



**MEUNIER | SHER | BOREL-SALADIN | PEDRO**

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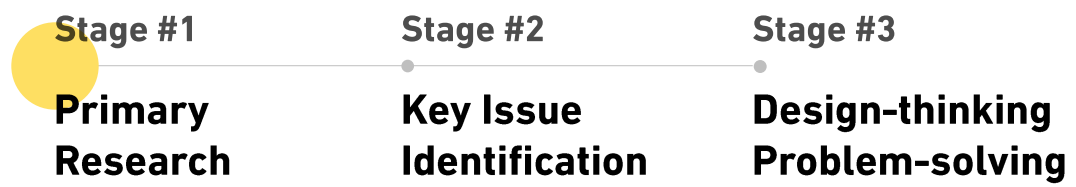
“Capital punishment is as fundamentally wrong as a cure for crime as charity is wrong as a cure for poverty.”

- Henry Ford

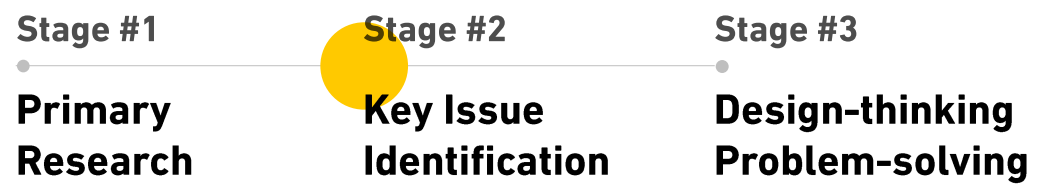
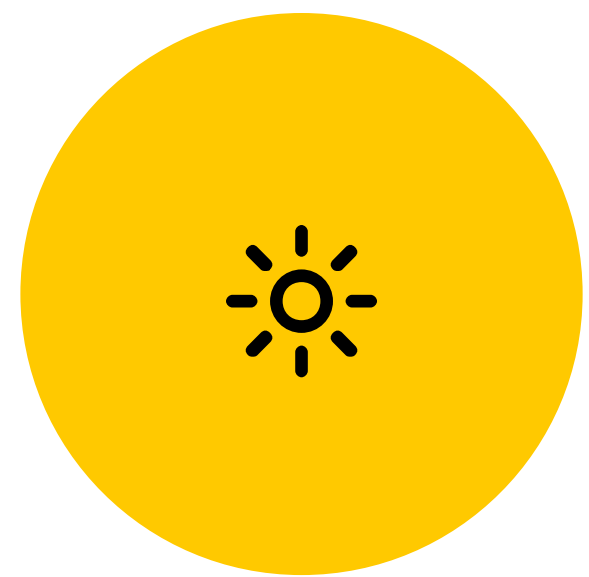
(Kamenetzky, 1999).



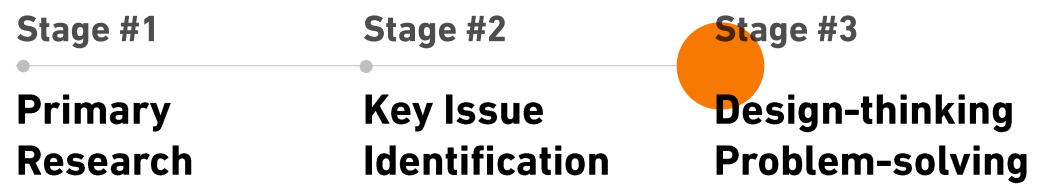
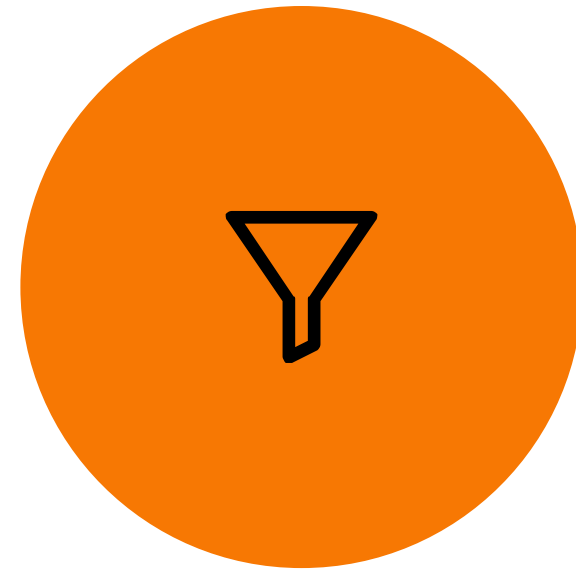
# Branding a social enterprise.



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## Vision

It would like to see a world in which sustainable entrepreneurship creates value for those who need it most.

## Mission

This is done by creating income for the beaders, providing a means of raising funds for a worthy cause, and by connecting networks of people to those causes.

## Purpose

The upliftment of people and communities by ensuring that their efforts and vision will make a positively sustainable impact and change.





