



Nikon
N S K Ø 1

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01 BRAND ANALYSIS



ANALYSIS | BRAND TRIANGLE

PERSONALITY

Enriching society through technology and ideas.

Trustworthiness / Creativity

VALUES

Ambitious

Curious

Confident

In Control

Prideful

EMOTIONAL REWARDS

Unlimited Potential

Empowered

Professional

Satisfied

Sophisticated

FUNCTIONAL BENEFITS

Enhanced Imaging

Precise Measurement

Specific Control

Scientific Roots

ATTRIBUTES

Nikon is one of the world's leading suppliers of products and solutions based on advanced opto-electronics and precision technologies for both consumer and commercial use in the fields of bioscience, digital information, sporting, and photography.

ANALYSIS | BUSINESSES



PRECISION EQUIPMENT
LITHOGRAPHY



HEALTHCARE
MICROSCOPES



INDUSTRIAL METROLOGY
MEASURING SYSTEMS



IMAGING PRODUCTS
CAMERAS

ANALYSIS | IMAGING PRODUCTS



ANALYSIS | CAMERAS



COMPACT



ACTION



ADVANCED



DSLR



FILM



COMPACT

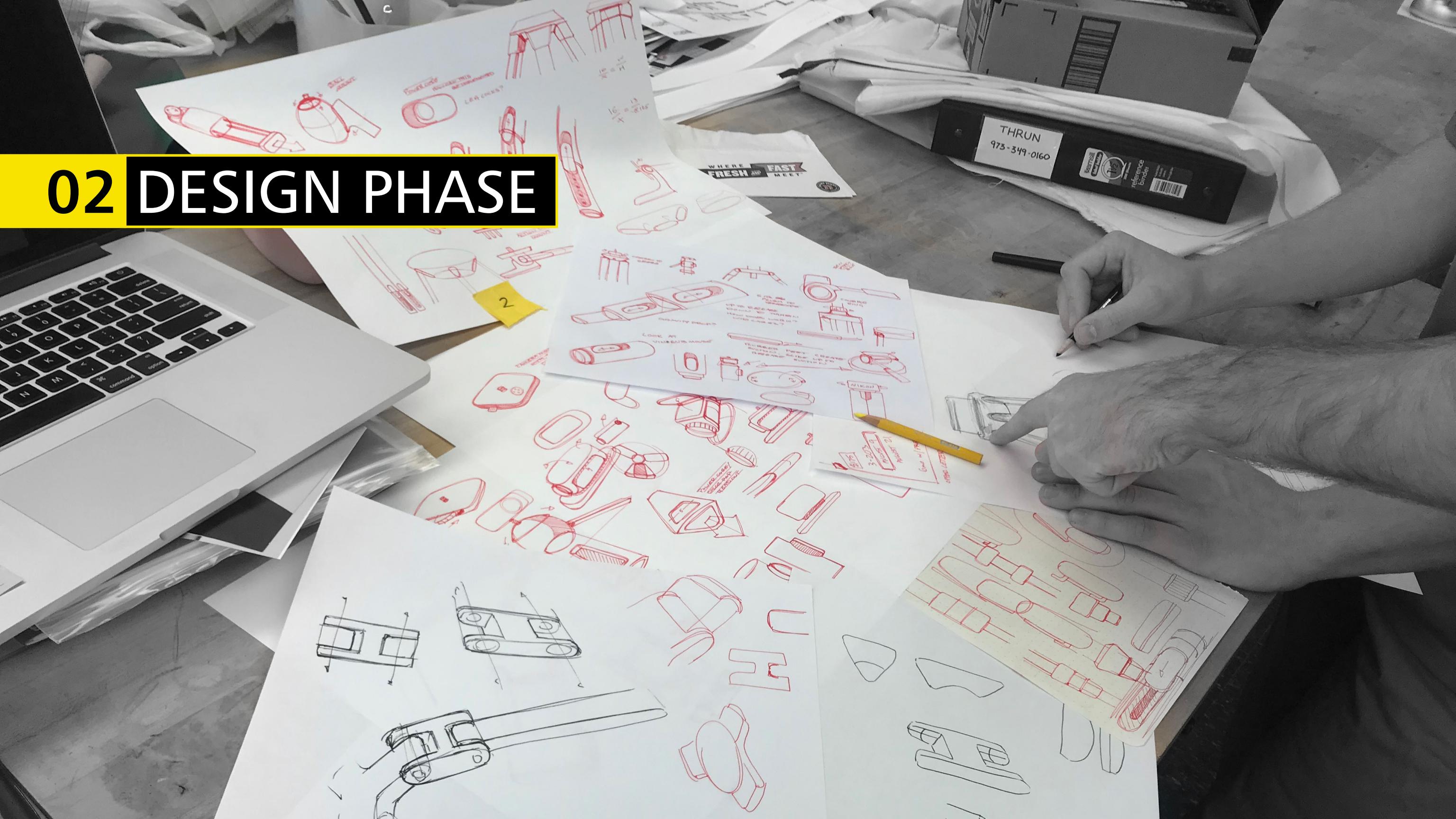


DSLR

ENTRY LEVEL KIT FOR
ASPIRING FILM MAKERS

- 1** Nikon NSK01 is for someone who is more serious than a point and shoot user but not yet skilled enough for the full functionality of a DSLR.
- 2** Nikon is not currently the brand of choice for film makers. Nikon NSK01 will act as the building blocks upon which Nikon can build a new lineup geared towards film makers.
- 3** Similar to Nikon's action camera lineup, NSK doesn't try to fit within the DSLR family, but rather it stands on its own as a product lineup within the camera business segment.

