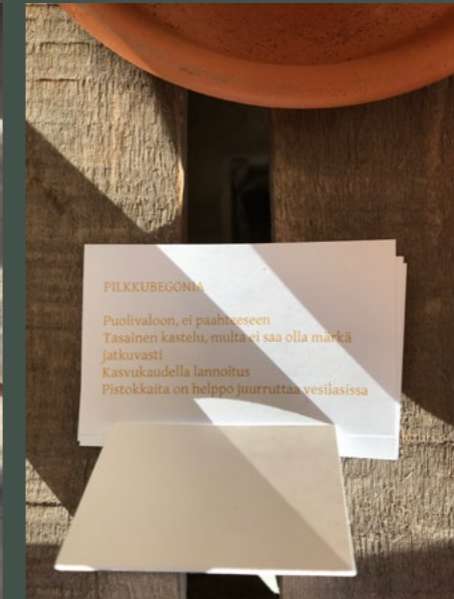
**In this thesis work, the term branding embraces both, the process of creating a brand identity<sup>7</sup> and also a brand strategy<sup>8</sup> for the client company.**

<sup>7</sup> Brand identity – the outward expression of a brand, including its trademark, name, communications and visual appearance. (Liquid Agency 2014.)

<sup>8</sup> Brand strategy – a plan for the systematic development of a brand in alignment with a business strategy. (Liquid Agency 2014.)



Picture 16: Example of Florenzia's old branding, business card; Daria Ivanova 2017



Picture 17: Example of Florenzia's old branding, plant care instruction; Daria Ivanova 2018



Picture 18: Example of Florenzia's old branding, stamp on silkpaper; Daria Ivanova 2018



Picture 19: Old website of Florenzia, screenshot of florenzia.fi 2017

### 3.5 NEW BRANDING GOALS

In the pre-implementation phase some major goals have been set to achieve, regardless of how the process goes. These goals are about Florencia's aims in the frame of this thesis work and the desired results of the collaboration.

#### *The brand should:*

- *reflect Florencia's values*
- *reflect Melli's taste*
- *speak the same visual language as the products*
- *welcome the customers, break the feeling of uneasiness*
- *bring the person behind all the work - Melli*
- *be fresh, appeal to younger customers*
- *be easy to sustain*
- *have clear brandbook guidelines*
- *have a strategy, which is easily adjustable*
- *have a holistic visual look*

Apart from those listed above, the project's list includes the implementation goals which concentrate on **how** the process goes.

#### *The branding should:*

- *create and involve the customers in the design process*
- *let the customers build the brand*
- *emphasise community building*
- *give a start to future strategy building*
- *make the brand as liquid as possible*



Picture 20: In Florencia Store, Daria Ivanova 2018



# 4 THE NEW BRAND MODEL IMPLEMENTATION & EVENT STRATEGY

## 4.1 CUSTOMERS' INVOLVEMENT ON MANY LEVELS

Customers' involvement has been one of the priorities during the whole branding process, both at the designing and strategy building stages. Different involvement methods have been applied for more diverse results and more interesting customer experiences.

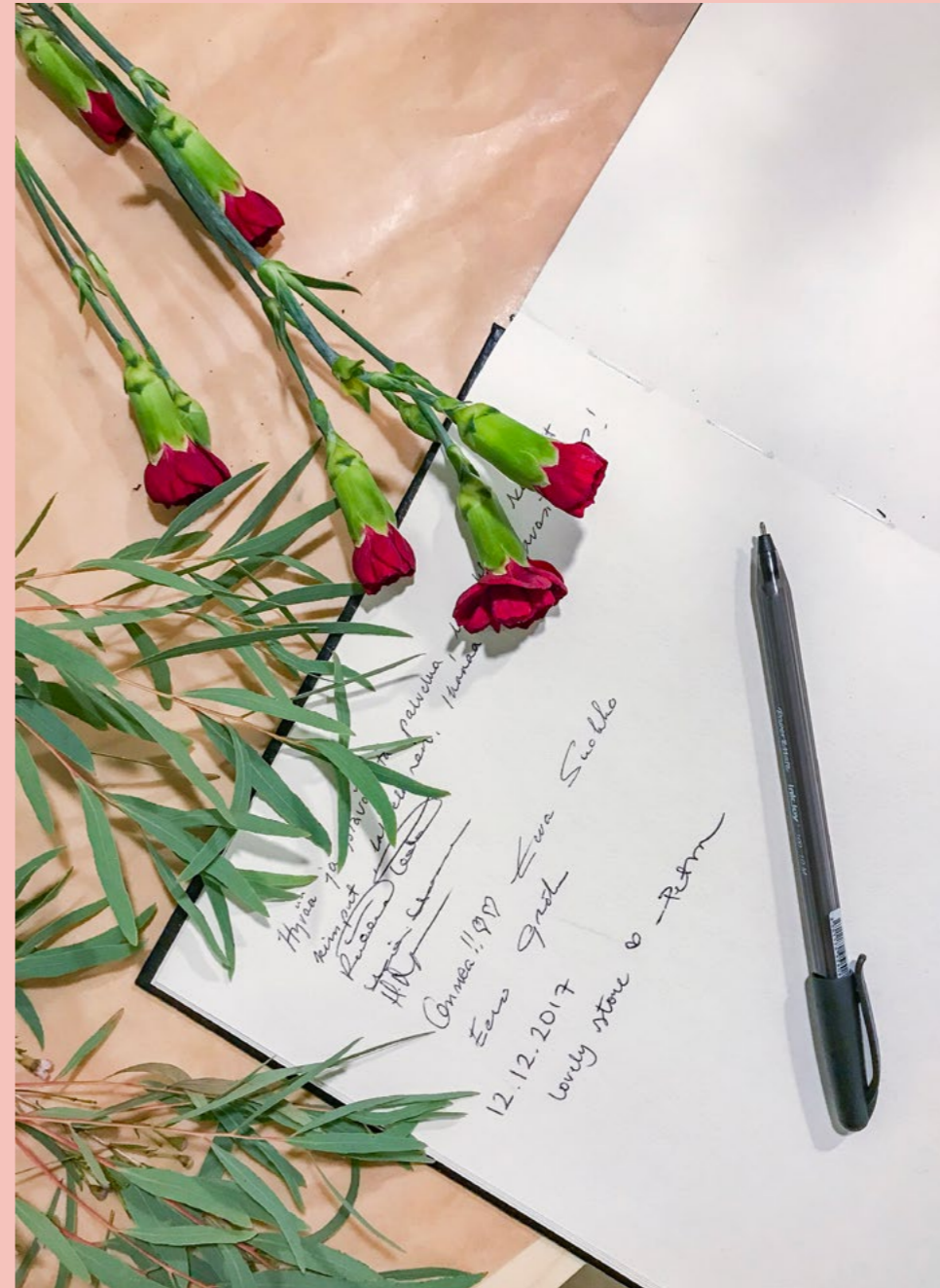
### *Involvement methods:*

- *events*
- *personal interviews*
- *voting*
- *opinion sharing*
- *commenting on SoMe<sup>9</sup>*
- *guest book in the store*

The combination of methods provided the necessary research data, allowed to get to know Florencia's customers and most importantly make them a part of the process. The customers in turn got to know how they can participate in brand building and share their ideas.

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<sup>9</sup> SoMe - abbreviation for social media.



Picture 21: Guest book in Florencia Store, Daria Ivanova 2017

## 4.2 EVENT STRATEGY

One of the main customers' involvement methods has been organising events for them. They have become an important part of Florencia's activity today. The events are held on a regular basis and can be anything from in-store events like group workshops, pop-up happenings, exhibitions, product launchings to collaborations with local stores, museums and other companies. The events are always advertised through company's Instagram and sometimes get coverage in other media like newspapers (both online and printed), Facebook as well as in other places of Lahti. This sort of communication was most helpful with customers' engagement.

A simple method of observation was used at every possible occasion to collect the necessary data and get to know the customers. Multiple events, including the opening night of Florencia Store (07.12.2017) and Ornamo Design Christmas Market (26.11.2017) gave an opportunity to arrange several-hour observation sessions of Melli interacting with customers without disturbing them. The first public events allowed some primary conclusions on the customer identity subject.

### **Conclusions:**

- ***Most of the customers know Florencia for its weekend bouquet***
- ***The majority of Florencia's clients is women***
- ***Regardless of previous connections to Florencia / Melli, customers value her (Melli's) personal opinion and trust her choices***
- ***Part of the customers have background in art / design, or at least are interested in them***
- ***Melli has a natural way of engaging customers into a conversation. The customers are willing to learn about Florencia and its products and do not mind spending some extra time on that (none showed noticeable signs of irritation or disregard)***

These primary conclusions do not give a full customer identity profile yet. They are a first step towards a bigger picture.



Picture 22: Florencia's Opening Night Flower Accessory Workshop, Ninni Vidgren 2017

EVENTS HELD (OR TAKEN PART IN) BY FLORENCIA IN NOVEMBER - MARCH:

- ORNAMO DESIGN CHRISTMAS MARKET 26.11.2017
- FLORENCIA'S OPENING NIGHT + FLOWER ACCESSORY WORKSHOP 07.12.2017
- PARTICIPANT OF PETIT ST LOUIS STORE'S & HELSINKI PERFUME SOCIETY'S COLLABORATIVE PRODUCT LAUNCH EVENT 27.01.2018
- TABLE FLOWER CENTREPIECE WORKSHOP 08.02.2018
- PARTICIPANT OF LAHTI ART MUSEUM'S EXHIBITION "A LA MUERTE CON UNA SONRISA - HYMYILEVÄ KUOLEMA" 16.02. - 20.05.2018
- VINTAGE WEEKEND EVENT 16. - 17.02.2018
- YHEN ILLAN JUTTU PARTICIPANT, PRODUCT LAUNCH EVENT 16.03.2018



Picture 23: Florencia's Opening Night Flower Accessory Workshop, Ninni Vidgren 2017



Picture 24: Weekend bouquet in Petit St Louis, Daria Ivanova 2018



Picture 25: Table Flower Centrepiece Workshop, Anna Rautio 2018



Picture 26: Florencia's installation in Lahti Art Museum, Daria Ivanova 2018



Picture 27: Vintage pop-up event in Florencia, Daria Ivanova 2018



Picture 28: New Osmia room scent product launch in Florencia, Daria Ivanova 2018

### 4.3 BRAND BUILDING TOOLS FROM *THE BRAND FLIP BOOK*

Another important part of the implementation has been using the brand building tools from *The Brand Flip* book. Together with the event strategy they have been essential to the process.

#### TOOL: 25 INTANGIBLES THAT ADD VALUE

The first tool taken from the book has turned out to be a simple exercise to get to know the major features of the company. It has been accomplished after the first client meetings with Melli and the opening event of the store, which allowed a proper customer observation. Florencia's priorities have been highlighted in the list. (Neumeier 2016.)

#### 25 INTANGIBLES THAT ADD VALUE

<b>AUTHENTICITY</b>	<b>OFFER THE REAL THING</b>
AVAILABILITY	MAKE IT EASY TO GET ANYWHERE, ANYTIME
BELONGING	OFFER A SENSE OF COMMUNITY
<b>CLARITY</b>	<b>MAKE IT VERY EASY TO UNDERSTAND</b>
CERTAINTY	REMOVE ALL DOUBT ABOUT ITS BENEFITS
CONTROL	PUT THE CUSTOMER IN CHARGE
CURATION	ACT AS TASTEMAKER ON BEHALF OF CUSTOMERS
DELIGHT	DELIVER MORE THAN RELIABILITY
FINDABILITY	MAKE IT EASY TO SEE, CHOOSE, OR DISCOVER
FLEXIBILITY	BE EAGER TO ACCOMMODATE REQUESTS
<b>GUIDANCE</b>	<b>ADD SUPPORT, LEARNING, OR INTERPRETATION</b>
HOPE	OFFER A CHANCE AT FUTURE SUCCESS
IMMEDIACY	GIVE QUICK DELIVERY OR PRIORITY ACCESS
<b>INCLUSIVENESS</b>	<b>ALLOW CUSTOMERS TO CONTRIBUTE</b>
LIGHTNESS	ELIMINATE WEIGHT OR DENSITY
<b>OPTIMISM</b>	<b>MAKE CUSTOMERS FEEL POSITIVE</b>
<b>PATRONAGE</b>	<b>HELP CUSTOMERS SUPPORT A CAUSE</b>
PERSONALIZATION	LET CUSTOMERS CONFIGURE THEIR PURCHASES
PROTECTION	KEEP CUSTOMERS SAFE FROM EXTRA COSTS
<b>SAFETY</b>	<b>PROTECT CUSTOMERS FROM PHYSICAL HARM</b>
<b>SIMPLICITY</b>	<b>STREAMLINE THE PRODUCT OR PURCHASE</b>
SPEED	HELP CUSTOMERS SAVE TIME
<b>STYLE</b>	<b>INCORPORATE BEAUTY OR PERSONALITY</b>
SURPRISE	DISRUPT EXPECTATIONS
<b>SYMBOLISM</b>	<b>HELP BUILD CUSTOMERS' IDENTITIES</b>

Figure 3: 25 Intangibles That Add Value, modified from Neumeier 2016, 26

## TOOL: LIST OF THE GOOD

Later on, occasional visits to Florencia Store enabled further customers' observations. Keeping in mind the results of primary observations, the effort was put into understanding the customers' desires and expectations and whether Florencia meets them. If this stage of research would have to answer one particular question, it would probably sound something like this:

### *What exceptional good does Florencia offer to its customers?*

In order to answer this question, a tool *List of The Good* from *The Brand Flip* is used. The list was filled with the help of Melli and observations' results.

The aim of this tool is to define what the company wants for its customers, not how the company wants to position itself and look in the eyes of others.

*"THE BATTLE IS NO LONGER BETWEEN COMPANIES, BUT BETWEEN THE PEOPLE WHO BUY FROM THEM. IN OTHER WORDS, THE NATURE OF YOUR CUSTOMERS DETERMINES THE FUTURE OF YOUR COMPANY. THE COMPANY WITH THE BEST CUSTOMERS WINS." (NEUMEIER 2016, 36.)*

(Neumeier 2016.)

### LIST OF THE GOOD:

- SUSTAINABLE & BEAUTIFUL LIFESTYLE ENCOURAGEMENT
- SUPPORT AND PROMOTION OF LOCAL PRODUCTS, DESIGNERS, COMPANIES (LAHTI / FINLAND)
- EXCEPTIONALLY HIGH QUALITY OF PRODUCTS
- EXCLUSIVE PRODUCTS (CANNOT BE FOUND IN OTHER LAHTI / FINNISH STORES)
- A WAY TO PAMPER ONESELF OR TREAT SOMEONE ELSE (WITH FLOWERS)

Figure 4: List of The Good, modified from Neumeier 2016, 39

## TOOL: CUSTOMER PROFILE

Due to recent moving to a new space and Florencia's re-coordination into a Flowers & Lifestyle Store, it became clear that a unified customer identity profile could not have been built from the beginning. Some of the customers knew Florencia for years already and came along with it to a new location. Some were new customers, for who Florencia did not have any heritage from the times of being a vintage store, for example.

Taking everything into account, two different customer identities were created with the help of previous observations' results and design tools *25 intangibles that add value and list of the good*.

Moodboard 1 shows a collective customer identity of Florencia's clients who have already had a relationship with the store. It is a woman in her 40s or 50s, who appreciates Finnish design. She goes out to have lunch with her girlfriends or dinner with her family on a regular basis. She lives in a house, loves traveling and has financial means to live a life of comfort. She likes her home to be clean and tidy. Her favourite items in Florencia are weekend bouquets. She buys them every week.