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# Primary Research

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# Customer Journey Mapping

Brand Contact Audit

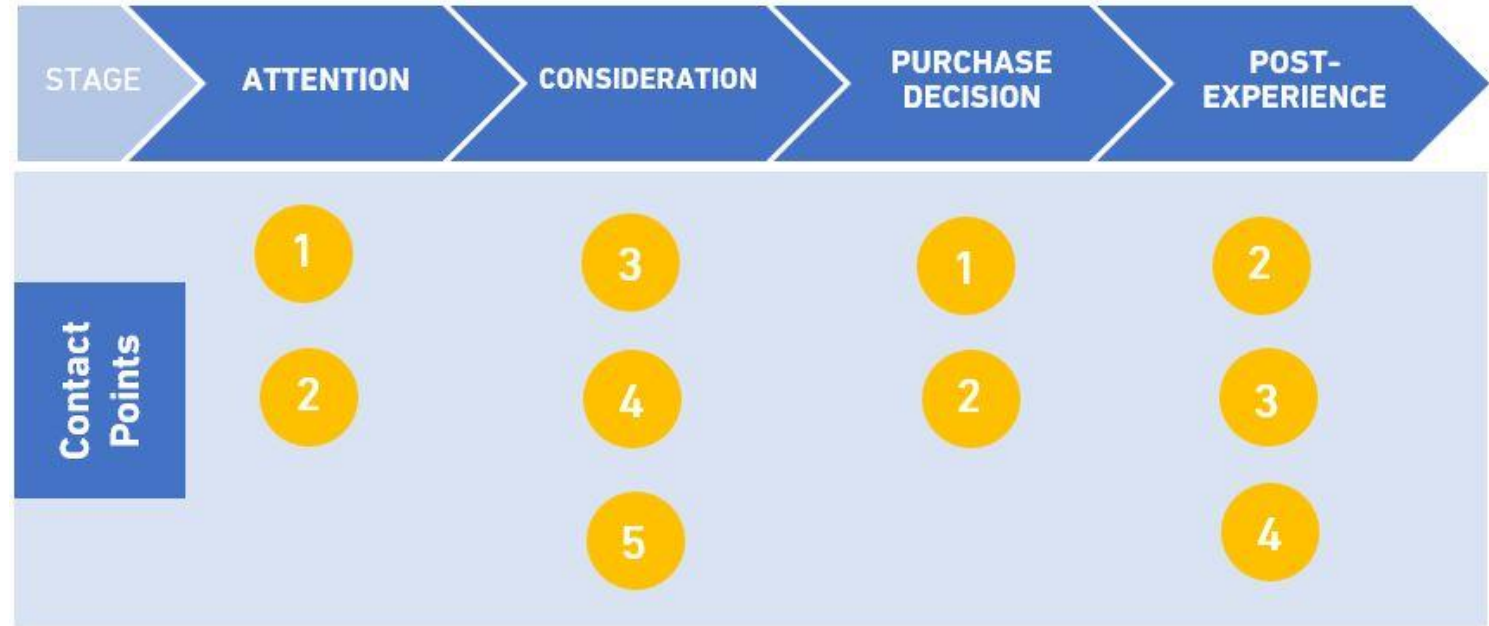
- 1 Point of Purchase – Woolworths Teller Display
- 2 Bracelets
- 3 Digital – Website
- 4 Digital – Social Media
- 5 Influencers
- 1 Point of Purchase – Woolworths Teller Display