02 DESIGN PHASE



DESIGN | PERSONA

Target Market

Amateur film maker



Profile

Age 15 - 25

Loves film camp

Creative

Able to generate ideas for

- stories
- music
- film production elements

Style conscious



Values

Owning their own gear

Ease of use

Low cost

Adaptability

DESIGN | INSPO

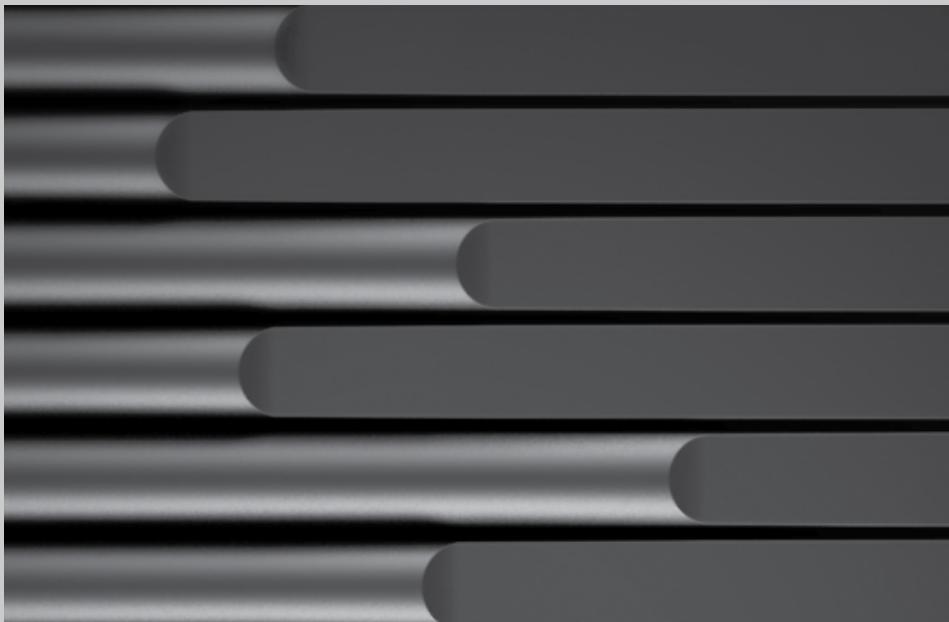
POWER CORE



PURE GEOMETRY



TOUCH POINT COLOR POPS



SLICED

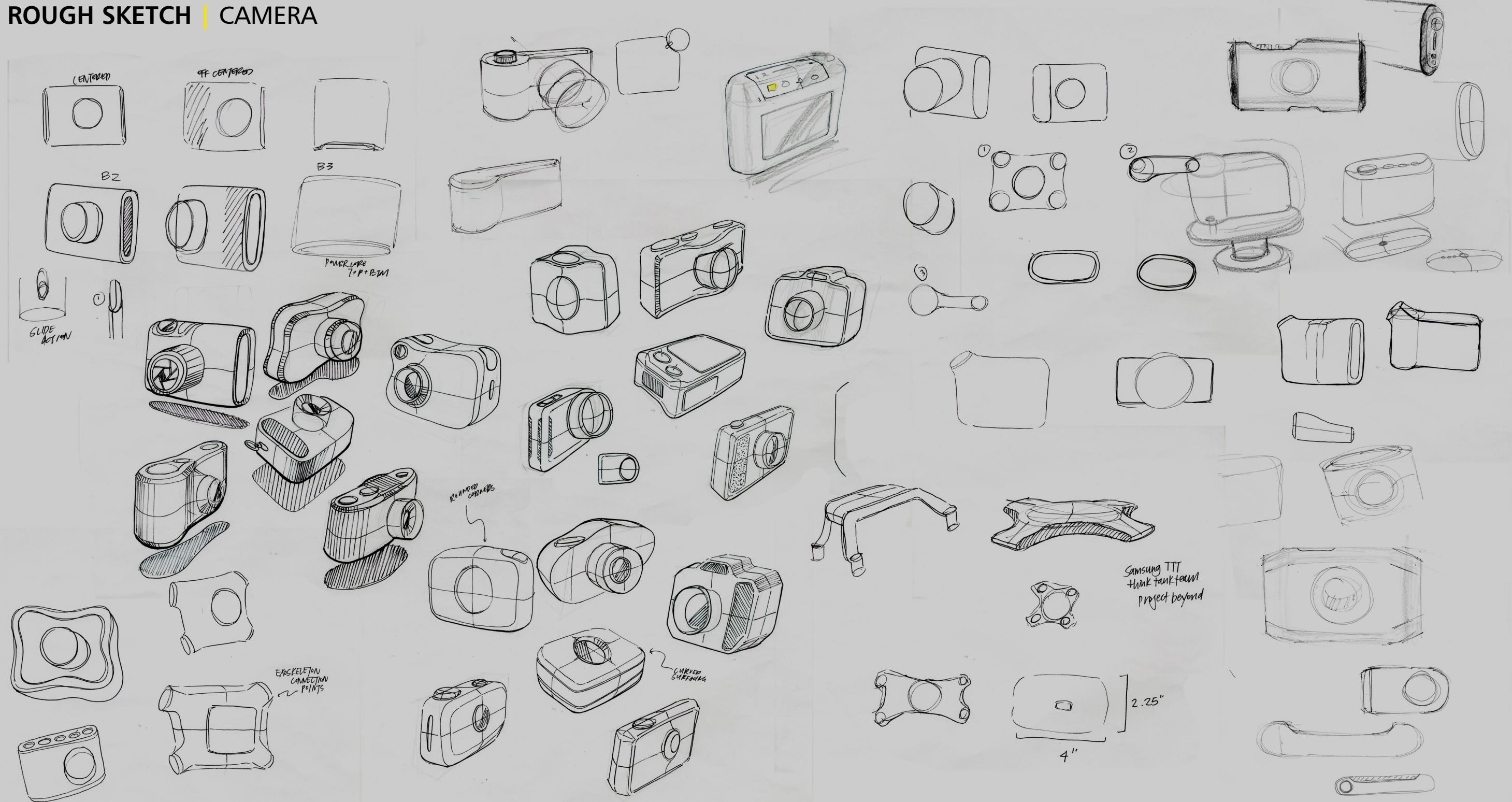


ANODIZED DETAILS

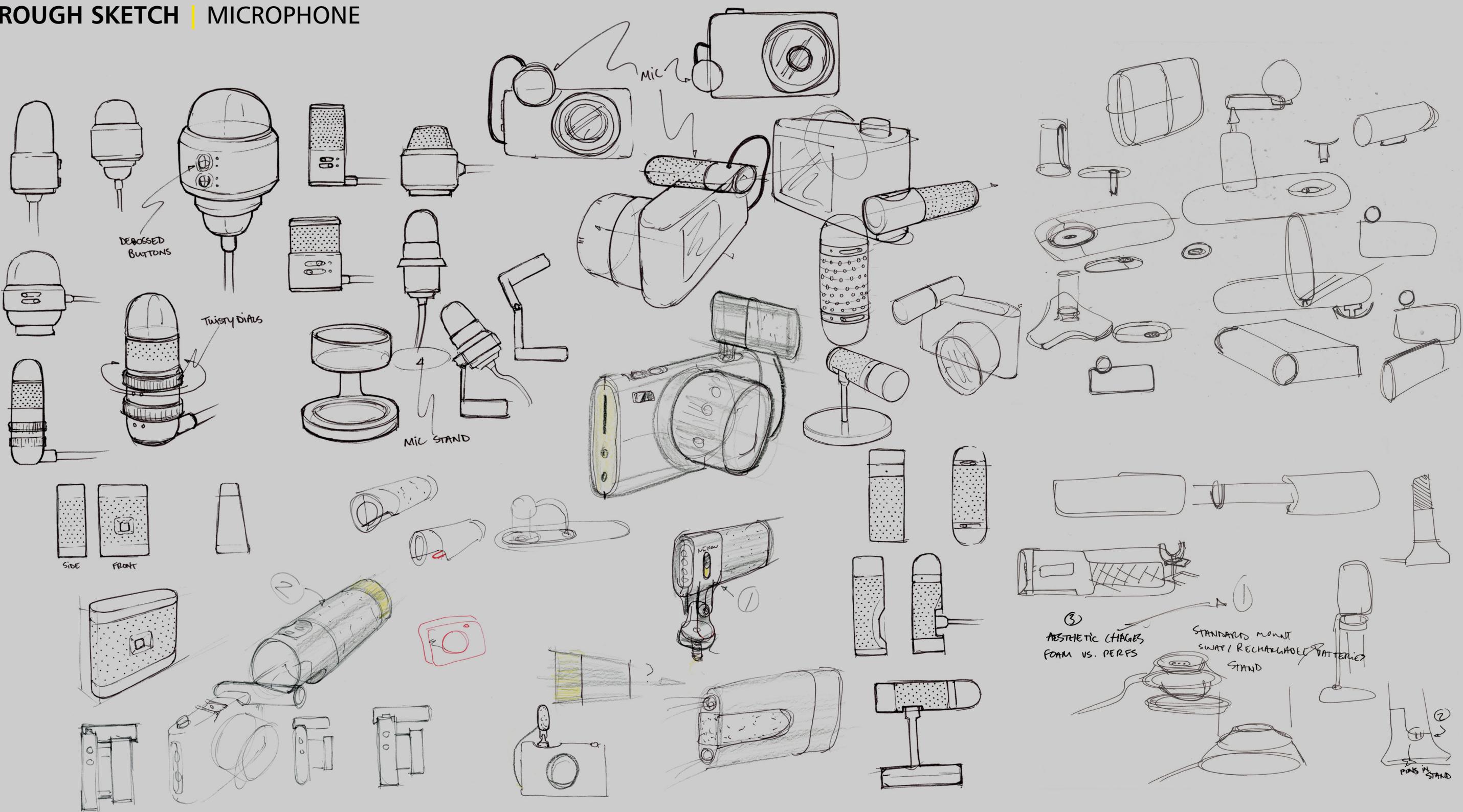


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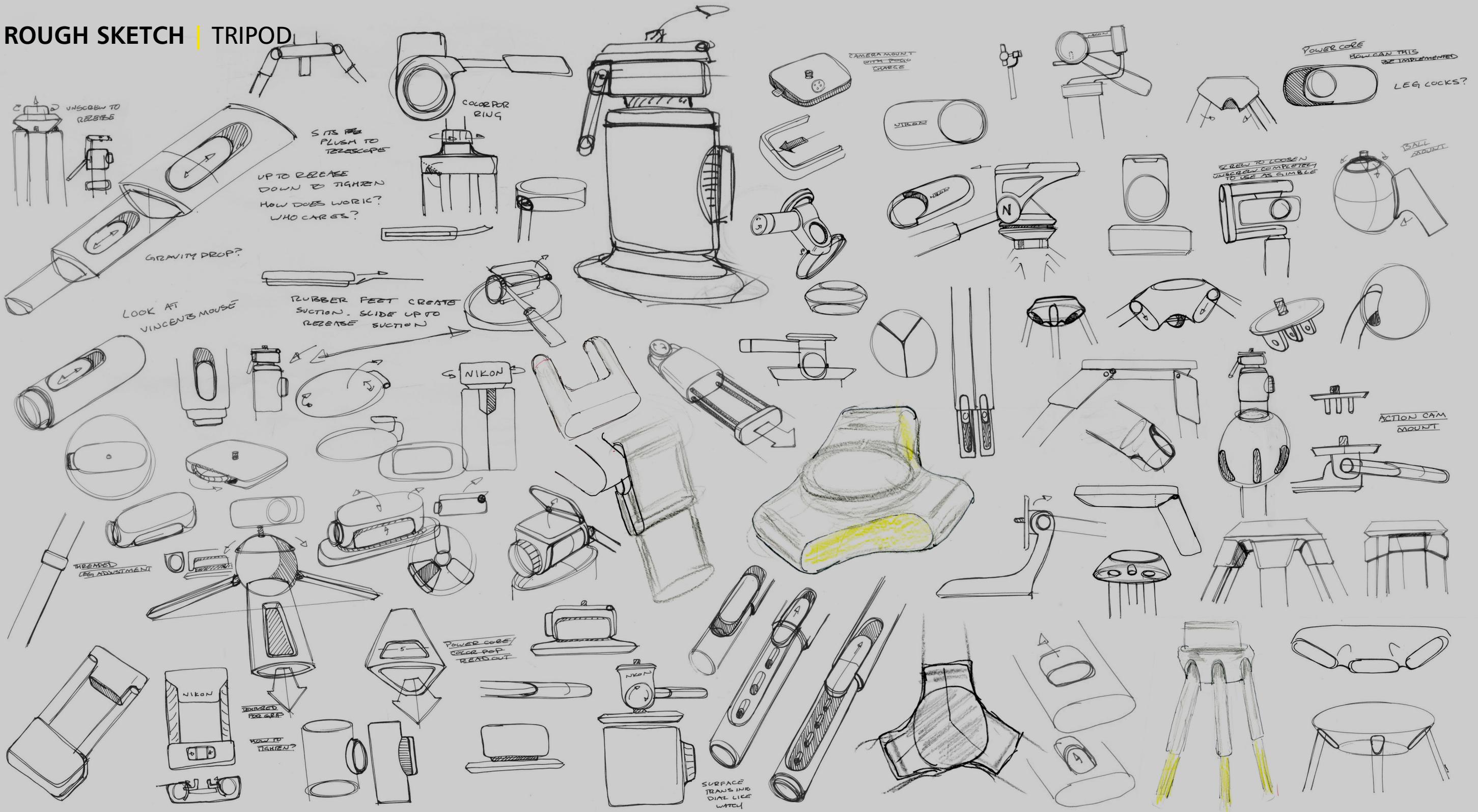
ROUGH SKETCH | CAMERA