Moodboard 2 represents an ideal future customer of Florencia. It is a young woman, who appreciates good design and can tell the good quality products at first glance. She follows trends, keen on taking up new hobbies and trying herself in different things, for example, cooking. It also brings her joy to take beautiful pictures of what she has made and share them with others through SoMe. The pictures have to always reflect her lifestyle. Her favourite items in Florencia are plants, plant care accessories and books. She comes to the store every once in a while to check for new arrivals after she notices them in Florencia's Instagram feed.

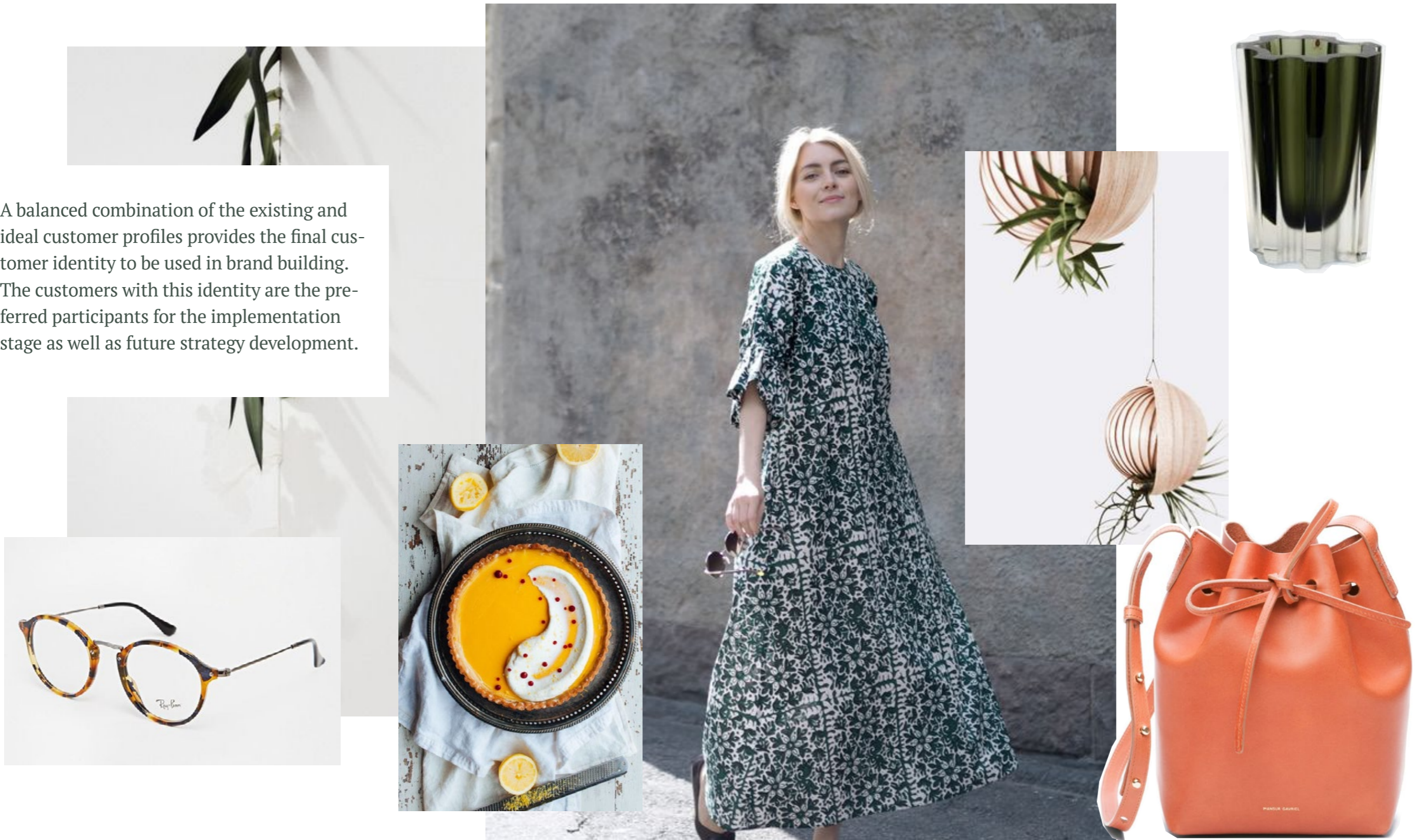


*Moodboard 1: Collective customer identity of Florencia's existing clients*



*Moodboard 2: Collective customer identity of Florencia's ideal future clients*

A balanced combination of the existing and ideal customer profiles provides the final customer identity to be used in brand building. The customers with this identity are the preferred participants for the implementation stage as well as future strategy development.



Moodboard 3: Customer identity profile for Florencia's brand building



## TOOL: BRAND COMMITMENT MATRIX / CUSTOMER'S SIDE

Since the new Florencia customer identity (profile) has been built already, it is time to look deeper into its core. The data from the previous observations as well as the tool called Brand Commitment Matrix (BCM) are used for that purpose. BCM consists of two parts: customer part and company part. To build a successful brand, the parts should be aligned.

*Customers' identity aligned to company's purpose*  
*Customers' aims aligned to company's onliness*  
*Customers' tribe's mores aligned to company's values*

First, the customer's side (*IAM*) is being built:

*I* – identity (who they are): young women following trends, appreciating good design, proud of local achievers and accomplishments

*A* – aims (what they want): sustainable lifestyle, beautiful home, way to pamper themselves or congratulate a friend / family member, showcase taste

*M* – mores (how they belong): tired of boring flower bouquets and same-looking product, active Some users, growing plants enthusiasts, event-goers and knowledge-seekers (Neumeier 2016.)

### IDENTITY

- YOUNG WOMEN FOLLOWING TRENDS, APPRECIATING GOOD DESIGN
- PROUD OF LOCAL ACHIEVERS AND ACCOMPLISHMENTS

### AIMS

- SUSTAINABLE LIFESTYLE
  - BEAUTIFUL HOME
- WAY TO PAMPER THEMSELVES OR CONGRATULATE A FRIEND / FAMILY MEMBER
- SHOWCASE TASTE

### MORES

- TIRED OF BORING FLOWER BOUQUETS AND SAME-LOOKING PRODUCT
  - ACTIVE SOME USERS
- GROWING PLANTS ENTHUSIASTS
  - EVENT-GOERS AND KNOWLEDGE-SEEKERS



Figure 5: IAM, modified from Neumeier 2016, 49

Picture 29: Customer Identity, Vesa Silver 2017

TOOL: BRAND COMMITMENT MATRIX /  
COMPANY'S SIDE

Now it is time to turn to the company's side of BCM and talk about Florencia's purpose, onlyness and values (**POV**). To do so, a short meeting with Melli was arranged in the mid-February. According to Melli:

Florencia's purpose – **P** (why we exist) is to bring joy and beauty into everyday life; to support locality and make quality products available to people living in Lahti

Florencia's onlyness – **O** (what we offer) is in unique products, a fresh way to look at flower business (weekend bouquet)

Florencia's values – **V** (how we behave) are sustainable living, openness, culture of sharing, and community building (Neumeier 2016.)

**PURPOSE**

- BRING JOY AND BEAUTY INTO EVERYDAY LIFE
- SUPPORT LOCALITY
- MAKE QUALITY PRODUCTS AVAILABLE TO PEOPLE LIVING IN LAHTI

**ONLYNESS**

- UNIQUE PRODUCTS
- FRESH WAY TO LOOK AT FLOWER BUSINESS (WEEKEND BOUQUET)

**VALUES**

- SUSTAINABLE LIVING
- OPENNESS
- CULTURE OF SHARING
- COMMUNITY BUILDING

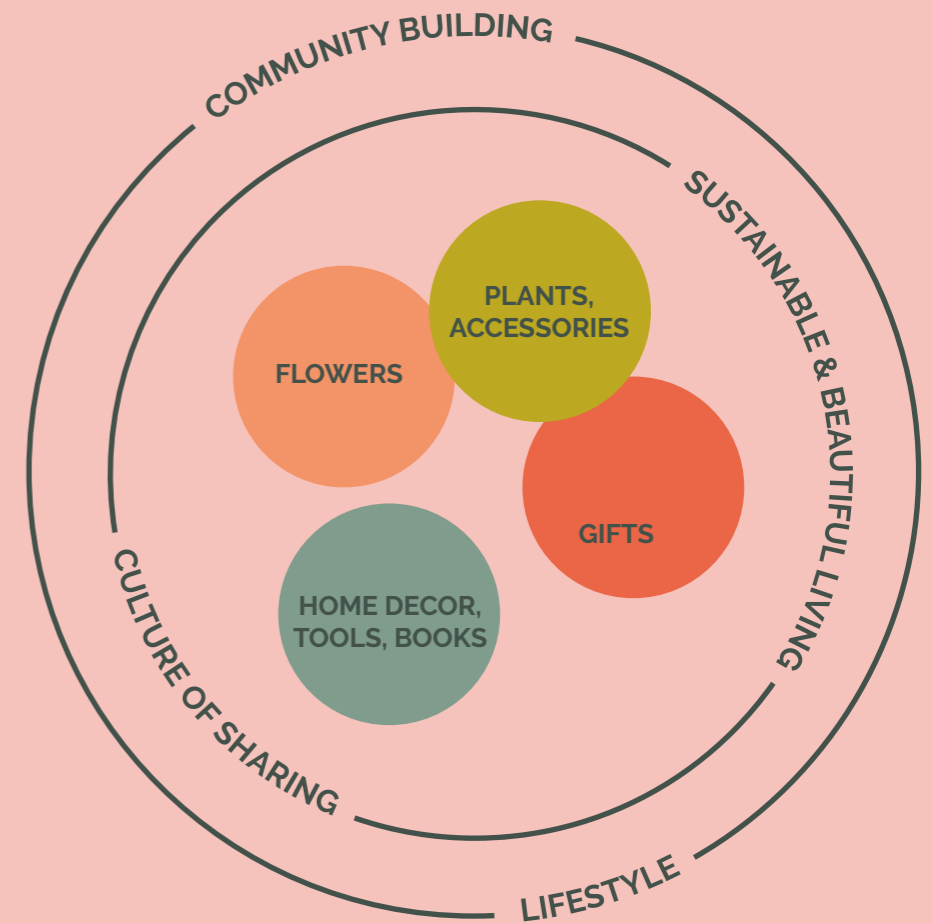


Figure 6: POV, modified from Neumeier 2016, 67

Figure 7: Context All The Way Out, modified from Sierra 2015, 38

The purposes and values of Florencia seem to have strong connections to modern-day trends toward home decluttering, meaningful living and finding joy in everyday routines. In the episode *Spring Cleaning* of her podcast *Late Night Woman's Hour*, Lauren Laverne<sup>10</sup> and her guests Aggie MacKenzie, Laura Humphreys and Aline Lau discuss those trends among other subjects (Laverne, MacKenzie, Humphreys, Lau 2018).

Beautiful and sustainable living seems to be an area of growing interest, especially amongst the millennials. Taking it even further, people do not only want that lifestyle for themselves but also for their close ones. Therefore, the presents they give and experiences they share have to reflect the same values and strive for being meaningful and joyful.

In the middle of the episode one of the guests brings up a book by Marie Kondō<sup>11</sup> *The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing*.

The participants in the conversation particularly discuss the KonMari method, described in the book. Here is what the official web-page of Marie says about her philosophy: “The KonMari Method™ is a way of life and a state of mind that encourages cherishing the things that spark joy in people’s lives. Belongings are acknowledged for their service and thanked before being let go of, if they no longer spark joy. People are drawn to this philosophy not only due to its effectiveness, but also because it places great importance on being mindful, introspective, and optimistic.” (KonMari Media Inc. 2018.)

The *Spring Cleaning* episode was released on 29-th of March, 2018. Even though the KonMari method has been there since 2011, the discussions around it still appear to be exuberant. People are finding ways of living happier, and keeping only meaningful and beautiful items around themselves. This seem to help with achieving the goal.

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<sup>10</sup> Lauren Laverne - English radio DJ, comedian, speaker, TV persona and author.

<sup>11</sup> Marie Kondō - Japanese author and acclaimed tidying consultant, who has been featured on more than thirty major Japanese television and radio programs as well as in *Time Magazine*, *The New York Times*, *The Wall Street Journal*, *The London Times*, *Vogue Magazine*, and many more.



TOOL: BRAND COMMITMENT MATRIX /  
ALIGNING THE SIDES

Finally, when the **IAM** and **POV** parts have been filled in, the time has come to align them and check for any mismatches.

The complete BCM shows that Florencia's customers' side and the company's side align well. This proves that the customer identity had been built properly and that Florencia and its customers share the same values and move in the same direction.

*In the BCM on the right some points in the customers' and the company's sides have been colour coded to illustrate the alignments better.*

	CUSTOMERS	COMPANY	
WHO THEY ARE	<b>IDENTITY</b> - YOUNG WOMEN FOLLOWING TRENDS, APPRECIATING <b>GOOD DESIGN</b> - PROUD OF <b>LOCAL ACHIEVERS</b> AND ACCOMPLISHMENTS	<b>PURPOSE</b> - BRING JOY AND <b>BEAUTY</b> INTO EVERYDAY LIFE - <b>SUPPORT LOCALITY</b> - MAKE QUALITY PRODUCTS AVAILABLE TO PEOPLE LIVING IN LAHTI	WHY WE EXIST
WHAT THEY WANT	<b>AIMS</b> - SUSTAINABLE LIFESTYLE - BEAUTIFUL HOME - WAY TO <b>PAMPER THEMSELVES</b> OR <b>CONGRATULATE A FRIEND / FAMILY MEMBER</b> - <b>SHOWCASE TASTE</b>	<b>ONLYNESS</b> - <b>UNIQUE PRODUCTS</b> - <b>FRESH WAY TO LOOK AT FLOWER BUSINESS</b> (WEEKEND BOUQUET)	WHAT WE OFFER
HOW THEY BELONG	<b>MORES</b> - TIRED OF BORING FLOWER BOUQUETS AND SAME-LOOKING PRODUCT - <b>ACTIVE SOME USERS</b> - GROWING PLANTS ENTHUSIASTS - <b>EVENT-GOERS AND KNOWLEDGE-SEEKERS</b>	<b>VALUES</b> - SUSTAINABLE LIVING - <b>OPENNESS</b> - <b>CULTURE OF SHARING</b> - <b>COMMUNITY BUILDING</b>	HOW WE BEHAVE

Figure 8: Brand Commitment Matrix, modified from Neumeier 2016, 67

## TOOL: THE AUTHENTICITY SCORECARD

This tool has been used to test and prove the results of BCM and 25 intangibles that add value tools, in which authenticity was highlighted and prioritized. Together with Melli and one of Florencia's customers, the store's authenticity level has been checked.

Florencia has been graded point by point. The opinions of voters have been shared and then calculated.

(Neumeier 2016.)

## THE AUTHENTICITY SCORECARD

GRADE YOUR COMPANY FROM 1 - 5 POINTS ON EACH ITEM, WITH 1 BEING "CUSTOMERS DON'T VIEW US LIKE THIS AT ALL" AND 5 BEING "CUSTOMERS REALLY DO VIEW US LIKE THIS."

