Brand as a channel for creativity

CIMUSET/MPR Rio

14 August 2013
A brand is a constellation of talents
1. Big picture
2. What is brand
3. Brand and creativity
MUSEUMS IN THE 21ST CENTURY

social meeting places

catalyst of forward thinking
tools for transformative change

physical and virtual spaces
content providers
taking their ideas to the world
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October 7, 2013

Museum as Hub

Now on View
*Museum as Hub: Center for Historical Reenactments: After-after Years*
Exhibition Page →

Past Museum as Hub Exhibitions
*Museum as Hub: Walking Drifting Dragging*
Exhibition Page →
*Museum as Hub: Carlos Motta: We Who Feel Differently*
Exhibition Page →
*Museum as Hub: Beirut Art Center: Due to unforeseen events...*
Exhibition Page →
*Museum as Hub: Steffani Jamison and Jamal Cyrus: Alpha's Bet Is Not Over Yet*
Exhibition Page →
*Museum as Hub: The Inconuous Image...*
PEOPLE
seeking authenticity
in search of self realisation
use of content in creative ways
find inspiration and knowledge
They want to connect
Be part of it
Who are museums for?

For what?
HOW WE DO IT

IDEAS AT THE HEART OF BRANDS

P–O–P–L–E

IDENTITY
1. Big picture
2. What is brand
3. Brand and creativity
EVOLUTION OF BRAND

PRODUCT
What is it?

1900
EVOLUTION OF BRAND

BENEFITS
What do I get?

1980
EVOLUTION OF BRAND

What do I feel?

2000
October 7, 2013

EVOLUTION OF BRAND

IDENTIFICATION
Who am I?

2013
MORE THAN A LOGO

the whole experience

functional and an emotional bond

coherent style and tone of voice

individual and collective purpose

a guide to decision-making
brand is about *defining a focus*
brands are built from the inside out
KEY QUESTIONS

what do you do?
why do you do it?
how do you do it?
who do you do it for?
brand is about expressing attitude
YESTERDAY
YOU SAID
TOMORROW

JUST DO IT.
brand is about enga\textit{ging} with \textit{people}
A user involving exhibition where selected users choose works of art to be installed at their places.
brand is about personality
invents *new perspectives*
balances **freedom and control, emotions and rationality**
I need to have reasons to feel
OFFER

what you do, the promise you must deliver
VISION

the impact you want to make
why you do what you do
POSITIONING

the territory you own, what makes you special
VALUES

what you believe in, the philosophy that shapes your internal culture
creates a framework where ideas can grow
BIG IDEA

the idea that guides everything you do
A BIG IDEA

inside
a shared direction
a coherent story

outside
loyalty and conviction
clarity and distinction
inspiration and aspiration sparking more creativity
1. Big picture
2. What is brand
3. Brand and creativity
DARE TO CREATE
manifesto
01
DARE TO
TAKE RISKS
Be brave. If you don’t like something change it. Free yourself from limits. Good ideas sound strange at first. Take a chance.
Design: Jonhson Banks
Design: Jonhson Banks
02 DARE TO LOOK SIDEWAYS
Be curious. Be vigilant. Think like an astronaut or a frog. See the world from different angles. Invent new perspectives.
Design: Ned Campbell
Design: Ned Campbell
Design: Ned Campbell
Nothing exists until we give it permission to exist. Recognise that creativity isn’t linear. Take time. Ask other people. Ideas are fuelled by the desire of change. Create a space where ideas can grow.
RIJKS STUDIO

Discover the possibilities of 125,000 masterpieces

Start your own Rijksstudio

Master Matcher: Discover your matches

From shirts to scooters ... tips and examples

What can I do in my own Rijksstudio?
What does your Rijksstudio offer you?

**Collect works**
You can save all the works you discover online by adding a set to your own Rijksstudio Page. You can also make and save a detail of the image.

**Create products**
All of the images in our collection are high resolutions. So the printout of your favorite works will look great, as a poster, for example, or you can even download them and make something yourself.

**Share your Rijksstudio**
Your discoveries and special sets of some of the 125,000 works may inspire others. Sharing your Rijksstudio is possible via Facebook, Twitter, Pinterest or of course here at Rijksmuseum.nl.
05
DARE TO FAIL
Use your mistakes. Feel them. Show them off. Explore limits. Look for the opportunity in every error. Sometimes the best ideas start as accidents.
Hvad er SMK® for dig?


Alle forslag bliver udstillet på museet fra den 5. februar til den 10. marts 2013 – og du er samtidig med i lodtrækningen om 10 x 1 års fri entré til alle udstillinger på SMK.

Vinderne udtrækkes den 12. marts 2013 og får direkte besked via e-mail.

1) Fortæl os med tre ord (med S, M og K), hvad SMK er for dig!

Dit navn indsættes her
Hvad er SMK.
for dig?
Gi’ dit bud her  
facebook
SMK

Sølvgades Markante Kronjuvel?

Hvad er SMK® for dig?
Giv dit svar på smk.dk
Serioøst Manisk Kreativitet?

Hvad er SMK® for dig?
Gib dit svar på smk.dk
Super Meget Kreativitet

Hanne Støvring
Sagligt
Mangoldigt
Kulturelt

Magnus Hallahan
DARE TO TAKE RISKS
Be brave. If you don’t like something change it. Free yourself from limits. Good ideas sound strange at first. Take a chance.

DARE TO LOOK SIDEWAYS
Be curious. Be vigilant. Think like an astronaut or a frog. See the world from different angles. Invent new perspectives.

DARE TO INCUBATE
Nothing exists until we give it permission to exist. Recognise that creativity isn’t linear. Take time. Ask other people. Ideas are fuelled by the desire of change. Create a space where ideas can grow.

DARE TO DISRUPT
Be brave. If you don’t like something change it. Free yourself from limits. Good ideas sound strange at first. Take a chance.

DARE TO FAIL
Use your mistakes. Feel them. Show them off. Explore limits. Look for the opportunity in every error. Sometimes the best ideas start as accidents.
How you look and talk – your personality

Where you do it – physical and virtual

What you do – content, knowledge and skills

How you behave - values and relationships

BIG IDEA

Super
Meget
Kreativitet

RIJKS STUDIO
Discover the possibilities of 125,000 masterpieces

people

environment
WHAT IS THE IMPACT YOU WANT TO MAKE?

DO YOU DARE TO CREATE?

WHAT IS YOUR ATTITUDE?

ARE YOU ALLOWED TO MAKE MISTAKES?

WHAT IS YOUR BIG IDEA?

DO YOU KNOW YOUR PURPOSE?
THANK YOU