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Avec Orima - Designing the brand identity

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Laurea University of Applied Sciences
Otaniemi

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Abstract

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The thesis is a document in building the brand image for the authors' own start-up Avec Orima. It is motivated by the need to take the company from the planning stage to the next very first step of implementing the business - designing the company's brand identity.

The thesis focused on the process of designing the brand identity. The process began with analysing the company and Finnish target market to have the insights on what the company stands for and wants to achieve. The study then continued to examine the competition in Finnish market and identify the points of differences, in order to establish the brand positioning. Upon understanding the Avec Orima brand and what it stands for, the thesis study integrated the brand identity strategy with design skills to create the basic elements of Avec Orima's visual brand identity - logotype, typography, colours, look and feel, and imagery.

Using a sample of 57 people, the authors collected data from a survey. Also, data from market research was presented. As predicted, the results justify the authors' points on the existing behaviours, trends and rising demands in Finnish market. The authors conclude that, despite a limitation in existing customer behaviours at the moment, there are rising awareness and demand for such a service provider like Avec Orima. This conclusion is the foundation for all further studies, which are based on theoretical data, in defining the company, then brand positioning and brand identity design.

Keywords

Brand, branding, brand identity, brand positioning, brand identity design

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1 Introduction

There is always a constant talk among women about their own beautiful days of weddings and how delightful it is to prepare for that moment of life. The topic has been in discussions, photos have been shared, and the interests have always been there. All in all, there is always a need for marriage couples to give the day the best look.

Meanwhile, the most common behaviour pattern is that Finnish couples decorate the weddings themselves, treat the wedding venues as decorations, or simply use the available items in the venues for decoration. This thesis authors' survey in Finnish wedding spending behaviours indicates that the investment and effort for decoration is mainly small or even none, with only 1% having invested or planning to invest more than EUR 2000 for decoration.

While wedding services are popular and have big market shares in other markets such as USA, France, England and Germany, to name but a few, there are only around 20 wedding planners and none wedding decoration service in Finland. Such wedding services are only starting to get into the market.

However, the constant changing trends with cultural exposures through TV shows and other media promotions are promoting new lifestyles and standards. The more cultural and mind openness, especially among young people who are prospects in 5 - 10 years, along with the changing working-life cycles among the older, is proposing new opportunities for any new business offerings. A skilled wedding decoration service is not an exception. Also, the success of such a service company does not only rely on trying to sell according to demands, but also on building a strong brand that makes customers realize the benefits of it and want it.

On top of that, there is rising awareness and perception of customers on hiring a skilled service instead of managing themselves. A skilled service saves the customers time and nerves. It is reliable and guarantees quality. And it appropriately promotes a new better standard.

From all these observations and findings, the two authors of this thesis propose a new business in wedding decoration services, providing innovative solutions for weddings in Finland. And Avec Orima is born.

This thesis, first, aims to justify the authors' point on the potentials for such services and market prospects in Finland for Avec Orima. These justifications define Avec Orima and lead to the ultimate objective of building Avec Orima's brand identity. The identity is needed for the company to claim itself in the market, build customer awareness and attract them for the very first orders.

1.1 Company overview

Avec Orima was initiated in 2014 by Nga Nguyen and Maria Clara da Costa Carvalho. The mission is to enhance a quality standard and introduce a new concept of a skilled service in Finland, giving customers a stress-free and beautifully looking wedding day. Avec Orima catches up trends and emerging needs in Finland and aims to provide customers completely new and better options for their wedding looks. The company rents and sells bespoke and sophisticated designs items and does installations for wedding decorations. The ultimate aim of Avec Orima is to promote posh lifestyle which has set the company concept, style and pricing strategy.

The core of the products and services is luxury and sophistication. The products and services are high end designs, made by the team and in collaboration with artists worldwide. The high end services define a premium pricing range.

Starting to enter the market, the company aims at the customer groups who are willing and able to pay for its product and services. For this reason, Avec Orima clearly most targets the group of the wealthy in the long run. The other customer groups including middle class, due to large demographic characteristic and changing behaviours affected by trends and promotional outcomes from the wealthy's wedding (affected their buying decisions), are also targeted and projected to bring the largest income to the company.

Avec Orima defines two major ways of reaching customers: on Internet and by collaborating with other wedding services, creative professionals and even celebrities. This point will be discussed further in chapter 3.5, Marketing strategy.

The urge to make the products socially and environmentally responsible and long term profitable has set the core sustainable value of the company. Avec Orima cares for people and nature. The company approach is Fine Recycling for its designs. Also, the renting of items enables reuse and reduces waste process costs in long term.

1.2 The objectives of the thesis

The thesis serves to answer the key question of how to design Avec Orima's brand identity. In order to answer the research question, the main objective is to define the company, identify the differentiation points for positioning strategy, then integrate design strategy and tools to produce the final visual brand identity design. To cover the mentioned steps, the sub-objectives of the thesis include the research on target market, the understanding of the company in terms of its value, mission, vision, competitive advantages and future challenges, and brand positioning.

1.3 The key concepts of the thesis

American Marketing Association classically defines a **brand** "a name, term, symbols, or design or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from competitors". However, a brand is more than that. A brand itself is intangible. It is something that builds an amount of awareness, reputation, prominence and so on. A brand represents and guarantees its products, it also builds practical and emotional bonds with consumers within a period of time (Keller 2008.)

Brand identity provides direction, purpose and meaning for a brand. It is a unique set of brand associations which represent what the brand stands for and imply a promise to customers. Brand identity helps establish the bond between the brand and the customers by a value proposition. (Aaker 2002.)

Brand positioning is "the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds." Positioning is identifying and establishing point of parity and point of difference to establish the right brand identity and brand image. In other words, determining a positioning means identifying who target customers are, who the main competitors are, how the brand is similar to these competitors and how the brand is different from them. (Keller 2008.)

The brand identity design in this thesis context refers to designing the visual elements of the brand - logo, typography, colours, look and feel and imagery. The visual brand identity (brand as symbol) is only one of the four perspectives of a brand identity system.

1.4 The delimitations of the thesis

The study applies exclusively to the case of Avec Orima. In the first step of the study process, the results from the survey and market research serve to establish a planning document on the company analysis. Language barrier, time and cost constraints have imposed certain delimitations on market research. The authors included only general data from articles; and the survey covered only one of the customer segment target. However, the customer segment researched and surveyed is the middle class - the biggest group in terms of numbers and expected income to Avec Orima. Also, the data from researching this group does not fluctuate and is well expected by the authors. It adequately helps justify the authors' points on common existing behaviour pattern in Finnish market, therefore helping define Avec Orima's missions, visions and goals.

However, the information on the first target segment - the wealthy is extremely limited, even though this segment is what defines the company service standard and is the main target in the long term. To handle the limitations in reaching this wealthy customers' segment, the company aims to earn the income from the biggest segment of the middle class Finnish to remain operational, gain experiences, expertise and reputation in an estimated period of 5 - 10 years to eventually understand and get to work with the first class customers.

On top of that, the fact that the company is still in planning stage is seen as a delimitating factor. To prove and justify the authors' point on the company's possibility of getting customers and success, the company has to get out to the market, operate and experiment. The success can only be measured through actual implementations which are outside of this thesis scope.

In the next step - designing the Avec Orima's brand identity, also due to the fact that the company is in planning stage, the perspectives of brand and brand identity cannot all be demonstrated. The identity outcomes can only be seen in visual elements, which are crucial for establishing the first step in building brand image and raising investments. Other perspectives such as brand personality, product attributes and scope and customer/brand relationship can only be planned.

In the business world of dynamics and constant changes in market, there is no guaranty that a branding strategy and an identity system can last for a certain period. The brand strategy and visual identity explored in this thesis will face a challenge in catching up with changes when the business starts operating and developing in the market.

2 The brand identity process

2.1 Brand identity

Brand identity is tangible in senses. It is visual, physical, verbal and sensory aspects of a brand, consisting of all elements of brand identification. Brand identity unifies all those separate brand identification elements into whole system. Through brand identity, people can recognize, tell the differences, and understand the meaning and big ideas behind a brand. (Wheeler 2013.)

Borja de Mozota (2002) refers a study by Allen (2000) that a clear, strong and well-managed visual identity is one of the four attributes that make thirty great corporate brands. Other attributes include a clear understanding of brand's purpose and what it stands for, a clear vision of how the company wants to be perceived externally and internally and a strong brand theme to unify everything the firm does.

Aaker (2002) pointed out that a comprehensive brand identity system should have four perspectives: Brand as Product, Brand as Organization, Brand as Person and Brand as Symbol. These perspectives help brand strategists to consider different brand elements and patterns in order to clarify, strengthen and differentiate an identity.