### INAUTHENTIC

- PROFITS FIRST
- SHAREHOLDER FOCUS
- ME-TOO PRODUCTS
- FEAR OF FAILURE
- SHORT-TERM FOCUS
- TANGLED BUSINESS MODEL
- OVERPAID LEADERS
- HARD TO WORK WITH
- NICKEL-AND-DIME PRICING
- HIDDEN MOTIVES
- ADVERTISING TO PERSUADE
- LOYALTY PROGRAMS
- CONTINUOUS SALES EVENTS
- LEGAL HARDBALL
- ROBOTIC CALL CENTERS
- STRICT RETURN POLICIES
- FINE-PRINT CONTRACTS

TOTAL POINT: 20

### AUTHENTIC

- PROFITS + SOCIAL GOOD
- CUSTOMER FOCUS
- UNIQUE PRODUCTS
- COURAGE TO INNOVATE
- LONG-TERM FOCUS
- SIMPLE BUSINESS MODEL
- OPENNESS
- EASY TO WORK WITH
- RELATIONSHIP PRICING
- TRANSPARENCY
- ADVERTISING TO REVEAL
- ORGANIC LOYALTY
- SURPRISE SALES EVENTS
- FAIR DEALING
- REAL-TIME HUMAN HELP
- NO QUESTIONS ASKED
- CLEAR AGREEMENTS

TOTAL POINT: 76

Figure 9: The Authenticity Scorecard, modified from Neumeier 2016, 55

**TOOL: BRAND EXPERIENCE MAP**

The Brand Experience Map is a tool which takes us from brand building into strategy planning. All the touchpoints are collected together and placed on the map according to their level of depth and personalization. Some of the touchpoints have been created already and some are only planned to be created in the future. The information for the map was collected through votes, personal interviews - during which the interviewees shared a lot of suggestions - and talks with Melli as well as observations throughout the whole project. (Neumeier 2016.)

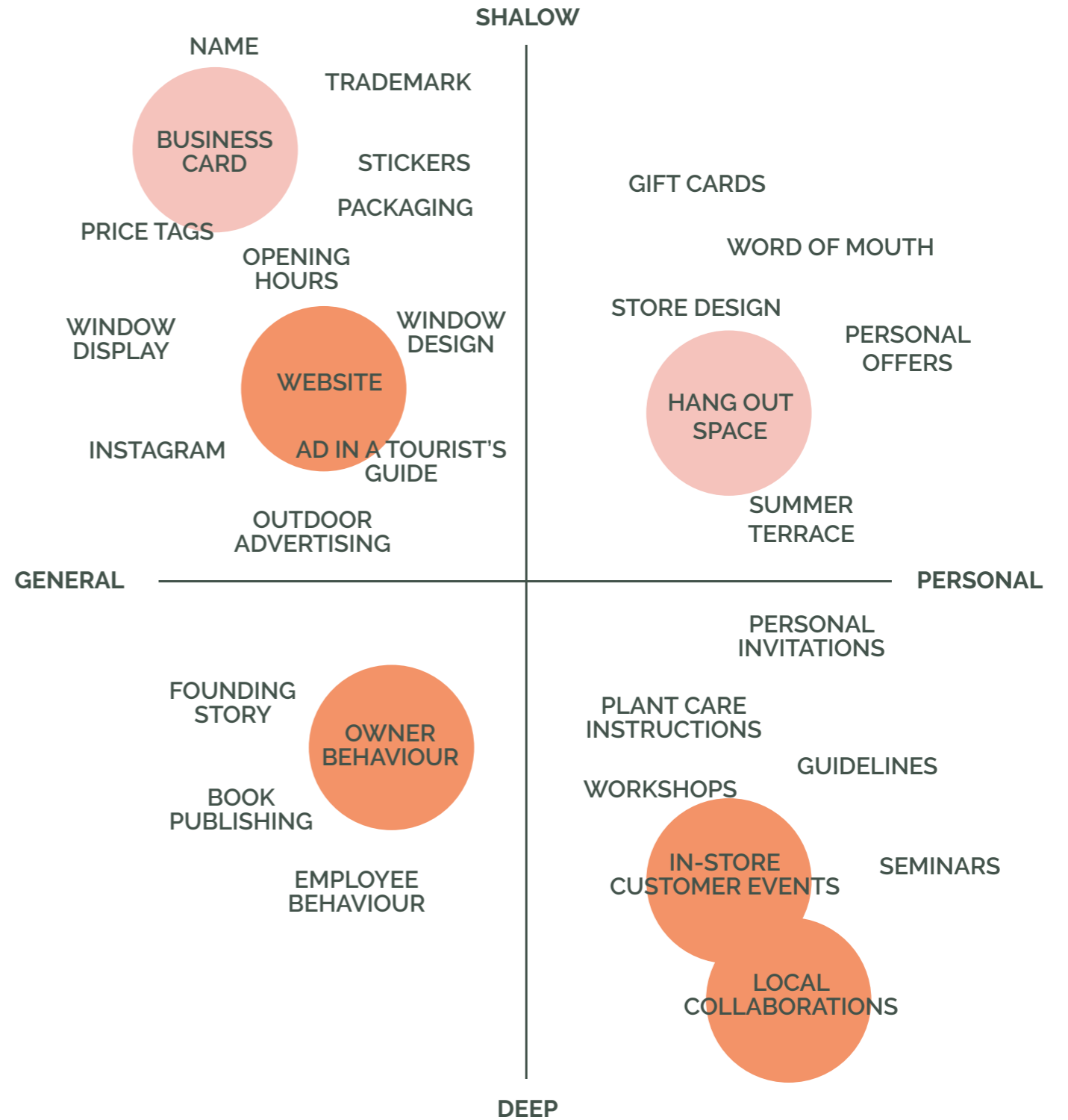


Figure 10: Brand Experience Map, modified from Neumeier 2016, 75



# 5 DESIGN PROCESS



## 5.1 BENCHMARKING

The design part of brand building for Florencia began with style defining. Due to the specificity of NBM process, benchmarking at this stage was done differently as well. When normally a designer would do an extensive benchmarking research among competitors, the resources for this project were found within the brand. Instead of comparing Florencia to the competitors, it was decided to involve the customers and Melli herself directly into the design process and let them affect the results.

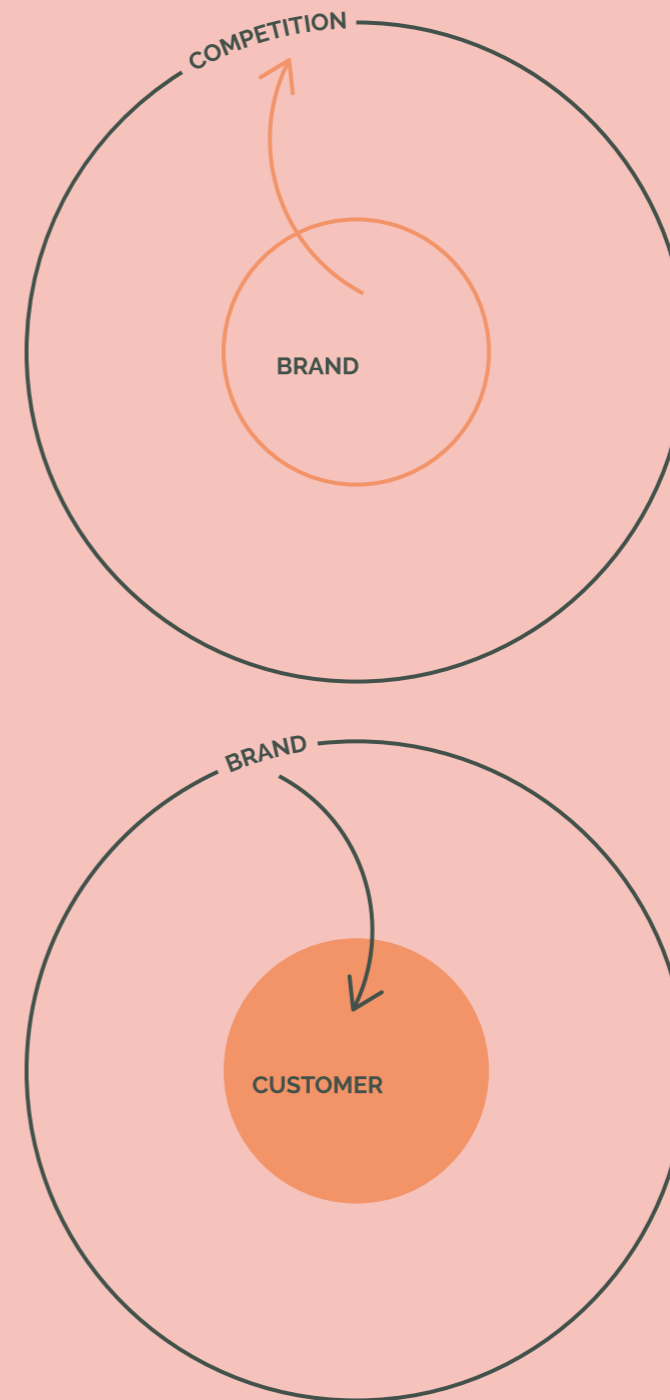


Figure 12: Benchmarking Models, Daria Ivanova 2018

## 5.2 DEFINING THE STYLE

### 5.2.1 MOODBOARDS

The design process had to start already in November 2017, before the opening of the new store for exactly that reason: some of the visuals were needed right away (*part 5.3 Designing the opening night*). The communication with customers was quite limited, thus many client meetings with Melli were held in November - December.

On November 16, 2017, during the third meeting with Melli, an interactive research game was held. Melli was shown five different moodboards, addressing different aspects of future branding. She was asked to pick her favourite picture from each moodboard, relying on her first impression and feelings and then explain her choice. This helped to establish Melli's personal taste, reveal some of her character's features and get a hold of a possible branding path.

The form of a game was chosen to make the research joyful and get the client's interest, which resulted in the feedback that was genuine and sincere.

***Moodboard 1: bringing the person***

***Moodboard 2: sneak peek / creative process***

***Moodboard 3: weekend bouquet / accessories photo style: breaking the rules***

***Moodboard 4: making it personal***

***Moodboard 5: using the colour & being crazy***

The final moodboard was made out of Melli's favourites.

#### MOODBOARD 1



*Moodboard 4: Bringing the person*

#### MOODBOARD 2



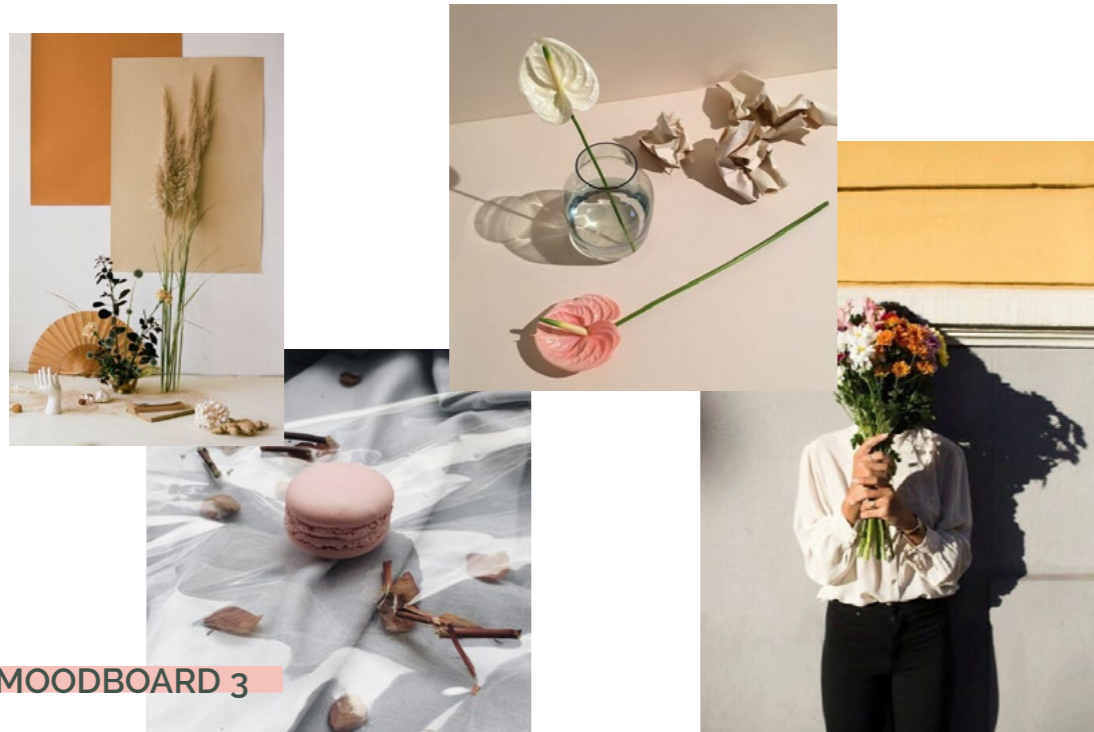
*Moodboard 5: Sneak peek / creative process*

**MOODBOARD 4**



*Moodboard 7: Making it personal*

**MOODBOARD 3**



*Moodboard 6: Weekend bouquet / accessories photo style: breaking the rules*

**MOODBOARD 5**



*Moodboard 8: Using the colour & being crazy*

FINAL MOODBOARD



Moodboard 9: Florencia's style



## 5.2.2 FLORENCIA'S STYLE & WABI-SABI

The final branding style for Florencia has been developed from a combination of Melli's style and a trending concept of Wabi-Sabi.

*WABI SABI IS AN ANCIENT AESTHETIC PHILOSOPHY ROOTED IN ZEN BUDDHISM, PARTICULARLY THE TEA CEREMONY, A RITUAL OF PURITY AND SIMPLICITY IN WHICH MASTERS PRIZED BOWLS THAT WERE HANDMADE AND IRREGULARLY SHAPED, WITH UNEVEN GLAZE, CRACKS, AND A PERVERSE BEAUTY IN THEIR DELIBERATE IMPERFECTION. THE JAPANESE PHILOSOPHY CELEBRATES BEAUTY IN WHAT'S NATURAL, FLAWS AND ALL. THE ANTIQUE BOWLS ABOVE ARE PRIZED BECAUSE OF (NOT IN SPITE OF) THEIR DRIPS AND CRACKS. (GRETCHEN ROBERTS<sup>12</sup> 2010.)*

Wabi-Sabi is a concept of imperfection and personalization. It accepts things as they are and finds beauty in details. Flower bouquets of Florencia seem to have a similar character, that is why Melli's style and Wabi-Sabi have been chosen for the future style of Florencia.

The fact that Wabi-Sabi and similar concepts are now trending in Finland only added value to the decision. For example, Habitare<sup>13</sup> has chosen its 2018 theme to be *Roots* which has adopted a lot of ideas from Wabi-Sabi. The official website of the event says: "In design, authenticity and truthfulness mean that things can also be rough, unfinished, odd, and random. Creativity triumphs over obeying the rules." and "In a globalising world, we have a growing appreciation for our own roots and an interest in the origins of things and in other cultures. The Habitare 2018 theme of *Roots* will bring out and highlight the authenticity and personality of things." (Habitare 2018).

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<sup>12</sup> Gretchen Roberts is an American author, digital and content strategist, currently working at Kofax as a global content marketer.

<sup>13</sup> Habitare - the biggest Interior, Design & Furniture Fair, which is annually held in Helsinki.



Moodboard 10: Florencia's style & Wabi-Sabi

### 5.3 DESIGNING THE OPENING NIGHT

While the project's style has been under the development, some of the design work had to be done for the opening night. It was decided to advertise the event with 2 window posters and also make personal invitations for the old friends and customers of Florencia.

These designs stand out of the major concept, since they had to be done in a very short time frame. Nonetheless, they managed to convey the general mood and concept of imperfection, which was brought by hand-made artworks.



Picture 31: Opening Night personal invitation, Daria Ivanova 2017



Picture 32: Window posters for the Opening of Florencia, Daria Ivanova 2017

## 5.4 DESIGNING ONE ELEMENT: BUSINESS CARD

The opening event designs gave some inspirational ideas for the main visual concept. For example, it was decided to continue with hand-drawn artworks. To make the process simpler, business card was chosen to be designed and tested with the customers first. This way they got to participate in concept development without being confused with many items and option.

Three different artworks have been made for future business card designs. Two of them are hand-drawn and then scanned. The third is a digital artwork, which looks like a simple stroke composition with little details.