# Customer Journey Mapping

Brand Contact Audit





# Contact Point Scoring System

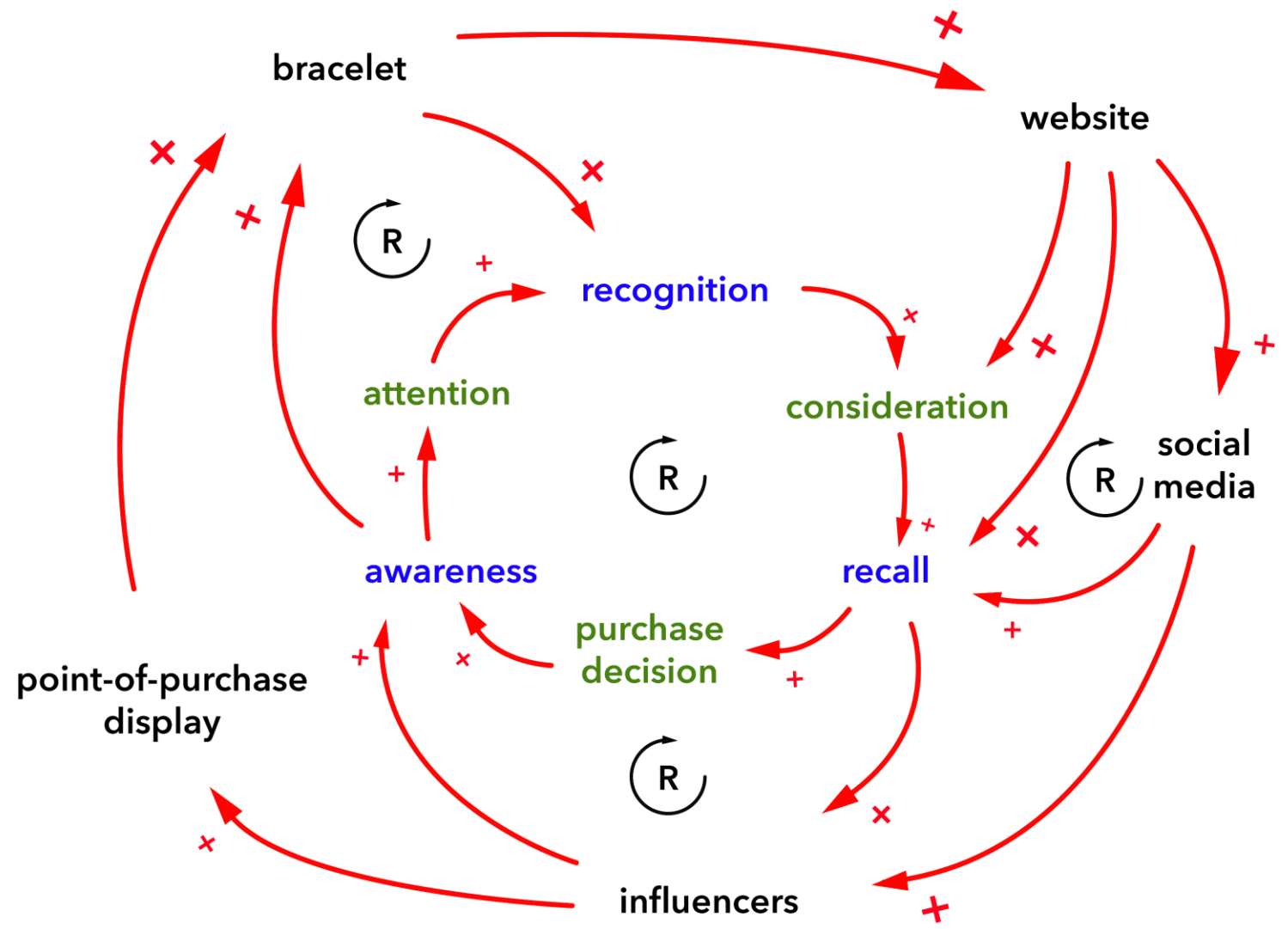
Brand Contact Audit

- 1 Point of Purchase – Woolworths Teller Display  
F: 6/10  
I: 4/10  
R: 7/10
- 2 Bracelets  
F: 8/10  
I: 6/10  
R: 8/10
- 3 Digital – Website  
F: 4/10  
I: 8/10  
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F: 7/10  
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# Key Issue Identification

## Causal Loop Diagram



### Legend

- Level of Brand Awareness
- Stage of Customer Journey
- Probability of Contact Point Referral



# Key Issue Identification

## Challenges



1. **Low Impact, High Frequency Touch Points**



2. **Limited Brand Ecosystem for an Expanding Set of Wants**



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1. Low Impact, High Frequency Touch Points



2. Limited Brand Ecosystem for an Expanding Set of Wants



# Design-thinking Problem-solving

## Empathy

### Revised Value Propositions

#### Functional Benefits

We propose that Relate adds a functional benefit of **personalisation over products** in order to boost a sense of ownership

#### Self-expressive Benefit

According to Orehek and Human (2016), “[s]elf-expression values have increased substantially in the last four decades, especially among younger cohorts.”

#### Emotional Benefits

Relate creates an **emotional state of community** in the loyal supporters of the brand to foster a long-term engaging audience.



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# Design-thinking Problem-solving

