

How Big Brand Matters

品牌核心价值如何展开和沟通到消费者

0430





UNIQLO



品牌愿景
Vision

普及高品质的休闲服装
Made for all

承诺
Promise

So Right, So You

品牌主张
Brand
Proposition

你的服饰无法定义你，你的服饰由你决定
Your clothes don't define you, you define your clothes!

品牌口号
slogan

现在的口号：服适人生
LifeWear

品牌角色
role

让每个人都可以定义自己并享受生活的工具
A tool for everyone to define who they are & enjoy their own life

产品理念
Product
Philosophy

简单、基本、通用的服装，可以轻松搭配自己的独特风格
Simple, Essential, Universal clothes that can easily go well with one's own unique style

高质量的基础穿搭
High Quality Basic Wear

【Vision: Made for all】

普及高品質的休闲服装



UNIQLO是为了让所有的人都能穿上优质的休闲服装而努力的新的日本企业。

无论你是谁或你住在哪儿，
优衣库生产的服装超越所有类别和社会团体。
超越年龄，性别，职业，种族，
以及定义人的所有其他方式。



将Made For All
落实到营销的各个细节中

产品

品牌传播

传播演进

空间体验

【 Product】

**High Quality Basic Wear 高质量的基础穿搭
enables everyone to go about their daily lives with ease & comfort
使每个人都能轻松自在地过自己的日常生活**

A LifeWear brand to offer everyday clothing that is of

High quality

Superior functionality

Impressive innovation

Sophisticated design

Reasonable pricing

for people's comfortable, free & fulfilling daily living

"My aim is to position UNIQLO firmly as the world's only LifeWear brand, offering ultimate everyday clothing for comfortable, free and fulfilling daily living. To earn such a position, LifeWear must offer the very best in terms high-quality, superior functionality, sophisticated design, impressive innovation and reasonable pricing."

Tadashi Yanai

Chairman, President and CEO

【 Product】

**Style is Simple & Basic, but Functionality is Diversified
to meet different people & different occasional needs**

风格简单且基本，但功能多样化，可以满足不同的人和不同的突发需求

Simple & Basic Style



Diversified Functionality

UNIQLO fleece

UNIQLO HEATTECH

UNIQLO AIRism innerwear

UNIQLO Ultra Light Down

UNIQLO cashmere sweaters

...

【 Product】

Commoditization of technology in clothing,making it accessible to everyone
服装技术的商品化，使所有人都能使用.



From the **fleece**、**light down**、**HEATTECH** to
Airism, Uniqlo continuously “commoditize advanced technology” in daily wear.

High cost materials of superior functions originally deployed by premium wears / brands, are taken by R&D team to develop innovative solutions of adapting them in daily wear at the lowest possible cost.

产品

【 Product】

All products anchored on same proposition:
**Style is Simple & Basic, but with Superior Functionality that
meets different people & different occasional needs**