Picture 33: Hand-drawn artwork 1, Daria Ivanova 2018

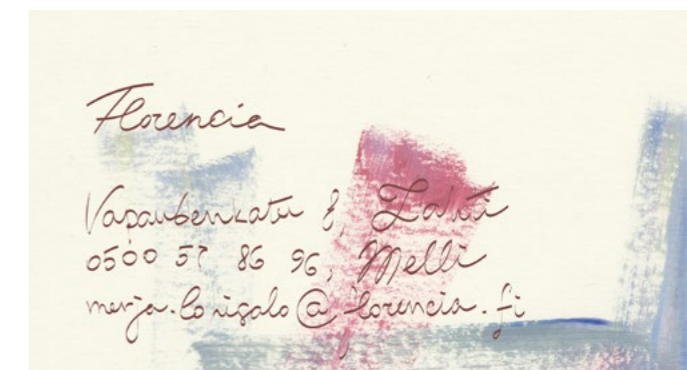


Picture 34: Digital artwork, Daria Ivanova 2018



Picture 35: Hand-drawn artwork 2, Daria Ivanova 2018

These are the first sketches of the business card. A quick questioning amongst people, who have been to Florencia showed that they had difficulties associating option 1 with the store. Option 3 often seemed messy and hard to read. The majority preferred option 2.



Picture 36: Sketches of business cards for Florencia, Daria Ivanova 2018

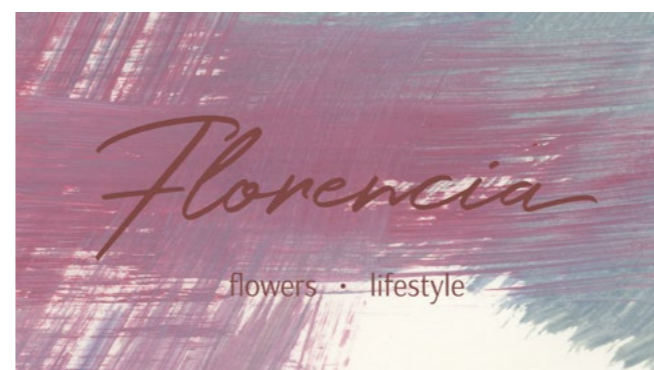


The designs have been improved according to the feedback. Option 1 got pink colour as a background (and blue on the back side). In option 3 the artwork and font as well as the logo have been changed to make it generally more holistic and legible.

These business card options got tested with 30 customers of Florencia. They have been printed and left in the store for 1.5 weeks. Interested customers could freely comment on the designs and choose their favourite. Melli has collected the feedback and votes.

During the voting it was easier to refer to card options according to their colors, therefore:

- *option 1: pink*
- *option 2: green*
- *option 3: violet*



Picture 36: Advanced sketches of business cards for Florencia, Daria Ivanova 2018

Collected data has been analysed from 2 perspectives: voters' gender and their card preference. The majority of voters were women (21 out of 30). And half of all voters (15) chose pink card as their favourite. Green turned out to be the second favourite with 10 votes total, which left the violet option with 5 votes only.

However, the oral feedback from the voters who chose either pink or green option (25 total) often contained a thought of mixing the two. They often said that the pink option was representing Florencia store best as well as had the clearest logo. Nonetheless, the green option seemed to work best for showing the plants' and flowers' side of the store as well as had a nice personal touch due to hand-drawn artwork.

The feedback has been implemented in further development of the business card. The base and logo have been taken from option 1 and the artwork touch and personal feel from option 2.



Picture 37: Business card options for voting, Daria Ivanova 2018

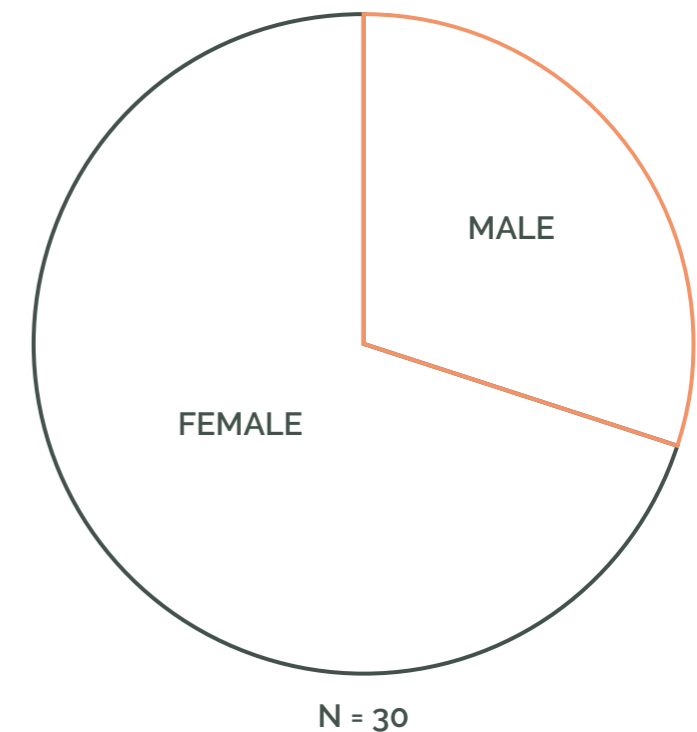
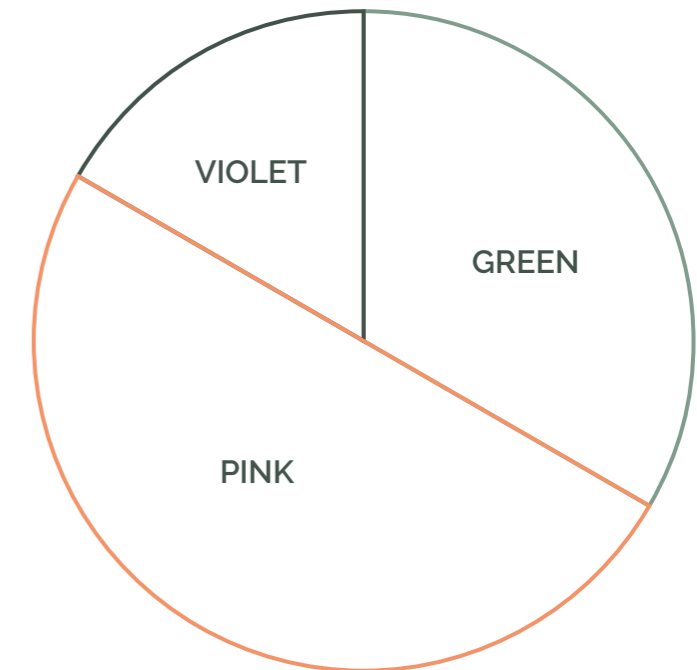


Figure 13: Results of voting, Daria Ivanova 2018

Design evolution of the business card.



*The very first prototype.*



*Background colour changed to pink. This option was offered for voting together with 2 other designs.*



*After-voting development. Trying out different strokes and styles in order to make it feel more hand-drawn and personal.*



*Finding the right composition and placement for each element. Experimenting with stroke weights.*



*The final design*

*Pictures 38 - 42: Business card evolution, Daria Ivanova 2018*

## 5.5 DESIGNING THE WHOLE IDENTITY

Final design was taken to Melli for further feedback. The colour has become a concern again. Melli said that the lifestyle part is reflected well. However, a flowers store's business card has to be more multifunctional. Its purpose is to represent the store, when people order flowers for birthdays, weddings as well as funerals and many other occasions.

This is how the idea of personalization was brought to the concept. Colour and stroke composition became the tools for it. All other branded items are following this lead as well and have colour or shape variations.



Picture 43: Business card final designs in 6 colors, Daria Ivanova 2018

**KUMIVIIKUNA**

Valoisaan, ei paahteeseen  
Vedoton paikka  
Tasainen kosteus, ei liikaa vettä  
Talvella lannoitus kerran kuukaudessa, kasvukaudella viikottain  
Viileämpi paikka talveksi  
Lisääminen lehti- ja varsipistokkaista  
Myrkyllinen eläimille

**HIRVENSARVISANIAINEN**

Runsas hajavallo, ei suoraan paahteeseen  
Pitää runsaasta vedestä, ei seisovaa vettä  
Kastelun voi tehdä upottamalla  
Talvella vähäisempi kastelu  
Sumutus  
Ajoittainen lannoitus  
Lisääminen jakamalla vanhempia yksilöitä

**PAGODIPUU**

Valoisaan  
Kerralla runsas kastelu, välissä kevyt kuivahdus  
Lannoitus kerran viikossa kasvukaudella  
Hiekkapitoinen multa

**PEIKONLEHTI**

Viihtyy valoissa tai puolivarjossa, ei suoraa paahtetta  
Säännöllinen kastelu, multa ei saa kuivua välissä kokonaan  
Sumutus hyväksi tai kuukausittainen suihku  
Lannoitus kasvukaudella joka toinen viikko, talvella ei ollenkaan  
Nuoren kasvin voi siirtää uuteen ruokkuun vuosittain, vanhan joka kolmas vuosi mutta pintamultaa voi vaihtaa vuosittain  
Lisääminen varsi- tai latvapistokkaista  
ilmajuuret tulee ohjata multa, ei poistaa

**KALANRUOTOKAKTUS**

Puolivarjoon, aurinkoon  
Ei vetoisaan paikkaan  
Harva kastelu, kerralla runsaammin  
Liika kastelu saa kasvin mätänemään  
Sumuttelu  
Kaktusravinne kerran kuussa  
Mullanvaihtoväli neljä vuotta  
Multaan hiekkaa tai kevytsoraa sekaan  
Lisätään pistokkaista  
Vaatii kukinnan jälkeen ja loppukesästä lepokaudet, jolloin kastelu niukempaa

**UNELMA / HIENOHELMA**

Runsaaseen valoon  
Ei suoraan paahteeseen  
Ei pidä vetoisasta paikasta  
Kasvukaudella kerralla runsaampi kastelu, pintamullan kuivahtaminen välissä  
Talvella niukempi kastelu  
Kasvukaudella laimea lannoite kerran viikossa

Picture 44: Plant care instructions design in 2 colors (different examples), Daria Ivanova 2018

**FLORENCIA - TILAUS**

**FLORENCIA - TILAUS**

Tilaja: \_\_\_\_\_

Sähköposti: \_\_\_\_\_

Puh: \_\_\_\_\_

Tilaus:

\_\_\_\_\_

Toimitus / Pvm:

\_\_\_\_\_

Kortti:

\_\_\_\_\_

Hinta: \_\_\_\_\_

Maksaminen / lasku:

\_\_\_\_\_

Muuta:

\_\_\_\_\_

FLORENCIA

Picture 45: Invoice design in 2 colors, Daria Ivanova 2018

## 5.6 INSTAGRAM STRATEGY

Instagram has been and still is the main online marketing tool for Florencia. Thus, careful attention should have been paid to its strategy and style. Multiple meetings and practical workshops have been held with Melli in order to develop a new style and learn to sustain it.

A lot of effort has been put to make Florencia's Instagram more attractive and keep up with the brand development.

First of all, it has been decided that the posts have to appear every other day at least, so that people stay in the know of events. Then the layout was rethought as well as the tone of voice in the posts' texts.

When the trademark was designed, Instagram profile got a new profile picture with it, changed the name from *Florencia That Flower Shop* to *Florencia Store Lahti*, updated the profile information and adopted new hashtags, like #florenciastore, for instance.

Instagram photography style stays within the major style's guidelines. The idea is to let followers see the process as well as make the sneak peek style more visible. Amongst the flower bouquet pictures, there start to appear more store and brand updates as well as product pictures and event documentation photos.

Once again, there is no seeking of perfection, for instance, the surroundings around paper backgrounds can be visible. Also the layout may combine both vertical and horizontal photos. General characteristics of new Instagram style of Florencia: fun, messy, behind-the-scene feeling.



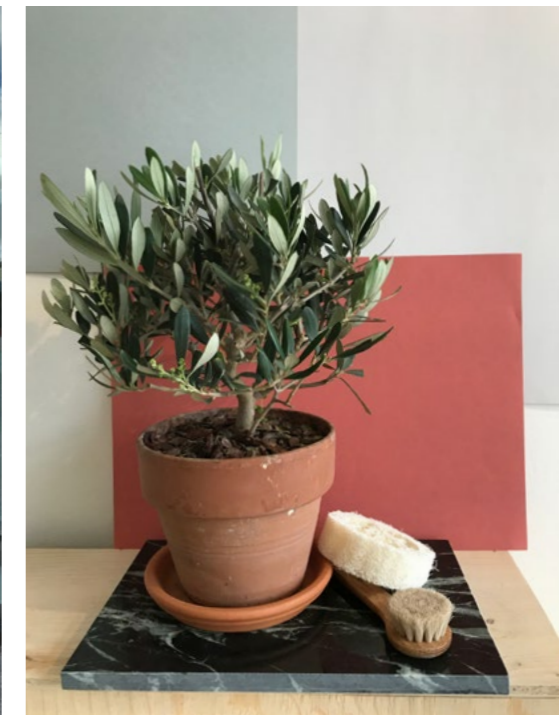
Picture 46: Process picture style, Daria Ivanova 2018



Picture 47: Weekend bouquet picture style, Daria Ivanova 2018



Picture 48: Bouquet summer alternative picture style, Daria Ivanova 2018



Picture 49: Product picture style, Daria Ivanova 2018

## 5.7 STORE AS A PART OF FLORENCIA'S BRAND

In-store developments have been an important part throughout the whole design process. The store itself acts like a touchpoint which contains a number of others, for example, branded items like business cards, plant care instructions, invoices; window display and window design; even store layout and products' placement.

The adjustments and improvements have been done one at a time. First, the store's layout and product placement have been decided. Then a big ceiling lamp flower decoration has been made in order to bring the Christmas holiday feeling (which has been changed to a lighter version in the beginning of spring). Later it got a window display and window design in a shape of a free-hand drawing as well as opening hours on the door. Then the branded items arrived and took their place.

The layout and decor are constantly changing according to the season and in-store events that sometimes require adjustments. Some of the elements like a sitting place and a hanger have been brought in, when the lack of them was noticed.

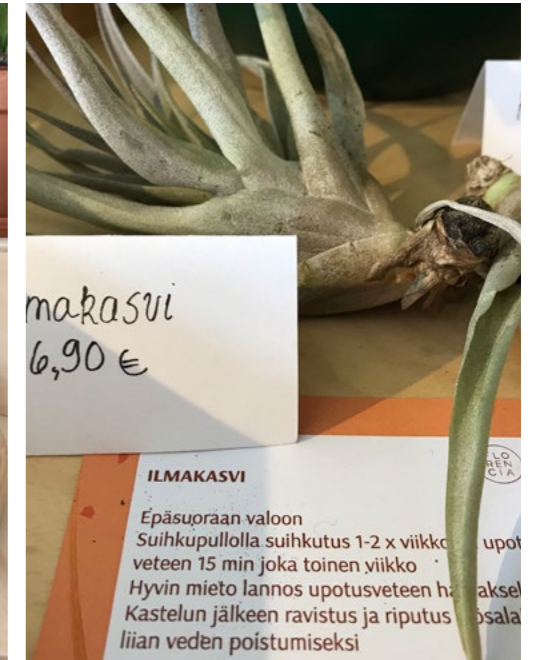
In-store changes are a good example of liquid strategy. Most of the time they happen as a result of careful observation of Florencia's customers and interaction with them.



Picture 50: Opening hour on Florencia Store's glass door, Daria Ivanova 2018



Picture 51: Example of product placement (layout), Daria Ivanova 2018



Picture 52: Pricetag and plant care instructions in Florencia Store, Daria Ivanova 2018



Picture 53: Window free-hand drawing design of Florencia Store, Daria Ivanova 2018



Picture 54: Example of store layout, Daria Ivanova 2018

# 6 FINAL RESULTS



## 6.1 BRANDBOOK

### 6.1.1 TRADEMARK & TYPOGRAPHY

The trademark has 3 different shapes, which can be used interchangeably, however the first option with a rectangular border is considered the main. The options in turquoise, brown and pink colors are available, depending on the purpose and design.