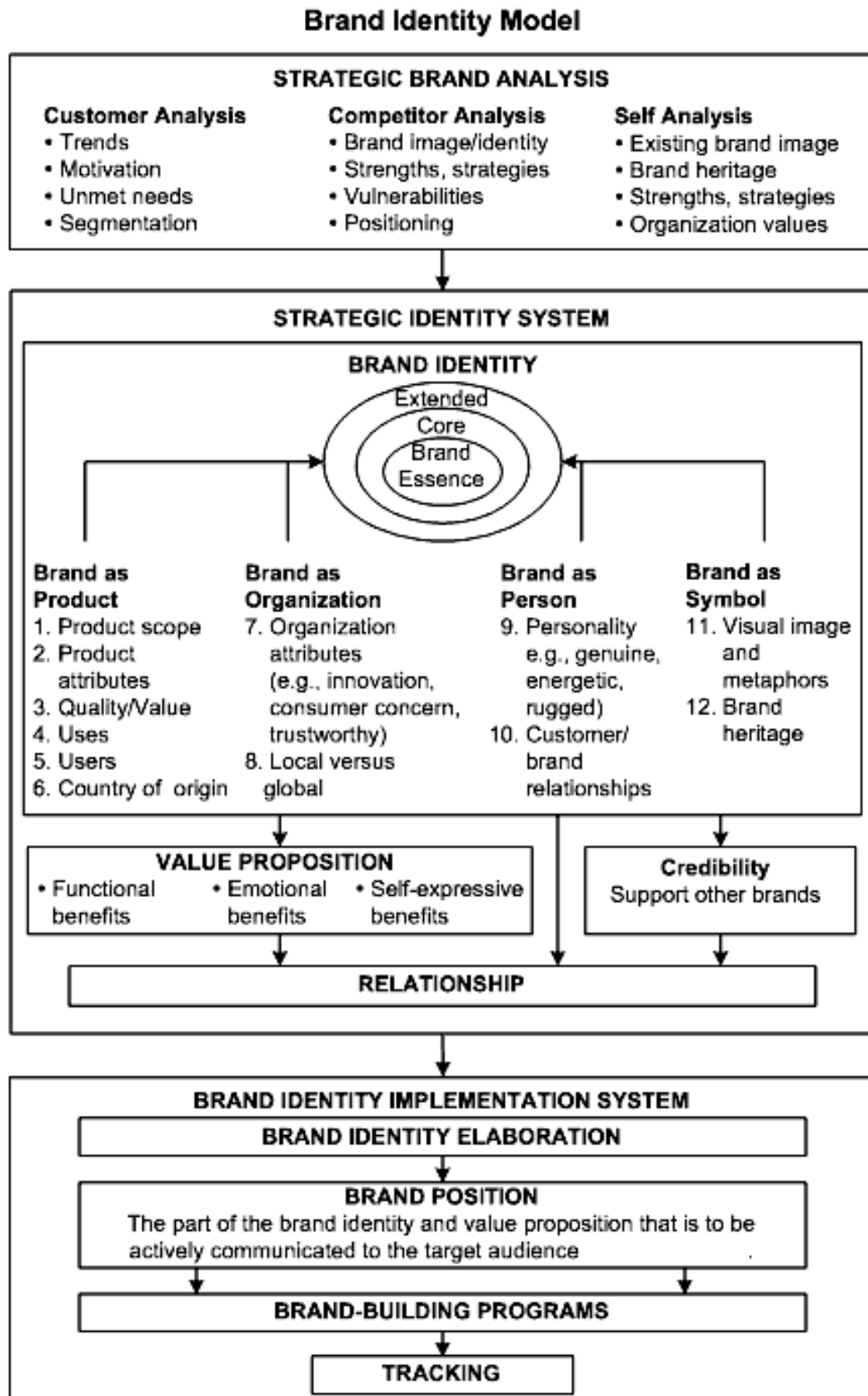


Figure 1: Brand Identity Planning Model
(Aaker 2002)

Avec Orima has organized its analysis based on the structure of this Brand Identity Planning Model. The analysis can be found as follows:

- Customer Analysis: in chapter 3.1 - Target markets
- Competitor Analysis: in chapter 5.1 - Determining competitive frames of reference
- Self-Analysis: in chapter 3.2 - 3.5 of Company insight

The following is the strategic identity system of Avec Orima suggested by the concepts in the Model:

Core identity:

Quality: Premium and exclusive standard in wedding decorations

Collaboration: Partnering relationship with other wedding services, creatives, artists and celebrities

Use: Exclusive, handmade

Extended identity:

Personality: eccentric, cool, exclusive, edgy, posh, exciting and happy

Audience: Richer, highly educated and have wise taste

Product scope: from selling, renting individual items to offering whole package of decorating services.

Slogan: "Celebrate posh"

Committed team

Value proposition:

Functional benefits: Save time and nerves for organizing weddings, trust in a reliable service quality

Emotional benefits: Pride of having exclusive and premium service and products

For this thesis, the fourth perspective of Brand identity will be explored most and implemented. That means even though the study includes all the analysis and planning of other identity elements, the visual identity is the final outcome: logo, color, typography, look and feel and imagery will be released.

2.2 The brand identity process

The branding process is to build awareness and amplify customer loyalty. It serves to constantly prove why people would choose one brand over the others. A good investment in branding enable firms to lead, compete, and provide employees best tools to reach customers. (Wheeler 2013.)

Avec Orima defines its type of branding as Digital branding, through web, social media, search engine optimization and driving commerce on the web. Furthermore, with the strategy of collaborating with other wedding services such as wedding planning and photography, Avec Orima also targets Co-branding which is partnering with another brand to achieve reach.

As a new company offering new products and services, Avec Orima starts the identity process in the need for name licensing, logo, tagline, colour systems, typography system, applications, websites, imagery and all other start-up visual promotion materials such as videos and sounds.

The company needs visual identity not only to go public but also to raise venture capital.

Usually, the brand identity design is implemented by an outside expert firm. However, with the growth in design management models and other factors such as the needs of firms' internal clients and their own capabilities, more and more firms are having in-house design studios (Cohen & Miller n.d., cited in Wheeler 2013)

Avec Orima designs its own visual identity at the beginning. The advantage of this approach is that it reduces communication efforts and time between a design studio and company clients, and enables full understanding about the company when the designer and client are one. By now, the team has to manage the design task themselves. However, when the business has funds and is established, the identity design will be refined further by an expert design studio.

The brand identity process goes hand in hand with the branding process. Whether for a design firm or for an in-house design studio, the process is the same. It always starts with knowing the company and what it stands for, knowing how it wants to be perceived by the public and by its employees, defining its desired consistent identity theme and designing its visual identity.

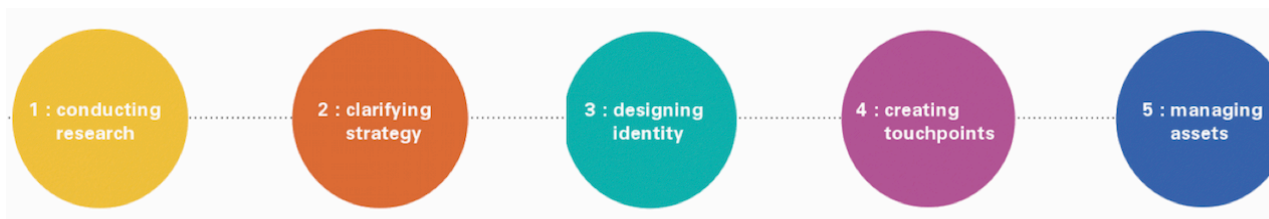


Figure 2: The branding process
(Wheeler 2013, 102)

In her book on *Designing brand identity*, Wheeler (2013, 102) illustrates the branding process as shown in Figure 1.

According to her, the branding process consists of 5 phases. The first phase, conducting research is to understand the organization: its mission, vision, target markets, corporate culture, competitive advantage, strengths and weaknesses, marketing strategies, and challenges for the future.

The second phase elaborates the most appropriated strategies which allow the company to be where no competitors have been to. It is composed by strategic imagination and methodical examination. This phase integrates analysis, simplicity, clarity, synthesis and discovery.

The creative design process occurs during the third phase. This stage aims at the integration of meaning and form. This is the focus and outcome of this thesis. The first two phases serve to identify the visuals here. The visual elements to be designed are logo, tagline, typography, colour system and imagery.

The fourth phase regards both: design refinement and design development. In this phase, the company has already approved the brand identity design concept. The members of the organizations usually start to desire to see the chosen standards on their business cards and online as soon as possible. It requires very advanced leadership capable of motivating the entire team by generating long-term commitment.

As defined, the outcome of the thesis is to design Avec Orima's brand identity, so the thesis will stop at the third phase and continue further with later steps in actual business implementations.

3 Avec Orima - The company insight

The identity is based on identifying what the brands stands for and how it differentiates from competitors. This way, the identity results from a brand positioning. And the best positioning builds on deep understanding of customer needs and aspirations, the competition, strengths and weaknesses of a brand, changes in demographics, technology and trends.

This chapter, as the first phase in the branding process, will discuss all the above aspects in order to identify what will make Avec Orima stand out in the market.

3.1 Target market

Identifying the consumer target is crucial for a new business to identify its market prospects and discover any either positive or negative possibilities. Regarding the brand, according to Keller (2008), consumers have different perceptions and preferences for the brand. Companies have to understand this in order to focus on communicating the unique brand associations which will affect customer decision.

This section identifies the potential buyers who have interest in, income for and access to Avec Orima's products and services. The customers are segmented into groups based on behavioural, demographic and geographic factors.

3.1.1 Market summary

According to Kärppä (2015), the average wedding budget in Finland is EUR 10 000. Only 2% of weddings has budget of more than EUR 15 000. And the food and drinks accounts for 45 % of the wedding budgets.

Statistic Finland states that there have been 2 900 weddings in recent years and the number has been increasing from in the last decade. The number of inquiries for wedding services per year is 875, accounting for 30 % of total weddings (Saarikoski, 2013).

Pylkkö (2014) refers to an interview with Niina Vuoksi, a wedding planner, on wedding planning business that there are about 20 event planners in Finland, including services on wedding parties. Wedding planning business is only emerging in Finland and the idea of wedding services are still largely unknown.

