

Wonderstuff

Making brand and design an investment.

A summary of the results of a survey of design-buyers, focusing on their perceptions of design as a business investment

November 2015

Brand & Design Survey Results

During October 2015 Wonderstuff conducted a survey to gather insight into how organisations who buy design feel about their return on investment from design, their relationships with designers and their understanding of how design can add value for them.

This report documents the results and provides insight into how the results can be addressed and used to help organisations make brand and design a tangible investment.

The survey was anonymous, four questions, and was conducted using Typeform. Participants included those from Wonderstuff's own database, along with those who accessed the survey from Facebook, LinkedIn, and Twitter where it was shared. Results were collected between the October 1 and 31, 2015.

facebook. **Linked in** **twitter**

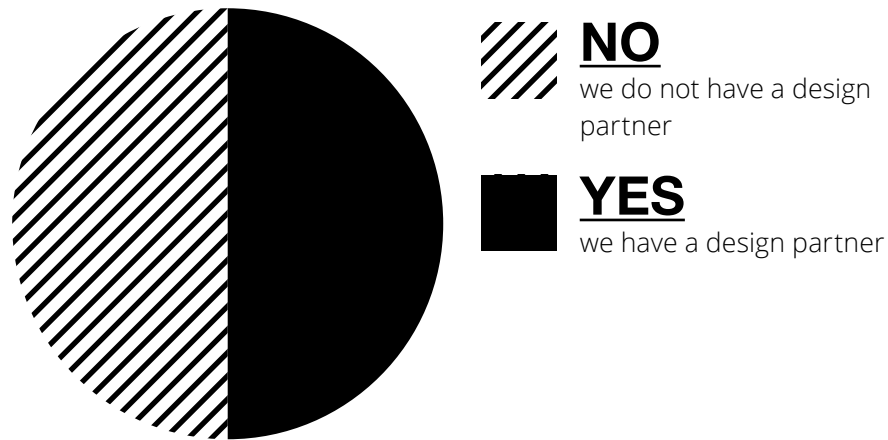


Insight, based on client feedback, is invaluable in developing better tools, for the design industry and clients alike.

Paul Alderson
Founder, Wonderstuff

1. Design Partnerships

Does your organisation currently have a brand or design partner?



50%

Answered yes
50% of respondents have a brand or design partner.

26/26 respondents answered this question.

Insight

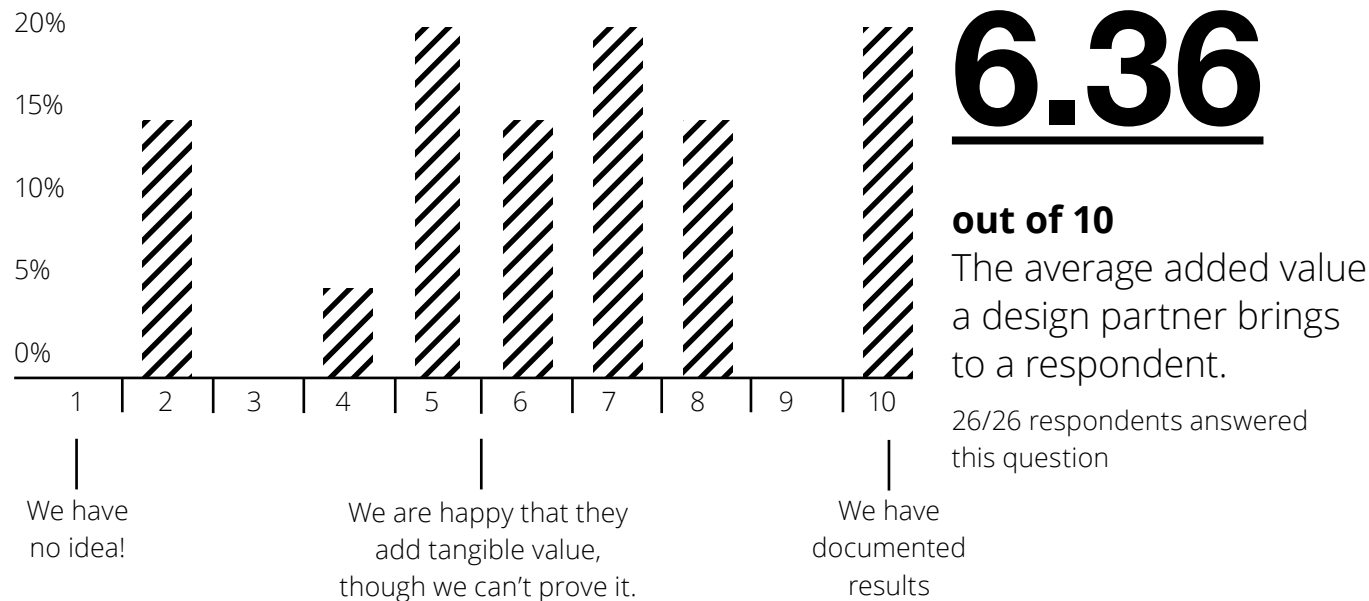
Only half said they had a design partner. If we take this as indicative of the industry, then there are many thousands of organisations not benefiting from long term engagement with a design partner.