Arsenal bold and regular should be used in any printed media. Raleway was used to design the trademark.



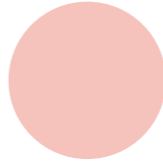




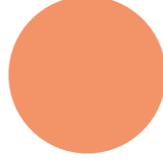

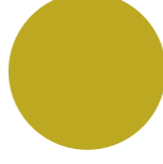


**ARSENAL BOLD**  
arsenal regular

**RALEWAY LIGHT**  
raleway regular

*Picture 55: Trademark & typography for Florencia, Daria Ivanova 2018*

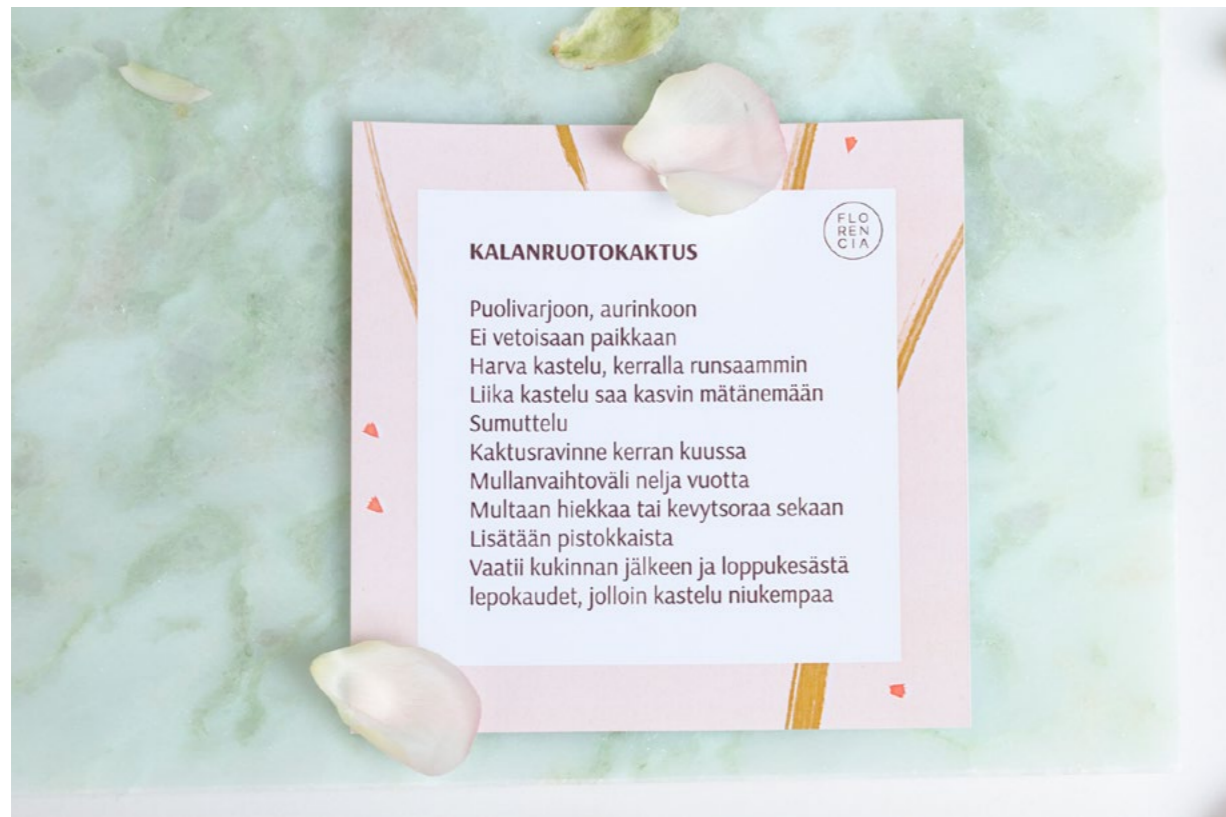
## 6.1.2 COLORS

Florenzia has 6 main brand colours and one extra text colour (brown). Turquoise, dark turquoise and brown also have different shades for digital media.

PINK #F5C4BD CMYK 1 27 18 0			
TURQUOISE #88B09E CMYK 49 17 41 0			TURQUOISE WEB #7F9B8C RGB 128 155 139
DARK TURQUOISE #628476 CMYK 60 29 50 17			DARK TURQUOISE WEB #425149 RGB 67 81 73
ORANGE #FF9663 CMYK 0 52 61 0			
DARK ORANGE #E96847 CMYK 3 74 77 0			
GREEN #BCA821 CMYK 10 13 95 22			
BROWN #946051 CMYK 31 59 58 29			BROWN WEB #603F3A RGB 96 64 58

Picture 56: Brand colors of Florenzia, Daria Ivanova 2018

## BRANDED ITEMS



Pictures 57 - 59: Florencia's branded items, Ninni Vidgren 2018

### 6.1.3 PHOTOGRAPHY

There are three main categories of photos for Florencia: person, sneak peek and product pictures. The style of photography reflects Florencia's style and the concept of Wabi-Sabi. There is no seeking of perfection. The photos are to arouse positive emotions. Brand's colours to be used as accents in papers and details. The style has been developed with the idea of easy sustaining in mind, so that Melli could make such photos on her own as well.

These photos are to be used on Florencia's future website, online blog and in company's Instagram if necessary.

#### GUIDELINES:

*Photos of a person* are preferably b&w. The purpose of person photos is to show the creator of flower bouquets and the owner of the store - Melli. General mood: cheerful.

*Sneak peek photos* can be either b&w or colour. The focus stays on the person's hands. Series of photos have to have a clear narrative and a final result to be shown.

*Product pictures* are always in colour. They can involve a human aspect, for example, a hand holding a product can be showing. Some products can be combined in order to show the whole product category, for instance, bathroom products or a set of products which can be used as a suggestion for a gift.



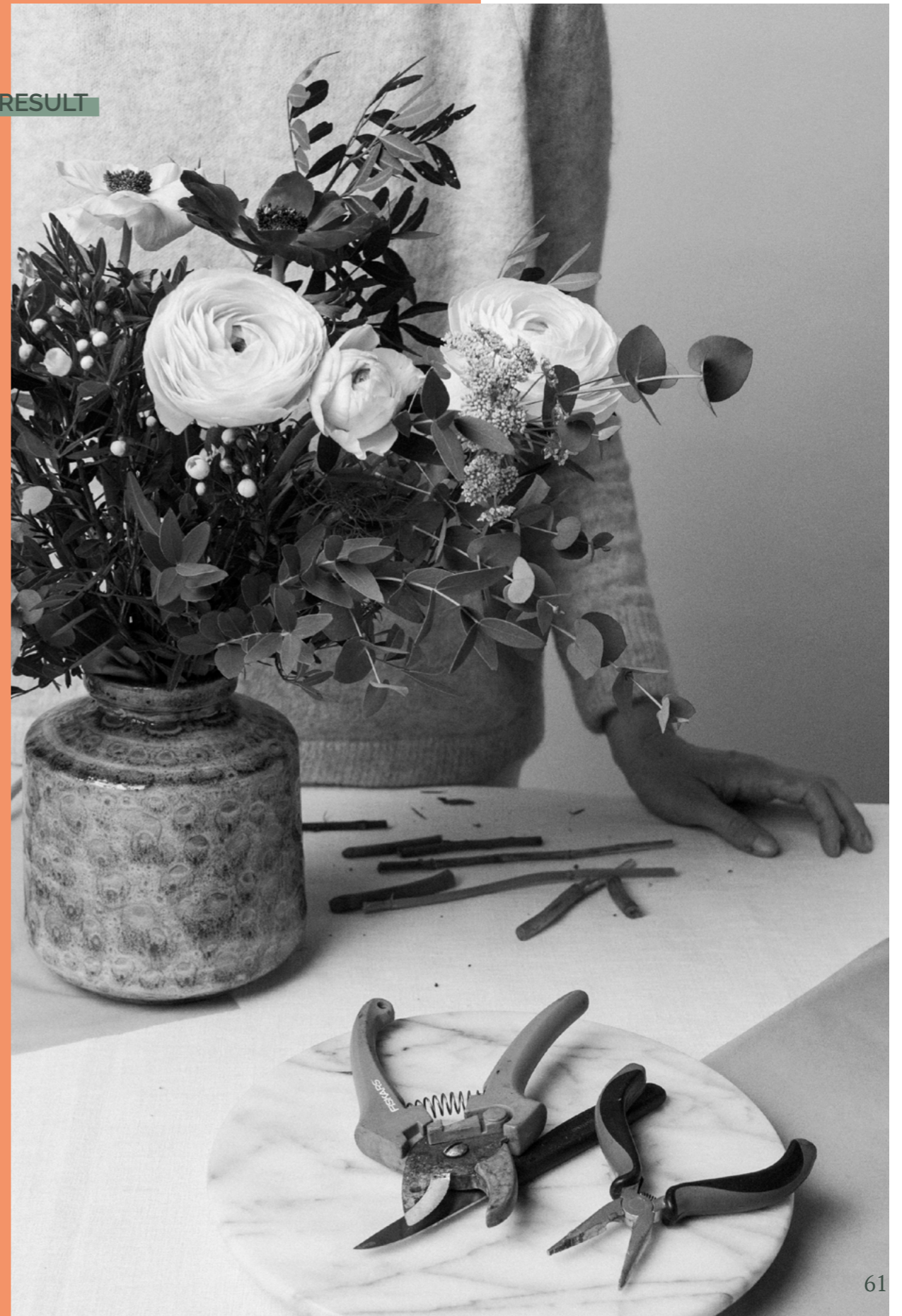
Picture 60: Portrait of Melli, Ninni Vidgren 2018

SNEAK PEEK / PROCESS



Picture 61: Making a bouquet process / sneek peak style, Ninni Vidgren 2018

RESULT



Picture 62: Making a bouquet result / sneek peak style, Ninni Vidgren 2018

HUMAN ASPECT IN PHOTOS  
PLANTS CATEGORY



Picture 63: Plants, Ninni Vidgren 2018

HUMAN ASPECT IN PHOTOS  
PLANT PHOTO



Picture 64: Airplants, Ninni Vidgren 2018

PRODUCT



Picture 65: Vase, Ninni Vidgren 2018

PRODUCT / GENDER / MEN



Picture 66: Men's products, Ninni Vidgren 2018

PRODUCT



Picture 67: Bathroom products, Ninni Vidgren 2018

FULL PRODUCT CATEGORY / BATHROOM



Picture 68: Bathroom product category, Ninni Vidgren 2018





Picture 69: Watering can and sprayer, Ninni Vidgren 2018

## 6.2 FUTURE PLANS

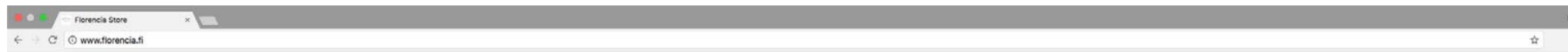
Some of the future plans of Florencia have been visualised. They are suggestions, which could be accepted and used by the store later on.



