

How to...create and design a new product that will reinforce your brand



Whether as a manufacturer or a retailer, creating product that is not just successful but also positively impacts your brand is essential. Here, **La Racine** creative studio delivers a nine-point guide to getting it right

Every day, hundreds of products are launched all over the world, and many of them won't make it. When a product fails, it is not only a company's turnover that is affected, but the entire brand image of the company is weakened. In fact, the consequences of one product failure can be worse than the benefits of five good launches, and returning after a bad launch is not an easy step. Here, we deliver nine points to consider at the start of product development, to help you make new product a success.

Know Yourself

You should know your brand as if it were your best friend. Where does it come from (the roots), what is its history, what are its values, its personality... and then what decisions would it make? Which product would it never create? Which innovation would it love to create?

Answer the question: Beyond the products, what is my brand's aspiration?

For example, Chanel's aspiration is to dress independent women elegantly. Hermès enables you to dream of handmade goods you can pass on for generations. Apple is there to give us simple and elegant products to express our intellectual and creative potential. Danone brings us health through nutrition on a daily basis for everyone. What is your brand aspiration? Answering this fundamental question will give a clear orientation to your brand and create a good framework for your future creations.

Don't jump on all the market opportunities

It is essential that you analyse all opportunities through the brand as a filter and be fair regarding the company's strengths and weaknesses. Your new product should fit perfectly with your brand image and with the image you want to be. And if you think you have a good idea, test it. Don't forget that innovation is an invention that meets a market.

For good design, firstly define the 'codes'

Your new product is linked to a new field that you may have never explored before. You should understand this field with all the existing shapes, colours, sizes, and textures that already exist and that make sense for people. Many of these codes are shared by all people within the same culture. You should be aware of them, in order to use them, and to create the right message for your product. When Emile Henry launched its successful bread baking range, for example, they firstly studied all the design codes - curves, colours, shapes - that instantly make you think 'This is for bread'.

Bet on a design that identifies your brand rather than a spectacular design **one** for just one product

While it's tempting to go for a design that is just spectacular, it

About La Racine

Set up by industrial designer Laurent Corio and marketing guru Tiphaine Chouillet, La Racine is a creative studio for innovation and savoir-faire, which solves business challenges through marketing and product design solutions. From a brand's roots, the studio creates innovative products aimed at being tomorrow's success stories. With an industrial design career behind him, including the 2015 Paris Design Grand Prix award, Laurent moved into small and medium enterprises to focus on know-how and the best way to emphasise it. Specialising in high-end brand marketing, Tiphaine Chouillet worked with Christian Dior, before moving to Emile Henry, where she was marketing director for five years. Passionate about savoir-faire, Tiphaine reinvents brands with innovation and emotion.
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is more useful to create a charter of lines, curves, colours, touch, that you feel is representative of your brand and that you can use for development of new products. Every Apple product is designed with the same curves, for example. KitchenAid has also created its own unique style that is instantly recognisable. Thus, the new product should reinforce your brand as the consumer would immediately recognize it. Think long-term rather than just about a buzz product.

Pay more attention to detail than to your competitors

Your new launch should fit the brand image perfectly. Planned and designed in your brand-unique-way. Take the time to look into the details regarding consumer expectations. No-one will, or should, ever think the way you do or have your brand history, so do it in your brand unique way.

Don't over-rationalize the product design

First and foremost, design catches the eye. If you feel good with it, there's a good chance others

will feel good with it too. Trust your feelings, your instinct and intuition, and also ask for advice from someone expert. Many products deliver less, rather than more, impact due to the interference of too many people and opinions, which results in many modifications and alternations, finally delivering a poor and weak design. Remember, less is more.

Never separate design from marketing

The designer should work closely with the marketing team to translate all the values, codes, and so on, into shapes and colours. If you work with an independent designer, make sure that he/she spends time with your marketing department and completely understands your brand vision.

Visualize success

What would be successful for this new launch? How can you imagine and describe it? No success comes without dreams. Don't forget to dream with your team, to be innovative and brave, you may find solutions to make it happen.