Many Finnish couples consider hiring services as luxury and unnecessary investment. Also, there are a lot of misconceptions about how wedding services could benefit the customers and how those services work and offer. These misconceptions affect the willingness to pay a

fair price. According to Tenhunen and Välimaa (2012), people would like to have a third party to help them organize weddings but they would rather not pay for that.

According to Reinikainen (2015), Wikström (2015) states in an interview that even though wedding planning has gradually increased among Finnish couples, the customers are still reluctant to have paid assistance, worrying others will think they don't know how to arrange things. This is a challenge in psychographic factor of customers, regarding their attitudes and opinions.

Despite all above facts, the awareness about wedding services in Finland and the needs to have investments in weddings are increasing.

Regarding the awareness of wedding services, 25 - 35 year olds are only getting to know the existence of the service. However, in 5 - 10 years, the services will be familiar and popular among people in Finland. Also, modern people are short of time and don't tend to do everything themselves. As a wedding planner, Vuoksi believes that wedding service sector will grow in upcoming years. (Pylkkö, 2014.)

In an interview with Helsingin Sanomat in 2014, Anu Beadle, owner of Lily Dream Wedding, one of the biggest wedding planners in Finland, states that over 20 years, the budget for weddings has grown. More and more weddings are budgeted over EUR 10 000 and the company has organized weddings from EUR 6000 to EUR 30 000 (Saarikoski 2014).

However, the investment and effort in wedding decoration is still small, or none at all.

Regarding budgets breakdowns, the average number of guests is 86 and an average meal cost of EUR 32 each person, meaning average meal cost of EUR 2750 per wedding - about 50% of whole wedding budget (Jokinen 2013). According to Vuoksi (2014), wedding budgets are spent most on food and drinks, and the bigger total wedding budgets, the more is spent on food and drinks. Any other services such as wedding dress, make up, photography and decoration remains mostly the same in most weddings. Also, Beadle (2014) states that in her EUR 16 000 customer wedding, only EUR 1000 is spent on decoration.

Furthermore, according to the survey on Finnish wedding spending habits, conducted by the two authors of this thesis (see data on chapter 4 - Data acquisition), only 1% having invested or planning to invest more than EUR 2000 for decoration, and 86% of respondents prefer to do decoration themselves. The most common behaviour pattern is that Finnish couples decorate the weddings themselves, treat the wedding venues as decorations, or simply use the available items in the venues for decoration.

The research and study results above indicate a common existing customer behaviour in Finnish market. Also, as mentioned above, there are customers' misconceptions about the existence and benefits of a skilled decoration service. Likewise, when there is no such a service in Finland yet, Finnish customers don't get the offer and the option of hiring service to choose. On top of that, spending a lot of time in decorating wedding themselves takes away precious time which should be spent on more important wedding procedures; this results in pressures in wedding organizing. The overall result is a very basic standard in wedding look and decoration.

For this reason, it is expected that such a service like Avec Orima can promote the new better and personalized standard in wedding decorations, and save customers' time and nerves.

There are definitely difficulties and risks involved in getting customers for the company. However, since the mentioned existing customer behaviour does not necessarily indicate a demand, it cannot be confirmed that Avec Orima is doing something that customers don't want. The success in getting customers does not depend only on doing what customers want at the moment and trying to sell, especially for a service provider who claims to shift customer behaviours. The success also relies on building a strong brand that makes customers realize the benefits and want it. Avec Orima is aware of what a strong brand can benefit the company in getting customers and the company focus on the brand.

On top of that, at least the rising awareness, the changes in customer spending habits and behaviours as mentioned above, and the trends promoted by international standards can bring out a hope for a rising demand and a reason for such a service like Avec Orima to emerge. It cannot be known whether Avec Orima is going to succeed; the company has to go out there and experiment. The success depends on further actual operations outside the planning scope in this thesis.

3.1.2 Market trends

The dominance of national and international, mainly American TV shows and other media channels is promoting new lifestyles and standards. TV shows in weddings and lifestyles unavoidably affect consumer behaviours, involving them in discussions, social media sharing and comparisons.

There is more and more cultural and mind openness, especially among young people who are prospects in 5 - 10 years. The over 30 year olds are becoming more and more busy and short

of time for organising weddings themselves. These trends propose new opportunities for skilled wedding services.

Overall, there is rising awareness about wedding services. Wedding exhibitions (Häämessut) and wedding forums are active in updating new trends and sector offerings.

3.1.3 Behavioural factors of customers

Behavioural segmentation bases are the most valuable in understanding Avec Orima's branding issues. They provide the grounds to identify desired benefits, from this to establish positioning.

The main benefits sought from customers are:

- Not having time or not taking efforts to decorate or organize anything themselves
- Seeking unique designs for the best look of weddings
- Seeking to compare and discuss the high quality of weddings
- Seeking sustainable value in services

Avec Orima's skilled service serves to fulfil these needs of customers:

- Avec Orima saves the customers time and nerves.
- It is reliable. The bespoke and sophisticated designs guarantee quality and gives the best and unique outcomes for wedding looks. The designs are well researched regarding cultures, tastes, and most importantly, trends.
- It has material value. The materials are either luxurious or Fine recycled. The cost savings on ecology is substantial in long term.

3.1.4 Target customer groups

Avec Orima has market prospects. The company's main customer segments are:

- Segment 1: Affluent
- Segment 2: Middle class (aim most at top 7% who earn 60 000€/year) and everyone else, nationally and internationally, who buys individual items.
- Segment 3: Wedding planners, TV shows, professionals and collaborators in creative fields such as photography and advertisements.

These 3 customer segments also require different marketing approaches which are discussed further in chapter 3.5, Marketing strategy.

The company aims to cover this niche and promote the exclusive, posh and luxurious life style for those who are willing to pay for our products and services.

Regarding age, the target customers are over 30 year olds. The Statistic Finland (2014) states that woman start to get married from the age of 30. Moreover, customers at this age have more established income and tend to be too busy to prepare for wedding themselves.

Regarding incomes and financial states, first of all, the segment 1 of affluent is our main and most important target in long run. Avec Orima's brand essence is to build upon the standards for this segment and the first years of the company are to build up reputations to eventually reach this segment of the wealthy.

On the other hand, the segment 2, due to large number, and predicted affected buying decision by proper marketing and promotion strategy, is the second focus target, yet the first and only target during the first years. Avec Orima is aware that the reputation is to build from this segment and the biggest income comes from it.

In relation to interests, customer segment 3, wedding planners, TV shows, professionals and collaborators in creative fields such as photography and advertisements, and even celebrities, brings the contracts of both orders and collaborations. This segment is essential in reaching more wedding customers and boosting promotions and reputations.

The three customer segments are discussed in details as following:

For customer segment 1, Norden news Finland (2011) states that Finland has over 45.000 millionaires living in the country, accounting for less than 1% of the population, and this is the most important group of clients that Avec Orima will target in a long run. However, the rich segment does not only include millionaires and Avec Orima is aware that the wealth is defined by net worth rather than salary.

According to Statistics Finland, there is an average of 30 000 marriages per year in recent years, being, from this total, less than 300 marriages a year known as millionaire weddings.

When the market penetration is 10%, the company aims to have 30 customers per year, meaning 6 500€ for each customer. This also means there is average of 1 wedding per week for Avec Orima.

This number of customers is the company target. When other wedding planners in Finland with average standards can work from 60 - 100 weddings per year with average package services of decoration from few hundreds to 1000 €, for a premium service provider like Avec Orima, the bigger number will pull the service quality downhill.

For the group 2, in terms of Finnish middle class, the trends in new lifestyle and standards, along with changing buying decision affected by the first group, promote and encourage this group to be more engaged in using Avec Orima services. With the largest demographics, and accounting for potential 2700 weddings per year, this group is the biggest source of income for Avec Orima.

Statistic Finland states that around 7 % of the Finnish population (300 000 people) earn over 60 000€ a year - the biggest income (excluding millionaires'). Furthermore, according to Helsingin Sanomat, there is a trend in younger people to have a big investment for wedding since they consider it an investment for themselves. Along with efforts of Häämessut having more and more wedding service companies present (this year 150), Finnish customers will become aware of the concept of hiring reliable services for better management and quality in their weddings.

For the group 3, as stated, there are about 20 wedding planners in Finland and the sector is developing fast. The contracts are both business to business orders and partnering. Also, in such a small wedding service market like Finland, the first company who does this bespoke decoration service like Avec Orima has the high chance of being featured on TV shows. The nature of the company is creativity, so it is inevitable for the company to reach other creative fields to sell or to collaborate.

3.2 Company vision, mission, messages, values, strategies and goals

This chapter defines Avec Orima and makes it possible to determine brand identity elements. It is all about understanding why the company exists, what it stands for, what benefits it brings, how it will make success, and what the core message is. This understanding is crucial to know how Avec Orima wants to be perceived by customers.

Company vision:

Avec Orima envisions itself to be the first and market leader in Finland.

The company will shift customer behaviours, create their demands and become a leadership brand in Finland.

Company mission:

Avec Orima exists to offer a world class, sophisticated and unique decorations for weddings. With that offering, the company promotes a better standard and posh lifestyle.

Company values:

The reliability lies on high end quality and sophisticated designs. This guarantees the desire wedding look for customers

Sustainability is the core value of the business. The value lies on the nature of the business - renting to enable reuse and the use of Fine recycling

Avec Orima focuses on capturing trends in customer needs and provide innovative solutions.