Picture 70: Sticker designs, Daria Ivanova 2018



Picture 71: A-stand mock-up, Daria Ivanova 2018



shop

about us

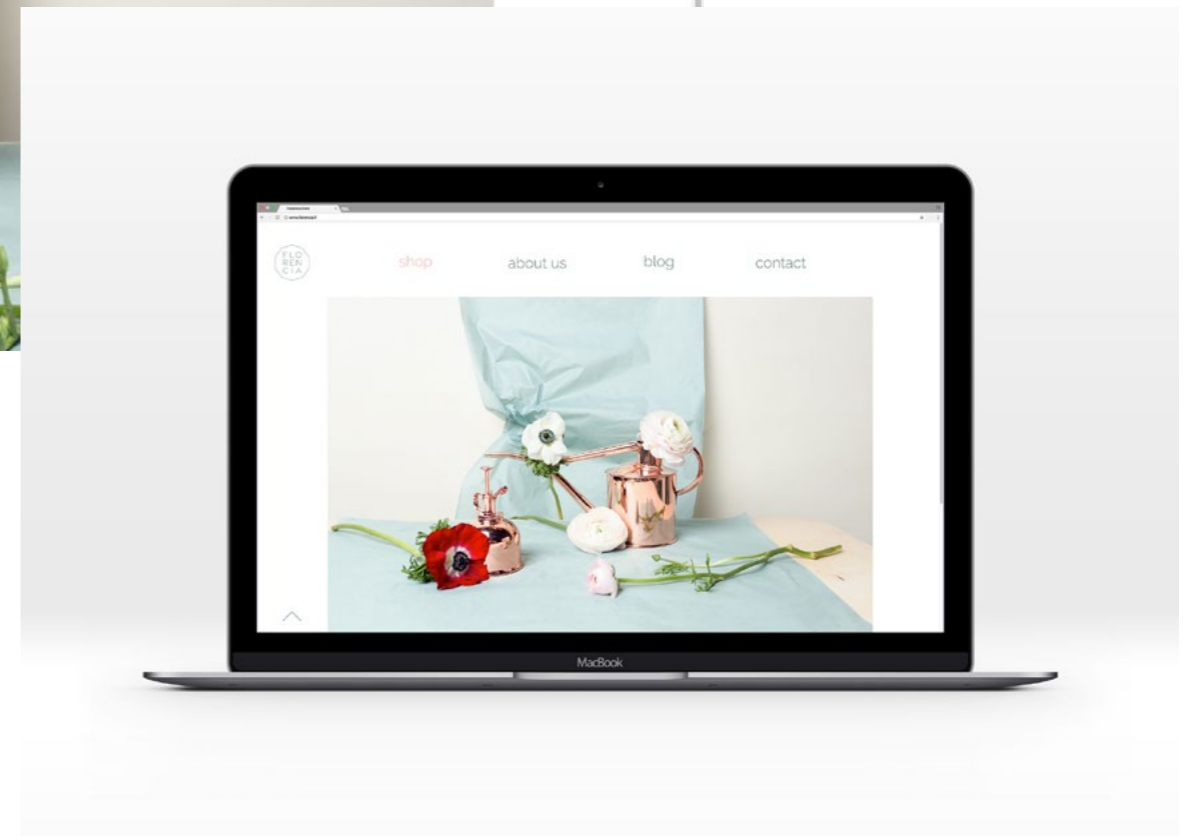
blog

contact

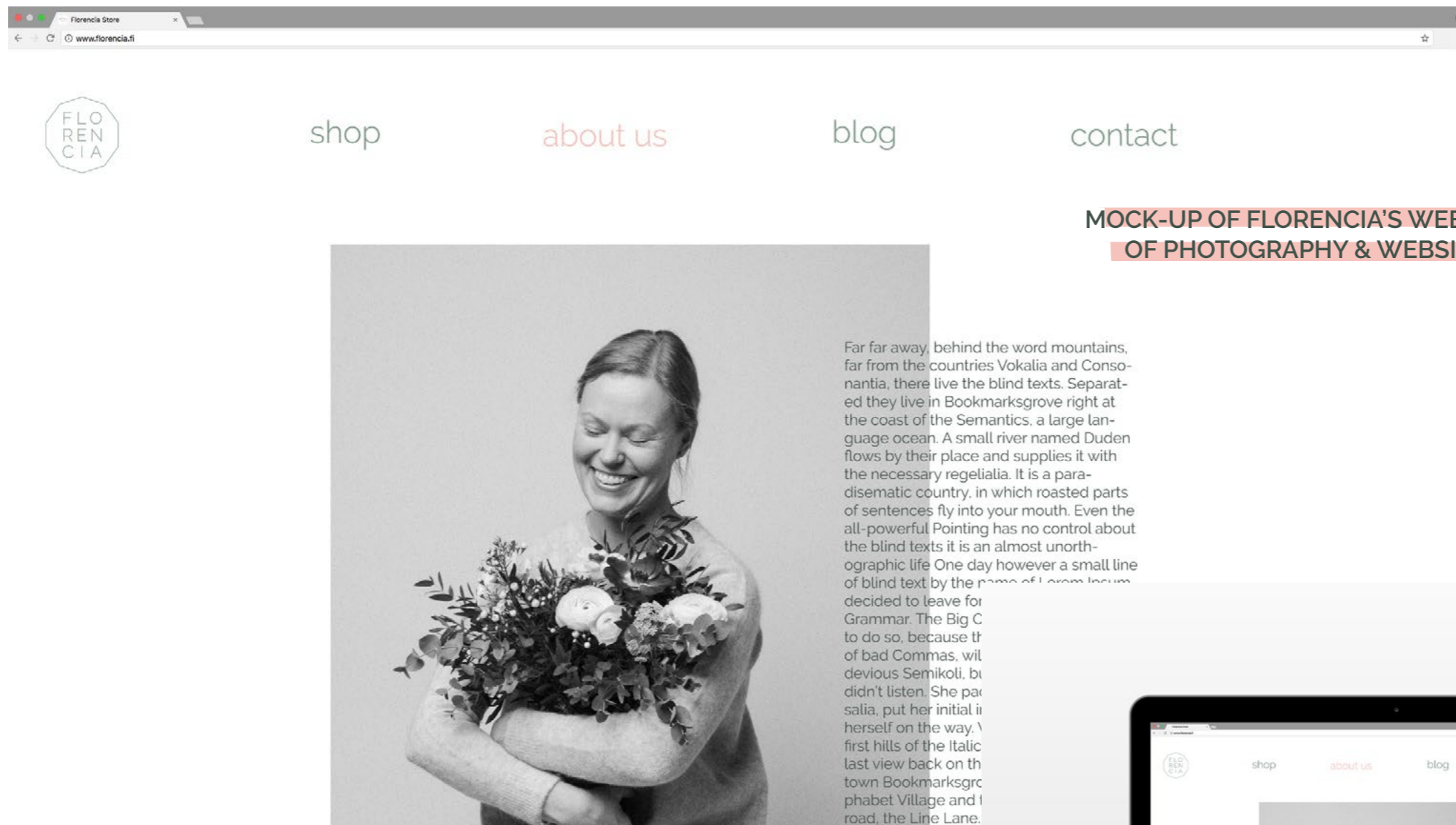
MOCK-UP OF FLORENZIA'S WEBSITE / USAGE OF PHOTOGRAPHY & WEBSITE LAYOUT



Picture 72: Florenzia future website concept design, shop page; Daria Ivanova 2018

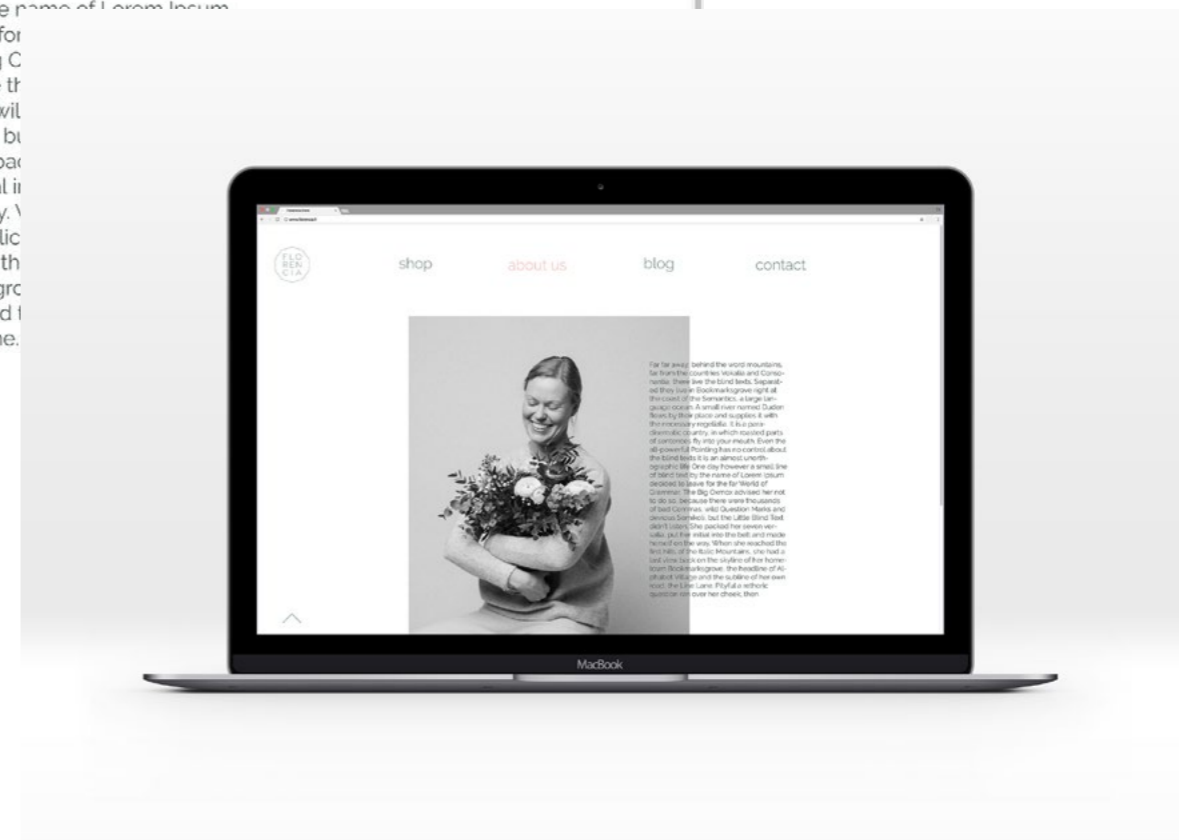


Picture 73: Florenzia future website concept mock-up, shop page; Daria Ivanova 2018



**MOCK-UP OF FLORENCIA'S WEBSITE / USAGE OF PHOTOGRAPHY & WEBSITE LAYOUT**

Picture 74: Florencia future website concept design, about us page; Daria Ivanova 2018



Picture 75: Florencia future website concept mock-up, about us page; Daria Ivanova 2018

**A BRIEF SUMMARY OF BRANDING  
PROCESS:**

**DEVELOPED:**

- CUSTOMER IDENTITY PROFILE
- EVENT STRATEGY
- PHOTOGRAPHY STYLE
- INSTAGRAM STRATEGY
- TONE OF VOICE / WAY OF SPEAKING

**DESIGNED:**

- OPENING EVENT VISUALS
- TRADEMARK
- BUSINESS CARDS
- PLANT CARE INSTRUCTIONS
- STICKERS
- STORE LAYOUT
- WINDOW DISPLAY & DESIGN
- WEBSITE MOCK-UP



*Picture 76: Florenxia's stamp on silkpaper, Daria Ivanova 2018*

# 7 PROCESS DOCUMENTATION

## 7.1 DESIGN PROCESS DOCUMENTATION



Picture 77: Paperilla's paper colors catalogue, Daria Ivanova 2017



Picture 78: Developing new style of pictures for weekend bouquets, Daria Ivanova 2017



Picture 79: Pantone color catalogue, Daria Ivanova 2017



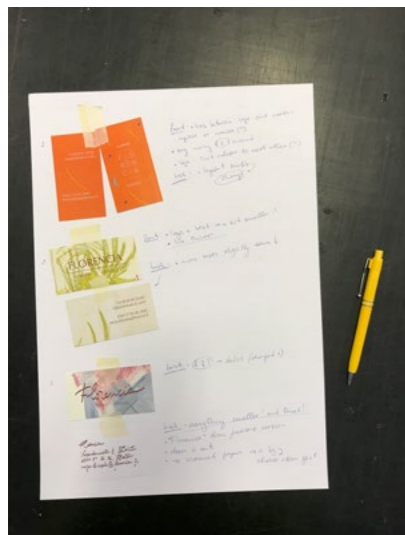
Picture 80: Artwork for Opening Night window poster & invitations, Daria Ivanova 2017



Picture 81: Printing the posters for advertising the opening of Florencia Store, Daria Ivanova 2017



Picture 82: Creating artwork with pastels for green business card option, Daria Ivanova 2018



Picture 83: First printing of business cards' sketches, Daria Ivanova 2018



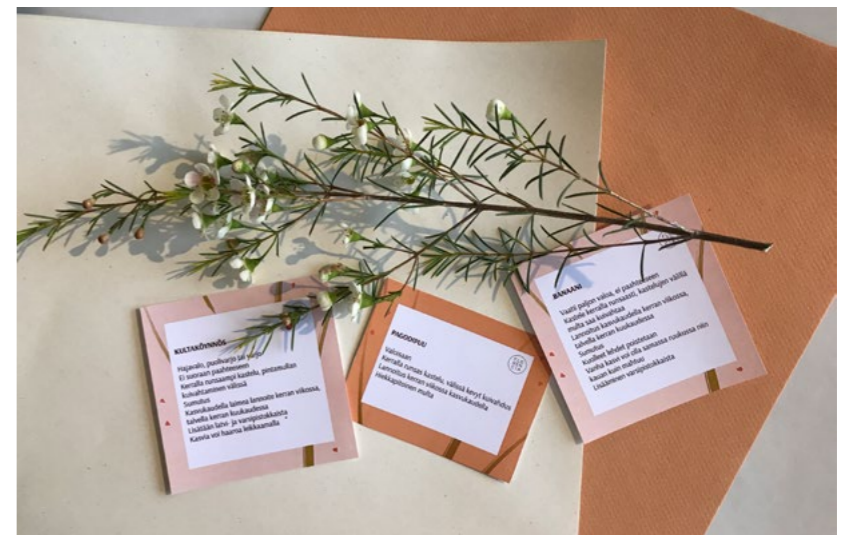
Picture 84: Advanced business cards' printing and color palette development, Daria Ivanova 2018



Picture 85: New Florencia's stamp on silkpaper, Daria Ivanova 2018



Picture 86: Plant care instructions' and invoices' printing, Daria Ivanova 2018



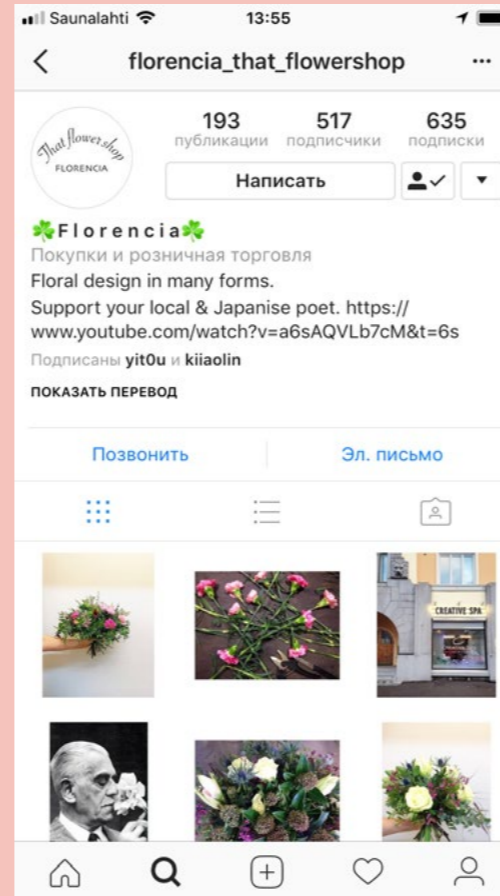
Picture 87: Plant care instructions in Florencia Store, Daria Ivanova 2018

## 7.2 INSTAGRAM MONITORING

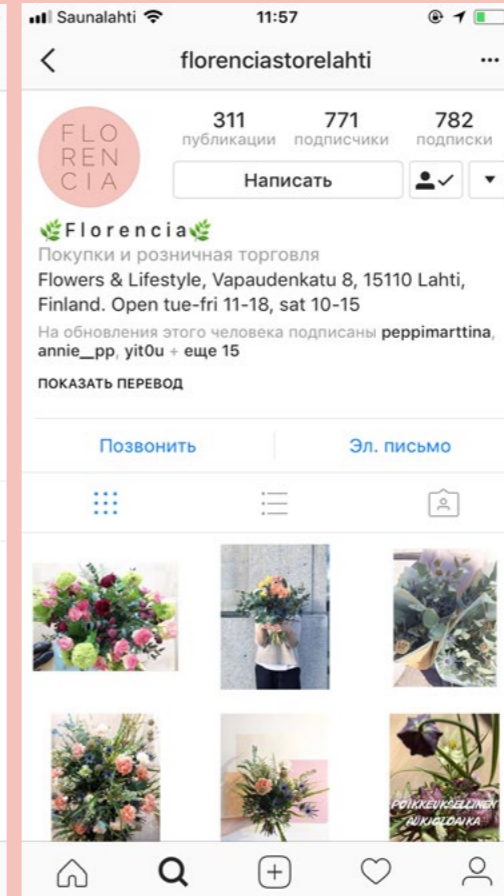
During 5 months (from November 2017 to April 2018) Florencia's Instagram has been closely monitored. The first and second screenshots picture the profile in the beginning and the end of the project accordingly. During the time Florencia's profile refreshed the basic elements according to new branding. Approximately 120 posts have been made during the time and the number of followers has grown from 517 (on 10.04.2018). Also the difference between Florencia's followers and Florencia's followings used to be 118 (Florencia followed 118 more people than got followed by) and now it is only 11.

The views statistics shows that amongst the 12 most viewed posts there are 9 that have been made in the frame of the branding process. The majority of them feature new arrivals of products, in-store changes and events. The post featuring new plant care instructions in the store is the most popular post of the project with 1210 views in only 1 month period of time (compared to the most popular post of Florencia with 2353 views).

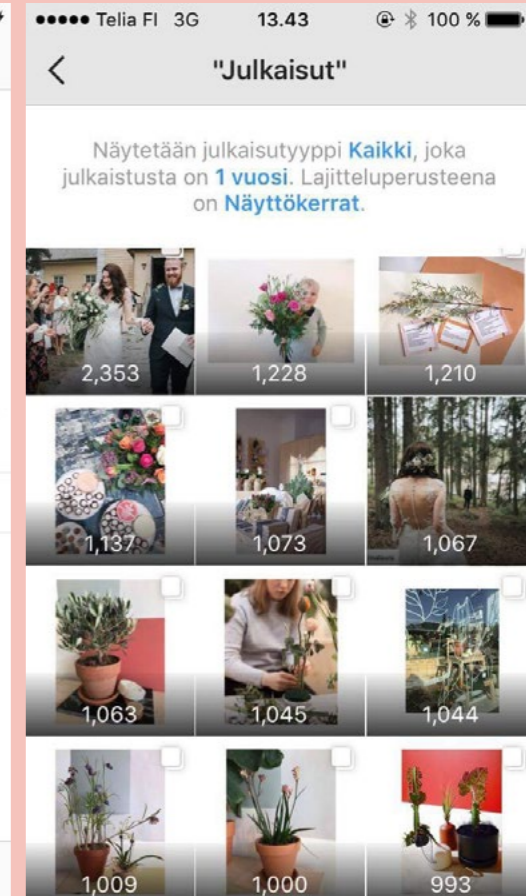
Instagram monitoring allowed to quickly experiment with new photo styles and categories (for example, in-store changes) and follow peoples' reaction. All in all, the profile becomes more popular and recognizable. It reflects better the new brand of Florencia and constantly grows its online community.