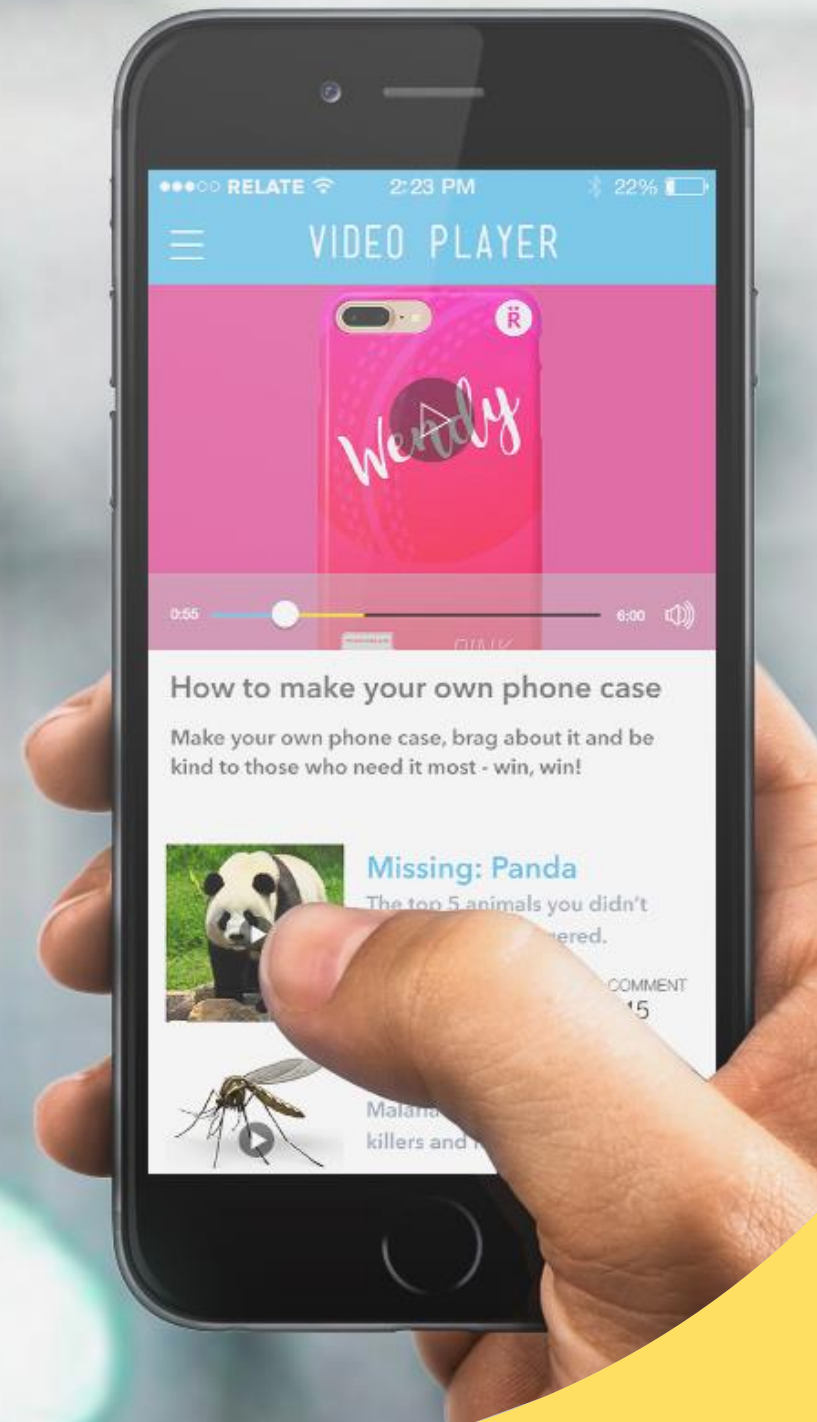
## Defining Key Issue

How might we create a greater sense of self-expression among the current and future consumers of Relate in order to increase conversion rates and effectively expand Relate's contact points – especially considering the younger audience?



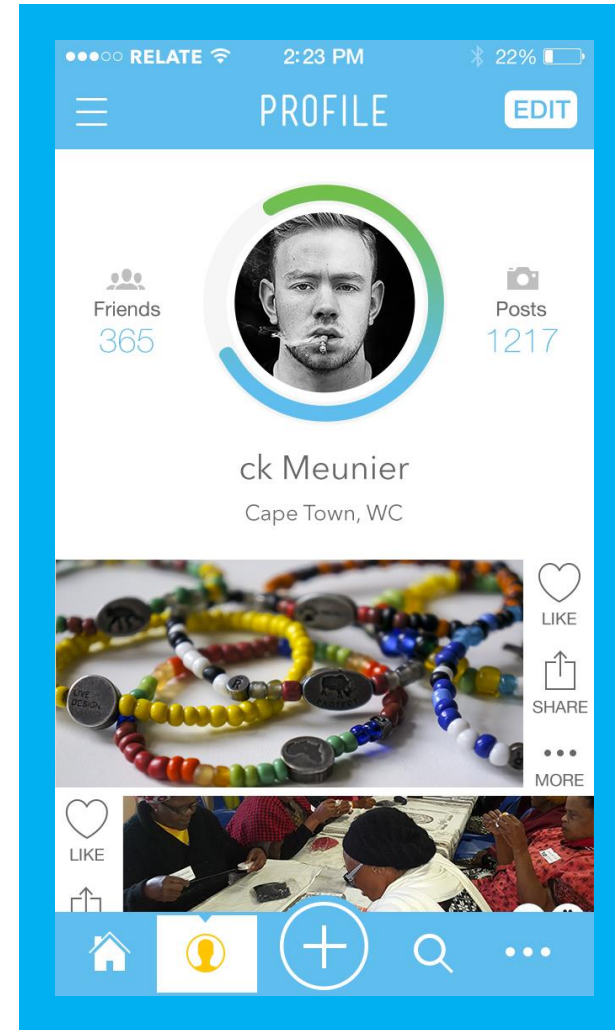
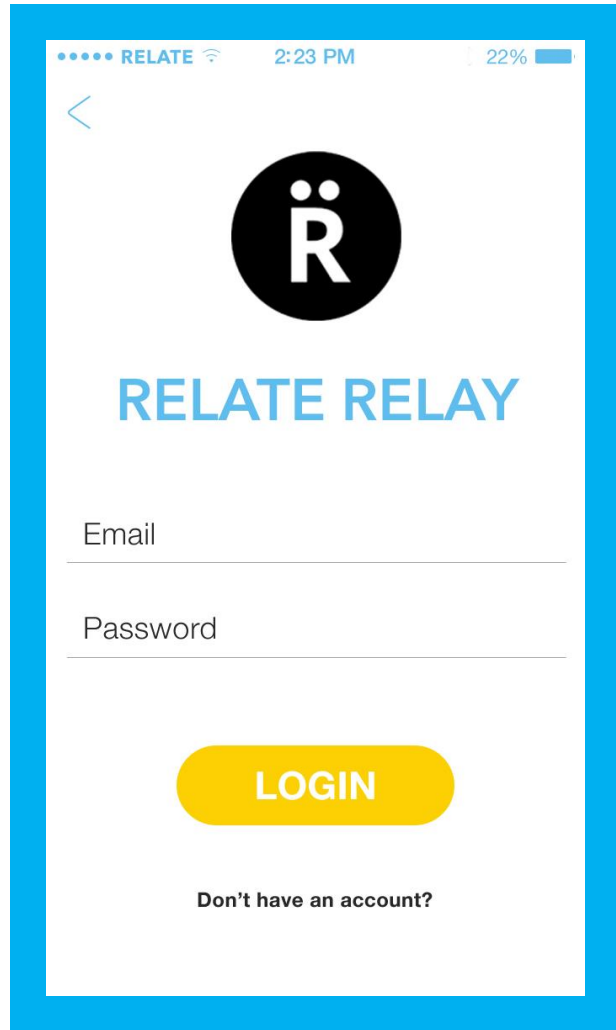
# Rapid Ideation Outcomes