The company also collaborates with customers for their best desired solutions and with other wedding services for the most reach and comprehensive service offerings.

The Avec Orima team possesses a passion for design, visual arts and making customers' wedding day most beautiful and memorable.

Company goals:

- Envision a lifestyle brand
- Establish a strong brand before opening
- Attract customers and best partners

Positioning (further discussed in chapter 5 - Brand positioning):

Avec Orima is the only wedding decoration company in Finland that provides premium and sophisticated designs and add personality to your weddings.

The three key messages:

- Our company turns design into desire and luxury
- We promote an exclusive lifestyle.
- Avec Orima brings uniqueness and diversity by the recycling of fine material and partnership with a number of top artists worldwide.

Company strategies:

a) Entering the market

Being the first company on this type of service in Finland, Avec Orima makes effort in entering the market and aims to build up a reputation to effectively reach customers.

Avec Orima also focuses on market research to catch up with changes in demographics and trends.

b) Branding

Avec Orima aims for a great brand positioning to raise customer awareness.

Branding is acknowledged to always be in process; an investment and commitment has to be made. To build up and maintain a strong brand, the team has to experiment, learn and develop the branding right from the beginning and throughout the whole business life.

Also, a further and proper brand identity system will be later on done by an expert design studio when the company has enough capital.

c) Content and product

What makes Avec Orima stand out is the high end quality products and services. Therefore, the strategy is to invest in producing world class and bespoke designs. The designs are based on intensive research and continuously improving expertise and experiences in materials, cultures, tastes and trends.

Avec Orima designs and has certain amount of productions done in cheaper markets in Asia.

d) Collaborations

Avec Orima collaborates and features designs and artworks of other artists worldwide in our offerings.

The collaborations are also with other wedding services to effectively implement a wedding together and to reach more customers.

Being in creative field, Avec Orima will also collaborate with other creative professionals, for example, photographers, film makers, advertisers, and even celebrities. This strategy benefits the company's reputations, expertise, and experiences. Staying active in creative market is essential and opens room for growth.

e) Extensions and growth

The nature of Avec Orima is creative; the products and services are designs. Therefore, the company does not necessarily have to stop at just one type of event - weddings.

The growing reputation and experiences, and the changing trends will enable the expansion of offerings.

3.3 Products and services

There are 3 key services that Avec Orima offers:

- (1) Avec Orima decorates entire wedding scenarios, arranging and setting up interior and outdoor venues.
- (2) Wedding decoration pieces for rental and
- (3) for sales.

These products are purchased, hand-made by the team and by other collaborating featured artists worldwide. The products are luxurious and are high end designs.

The company also sells items online and ship internationally.

3.4 SWOT analysis of Avec Orima

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Exclusive and premium products • Specialized, experienced and competent team: Experience in arts and event management • Ecological value • The product is a need in the market • Good for businesses that need design decoration pieces • Flexibility: Tailor-made designs 	<ul style="list-style-type: none"> • Market prospects are only starting to emerge → Challenges in changing customers' behaviours • Currently non-existent market share • No products yet • The challenges to developing brand awareness as a start-up company • Unknown influential business circles • Scarce resources • Unexperienced
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Changes in customer behaviours • Increasing spending and interests in decoration items • Growing industry, sector • The ability to leverage other industry participants marketing efforts to help grow the general market • A growing and evolving market in Finland first, then Sweden, Norway and the other Nordic countries. In the near future, to other markets • Expanding service offerings • Finnish laws are favourable to Eco-friendly companies • Both B2B and end consumer contracts • International expansion. Legal changes which make selling abroad easier • New business models in today increasingly dynamic market enables start-ups to fail fast, learn fast and rise up again fast. 	<ul style="list-style-type: none"> • A constant change in consumer behaviours and wedding trends • Emergence of direct competitors. • Taxation rules which reduce the firms or consumer income • Growing and evolving market in Finland also poses challenges • Wedding trends unpredictability

Figure 3: Avec Orima's SWOT analysis

3.5 Marketing strategy

The two major ways of reaching customers are via Internet and by collaborating with other wedding services, creative professionals and even celebrities.

By collaborating with other wedding services, for example wedding planners and wedding photographers, Avec Orima will have mutual customer contacts. This way saves time and effort and amplifies the reach to wedding customers.

Collaborating with TV shows and with other professionals in creative fields surely boosts promotion and reputation, especially when the focus target in the long run is millionaire group.

The company also will send out items of termly collections to celebrities who match Avec Orima's style and content. The purpose is to promote and communicate further the exclusive and high end quality, and to get featured and mentioned in celebrities' social media channels.

Regarding Internet, luxury buyers search and make decisions online.

According to market research on behaviours of luxury buyers, conducted by Chehab and Merkm-Benjaminson (2013), 98% - 99% of this type of buyers use Internet daily. It is used more than magazines when it comes to luxury purchases. Therefore, Internet is the only channel capable of reaching practically all the luxury buyers from all the markets. On the other hand, depending on the markets, 81% - 93% of luxury purchases were done offline at physical shops, being 7% - 19% done online.

However, it does not mean that the decisions are made at physical shops. The research shows that over 90% of luxury buyers research about the products before buying them. The most used online tools are search engines. The real power of Internet is the ability to involve completely the consumers and the brand experiences.

Over 70% of the luxury buyers search for information on websites or apps on the way to purchase. What gives the brand a great opportunity to involve them is by offering online inspirations. On Internet, every brand has a fair chance to explore the huge potentials and sell luxury products.

The two barriers for a person to buy on Internet are:

- The desire of feeling and touching the products has been mentioned by 57 - 69% depending on the market
- The risk of buying of fake products

On the other hand, 53 % of these buyers see online shopping as practical and 47% say the purchases can be done anywhere. Also, the interviewees affirmed that online purchases tend to result in better businesses.

When asked about the best way to announce luxury products, the buyers have pointed out websites with lots of videos and images. The power of the video on inspiring and exhibiting the products on a realistic way have been pointed by many. One respondent commented: "Call my attention. Convince me of qualities. Show me 360 degree images. Show me the pictures from inside to outside. Make it easier to visualize the size of the items. If the appearance of the products in rich media is close to reality, there will be strong potentials for generations of business. Even in the luxury market, the connection between the brand and customers is still valuable."

Therefore, Avec Orima will focus on:

- Most particularly, SEO plan and keyword research plan
- Product marketing: invest on high quality contents, add product instructions contents on websites, and customer testimonials
- Website design and Mobile app.

The planning and implementations of the above online strategies will be carried on further beyond this thesis scale.

Social media strategy is used here to create awareness of Avec Orima and its products and services, by using every relevant social media platform available. A consistent online presence should be built by sharing original and relevant content, creating interaction and encouraging sharing.

The presence in social media platforms drives up product awareness and recognition. The company intends to create an online presence that customers actively want to engage with and be a part of. By keeping its online attitude upbeat and emotionally attached to the product Avec Orima intends to create the same feelings from those in its social networks.

Once the business is situated in the online community and awareness of it is high, the company can begin building the brand recognition of the products that are released.

By keeping uniform conviction through all of the company's content it will be able to create a sense of emotion around its products. The company will utilize all available tools to make sure the content is well received and spread. Most forums and posts on the Internet can now be monitored using tools such as Google Alerts, Analytics, Facebook, and others, to notify marketing team of any mention of the related content to the company. The team will then be able to actively respond in kind, allowing the maintenance of a personal connection with Avec Orima's loyal group of followers.

Marketing personnel will be responsible for content creation and constant social interaction that serves a purpose. The idea is to create original content that intrigues viewers and creates a desire to spread it. This content includes social media posts, viral videos, commercial trailer videos, articles, and press releases.

Content will be posted initially to the Avec Orima's blog in order to build up the website as a reliable source of content that will then be shared to the various social media sites used by Avec Orima, this will drive traffic back to the website and build awareness of the product. Original content should be created by the marketing team. This is a very effective way to ensure quality and new content. Also, that is the most sought after type of content by Google website rankings and visibility. Original content can include anything that is created by the business and follow in the ideas of the company's marketing team original blog posts.

Timely press releases should be given to relevant press sources that include publish worthy information regarding Avec Orima's news and relevant milestones.

By being aware of relevant comments on the Internet the company can engage with customers and build awareness and clout. These can be comments following videos and social media posts, comments on forums, and any user comments related to Avec Orima, design, decoration, luxury, sustainability, etc. Comments can be found using organic search or purpose built software and web tools such as Gravatar and Google Alerts.

This follows with the same pattern as comments. Forums are utilized by consumers and industry to discuss topics.

Besides all, Infographics can be utilized to display information that Avec Orima would like to broadcast. Infographics have been shown to increase interest and discussion over posts in

which they are used. These will be hosted on the website blog and posted to social media sites to drive traffic back to the website.

YouTube will serve as the hosting site for any company videos published. It is the number one video hosting site and will allow the company to permanently host videos online for free.

These videos will then be embedded onto the company's website or blog and all the relevant social media outlets and they will regard advertisement, promotion, events, etc.

LinkedIn presence is necessary for an emerging company to keep up to date with industry news and politics, as well as a vital source of networking and partnership creation. By following industry leaders and related companies, company will be able to make its presence known and keep up to date.