Picture 88: Screenshot of Florencia's Instagram on 17.11.2017



Picture 89: Screenshot of Florencia's Instagram on 10.04.2018



Picture 90: Screenshot of Florencia's Instagram views statistics on 05.04.2018



## 7.3 IN-STORE DEVELOPMENTS



Picture 91: Posters on the window of the future Florencia Store, Daria Ivanova 2017



Picture 92: Renovation in the store, Daria Ivanova 2017



Picture 93: Christmas lamp flower decoration in the store, Daria Ivanova 2017



Picture 94: Name free-hand window drawing, Daria Ivanova 2017



Picture 95: Florencia's name letters above the window, Daria Ivanova 2018



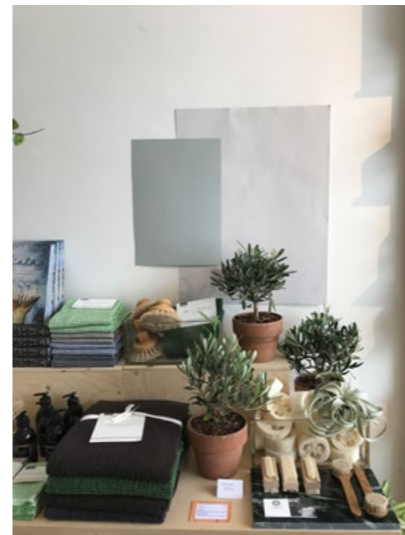
Picture 96: Construction for hanging plants, Daria Ivanova 2018



Picture 97: Window free-hand drawign, Daria Ivanova 2018



Picture 98: Window display layout example, Daria Ivanova 2018



Picture 99: Place for taking Instagram pictures in the store & parodct placement layout, Daria Ivanova 2018



Picture 100: Outside of Florencia Store, Daria Ivanova 2018



Picture 101: Posters advertising local events inside the store, Daria Ivanova 2018

# 8 CONCLUSIONS

## 8.1 PROJECT EVALUATION

The main goal of this thesis work was to explore NBM and test its efficiency. To do so, the model was used as a guidance during the branding process of Florencia Store.

Unfortunately, the time frame of my thesis work did not leave a possibility to observe and evaluate the achieved results with a larger number of customers and events. However, there are certain signals, which, in my opinion, indicate the success of the NBM approach:

- The brand's visuals appeal to Melli and Florencia's customers. For example, all five interviewees clearly stated that the final design was a positive progress, compared to the earlier versions. Moreover, customers occasionally commented on the new logo, saying that it represents the store and its style very well.
- There has been an uplift in Instagram ratings after layout, style and tone of voice changes.
- Florencia's customers from the times when Florencia was a Vintage & Flowers store are becoming familiar with the change in the store's concept and continue being Florencia's customers.
- All of the interviewees answered positively to the question, whether they would recommend Florencia to their friends or family. 4 out of 5 have done so already (WOM).

If I were to compare the flipped branding strategy to the one, which is generally perceived as customer-centered, I would say that the first one goes a step deeper.

As I see it, a customer-centered design process has its main goal to prove something either working or failing. It normally does so through user testing and feedback collection. Even though Marty Neumeier dedicates the first segment

of chapters for the introduction of this approach (see: 2.3.3 *THE NEW BRAND MODEL AS A SYSTEM, Segment 1*), I would argue that he uses it as it is in the NBM.

The flipped thinking asks questions like "how could it work?" or "how do you feel about it?" leaving customers a possibility to freely comment on designs. This new way of asking was taken from the book, thus Neumeier himself leads a reader (designer) further and forward from customer-centered approach.

Not to forget to mention the differences in the focal point and order of design stages. Customer-centered design approach designs a better product, whereas flipped designing has a customer in mind and concentrates on designing her. Hence, the change of places of the elements in NBM compared to OBM.

As for challenges, there were multiple throughout the process. Firstly, some of design work had to be done for the opening event. However, at the time the research phase has not been finished yet. Therefore, the first invitations and posters had to be based on interviews with Melli, mood-board research game and a few observation sessions.

Another example is moving into a new space and lack of attributes, such as the store's name sign, for instance. This and other missing elements, which appeared later, brought confusion during the first months after the opening and (possibly) resulted in a loss of clientele as well as damaged the research and branding process.

Not to forget limited budget and equipment, time management issues and other difficulties that had to be dealt with and which are typical for a real-life case for a client.

Nevertheless, my client (Melli) and I are content with the results of the branding. We will continue our co-working and carry on the process for as long as it will be necessary.

## 8.2 ACKNOWLEDGEMENTS

I would like to thank all the people, who helped me throughout the process, encouraged me, collaborated with me and supported emotionally.

I thank my teachers: Noora Nylander, Auli Papinniemi, Helmi Honkanen for guiding me and providing with all the necessary information. You made me feel confident. Thank you for sharing your knowledge, being kind and patient.

I thank my client Melli Lohisalo for being so incredible, helping and cooperative. No words could describe how lucky I was to get you as a client! Thank you for your time, all the meetings we had, all of your ideas and support of my work. None of this would exist without you!

I thank my project photographer Ninni Vidgren for accepting all of my crazy ideas and making them come true. Also thank you for being so easy-going, positive and willing to travel long distances to make the photo shoots happen!

I thank my friends and family for being there for me.

Special thanks: Ilja Oikarinen, Petra Paatero, Petteri Tuukkanen.



Picture 102: Flowers, Daria Ivanova 2018

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- Picture 1: Flower installation, Daria Ivanova 2018
- Picture 2: Library, Sylvia Yang on Unsplash 2018. Available at: [https://unsplash.com/photos/\\_ar2ENzmqb0](https://unsplash.com/photos/_ar2ENzmqb0)
- Picture 3: Sketches & mindmaps, Daria Ivanova 2018
- Picture 4: Marty Neumeier holding a workshop, Marty Neumeier 2018. Available at: <http://www.martyneumeier.com/#events-about>
- Picture 5: The Brand Flip book, Squarespace 2018. Available at: <https://static1.squarespace.com/static/522b9acfe4b04c838fac6f92/585da-152c534a5283f350e6b/585da5ff725e25ca577f67ac/1482532403741/brand-flip.png?format=1500w>
- Picture 6: WOM advertising, rawpixel.com on Unsplash 2018. Available at: <https://unsplash.com/photos/Bs8pjXQe7k4>
- Picture 7: Customer, Charisse Kenion on Unsplash 2018. Available at: <https://unsplash.com/photos/m-094tOoS4E>
- Picture 8: Interior design by Studioilse, Studioilse 2018. Available at: [http://www.studioilse.com/sites/default/files/150407\\_ChaletFontanet1\\_0390\\_3.jpg](http://www.studioilse.com/sites/default/files/150407_ChaletFontanet1_0390_3.jpg)
- Picture 9: Customer, Charisse Kenion on Unsplash 2018. Available at: <https://unsplash.com/photos/XvZutU3LohE>
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- Picture 12: Melli on the morning of the opening of the store, Ninni Vidgren 2017.
- Picture 13: Weekend bouquet, Melli Lohisalo 2018.
- Picture 14: Flower bouquet, Järvenpäänkukkatalo 2018. Available at: <http://www.jarvenpaankukkatalo.fi/wp-content/uploads/2017/04/kimp-pu-vaaleanpunainen.jpg>
- Picture 15: Weekend bouquet, Melli Lohisalo 2018.
- Picture 16: Example of Florencia's old branding, business card; Daria Ivanova 2017.

Picture 17: Example of Florencia's old branding, plant care instruction; Daria Ivanova 2018.

Picture 18: Example of Florencia's old branding, stamp on silkpaper; Daria Ivanova 2018.

Picture 19: Old website of Florencia, screenshot of florencia.fi 2017.

Picture 20: In Florencia Store, Daria Ivanova 2018.

Picture 21: Guest book in Florencia Store, Daria Ivanova 2017.

Picture 22: Florencia's Opening Night Flower Accessory Workshop, Ninni Vidgren 2017.

Picture 23: Florencia's Opening Night Flower Accessory Workshop, Ninni Vidgren 2017.

Picture 24: Weekend bouquet in Petit St Louis, Daria Ivanova 2018.

Picture 25: Table Flower Centrepiece Workshop, Anna Rautio 2018.

Picture 26: Florencia's installation in Lahti Art Museum, Daria Ivanova 2018.

Picture 27: Vintage pop-up event in Florencia, Daria Ivanova 2018.

Picture 28: New Osmia room scent product launch in Florencia, Daria Ivanova 2018.

Picture 29: Customer Identity, Vesa Silver 2017. Available at: <http://pupulandia.fi/2017/05/12/tarinoita-kesasta/>

Picture 30: Beautiful living aesthetics, Jared Rice on Unsplash 2018. Available at: <https://unsplash.com/photos/PibraWHb4h8>

Picture 31: Opening Night personal invitation, Daria Ivanova 2017.

Picture 32: Window posters for the Opening of Florencia, Daria Ivanova 2017.

Picture 33: Hand-drawn artwork 1, Daria Ivanova 2018.

Picture 34: Digital artwork, Daria Ivanova 2018.

Picture 35: Hand-drawn artwork 2, Daria Ivanova 2018.

Picture 36: Sketches of business cards for Florencia, Daria Ivanova 2018.

Picture 36: Advanced sketches of business cards for Florencia, Daria Ivanova 2018.

Picture 37: Business card options for voting, Daria Ivanova 2018.

Pictures 38 - 42: Business card evolution, Daria Ivanova 2018.

Picture 43: Business card final designs in 6 colors, Daria Ivanova 2018.

Picture 44: Plant care instructions design in 2 colors (different examples), Daria Ivanova 2018.

Picture 45: Invoice design in 2 colors, Daria Ivanova 2018.

Picture 46: Process picture style, Daria Ivanova 2018.

Picture 47: Weekend bouquet picture style, Daria Ivanova 2018.

Picture 48: Bouquet summer alternative picture style, Daria Ivanova 2018.

Picture 49: Product picture style, Daria Ivanova 2018.

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Picture 51: Example of product placement (layout), Daria Ivanova 2018.

Picture 52: Pricetag and plant care instructions in Florencia Store, Daria Ivanova 2018.

Picture 53: Window free-hand drawing design of Florencia Store, Daria Ivanova 2018.

Picture 54: Example of store layout, Daria Ivanova 2018.

Picture 55: Trademark & typography for Florencia, Daria Ivanova 2018.

Picture 56: Brand colors of Florencia, Daria Ivanova 2018.

Pictures 57 - 59: Florencia's branded items, Ninni Vidgren 2018.

Picture 60: Portrait of Melli, Ninni Vidgren 2018.

Picture 61: Making a bouquet process / sneek peak style, Ninni Vidgren 2018.

Picture 62: Making a bouquet result / sneek peak style, Ninni Vidgren 2018.

Picture 63: Plants, Ninni Vidgren 2018.

Picture 64: Airplants, Ninni Vidgren 2018.

Picture 65: Vase, Ninni Vidgren 2018.

Picture 66: Men's products, Ninni Vidgren 2018.

Picture 67: Bathroom products, Ninni Vidgren 2018.

Picture 68: Bathroom product category, Ninni Vidgren 2018.

Picture 69: Watering can and sprayer, Ninni Vidgren 2018.

Picture 70: Sticker designs, Daria Ivanova 2018.

Picture 71: A-stand mock-up, Daria Ivanova 2018.

Picture 72: Florencia future website concept design, shop page; Daria Ivanova 2018.

Picture 73: Florencia future website concept mock-up, shop page; Daria Ivanova 2018.

Picture 74: Florencia future website concept design, about us page; Daria Ivanova 2018.

Picture 75: Florencia future website concept mock-up, about us page; Daria Ivanova 2018.

Picture 76: Florencia's stamp on silkpaper, Daria Ivanova 2018.

Picture 77: Paperilla's paper colors catalogue, Daria Ivanova 2017.

Picture 78: Developing new style of pictures for weekend bouquets, Daria Ivanova 2017.

Picture 79: Pantone color catalogue, Daria Ivanova 2017.

Picture 80: Artwork for Opening Night window poster & invitations, Daria Ivanova 2017.

Picture 81: Printing the posters for advertising the opening of Florencia Store, Daria Ivanova 2017.

Picture 82: Creating artwork with pastels for green business card option, Daria Ivanova 2018.

Picture 83: First printing of business cards' sketches, Daria Ivanova 2018.

Picture 84: Advanced business cards' printing and color palette development, Daria Ivanova 2018.

Picture 85: New Florencia's stamp on silkpaper, Daria Ivanova 2018.

Picture 86: Plant care instructions' and invoices' printing, Daria Ivanova 2018.

Picture 87: Plant care instructions in Florencia Store, Daria Ivanova 2018.

Picture 88: Screenshot of Florencia's Instagram on 17.11.2017.

Picture 89: Screenshot of Florencia's Instagram on 10.04.2018.

Picture 90: Screenshot of Florencia's Instagram views statistics on 05.04.2018.

Picture 91: Posters on the window of the future Florencia Store, Daria Ivanova 2017.

Picture 92: Renovation in the store, Daria Ivanova 2017.

Picture 93: Christmas lamp flower decoration in the store, Daria Ivanova 2017.

Picture 94: Name free-hand window drawing, Daria Ivanova 2017.

Picture 95: Florencia's name letters above the window, Daria Ivanova 2018.

Picture 96: Costruction for hanging plants, Daria Ivanova 2018.

Picture 97: Window free-hand drawign, Daria Ivanova 2018.

Picture 98: Window display layout example, Daria Ivanova 2018.

Picture 99: Place for taking Instagram pictures in the store & parodct placement layout, Daria Ivanova 2018.

Picture 100: Outside of Florencia Store, Daria Ivanova 2018.

Picture 101: Posters advertising local events inside the store, Daria Ivanova 2018.

Picture 102: Flowers, Daria Ivanova 2018.

## FIGURES

Figure 1: The New Brand Model, modified from Neumeier 2016, 4.

Figure 2: The List of Chapters, Daria Ivanova 2018.

Figure 3: 25 Intangibles That Add Value, modified from Neumeier 2016, 26.

Figure 4: List of The Good, modified from Neumeier 2016, 39.

Figure 5: IAM, modified from Neumeier 2016, 49.

Figure 6: POV, modified from Neumeier 2016, 67.

Figure 7: Context All The Way Out, modified from Sierra 2015, 38.

Figure 8: Brand Commitment Matrix, modified from Neumeier 2016, 67.

Figure 9: The Authenticity Scorecard, modified from Neumeier 2016, 55.

Figure 10: Brand Experience Map, modified from Neumeier 2016, 75.

Figure 11: Designing The Way Forward, modified from Neumeier 2016, 107 - 109.

Figure 12: Benchmarking Models, Daria Ivanova 2018.

Figure 13: Results of voting, Daria Ivanova 2018.

