

"We love stories. We believe stories. We know that they are not real. But we also know that they contain truth that goes beyond evidence." John Simmons.

Brandstories...

July 2009

Website | Contact

What is design? (big question, concise answer)

A Refreshing Kick

Five years ago we Northern Europeans couldn't get our heads around cold coffee drinks, even though many of us love a 'Frappé' on a Mediterranean terrace. All that has changed recently, as brands have created an altogether cooler story: the refreshing pick-me-up within a growing 'snack beverages' category.

Our designs for Douwe Egberts ice coffees let the brand take centre stage, since this provides the reassurance of excellent coffee taste; everything else works hard to express the refreshment and youthful dynamism of the drink itself.

Getting the design to look as good on the can as the cup was a story in itself, but thanks to our client Wouter's heroic persistence this one had a happy ending.



Fast Food in Cubicle City

Research by Heinz has found that 69 per cent of office workers are too busy to go out for lunch every day. Tell me about it.

As if being tied to our desks over a lunch provided by the Sandwich Man wasn't bad enough, now we don't even need to move off our chairs to get hot food. The 'beanzawave' is still a prototype, but with a few tweaks it would be possible "to heat a pie, a burger, or a cup of soup in quick time". And beans, of course. At the moment it would cost £100 a pop, which adds up to a lot of ding dinners. If your boss offers you one for free, be very afraid.

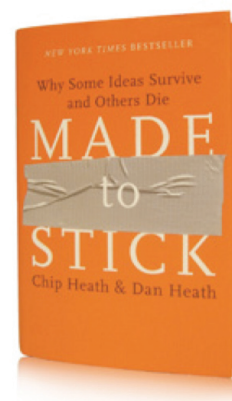
How Stories work

We've always had an intuitive belief that the power of brands lies in their capacity to tell (and sell) a story, but we were very pleased to find rigorous academic support for this belief in Chip and Dan Heath's great book "Made to Stick". Even better, the dust jacket of the original hardcover book is a great example of how packaging intrigues, tempts and finally persuades people to buy the story.

According to these authors: "The right kind of story is, effectively, a simulation. Being the audience for a story isn't so passive after all. Inside, we're getting ready to act." www.madetostick.com



Steve's summer reading



For more information www.osbornepike.co.uk or mail lulu@osbornepike.co.uk

To unsubscribe, please click here lulu@osbornepike.co.uk & put 'unsubscribe' in the subject line.