- i. Mobile App – Charity Hub
- ii. Personalised Phone Cases



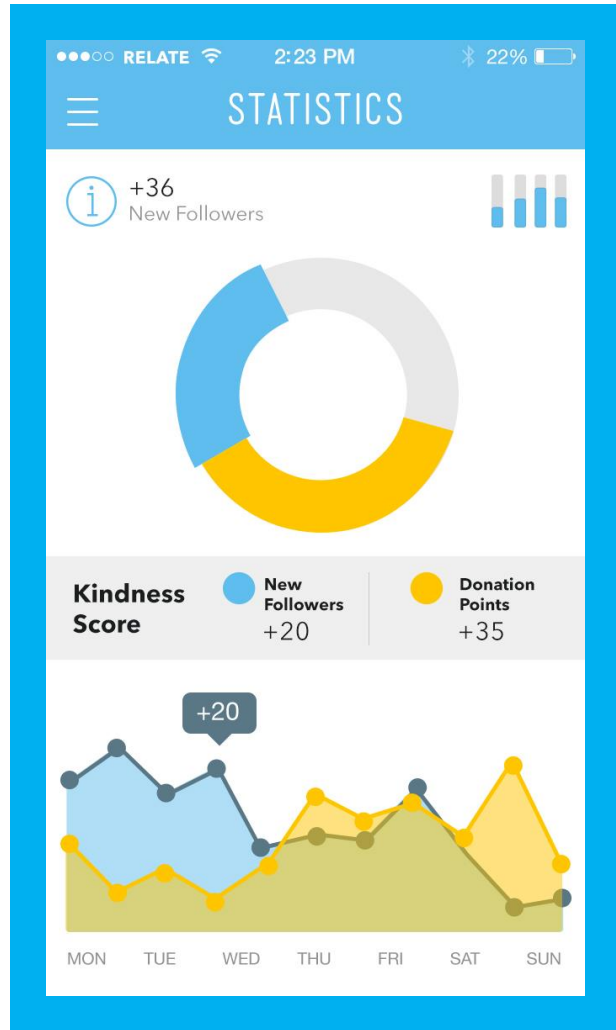
# i. Mobile App – Charity Hub

Screen Prototype



# i. Mobile App – Charity Hub

## Screen Prototype




VIDEO PLAYER

0:55 / 6:00

### How to make your own phone case


Make your own phone case, brag about it and be kind to those who need it most - win, win!



#### Missing: Panda

The top 5 animals you didn't know were endangered.