## MOODBOARDS

Moodboard 1:

<http://www.designsponge.com/wp-content/uploads/2017/11/Anna-PINK-Weeds-LR-67-copy.jpg>

[https://www.kalevalakoru.fi/media/catalog/product/cache/1/small\\_image/800x/040ec09b1e35df139433887a97daa66f/m/a/malli\\_korvis\\_1.jpg](https://www.kalevalakoru.fi/media/catalog/product/cache/1/small_image/800x/040ec09b1e35df139433887a97daa66f/m/a/malli_korvis_1.jpg)

<http://www.asos.com/ray-ban/ray-ban-round-glasses/>

[http://www.asos.com/ray-ban/ray-ban-round-glasses/prd/5183446?iid=5183446&epik=0PApxE\\_IWH7Vx](http://www.asos.com/ray-ban/ray-ban-round-glasses/prd/5183446?iid=5183446&epik=0PApxE_IWH7Vx)

<https://ru.pinterest.com/pin/334673816052383083/>

<https://www.mansurgavriel.com/products/mini-bucket-bag-brandy/raw>

[https://ru.pinterest.com/pin/AZx97CKa8TKArQhe0Jw2CA2hOLpNJCI-Uks58z6LwCYcd\\_P17HvVYymI/](https://ru.pinterest.com/pin/AZx97CKa8TKArQhe0Jw2CA2hOLpNJCI-Uks58z6LwCYcd_P17HvVYymI/)

<https://unsplash.com/photos/8Z5iw5IBrfU>

<http://www.malfattiglass.com/product/prosecchi>

[https://freeformsnyc.com/collections/artist\\_tapio-wirkkala/products/glass-vase-by-tapio-wirkkala-for-iittala-n8092](https://freeformsnyc.com/collections/artist_tapio-wirkkala/products/glass-vase-by-tapio-wirkkala-for-iittala-n8092)

<https://www.mansurgavriel.com/products/mini-bucket-bag-brandy/raw>

<https://ru.pinterest.com/pin/334673816052420171/>

Moodboard 2:

<http://pupulandia.fi/2017/05/12/tarinoita-kesasta/>

[https://casavogue.globo.com/Colunas/Natureza-em-casa/noticia/2016/04/protea-tente-nao-se-apaixonar.html?epik=0QApxE\\_IWH7Vx](https://casavogue.globo.com/Colunas/Natureza-em-casa/noticia/2016/04/protea-tente-nao-se-apaixonar.html?epik=0QApxE_IWH7Vx)

<https://ru.pinterest.com/pin/334673816052385667/>

[http://weissesrauschen.tumblr.com/post/33105323078?epik=0mQpxE\\_IWH7Vx](http://weissesrauschen.tumblr.com/post/33105323078?epik=0mQpxE_IWH7Vx)

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<https://ru.pinterest.com/pin/334673816052408288/>

<http://kingdomofstyle.typepad.co.uk/.a/6a00d8341c2f0953ef01b7c6f77823970b-popup>

<https://i.pinimg.com/originals/a2/54/d8/a254d8f103d6da5fb2d8d8be93489a39.jpg>

<https://ru.pinterest.com/pin/334673816052408481/>

[http://www.hintofvanillablog.com/home/2016/2/18/lem-on-earl-grey-tart-with-buttermilk-chantilly?epik=0fQpxE\\_IWH7Vx](http://www.hintofvanillablog.com/home/2016/2/18/lem-on-earl-grey-tart-with-buttermilk-chantilly?epik=0fQpxE_IWH7Vx)

Moodboard 3:

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[http://www.asos.com/ray-ban/ray-ban-round-glasses/prd/5183446?iid=5183446&epik=0PApxE\\_IWH7Vx](http://www.asos.com/ray-ban/ray-ban-round-glasses/prd/5183446?iid=5183446&epik=0PApxE_IWH7Vx)

[http://weissesrauschen.tumblr.com/post/33105323078?epik=0mQpxE\\_IWH7Vx](http://weissesrauschen.tumblr.com/post/33105323078?epik=0mQpxE_IWH7Vx)

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<http://pupulandia.fi/2017/05/12/tarinoita-kesasta/>

<https://ru.pinterest.com/pin/334673816052385667/>

[https://freeformsnyc.com/collections/artist\\_tapio-wirkkala/products/glass-vase-by-tapio-wirkkala-for-iittala-n8092](https://freeformsnyc.com/collections/artist_tapio-wirkkala/products/glass-vase-by-tapio-wirkkala-for-iittala-n8092)

<https://www.mansurgavriel.com/products/mini-bucket-bag-brandy/raw>

Moodboard 4:

[http://78.media.tumblr.com/913599a79420e10aa4425bbb0471b944/tumblr\\_nyhq01ACqR1sip1v2o1\\_500.jpg](http://78.media.tumblr.com/913599a79420e10aa4425bbb0471b944/tumblr_nyhq01ACqR1sip1v2o1_500.jpg)

<https://ru.pinterest.com/pin/334673816051224632/>

<https://www.instagram.com/p/BbS88PKBMT0/?hl=en&taken-by=defleurflower>

[http://www.the-dailys.com/blog/2016/3/24/cotton?epik=0pApxE\\_IWH7Vx](http://www.the-dailys.com/blog/2016/3/24/cotton?epik=0pApxE_IWH7Vx)

<https://www.oncewed.com/diy/diy-greenery-wedding-arch/>

Moodboard 5:

[http://alldiymasters.com/diy-hanging-decorations/diy-hanging-decorations-1/?epik=0wQpxE\\_IWH7Vx](http://alldiymasters.com/diy-hanging-decorations/diy-hanging-decorations-1/?epik=0wQpxE_IWH7Vx)

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<https://ru.pinterest.com/pin/334673816051221891/>

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*Moodboard 6:*

<https://ru.pinterest.com/pin/334673816051222018/>

<https://ru.pinterest.com/pin/334673816051221921/>

<https://www.instagram.com/p/BbSNZOygJMS/?hl=en&taken-by=make-mycake.kiev>

<http://si-lo-crees-lo-creas.tumblr.com/post/152964656630>

*Moodboard 7:*

<https://www.instagram.com/p/BbR1vB3FISl/?hl=en&taken-by=viichae>

<https://ru.pinterest.com/pin/334673816051224189/>

<http://www.fernandefirmin.com/portfolio/#/mae-many/>

<https://www.instagram.com/p/BbZJ7uAnKLS/?hl=en&taken-by=charlotte.ager>

<https://ru.pinterest.com/pin/334673816051224184/>

*Moodboard 8:*

<https://www.instagram.com/p/BbUnAUzAJKD/?hl=en&taken-by=thedreslyn>

[https://www.vogue.ru/fashion/news/obvorozhitelno\\_prostye\\_aksessuary\\_mansur\\_gavriel/?epik=0FQpxE\\_IWH7Vx](https://www.vogue.ru/fashion/news/obvorozhitelno_prostye_aksessuary_mansur_gavriel/?epik=0FQpxE_IWH7Vx)

[http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE\\_IWH7Vx](http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE_IWH7Vx)

*Moodboard 9:*

[http://78.media.tumblr.com/913599a79420e10aa4425bbb0471b944/tumblr\\_nyhq01ACqR1sip1v2o1\\_500.jpg](http://78.media.tumblr.com/913599a79420e10aa4425bbb0471b944/tumblr_nyhq01ACqR1sip1v2o1_500.jpg)

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[http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE\\_IWH7Vx](http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE_IWH7Vx)

*Moodboard 10:*

<https://ru.pinterest.com/pin/334673816051222018/>

<http://www.fernandefirmin.com/portfolio/#/mae-many/>

[http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE\\_IWH7Vx](http://yard-sales.tumblr.com/post/96089278153/anisia-kuzmi-na-ph?epik=0ZApxE_IWH7Vx)

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<https://ru.pinterest.com/pin/334673816053003559/>



## ATTACHMENT 1

### INTERVIEWS

#### List of questions:

- 1 How do you know Melli /Florenca?
- 2 Why are you a customer of Florenca?
- 3 What do you (normally) buy there?
- 4 How do you feel about Florenca and its products?
- 5 How do you feel while being in the store?
- 6 You wish Florenca had...? (Example: I wish Florenca had a website)
- 7 Would you recommend Florenca to your friends / family? If the answer is yes, have you done so already?
- 8 Are you interested in extra activities (workshops, events, exhibitions)?

#### **Hanna Kaitila, lives in Lahti 09.02.18**

##### **Store manager at By Marja**

##### **Education: clothing & textile engineering**

- 1 Passing by the old shop in Lahdenkatu, when going to work but never entering. First went to Florenca in Rautatienkatu, was visiting a friend Jonna Tammisto, got to know Melli there.
- 2 Yes
- 3 Likes everything; always buys Christmas flowers for grandmother and often weekend bouquets for herself. It is a way to pamper herself after a hard week. Weekend bouquet is modern and very special. Bought an airplant for a friend.
- 4 Good name, stands out because does not sound so Finnish. Generally has mixed feelings because still remembers Florenca selling vintage
- 5 Store looks fresh; Melli has managed to find and gather the best stuff in the new store
- 6 Wish 1 – vintage stuff / wish 2 – window has a changeable display and acts more as a part of the store (window is a business card of the store)
- 7 Has recommended, especially weekend bouquets
- 8 Would like to learn how Melli does bouquets, about flower fashion and trends and participate in something, which would combine, for example, making a hairdo & a flower accessory for it.

#### Extra comments:

- Waiting for hanging plants to become a part of store décor
- More vintage accessories

- Chose pink card

#### **Anna Välimäki, lives in Lahti 16.02.18**

##### **Graduating from lukio (sold pavlovas of own making during vintage pop-up 16.2.18 – 17.2.18)**

- 1 Visited the store in Rautatienkatu a couple of years ago, saw it herself
- 2 Yes, beautiful place, likes the style
- 3 Weekend bouquets from time to time (not every week)
- 4 Likes Florenca's products, the books are interesting
- 5 Absolutely peaceful and esthetic place
- 6 Workshops, events are cool
- 7 Absolutely; has recommended to a friend and mom
- 8 Interested in events, particularly in a flower bouquet workshop, wants to be a customer at an event

#### Extra comments:

- Chose pink card since it's simple and suits best for the place

#### **Rosa Dufva, lives in Tampere 22.02.18 (visited the store only once)**

##### **Second year sociology student at Tampere University**

- 1 Was introduced to the store by me, while shopping around in Lahti
- 2 Drawn to the products, liked the aesthetics
- 3 Bought Muurla watering ball, interested in pots and vases
- 4 Layout of the store is very nice, calm feeling, no clutter. However, prices weren't so visible and that caused nervousness. Products are crisp, clean, minimalistic, 2010-s aesthetics, upper-middle class. Everything is high-end (like in some clothes boutique), looks like an expensive store, though some things aren't expensive.
- 5 Relaxed (with friends), if came alone – unsure, nervous to go inside
- 6 wish.. examples with prices next to the window and an a-stand as an outside ad
- 7 Would recommend it to others, especially for people who like minimalistic stuff and cool plants. Has told about Muurla ball to a couple of friends, when they saw it.
- 8 Must be a really unique event to come from Tampere. If already in Lahti, interested in pop-up events or a plant workshop with a few people.

#### Extra comments:

- lifestyle is always connected to status; Florenca is for young upper-middle class, millennials. its trendy, "hipster" as artsy and urban
- originally voted for green, switched to pink because she previously saw this option in the red color, not pink
- new card fb: "cool, that's nice, that's super nice".
- all in all it is a very nice store

***Anna Rautio, lives in Lahti 23.02.18***

***Interior architecture design student at Muotsikka (started in 2011, then took a 4-year break)***

1 Used to be neighbors with Melli about 8-9 years ago, just when Melli opened Florencia store in Lahdenkatu, they gradually became friends

2 Melli has a very good taste, she has always picked good pieces for the vintage store

3 Buys flowers (for teachers at children's school), not weekend bouquet. Would be interested in accessories.

4 Good quality stuff, goes well with each other

5 Store seems unfinished, something is missing

6 wish... more posters or art on the walls

7 yes, has recommended (mother in law is a fan)

8 yes, yes! flower workshops, pop-up (exchange of clothes)

Extra comments:

- voted for pink

- new card is a lot better, feels less like 90-s

- new card looks more like Melli

- Florencia needs something special to stand out and attract more people with different interests

***Minttu Lohisalo, lives in Lahti 1.3.18***

***Florist, practical nurse (current job)***

***Education: Keuda, Gardening & Floristry***

1 Melli's sister

2 Yes, because Melli has taste, everything is pretty and unique in Florencia Store

3 Flowers and plants for mom, some books for herself

4 Unique, can't find those product anywhere else in Lahti; Melli has an eye for trends even before they come, so things are trendy

5 Excited, there is always something new at the store to check

6 wish... paintings for sell and decoration of the store; more lights in the middle, it would also make it easier to take pictures; website

7 Yes, has recommended to family and bf's family, to people who were having funerals and to elderly people

8 Yes, workshops, food or vintage pop-ups

Extra comments:

- Voted for green, though liked the logo from the pink version

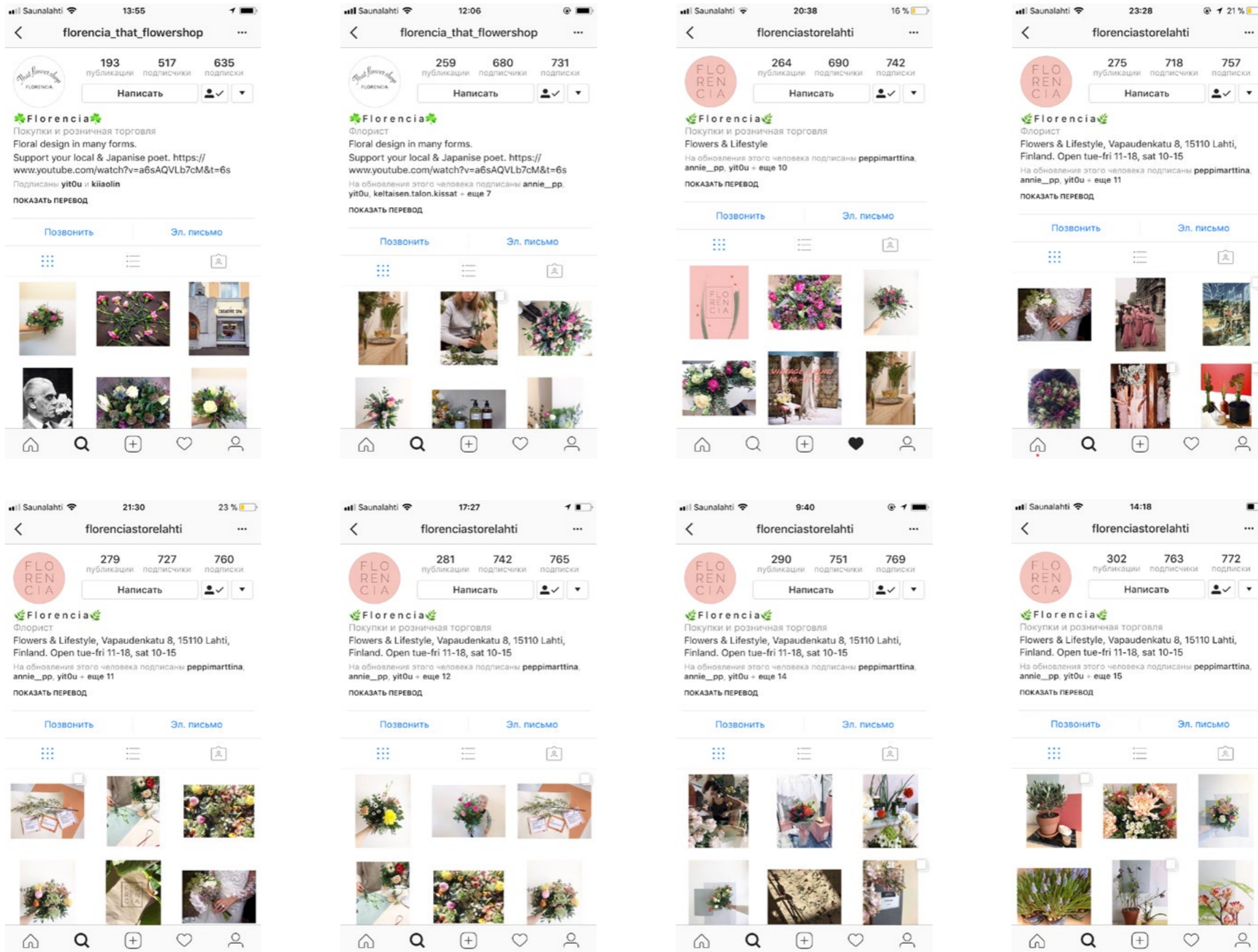
- New: contemporary, pink is the best

- One of the future website's pages could be used as a blog to tell about plants

- A flower book – dream project

# ATTACHMENT 2

## INSTAGRAM MONITORING / SCREENSHOTS



Florencia Instagram screenshots