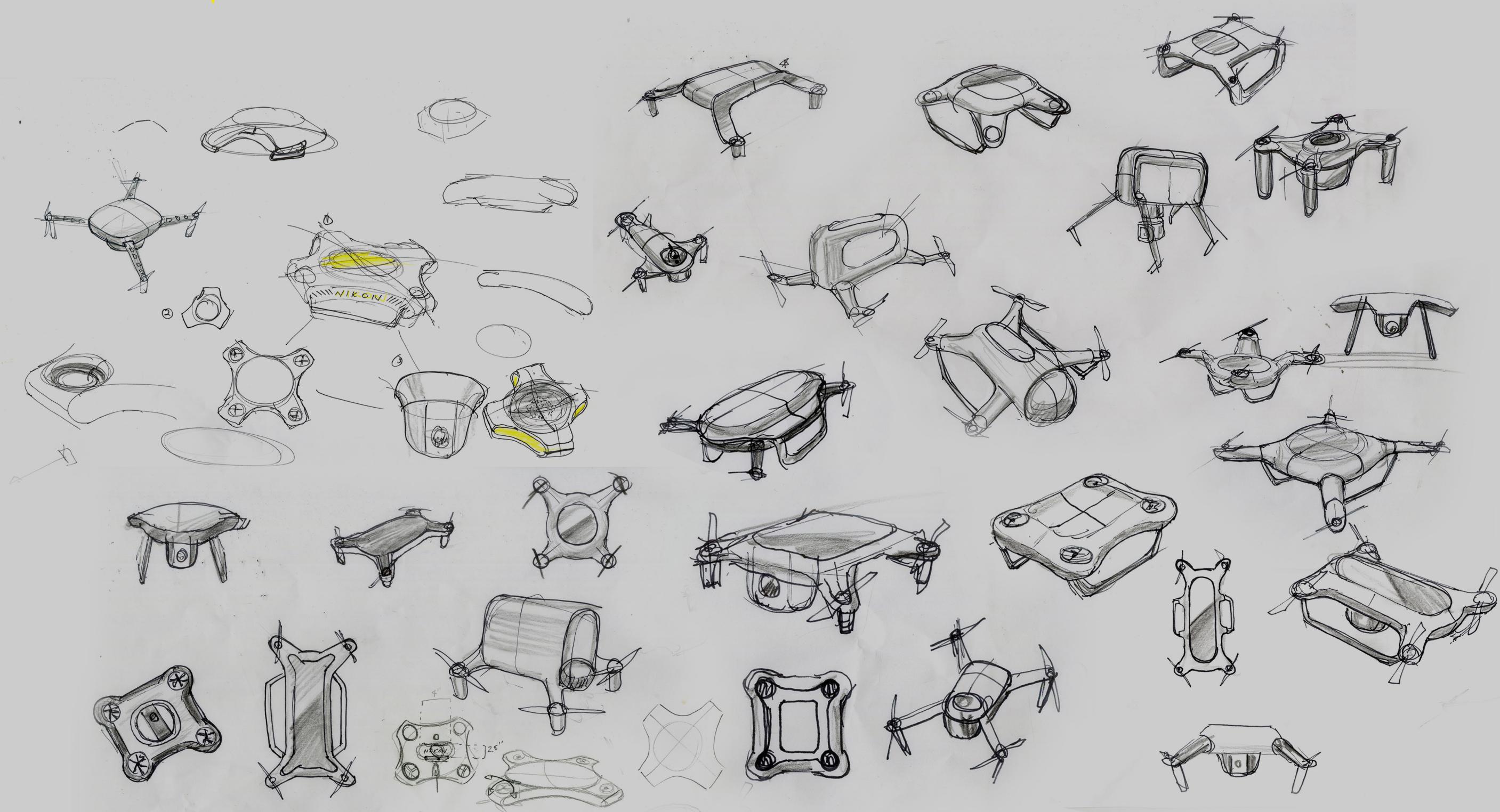
ROUGH SKETCH | MICROPHONE



ROUGH SKETCH | TRIPOD



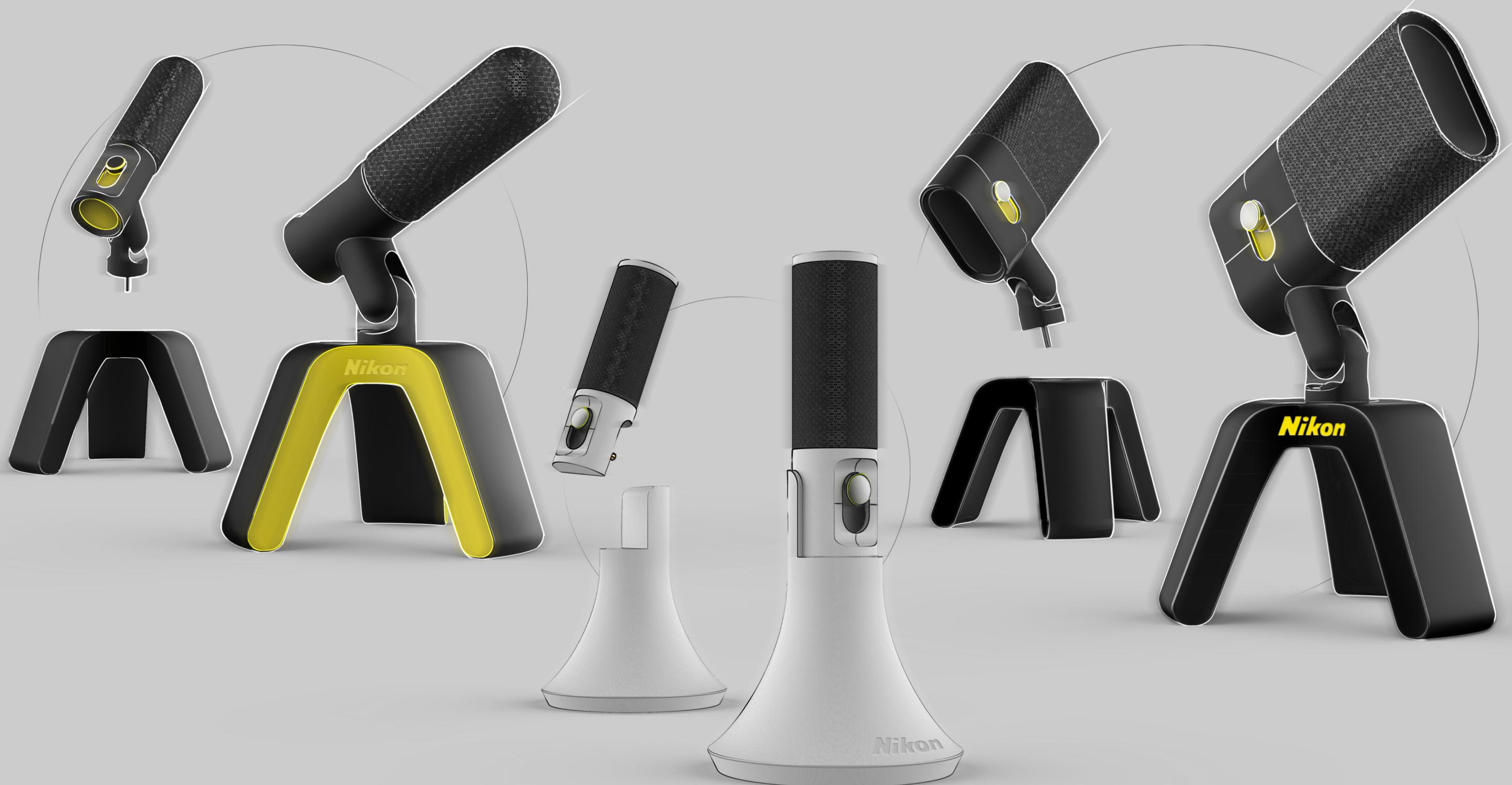
ROUGH SKETCH | DRONE



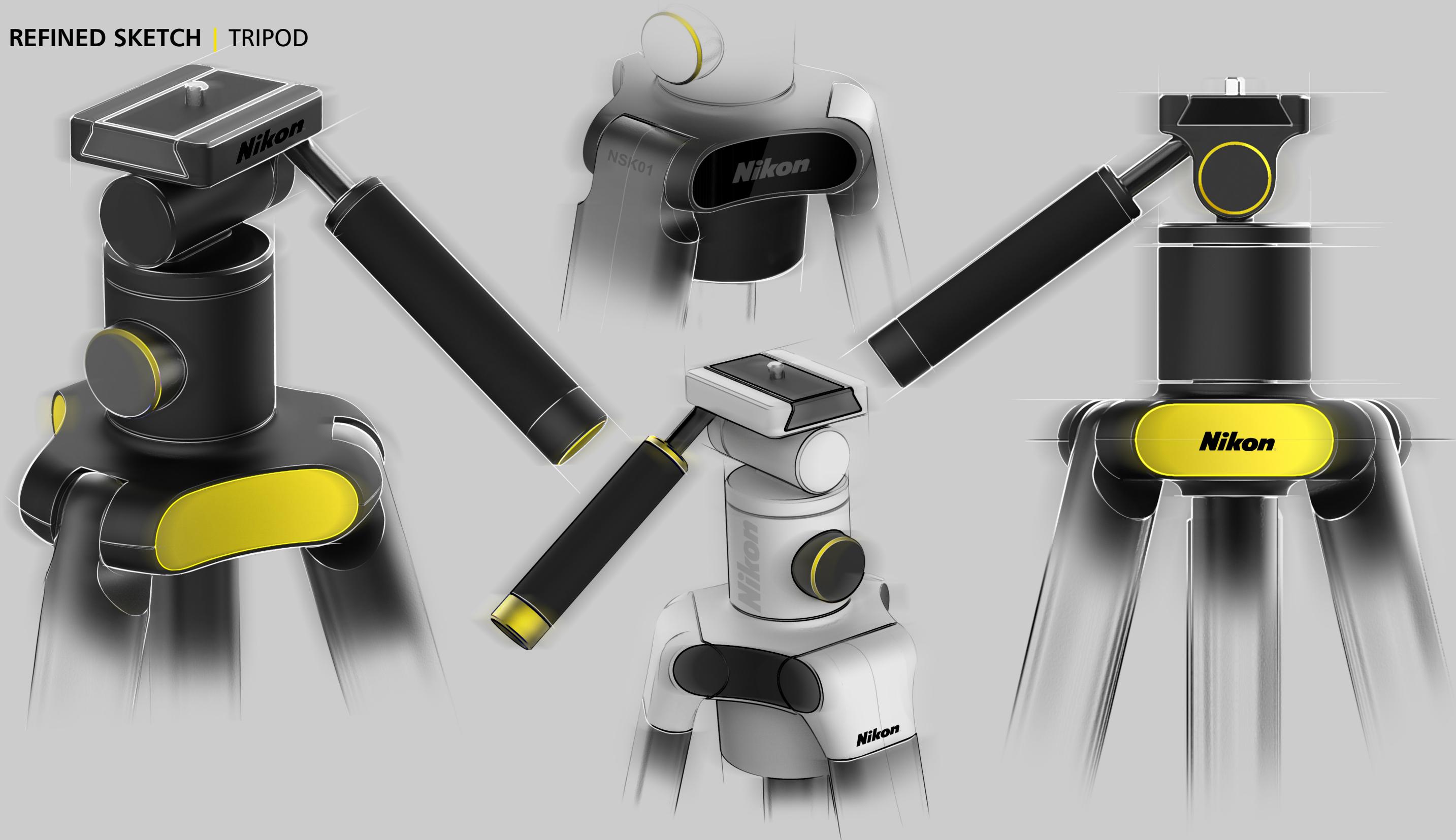
REFINED SKETCH | CAMERA