Action

If your organisation doesn't have a design partner the Design Business Association is a great place to start. Visit dba.org.uk to find out more.

2. Tangible Value

If you have a design partner, how much tangible value do they add to your organisation? If you don't have a design partner, how much value would you like to see them add to your organisation?



Insight

Clients that feel they do benefit but can't prove how, will find it difficult over the long term to add real value to their organisation as they will not be sure where, when and how to invest.

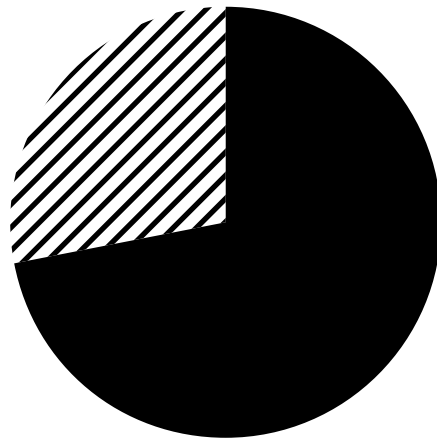
Action

Discuss ways to measure your investment in design, both within your organisation and with your design partner.

Build a relationship with your design partner on respect for each others skills and knowledge working together for long term results.

3. Increasing Value

Would you like to see more tangible value added to your organisation through design?



NO
we are happy with the design results I have

YES
we would like to see more tangible results

72%

Answered yes
72% of respondents would like more tangible results from design.

25/26 respondents answered this question

Insight

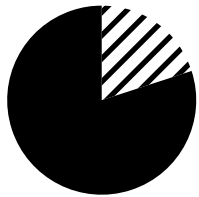
The setting of measurables during the briefing stage is essential. This helps to ensure that design has a clear goal to deliver, and avoids the potential of it to get sidetracked by the personal preferences of stakeholders.

Action

Invest time exploring and defining the measurables of each project. This helps to set realistic timescales, budgets and returns on investment.

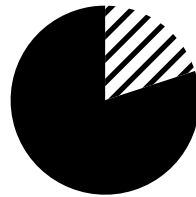
4. Proving Success

If you'd like to see more tangible results from your investment in design, what would help you the most?



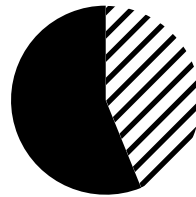
20%

A closer relationship with a graphic designer



20%

More understanding of how design can add tangible value

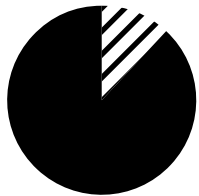


44%

greater clarity on how the available design services add value

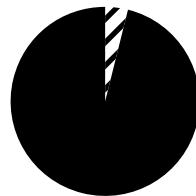
44% of respondent feel that having clarity on how their design partners' services add value would help the most.

25/26 people answered this question



12%

The development of clearer briefs for design projects



4%

Other

Insight

The design industry is flooded with misleading terms for the services delivered. The industry and clients alike need to work to develop a clearer understanding of design services, explanations and where the value lies within each area.

Action

Review your key audiences journeys for touchpoints and pinchpoints, then ask your design partner to clarify how the design tools will improve these and add value.

Brand & Design Survey Results

The results of the survey indicate that the relationship between design and business still has a long way to go.

Design Suppliers

Suppliers of design and design services, must take responsibility to make clear their services, and the value they add. The market is plagued with design that can be bought 'off the shelf' and it is the designers responsibility to communicate the difference, creative skills required, and the long term value of design and partnerships.

Design Buyers

Buyers of design must treat design as an ongoing part of their organisation, much like accountancy. They must engage design partners who they can share a long term strategy with, planning both budgets to invest, and the accountability of the investment with the partners involved.

The responsibility for making brand and design more effective is borne by both client and designer.

More information

If you'd like more information on how Wonderstuff approach the effectiveness of design please contact Paul Alderson, by email on paul@wonderstuff.co, or on +44 (0)191 447 2727.

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