Facebook is the leading social media platform and is the most adopted in Finland. Avec Orima will utilize this platform to post its content (curated and created) to fans, customers, and potential customers. By creating a dialogue with the customers through communication and interaction, the company will be able to create a positive social buzz. Facebook posts and page will be used to create interaction that forward consumers back to the company's website and blog.

Twitter is the second most popular social media platform. By utilizing proper hashtags, writing style, and feeling, the company should be able to reach a large number of relevant followers in the allotted 140-character post limit. Twitter posts and page will be used to create interaction with customers and the market in general.

Posting of content can be done through the social media platform itself or through third party apps. While using the intended platform is often sufficient or better, they do serve several beneficial functions. Automated posting allows for content to be posted on specific social media platforms at specific times automatically. The time of posting on each social media site is very important and can be measured to best reach our target customers. Third party posting apps can give the best times for posting for the company's particular region, Finland. Third party apps can also give tips on how to best word or display posts to reach the largest possible audience.

Monitoring of similar pages, other companies, fans, and industry leaders can all be completed through a single third party app. This saves time and is more efficient than standard checking of social media updates.

Content will be posted initially to the company's website: www.avec.orima.com, in order to build up the website as a reliable source of content. These blog posts will then be shared to the various social media sites selected.

Other marketing tools chosen by Avec Orima are online advertising/social media ads, and confection of banners.

The company first will exhibit in Häämessut, the biggest wedding exhibition in Finland. Other exhibitions for crafts and related designs will also be targeted.

4 Data acquisition

The online survey (see appendix 1) was conducted within 3 weeks (week 12-14, 2016) to research how Finnish customers pay for their wedding and especially the decoration. The survey aims mainly to find out the existing customer behaviours in Finnish market rather than their demands.

The survey was sent via email to 90 people. The authors received a total of 57 responses. The participants were chosen based on personal contacts and in an attempt to maximize the number of whom are going to get married and whom got married. The survey results show that 33% of respondents are planning to get married and 54% have already married. All participants are Finnish and are between 21 and 53 years old. Also, 90% of them are working.

With 57 respondents, the results don't fluctuate much and are well expected by the authors of the thesis. The results help justifying the authors' points on Finnish customer behaviours in weddings and wedding decorations in particular.

The online survey allows participants to have more time to answer it and the results have better quality than the ones from street surveys. However, this survey takes only 2-3 minutes to answer: the participants only have to select from boxes and sliding bars. No personal information except for age and occupation was required. Also, there is no specific questions asked except for a box for further information if the participants want to tell more or to be contacted.

The above survey content may impose some limitations in acquiring the results. The survey only indicates the existing customer behaviour in Finnish wedding market. Other specific questions, for example to figure out what Finnish customers want for wedding decoration, might be asked to show whether there is a demand and how big the demand is. However, indeed, such a question is too broad and might be confusing for the participants. Since research

has shown that there is lack of perception among Finnish customers about a wedding decoration service, asking them whether they need that service and how they need it is unpersuasive at this stage. Also, when the aim of the survey is mainly to find out the existing customer behaviour which does not necessarily indicate demands, researching the demands is outside of the survey's handling scope.

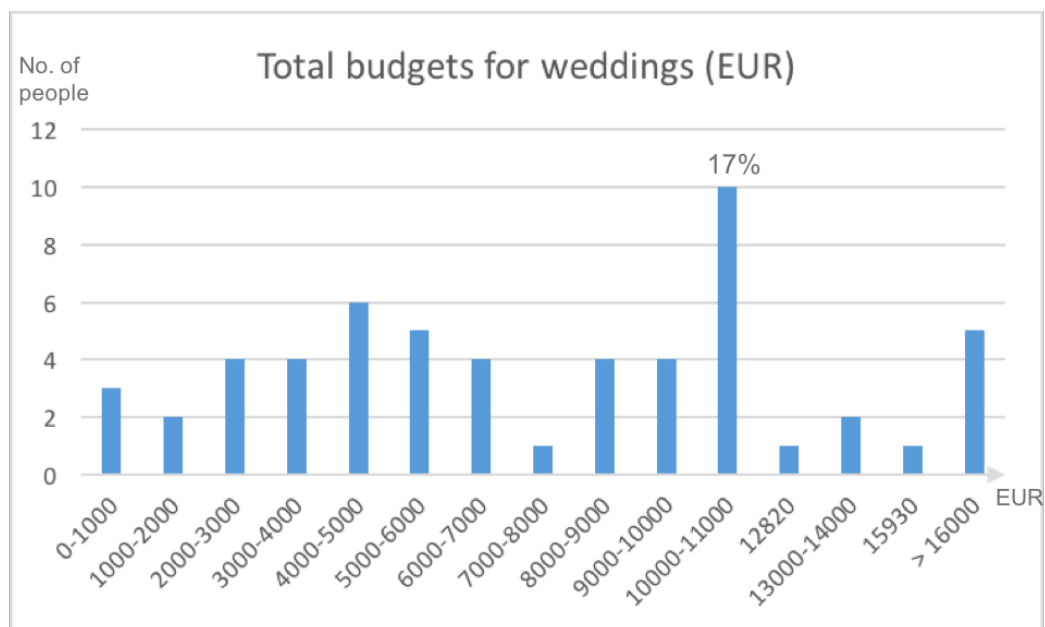


Figure 4: Total budgets for weddings

Figure 4 indicates that the most common budget range of EUR 10000 - 11000 spent or planned to be spent in weddings by 17% of total respondents.

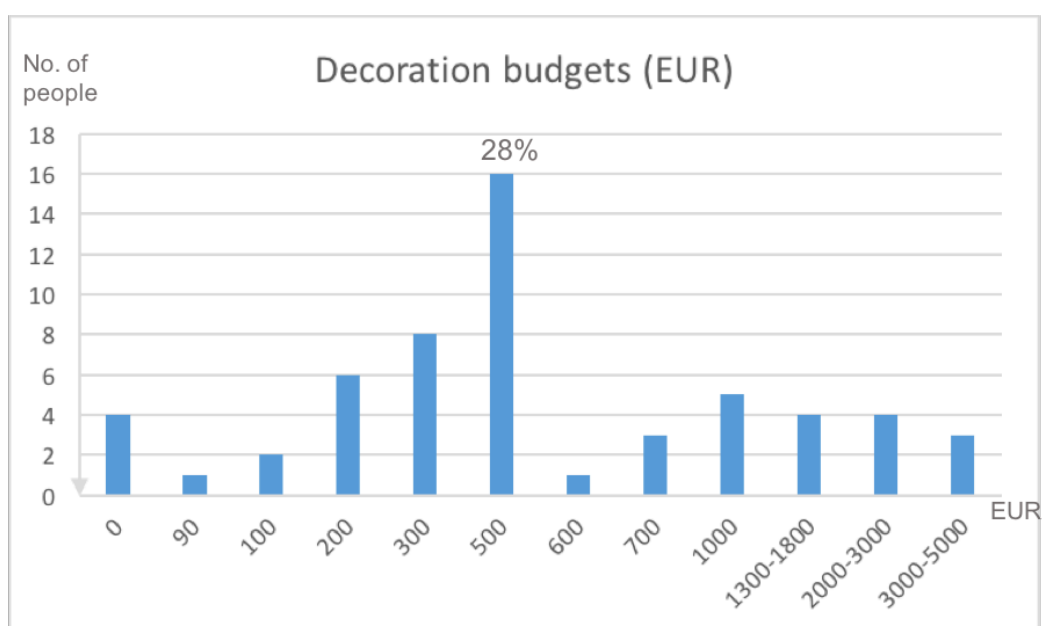


Figure 5: Decoration budgets

There are 16 respondents (28%) who chose to spend the most common budget of EUR 500 for decoration. While 80% spent or plan to spend less than EUR 1000, only 12% of the respondents chose to spend more than EUR 2000 for decoration.

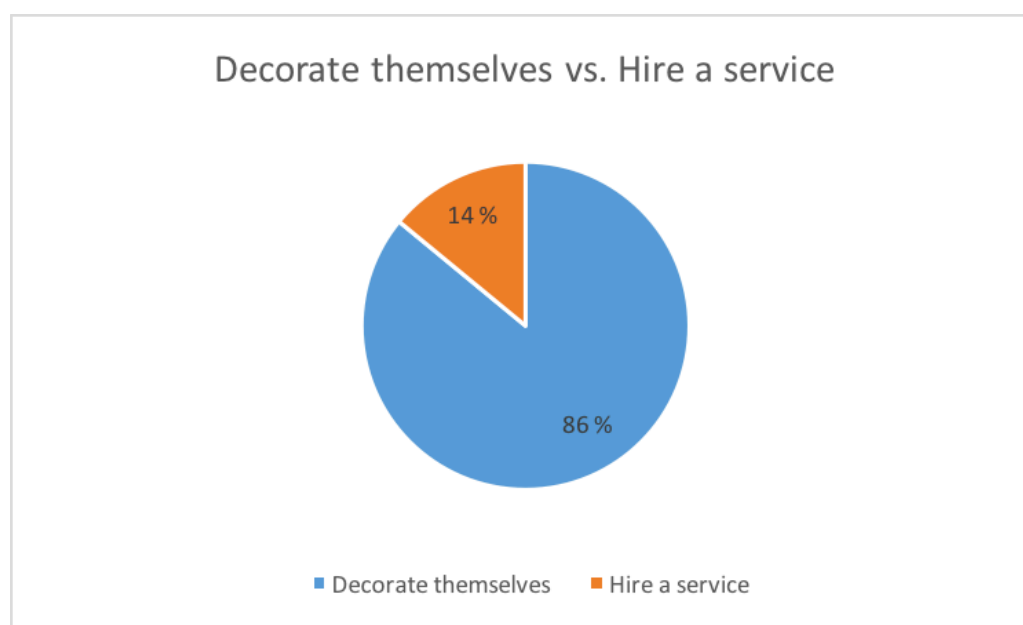


Figure 6: Ratio of respondents preferring decorating themselves to respondents preferring hiring wedding planning services

The survey conducted by the authors states that the majority of respondents prefer decorating their weddings by themselves. Both the respondents who are planning to get married and respondents who got married have the same distributions of this ratio: This common behaviour pattern does not differ between the two groups.