REFINED SKETCH | MICROPHONE

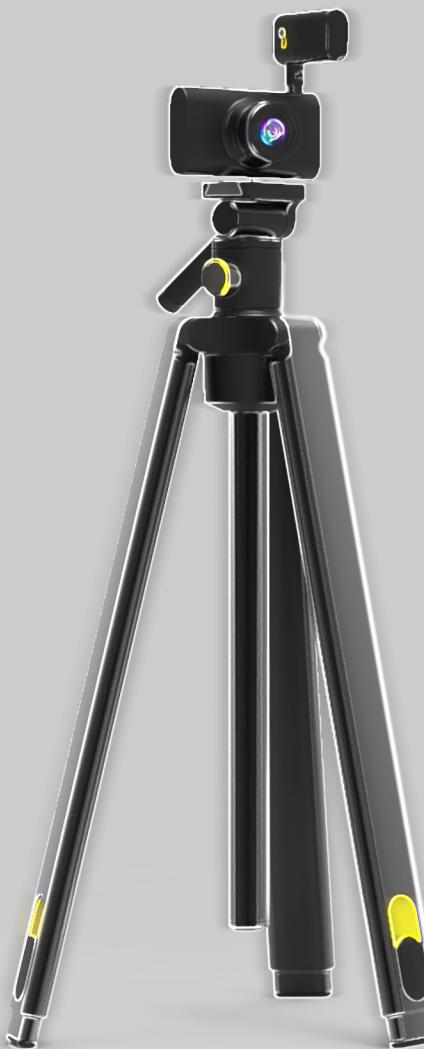


REFINED SKETCH | TRIPOD

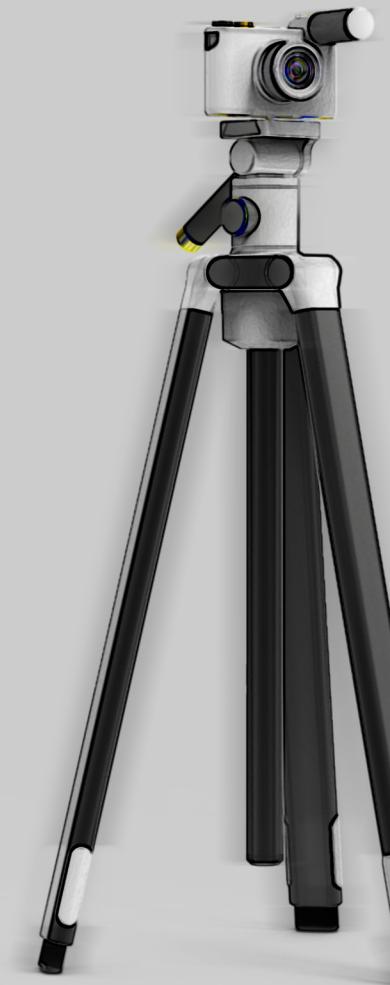


REFINED SKETCH | DRONE

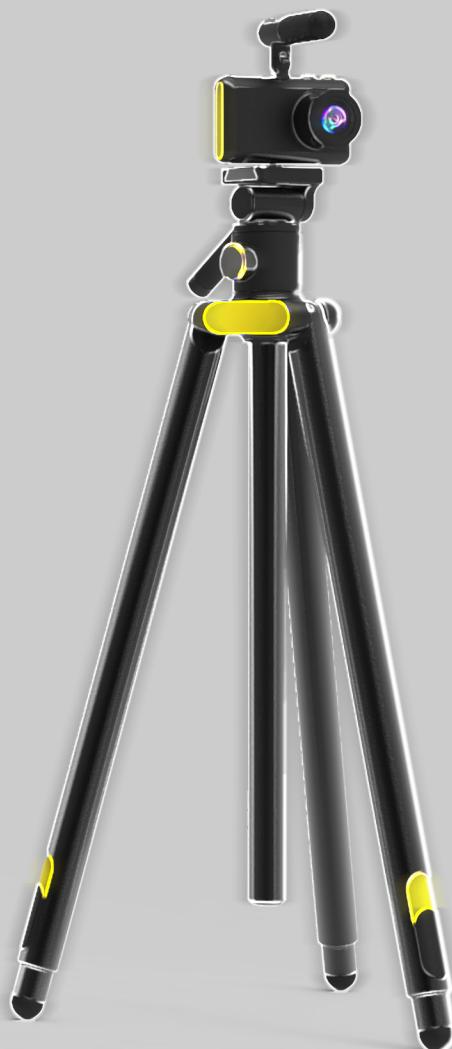