LIKES 264 | COMMENT 145



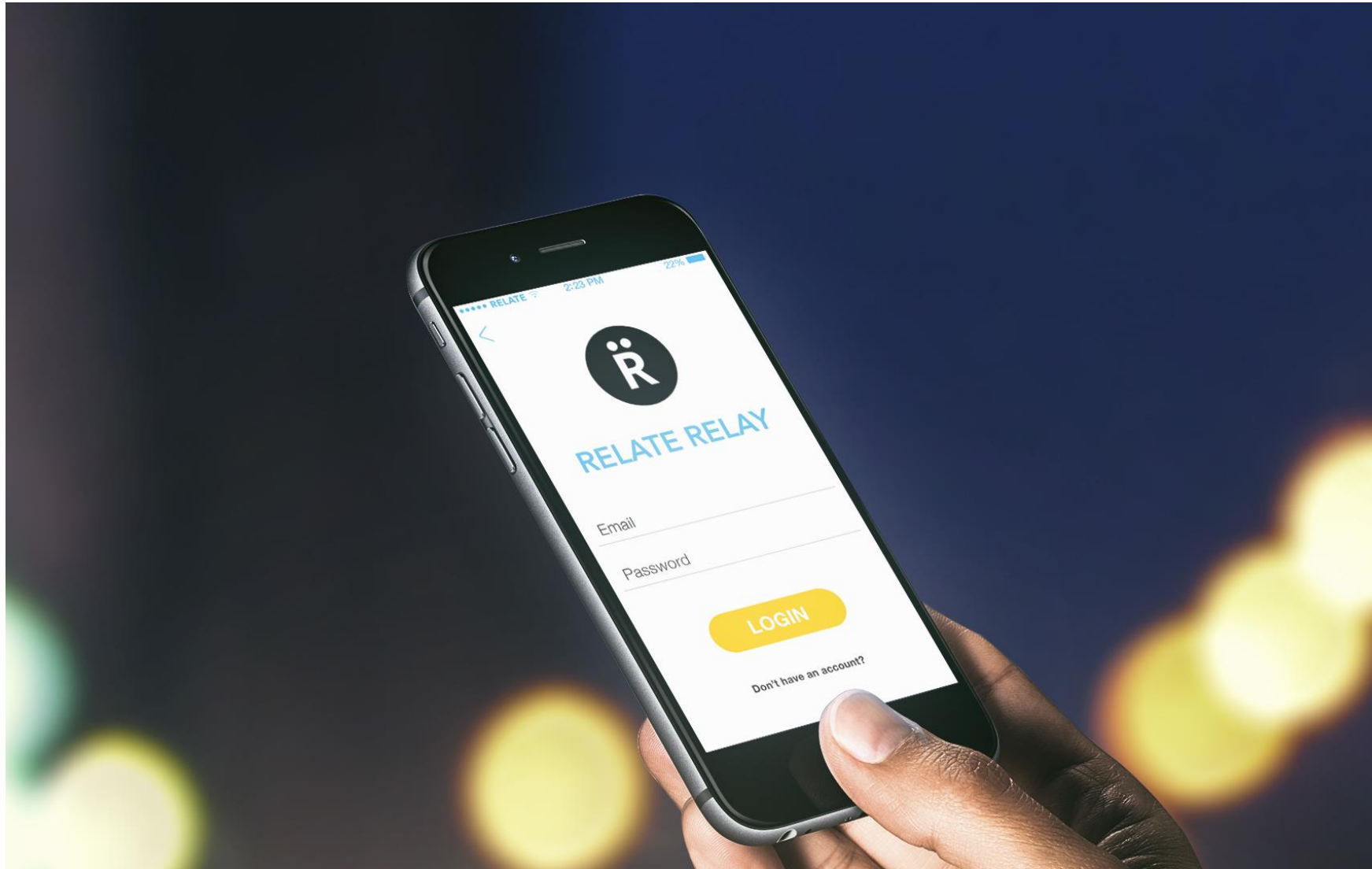
#### Fighting Malaria

Malaria is one of Africa's biggest killers and its silent...