5 Brand positioning

The previous chapter discussed the target market. This chapter will discuss competition, points of difference, points of parity, brand essence or brand mantra.

At last, all the essentials of company insights, key competition, and company's brand essence will be summarized in a strategic diagram - A brand brief. The brand brief helps strategically visualize all the mentioned elements and prepare for building brand identity and brand image.

5.1 Determining competitive frames of reference

The competitive frame of reference defines which competitors to focus on analysis and study.

A great understanding of competitors enables a great competitive edge (Wheeler 2013). The understanding process starts with researching the competitors.

The data gatherings about competitors comes together to a competitive audit. This audit, in this thesis study, examines the competitor's brand image, key messages, possible strengths and strategies and identity visual elements such as logo, taglines and typography. The information is gathered first on Internet and mainly by experiencing the competitors' website. The websites can tell a lot about the brand personality, visual identity and how they express the brands in design material. The company will later on also experience more the competitors by visiting shops and offices, using the products and services, listening to sales pitches or calling customer service in order to really understand their brands.

The company does not have any direct competitors who offer the same type of service. The closest indirect competitors of Avec Orima are: Wedding Factory, Decora House, Juhla Center, Hoodit, Juhla Kauppa and Lily Dream Wedding.

The following is the competitive audit of Avec Orima:

	Features/benefits	Competitive	Tagline	Key message
Lily Dream Wedding	Wedding planner: service include decoration	<ul style="list-style-type: none"> • Have the biggest market and well known • Wedding planning service including decoration makes it easier for customers to hire 		Take care of weddings for customers.
Orchidea	Wedding planner: service include decoration	<ul style="list-style-type: none"> • Crafting individual parties and celebrations • Wedding planning service including decoration makes it easier for customers to hire 		
Decora House	Items for decoration: good for customers to decorate themselves	<ul style="list-style-type: none"> • Wide selections of products • Easier for customers to buy and decorate 	Unforgettable celebrations	

		themselves		
Juhla Center	Items for decoration: good for customers to decorate themselves	<ul style="list-style-type: none"> • Wide selections of products • Easier for customers to buy and decorate themselves 	Unforgettable weddings and birthday parties	Fast and economical
Juhla Kauppa	Items for decoration: good for customers to decorate themselves	<ul style="list-style-type: none"> • Wide selections of products • Whole sales • Available all the time • Easier for customers to buy and decorate themselves 		<ul style="list-style-type: none"> • Wide selections of items for any parties • Available all the time
Ullanunelma Oy	Items for decoration: good for customers to decorate themselves	<ul style="list-style-type: none"> • Wide selections of products • Easier for customers to buy and decorate themselves 		
Wedding Factory Finland	Wedding planner: service include renting items for decoration	Wide service offerings, including planning and consulting, make it easier for customers to hire.		
Hoodit	Chair covers, table clothes for rent	Easily get chosen since customers treat table cloths, chair covers and other small decoration items as whole package of wedding decoration.		

Figure 7: Avec Orima competitive audit on positioning and key messages

	Logo	Colour	Brand personality
Lily Dream Wedding		Black and white	Professional Multifunctional
Orchidea	HÄÄ- JA JUHLASUUNNITTELU 	Pink Black and white	Caring Professional
Decora House		Pink	Feminine Bright and fun Casual Cheap priced Ordinary
Juhla Center		Pink	Feminine Bright and fun Casual Cheap priced Ordinary
Juhla Kauppa		Pink	Feminine Bright and fun Casual Cheap priced Ordinary
Ullanunelma Oy		Yellow, black Pink	Casual Cheap priced Ordinary
Wedding Factory Finland		Inconsistent	Professional
Hoodit		Black and white	Clean, focused, specialised in one type of service

Figure 8: Avec Orima competitive audit on visual identity

The competitors can be classified into 2 main categories: (1) Wedding planners and (2) Companies who sell decorations and accessories for wedding parties.

As seen from the figure 7, the offerings, key messages and competitive edges don't vary much among the companies within the same categories.

Figure 8 indicates that most of these companies have similar types of logos. Also, most of the logos have arabesque frames and handwriting letters, and half of them are in pink. Furthermore, some companies don't seem to have proper logos since their logos are in text formats instead of image ones. The brand personalities are evaluated mainly based on the authors' personal opinions. The conclusions on the above brand personalities might be questioned to be unreliable and subjective. However, composing such information proves to be helpful for the company to establish its differentiation points.

5.2 Points of difference

On analysing these key points in competition, Avec Orima can start seeing the opportunities in how to stand out in the market. The competitive audit help the company find out the meaning, shape, colour, form and content that the competitors don't use. This helps develop the unique brand points of difference.

Brand points of difference are attributes which customers strongly relate to a brand, positively evaluate and consider they cannot find the same in a competitive brand (Wheeler 2013).

The idea of exclusivity in wedding looks has not been explored by any of the competitors. Also, the decoration options they offer are ordinary, and the decoration items are mass produced and not handmade. Such offers have low pricing.

Avec Orima has passion and skills in design and fine arts. The team loves to create personalized and handmade decorative items for weddings. Such an approach in production is exclusive in Finland at the moment and this nature of production allows for a high pricing policy. Also, since the core of the product is exclusivity, premium and creativity, it is important for the company to collaborate with other creative professional, wedding services and celebrities to add value to the business and enhance the reputation.

Therefore, Avec Orima simply defines its positioning as follow: Avec Orima is the only wedding decoration company in Finland that provides premium and sophisticated designs and add personality to your weddings.

The brand personality is luxurious, exclusive, posh, exciting and happy. The visual brand identity follows this personality: the overall feel and look is minimal and luxurious. Chapter 6 will discuss more on the visual brand identity.

The following is the audit of Avec Orima, in comparison with its competitive audit:

Feature/benefits	Wedding decoration: decorating whole scenarios, renting or selling handmade and personalized items
Competitive edge	Exclusive and posh designs, personalized services, luxuriuos, collaborative with partners and customers
Tagline	Celebrate posh!
Key message	<ul style="list-style-type: none"> • Our company turns designs into desire and luxury • We promote an exclusive lifestyle. • Avec Orima brings uniqueness and diversity by the recycling of fine material and partnership with a number of top artists worldwide.
Logo	avec orima
Colour	Black and white
Typography	2 consistent fonts: Libre Baskerville and Benton Sans
Personality	Luxurious, exclusive, posh, exciting and happy

Figure 9: Avec Orima points of difference in brand positioning

5.3 Brand mantra

According to Keller (2008), a brand mantra is short, 3- to 5-word phrases that capture the key points of difference and the essence of the brand.

Avec Orima's mantra is composed by emotional modifier, descriptive modifier and brand function as follows:

Emotional modifier	Description modifier	Brand function
Exclusive, luxurious	Wedding service	Decoration

Figure 10: Avec Orima's brand mantra

5.4 Avec Orima's brand brief

A brand brief is a document of all precepts of the brand. This is the most important task in positioning. This clear one-page diagram is a compact of essentials of the brand and serves to

sketch out a creative brief - a road map for the design process. Above all, it is easy to read and understand.

A brand brief helps all stakeholders to achieve clarity and unity around the core brand principles.

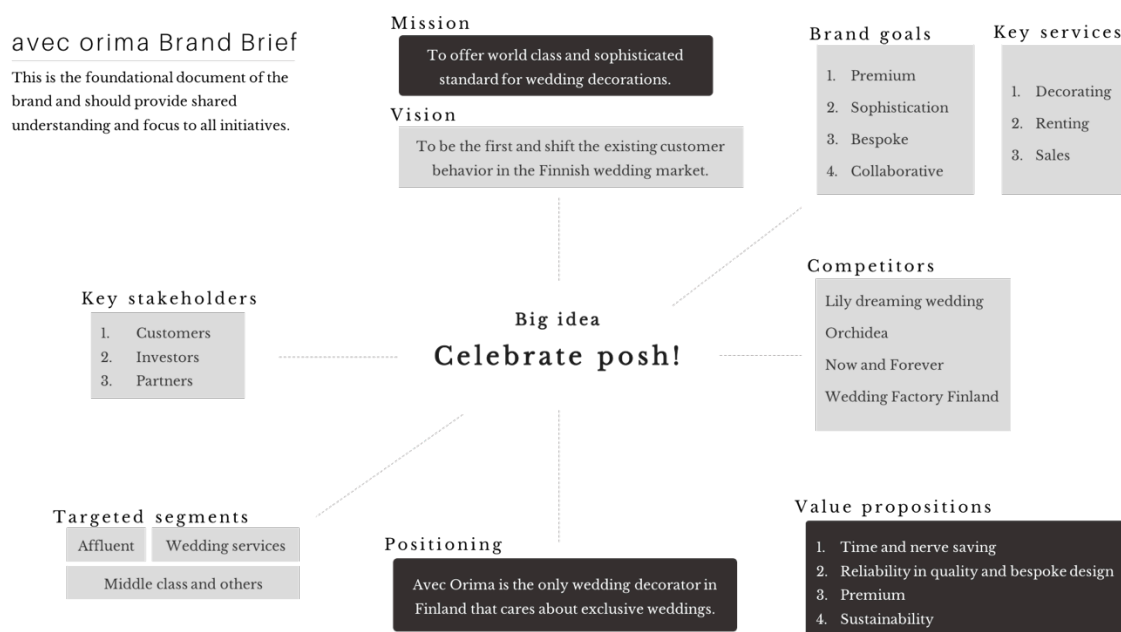


Figure 11: Avec Orima's Brand Brief

6 Designing brand identity

After defining the brand positioning and finalizing the brand brief, the design process can begin. This is the process of integrating meaning with form and requires the combination of design skills and business strategy.

