

Project B2B - Business to Business 2022

Projektbeskrivelse: MyMultimedia Inc.

Hvordan arbejder man med branding i en digital kontekst?

I dette tema kommer I til at arbejde med online branding. Udgangspunktet er en forståelse af brandingbegrebet, og hvordan man kan omforme det til konkrete handlinger online. Det er vigtigt, at du er i stand til at udvikle et kreativt koncept, samt producere visuelle elementer som en del af brandingindsatsen. I dette projekt vil fokus være på web- og mobil-interfaces, web-bannere, SEO og online video.

I grupper skal I udarbejde en kampagne, som skal brande jeres eget multimediebureau. Eftersom I jo er en nystartet virksomhed, kan kampagnen tage udgangspunkt i, hvordan I ser jer selv om et eller to år. Målgruppen kan være potentielle kunder, men det kan også være potentielle investorer.

Baseret på en analyse af den nuværende situation skal I udarbejde et forslag til jeres Value Proposition, brand position og kernefortælling.

I skal udvikle et **visuelt koncept**, som skal bestå af 4 praktiske produktioner:

- 1 responsivt, SEO-optimeret website
- 3 animerede webbannere
- 1 eller flere videoer
- 1 Storformats print f.eks. poster, en roll-up eller infographic

Der skal desuden udarbejdes en designmanual og et communication brief.

Ud over de praktiske produktioner afleveres et paper med bl.a. brand-analyse, value proposition, konceptbeskrivelse og SEO-analyse.

Jeres indledende ideer skal præsenteres ved et **"Go-NoGo møde"**. Her vil det være en fordel at medbringe Communication Brief, tanker om brand position og USP og evt. skitser og moodboards.

Keywords

B2B

Brand values

Visuel identitet og logo

Grafisk design

Videoproduktion og animationer

Software-færdigheder

Søgemaskineoptimering (SEO)

Goal of the project

The goal for neoLimer is to make well designed and highly customized websites for newly started and or smaller businesses in the artistic field with company growth in mind. A personalized website with informative content can help the business stay relevant and increase the number of customers by being readily available in the online space. We also hope to craft web banners, videos and other forms of advertisement for our customers.

Relevant research

Throughout the making of neoLimer, one of our main goals was to find a suitable target group for our company that would enable the option of a more stylized website with clear indications of what made the company different from any other. While making websites for game developers only would do exactly that, there was little to no evidence of a large enough target group and neoLimer would broaden their range of service to any artistic company or studio, though, still keeping game developers as the primary target group.

Besides the business persona, research was done on the name and logo of the company. Under real life circumstances, our company would most likely not be named neoLimer due to another website with nearly identical name and lewd content. As lime is in the brand name, we decided to use a slice of lime fruit as logo, which can also be interpreted as a computer fan.

Brand-analysis

Focus was mainly on the business persona, as it affects not just the customer analysis, but also our value proposition. As the gaming industry has grown, game developers have also become more of a potential target group, though as mentioned, neoLimer does invest in overall artistic companies as secondary target group. There are many newly started businesses, with our role being to help them grow and become more accessible, as well as create animations and advertisement that will catch the customers attention. New companies may find value in our marketing support and website maintenance as well.

Potential competitors in the field are less likely than the new company itself being able to create websites, however those few competitors are more likely to have experience and expertise that outdoes neoLimer. To combat this con, neoLimer offers products for prices that reflect the size and expertise of the company, typically having lower costs than a more experienced or larger competitor.

NeoLimer is a small company with many strengths along side its weaknesses. Appealing those with art, theme and functionality in mind. Our team is capable of a variety of design and brand related tasks suited well for indie game developers, though someone of secondary target group may wish help with marketing or an online location for customers to interact, gain information or have products sold.

SEO-analysis

The website also keeps track of how it is found. It is important that our products can be found by the Google search engine, which is mainly achieved through the use of keywords in meta and titles on the website. The neoLimer website has keywords such as “small business”.

Konklusion

Based on analysis, it is safe to say that neoLimer is a company as new in the field as its customers, though by sharing what knowledge each business has, great businesses can be made. While the experience is of little, neoLimer has its low costs and plentiful of time to complete the job. Our products can hopefully catch the eye of customers, both our own and the customers of our customers, encouraging growth and financial success. They will hopefully find much value in the status and painkillers that our products can provide.

With neoLimer being as new as it is, we must challenge ourselves and keep the prices low to stay in business, as there are many competitors and the gap between us and them will not stop growing unless neoLimer grows as a company. Other platforms can also help spread the awareness of neoLimer.

With help from the design manual, the team can keep track of the colors, fonts and overall feel of the company, as repetition in branding is important. However, some colors were never added to the manual.

The design went through several phrases in Adobe XD until the team decided to merge them together into a final design, that has since then become our current website. This has helped to hopefully create a user-friendly website with contrasting color palette, readable content and accessibility on the phone.