MIDNIGHT BLACK



STORM TROOPER



YELLOW JACKET

NSK01 | DESIGN LANGUAGE



NSK01 | DESIGN LANGUAGE



POWER CORE

SLICED

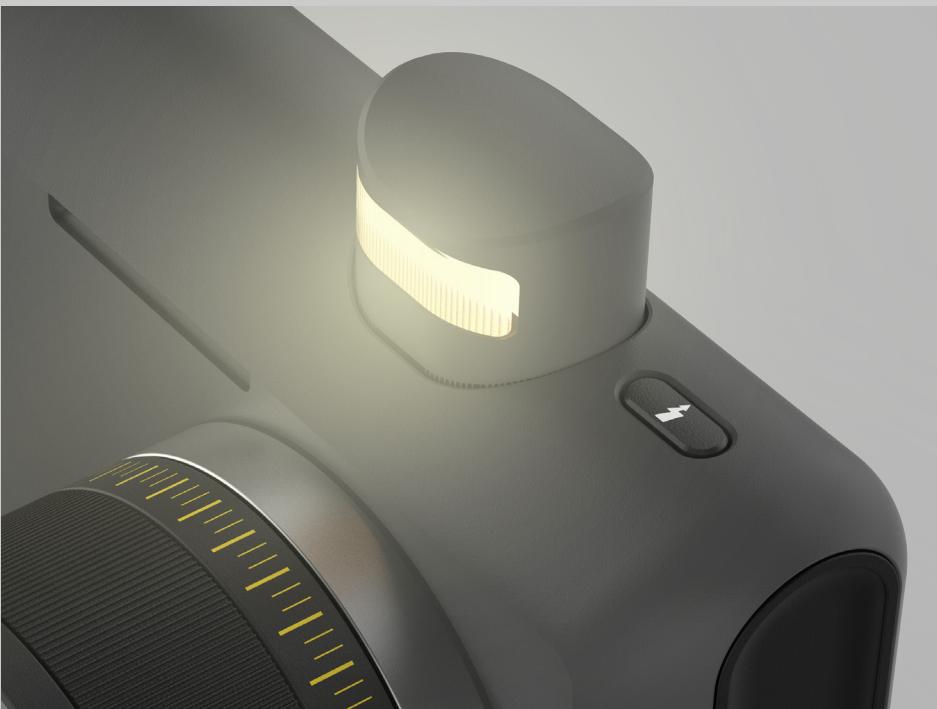
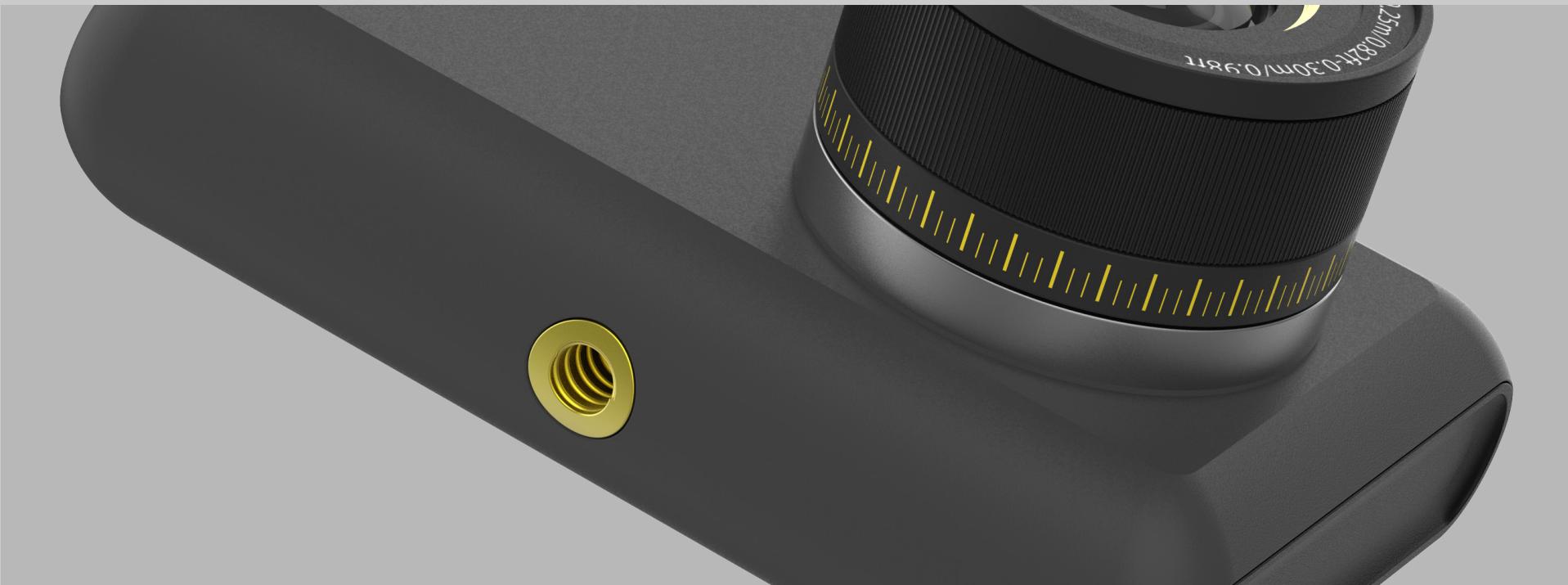
PURE GEOMETRY