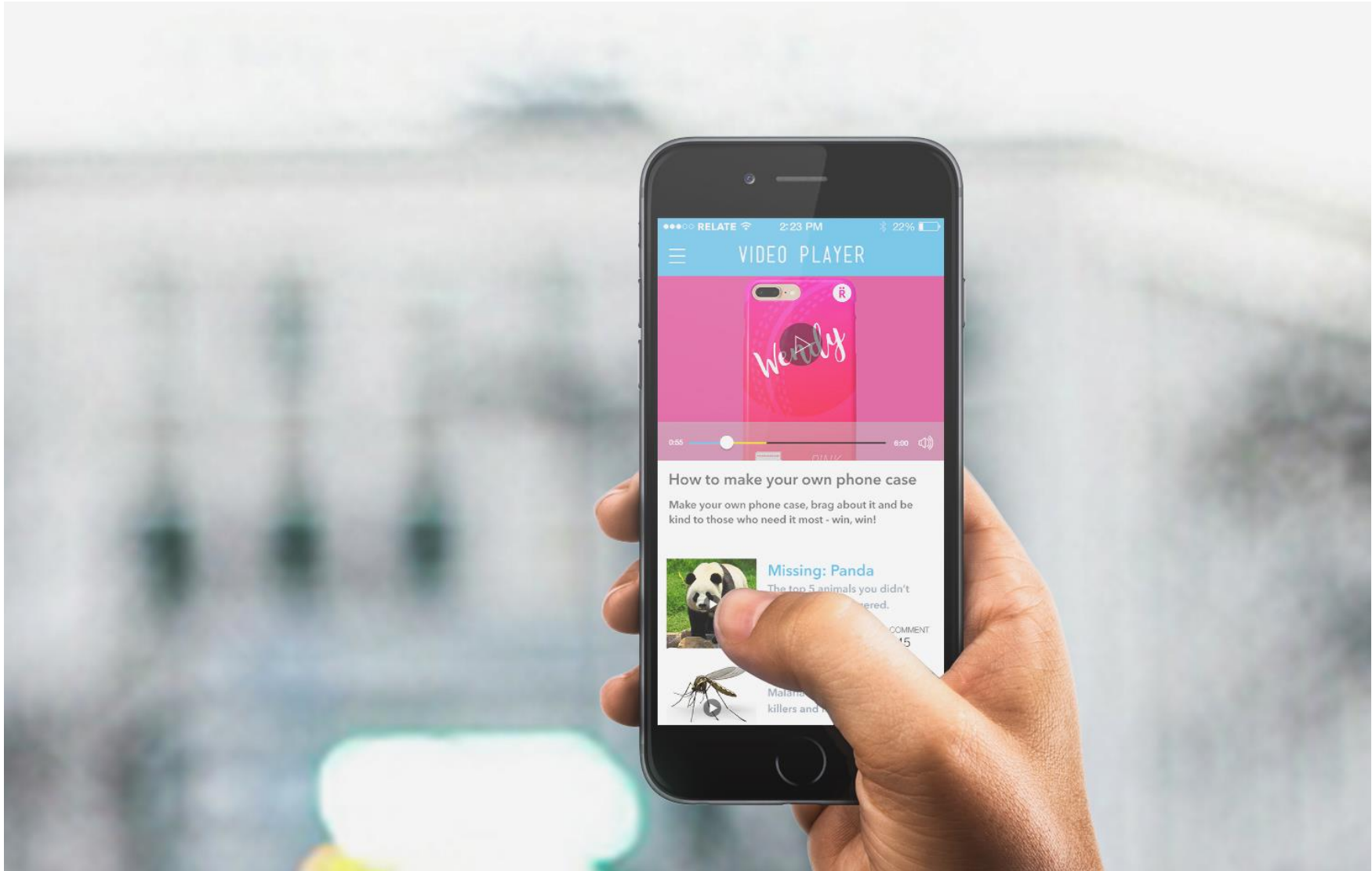
## i. Mobile App – Charity Hub

Mockups



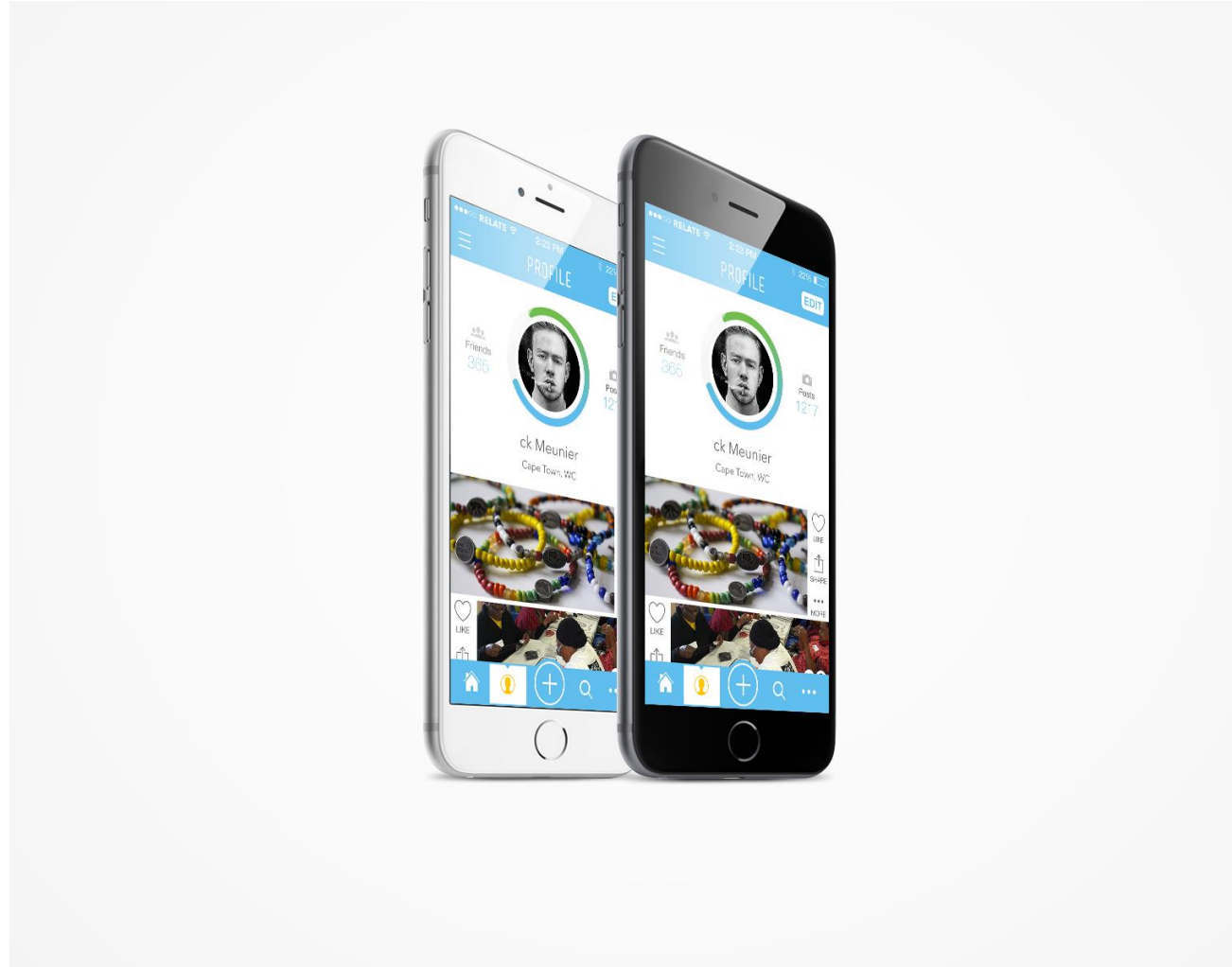
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Mockups