A positioning essentially defines how a company image will be. Analysing how Avec Orima would stand out in the last chapter helps determining the brand visual elements such as tone and voice, look and feel. Also the positioning strategy ensures the company visual identity stands out at least in Finnish market.

On the other hand, the visual identity strengthens and enhance the positioning strategy and make it possible for the company to sell.

Design integrated in business brings multiple benefits. Design can enhance functionality, usability, delightful aesthetics, while concurrently also lowering operational and manufacturing

costs and developing improved delivery (as in the case of services). Meanwhile, design clearly support the brand and corporate identity. The effective way to integrate design successfully into business strategy so it can add values is through multidisciplinary approaches which incorporate different backgrounds such as business, design and technology to solve a mutual problem. (Koria, Salimäki & Karjalainen 2011).

In this thesis, the design outcomes in visual brand identity are clearly based on the company analysis and the brand strategy. The strong bond of the strategy and design gives reasons and meanings to the visual elements in the brand identity. The design should give the solution in brand identity: it should improve experience, reaction and connection to customers.

6.1 Logotype and signature

A logotype is a word (or words) in a determined standard, modified or redrawn font. Carefully redrawn, modified and manipulated letterforms result in the best logotypes which are able to express the personality and positioning of a brand (Wheeler 2013.)

Logotypes - wordmarks, monograms and single-letter marks - are where the verbal is expressed in visuals. In logotypes, the choice of font is crucial; spaces and spacing are important; the composition of words and characters carry weight; and letterforms can evoke attributes, atmosphere, feelings, events, places, personalities and period in history.

Once a logotype has become familiar, it is recognized by the brain in the same way as a symbol, not just as a set of words. In logotypes, verbal and visual unite. A logotype should aim to convey something the nature or character of the brand through the letterforms themselves and the communication of essential values through types.

Even though a logo needs to be durable and sustainable, in the logo design field, changes have become the norm. The changes result from commercial pressures, changes of company personnel and technology and media developments constantly challenge the whole existing identity. There is a doubt in the value of a fixed and never-changing logo in a brand world of dynamics and constant changes. Therefore, compared to logos as symbol, logotypes are more alive and durable. Logotypes which communicate both visually and verbally in a single and comprehensive mark are predicted to be popular in the creation of brand identity. (Evamy 2012.)

Avec Orima designs its logotype at the simplest form: The name of the company set in a chosen typeface, along with further works in kerning and spacing the characters, and other adjustments to the texts themselves.

The logo design is minimal, both in form and colour palette. Carter (2016) pointed out the massive trend in rebranding in 2015 in which simplifying logotype and colour scheme has dominated. Minimizing logo design proves to be compatible to display in new different technology devices; it also enhances clarity and be up to date.

Also, it is important to leave much empty space around the Avec Orima's logo. In design, more is not better space attracts viewers, and emptiness has value. The abundance of empty space does not attract the eyes, but also indicates simplicity - a formula for "class" and luxury (White 2011). This exactly what Avec Orima wants to communicate in enhancing the feel of the brand.



Illustration 1: Avec Orima's logo



Illustration 2: Example of logo use

6.2 Slogan

Avec Orima defines its slogan as “Celebrate posh!”.

What the company aim to achieve for its personality is exciting, happy, in the atmosphere of celebrations, exclusive and posh. This tagline should be able to convey the spirit and the feel of the brand, and evoke the appropriate emotions.

6.3 Typography

The font system chosen includes both Serif and Sans Serif: Libre Baskerville and Benton Sans Regular family. Having in hand both Serif and Sans serif classis fonts modified for modern uses in printed and web material help the company to adjust and adapt the fonts to any designs, yet remain the distinguished identity.

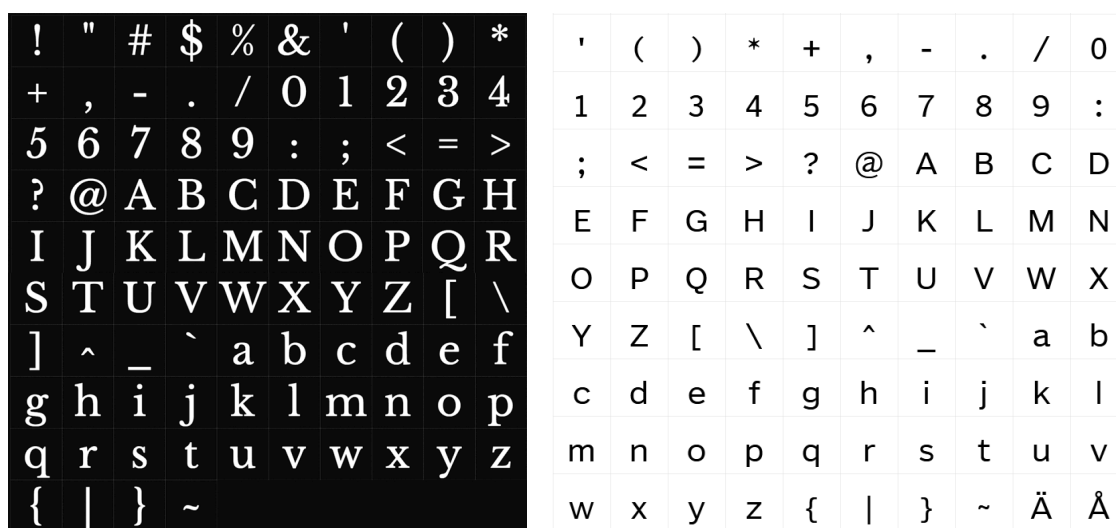


Illustration 3: Libre Baskerville font family and Benton Sans Regular

Libre Baskerville Regular is a font family optimized for body text. It's based on 1941 ATF Baskerville Specimens but it has a taller x-height, wider counters and less contrast. These adjustments allow it to work on small sizes in any screen (Open Foundry, n.d.).

Avec Orima decides on this font, mainly for offline materials for 2 reasons. First, the font is based on a classic history font, which makes it look "friendly" and familiar, yet remains the classy touch. Second, this font is optimized and enhanced so the problems of tracking, kerning is eliminated and the font works well either in web or texts.

Benton Sans Regular is bought from Weotype, one of the most reliable sources for web fonts. The font is minimal and has bold look. It works well on top of any Avec Orima's web background photos and backdrop motion settings. Benton Sans was originally designed in 1903. After many modifications through years, to adjust to web display purposes, David Berlow distilled the design to four styles of even sturdier design for screen use at small sizes: FB 1995-2010 (Weotype, n.d.).

6.4 Look and feel

Look and feel is the visual language that makes a system proprietary and immediately recognizable. It also expresses a point of view. This support system of colour, imagery, typography and composition is what makes an entire program cohesive and differentiated. (Wheeler 2013.)

The overlook has to be designed so that it resonates in the mind of customers and rises above the clutter of a visual environment. All elements of a visual language should be designed to advance the brand strategy.

First, the design has to go hand in hand with content. The meaning has to be expressed unitedly and precisely. In the content, Avec Orima plans the imagery to be black and white photography of brand concept. The photography is used for front page of website, product and product setting shoots. The colour palettes primarily consist of black (85%) and white.

MOODBOARD



Illustration 4: Mood board for Avec Orima. Source: porodina.net

The first campaign for imagery is the first key shots for the websites. A creative brief is written down in order to communicate how Avec Orima wants the shoots to be done by the photographer. The brief includes brand brief, target audiences, and a mood board for inspiration and references.

The feel for the brand image is classic black and white, with bridal focus and decorative touch on costumes and headpieces. These are to give a feel and concept for the brand. The colour is desaturated and the images are defined conceptual rather than commercial or editorial look.

The first photo shooting is done by a high profile photographer who has experiences in shooting for weddings, celebrities, advertisements and magazines - Petri Mast. The website can be found at petrimast.com. Also, the art direction and prop making is done by Avec Orima's

team, so that the collaboration can result in the best spirit and helps shaping concept for Avec Orima's identity.