ANO COLOR POPS

NSK01 | CAMERA



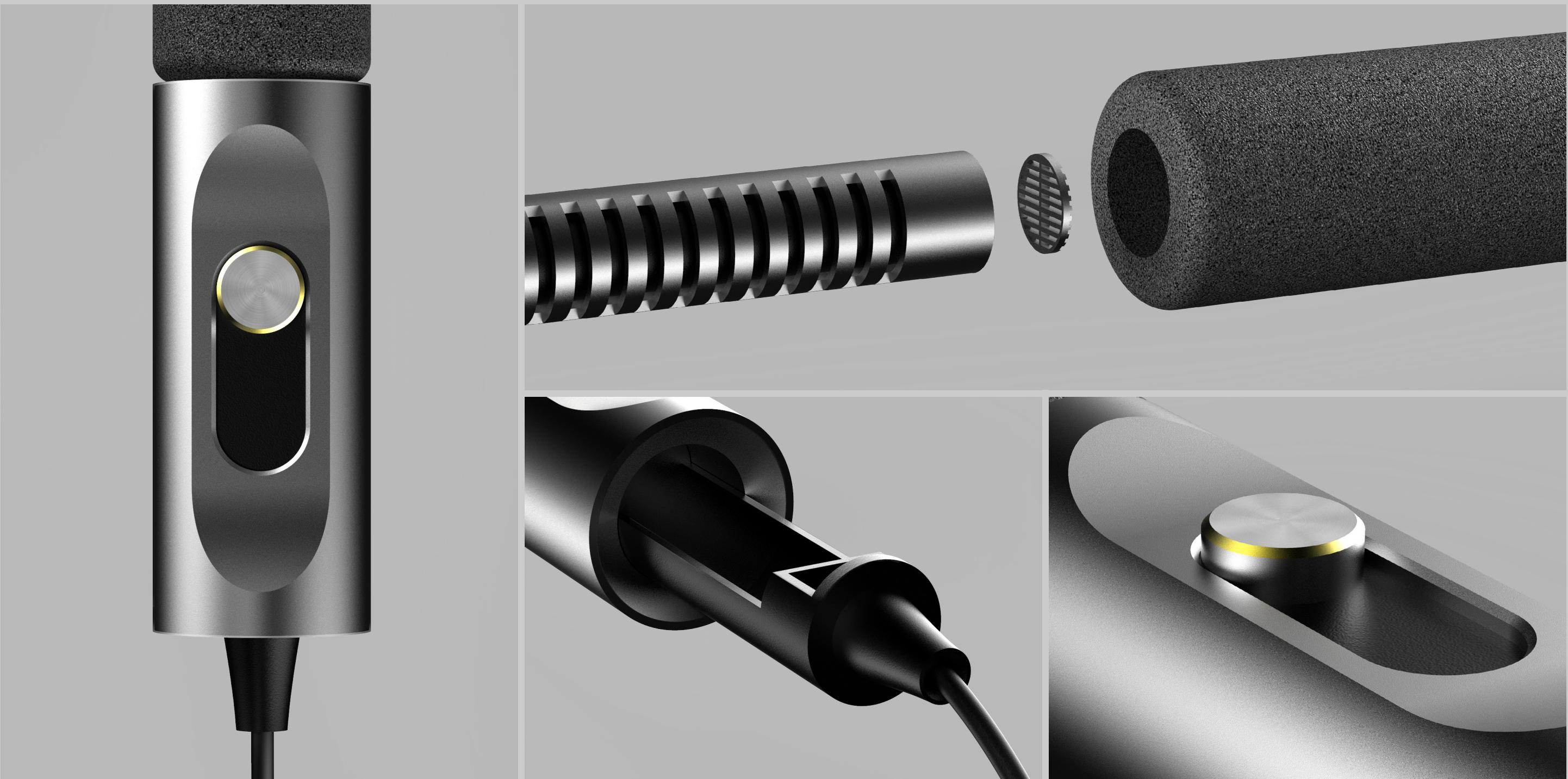
NSK1 | CAMERA