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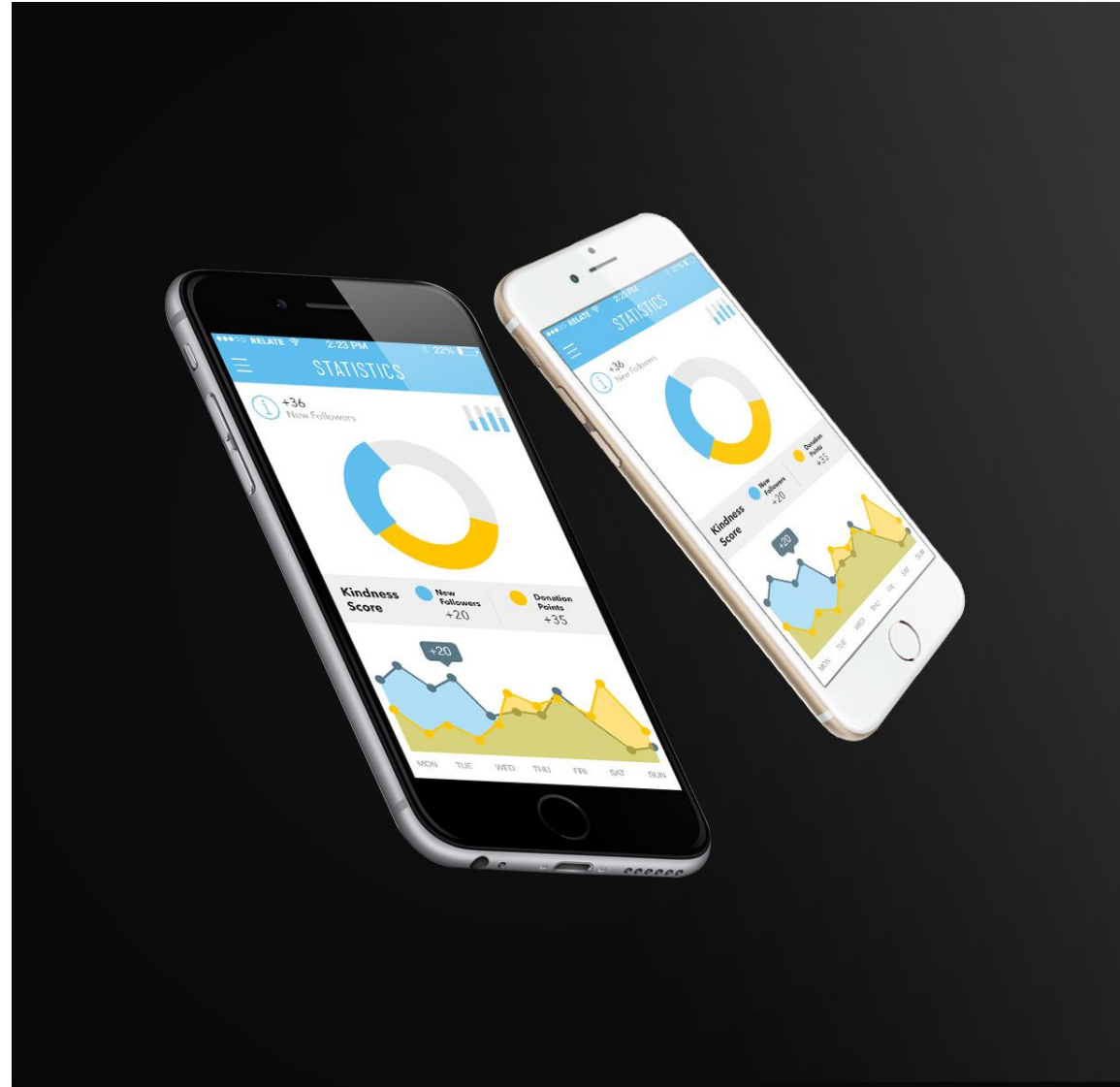
Mockups





## i. Mobile App – Charity Hub

Mockups



## ii. Personalised Phone Case – User-designed Phone Case

Mockups



## ii. Personalised Phone Case – Endangered Wildlife Trust Sponsored Design with User Personalisation

Mockups



## ii. Personalised Phone Case – Pink Day 2018 Sponsored Design with User Personalisation

Mockups



## ii. Personalised Phone Case – Dynamically Generated Cover from User's Profile Picture for Digital Marketing

Mockups



# Thanks for Relating