坚持将基础、简约、高品质、强功能性,易于搭配的商品提供给全世界的消费者

女装部分**WOMEN**



男装部分**MEN**



小孩部分**KIDS**



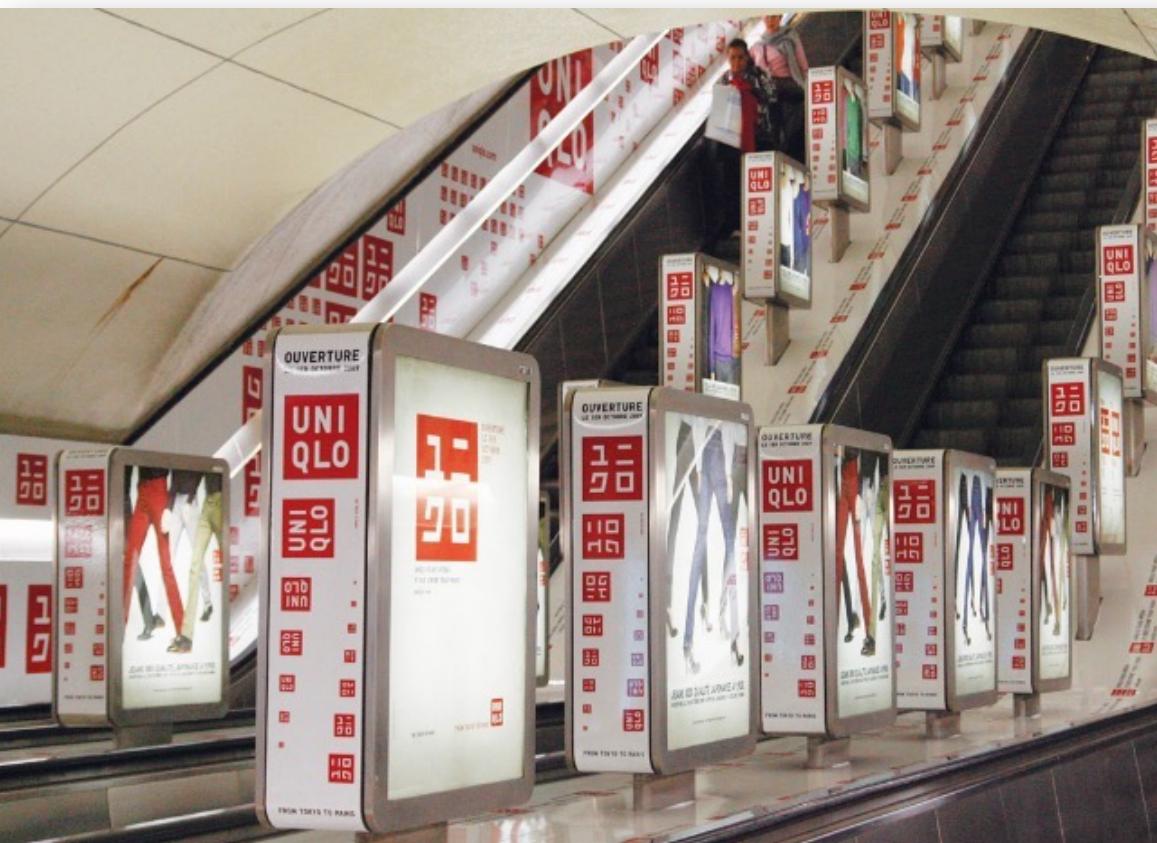
童装部分**BABY**



策略一：广投放，多场景呈现

Focus on Advertising & Digital to reach & generate buzz among critical mass

Simplest visual language placed Everywhere for Everyone to see...



品牌传播

策略二：覆盖所有人 无论你是谁，都欢迎你的参与

e.g. "Jump"

A "simple" thing "everyone can do"!



e.g. "Design library"
Digitally engaging consumers to play with products



e.g. "Uniqlo MARCH"
A confident march to celebrate comfortable clothing by everyone (people from different industries)



策略三：提供日常所用， 在每个人的日常生活中树立品牌

e.g. “Uniqlo Calendar”



Uniqlo Calendar is a year round calendar application. Uniqlo shares its unique viewpoint by posting different seasonal images, music and Uniqlo products while you are checking out date on the calendar.

e.g. “Uniqlock”

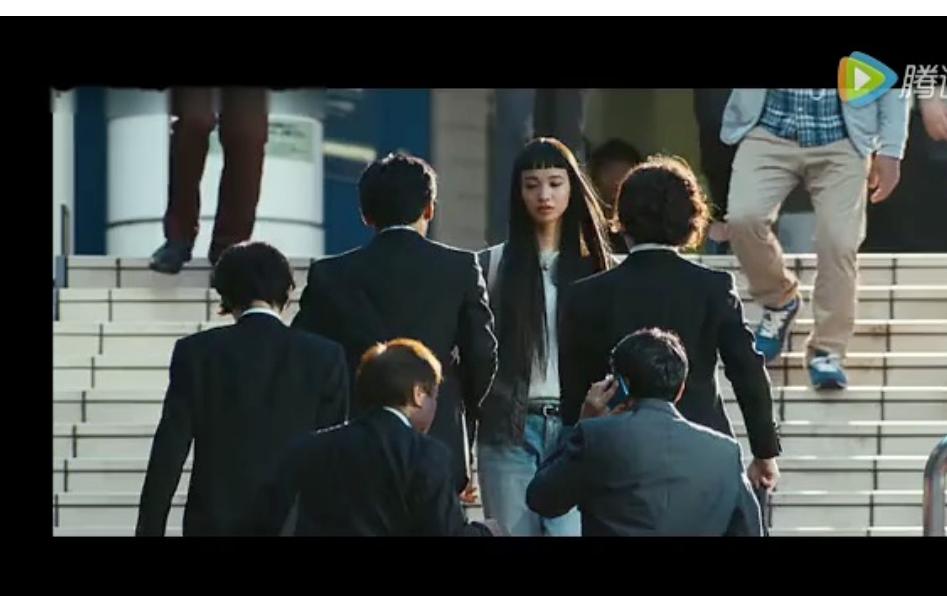


Time, music and dance are something that transcend languages, genders and generations. UNIQLOCK is a clock & timer application, but with music and dance embedded so as to make watching out for time an entertaining experience.