Photography: Petri Mast
Makeup, costume and style: Avec Orima

Illustration 5: Key shots of the first campaign

6.5 Colour

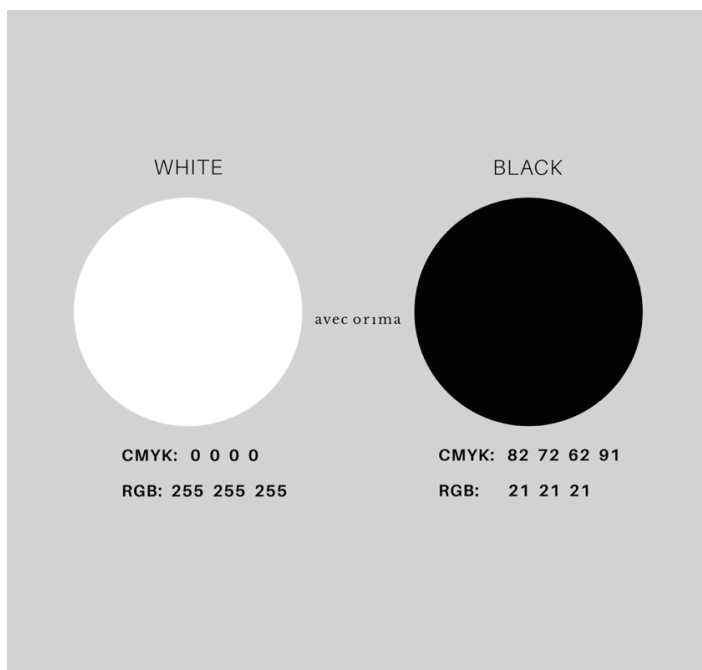


Illustration 6: Avec Orima's primary colours

6.6 Website application

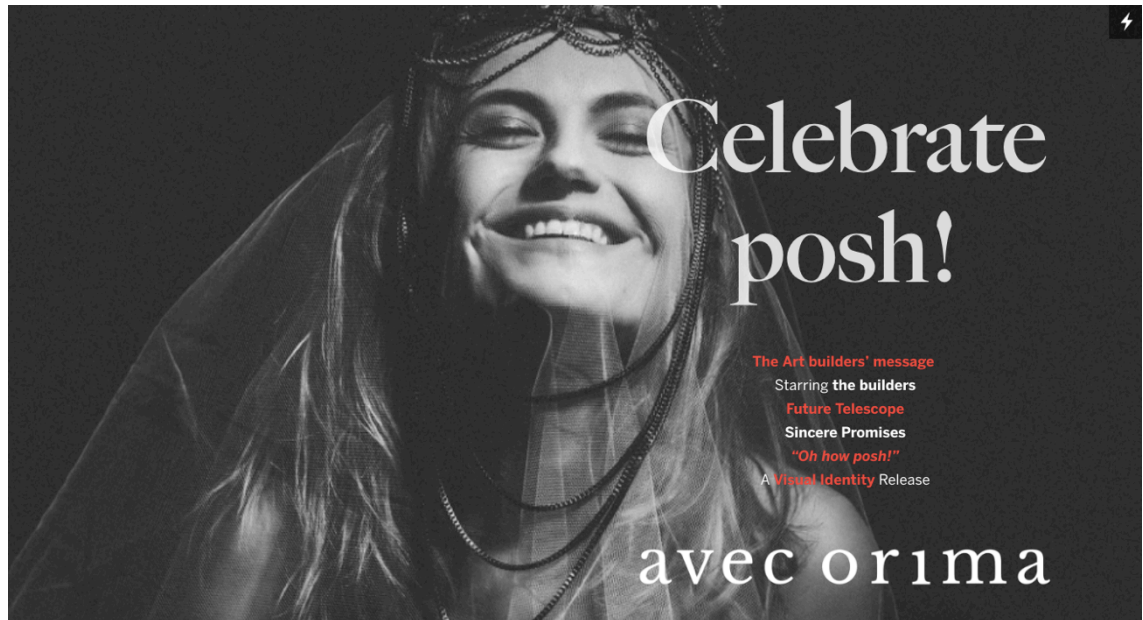


Illustration 7: Avec Orima main website application



Illustration 8: Avec Orima's other website application, tested on different screen modes

Website application as a touchpoint is not explored fully in this thesis scope. The images above serve as a test to roughly see how the front image, logo, slogan and content might look like in relations to each other. All the elements in website design such as user interface, motions or sounds in website are outside of this thesis scope.

The website host used to test here is Persona of Cargo Collective, a web host for creative professionals. The fonts used by the host are from a reliable source - Webytype. Also the host provide optimization for backdrop settings with motions, fonts and other flexible alignments. After the test with all elements such as logo, typography and imagery, the company will invest in their own website with own domain.

7 Conclusion

The study was set out to explore the design of Avec Orima's brand identity. In order to achieve the objectives, the study has sought to define the Avec Orima company, research the target markets and establish the brand positioning.

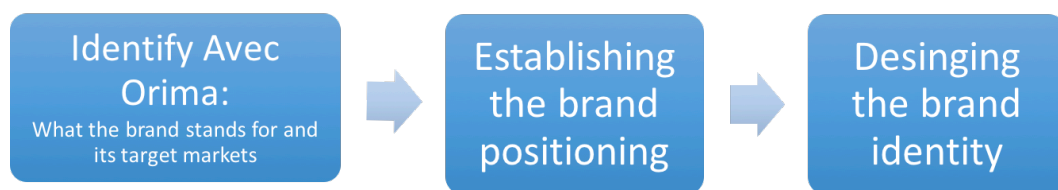


Figure 12: Thesis process

The study sought to answer these three questions:

- 1) What does Avec Orima brand stands for?
- 2) What makes Avec Orima brand stand out in the market?
- 3) How does Avec Orima define its design in the brand identity?

The empirical findings partly solve the research question 1 in analysing the target market. The findings indicate the size of the market and the existing customer behaviours. However, the findings to find out the market demand is inconclusive and need further experiments and researches over time.

The theoretical cases are chapter specific and were summarized within the respective empirical chapters: Avec Orima - the company insight, Brand positioning and Designing the brand identity. The theories are synthesized with the company business plan and innovative ideas to answer the three research questions.

Regarding further research in future, first of all, findings on market demand is needed since such a question on demand is ambiguous at the moment, due to the fact that the customers don't know and understand such a decoration service. Secondly, analysing the competition does not stop at analysing the competitors' website and their offerings. Further understanding about their brands by experiencing the competitors and their services is crucial. Lastly, for the brand identity design, the next step is creating touch points in applying the visual elements to websites, business cards and other materials. The brand identity has to be put in use and developed further when the company starts to operate: there is still a lot of work to be done.

The future success depends on building the strong brand that introduces itself to customers and make them want it. The thesis has done all possible to build the Avec Orima brand from the scratch: from defining the company, differentiating it to designing an identity - a face and a personality for it. The first step has been fulfilled, the next steps are more challenging when the company develops its brand and truly tests it over time.

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Appendix 1: Online survey in Finnish

EN FI

Hyvä vastaanottaja,

Olemme kaksi opiskelijaa Laurea - ammattikorkeakoulusta ja toivomme vastauksianne kyselyymme, joka liittyy suomalaisten hääkulutuskäyttäytymiseen.

Täyttämällä kyselymme autatte meitä opinnäytetyössämme jossa tutkimme, onko Premium -hääkoristelupalveluille kysyntää Suomessa.

Ymmärrämme, että aikanne on kallisarvoista ja olemme kiitollisia kahdesta minuutistanne, jotka kyselyn täyttäminen vie.

Kysely on auki 27.3 asti.

Terveisin,

Maria Carvalho ja Nga Nguyen

Ikä

Oletko:

Opiskelija

- Oletko pitänyt häät?
- Suunnitteletko pitäväsi joskus?

Kuinka paljon hääsi maksoivat / Kuinka paljon olet ajatellut voivasi maksaa häistä?

Kokonaisbudjetti 6000 €

Jaa tässä budjettisi eri osa-alueille. Pidä mielessä että et voi ylittää budjettiasi.

Juhlalapaikka 2000 €

Ruoka ja juoma 2000 €

Koristelut 500 €

Valokuvaus 200 €

Vaatetus ja meikkaus 700 €

Tällä hetkellä 5400 € / 6000 € Maksimi

Kuinka aiot tehdä / kuinka teit hääkoristelusi?

- Ostaa palveluna Hääsuunnittelija avustaa materiaalien hankinnassa ja teet itse
- Ostat materiaalit ja teet itse

Jos niin, kuinka paljon maksaisit sellaisesta palvelusta? 500 €

Voit jättää tähän muun palautteen tai asian joka jäi askarruttamaan. Voit jättää myös sähköpostiosoitteesi ja otamme yhteyttä pian.

Lähetä

Appendix 2: Online survey in English

EN
FI

Dear recipient,

We are two students from Laurea University of Applied Sciences, and seeking your valuable participations in our research about Finnish wedding spending habits.

By doing our survey, you will help us in our thesis study in determining market prospects for premium wedding decoration services.

We understand your time is valuable and we truly appreciate your 2 minutes to complete this survey.

The survey will be open until 27.3.

Sincerely,
Maria Carvalho and Nga Nguyen

Age

Are you:

Have you had wedding?
Do you plan to have one?

How much did you pay / plan to pay for your wedding?
Slide to choose the total budget

Total budget 6000 €

These are breakdowns of the wedding budget.
Keep in mind that the sum cannot exceed the total budget.

Venue 2000 €

Food and drinks 2000 €

Decoration 500 €

Photography 200 €

Costum and makeup 700 €

Currently 5400 € / 6000 € Maximum

How did you / do you plan to have your wedding decorations?

Hire skilled service
 Have wedding planner buy materials and do it yourself
 Buy materials and do it yourself

Then how much would you pay for the service? 500 €

You can leave us feedback or any other information you want to share. You may also leave your email if you wish to be contacted.

[Submit your survey](#)