传播演进



服适人生 - 完整版



服适人生 - 牛仔裤系列



服适人生 - 束脚裤系列



服适人生 - 针织系列

空间体验

Modern minimalism. No unnecessary decoration. Nothing fancy.

The product is the core & is the tool to empower consumers to create they own style.

Warehouse style. Supermarket type of self-served shopping.

Again, an autonomous experience to empower consumers to create they own style.

现代简约。没有不必要的装饰。没有什么花哨。

产品是核心，也是增强消费者创造自己风格的工具。

仓库风格、超市类型的自助式购物。

同样，自主体验可以增强消费者创造自己的风格的能力。

- Abundant variety of products.
- Organized based on clothing functionalities.
- Each SKU is displayed with complete range of colors & sizes.

"The overall environment embraces modern minimalism, everything clean and bright, placing product at the center without giving too much distracting context. This lack of context is a physical cue to empower consumers to create their own styles and combinations." --- Kashiwa Sato





APPLE



品牌愿景
Vision

苹果让科技变简单，每个人都是未来的一部分
Apple makes technology so simple that everyone can be part of the future

使命
Mission

通过其创新的硬件，软件和服务为客户带来最佳的用户体验
to bringing the best user experience to its customers through its innovative hardware, software, and services

目的
Purpose

在苹果公司，我们希望通过挑战现状并做出不同的思考来在宇宙中有所作为
At Apple, we wants to make a dent in the universe by challenging the status quo and think differently.
We believe equally in art and technology

承诺
Promise

我们让电子产品的使用变得简单。不管你是谁，你会发现自己变得聪明了，并且站在科技的前端
We make it so easy to use electronics, that you will feel smarter and at the leading edge of technology

传播口号
Slogan

以前的口号：Think different，现在无口号

价值观
values

顾客至上 Consumer first
简单易用 Simplicity and ease-of-use
时尚的设计 Stylish designs
快速上市 Fast-to-market
社区 Community

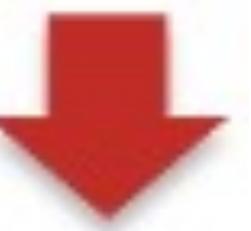
【Vision】

苹果让科技变得简单，每个人都称为未来的一部分



科技发展不应该只带来震惊或是挫败感。
苹果产品将科技变得够简单让你随时都能
参与并做得更多，收获更多。

**苹果让科技变得简单，
每个人都成为未来的一部分**



产品设计

界面设计

传播内容

体验服务

店铺设计

以减法为核心的极简美学，符合人性的审美与使用体验

硬件：去掉多余按键，去掉手机更换电池行为

外观：一体化设计，线条流畅；除手机外产品均使用经典配色黑白灰



界面应用：直觉、容易上手，让人形成肌肉记忆的便捷操作

很多公司在产品设计上投入巨资，试图创造一个“渴望”的对象，

但是苹果真正被渴望的就是它一直以来简洁的页面设计和让人行成肌肉记忆的便捷操作



品牌传播

以人为核心，产品简单而聪明的展现，让生活更美好

以人为本，围绕人讲故事，并通过故事折射每个用户
细致洞察人性，创造直抵人心的好创意

1 IPHONE11夜间模式 用效果说话

#2 Mac Book 《Behind the Mac》



#3 IPHONE X 《Unlock》



服务

聚焦人文关怀，重在解决用户的问题，而非用力宣传销售

沟通：以闲聊开启购物对话，减少尴尬。店内直接上手操作体验，简单明了

支付：一对一移动式收银，简化购买流程

售后：快捷明了的售后服务，多数问题电话沟通即时解决



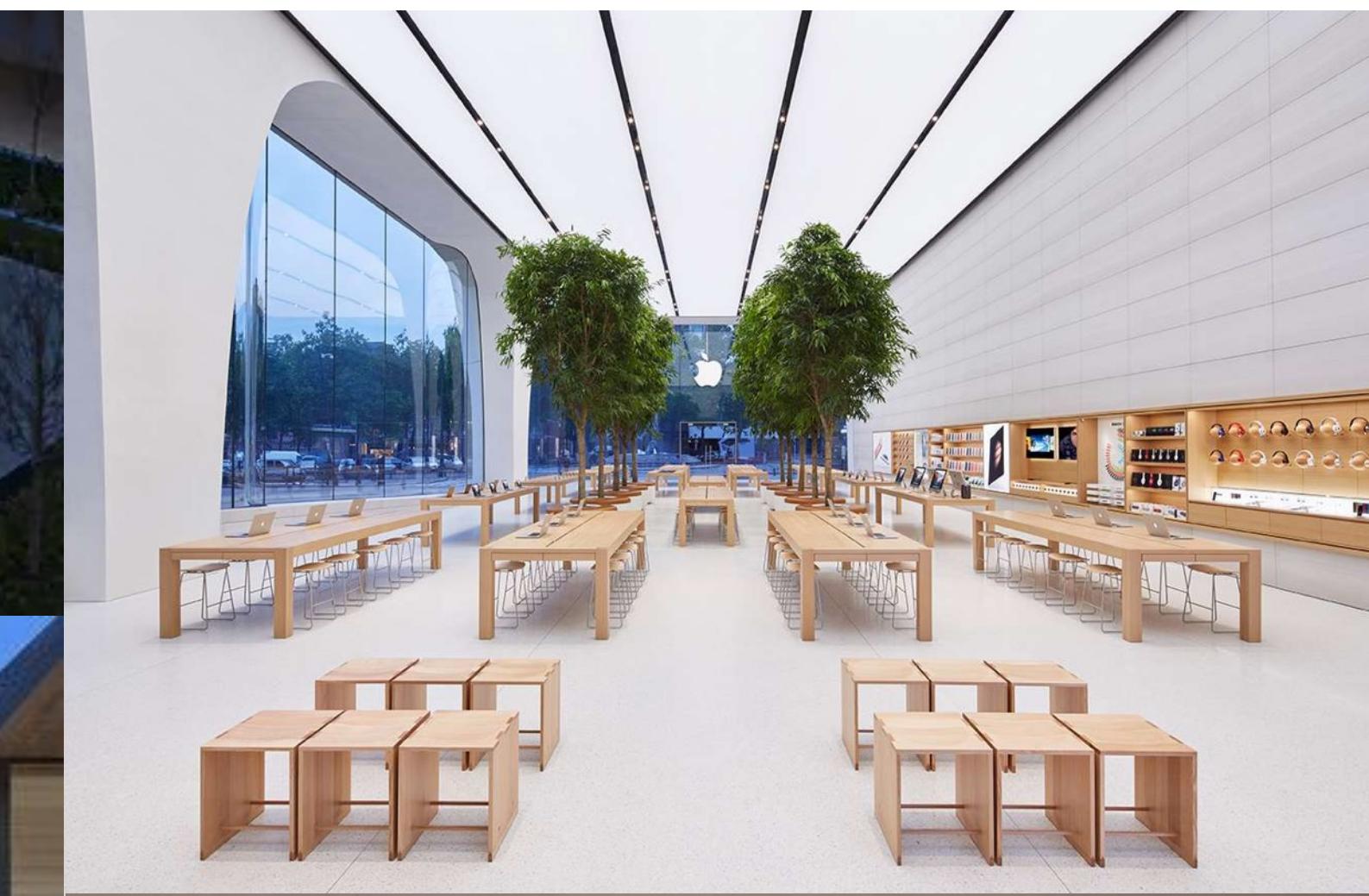
空间体验

最大化降低科技感的繁杂压力，让空间有禅意、舒适，无距离感

极简设计的核心表达：通过抑制空间的活动，让你关注点都在期望你关注的核心上。

色彩：白灰原木等中性色系，不带任何色彩，去风格化

面积：在保持比例和基础的视觉划分后，最大尺度维持完整度（玻璃、桌子等）



THANKS

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