NSK01 | MICROPHONE



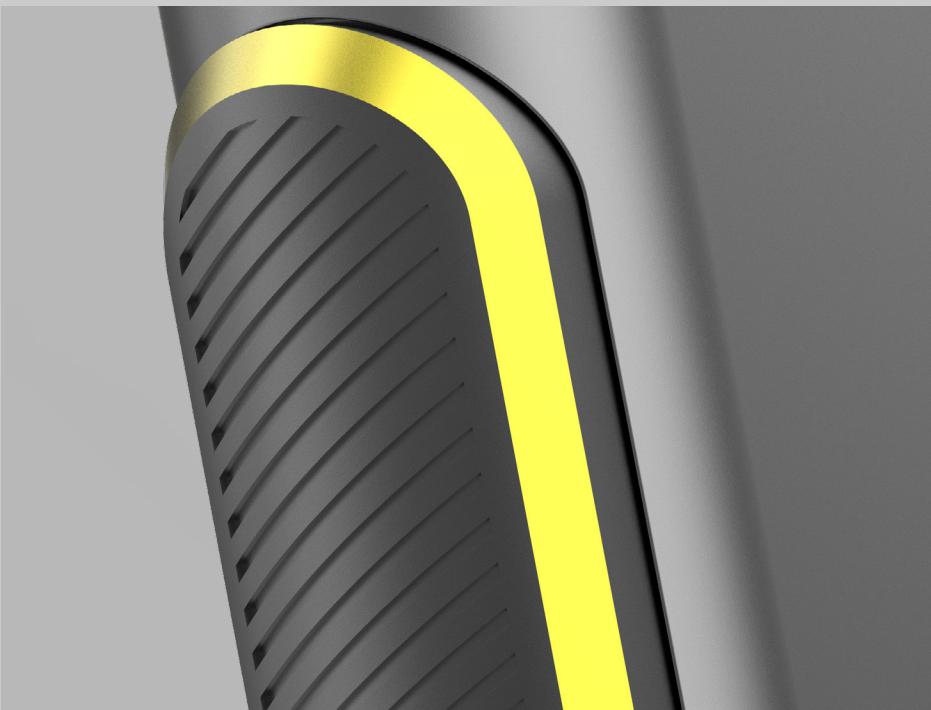
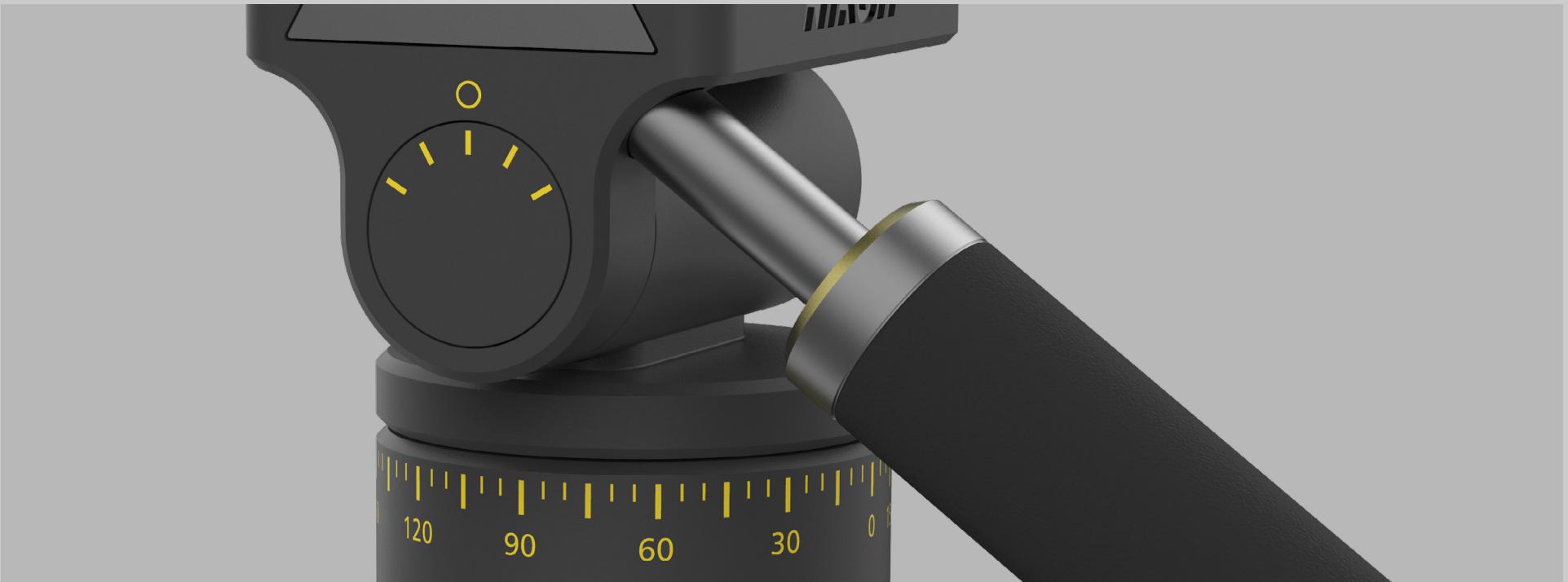
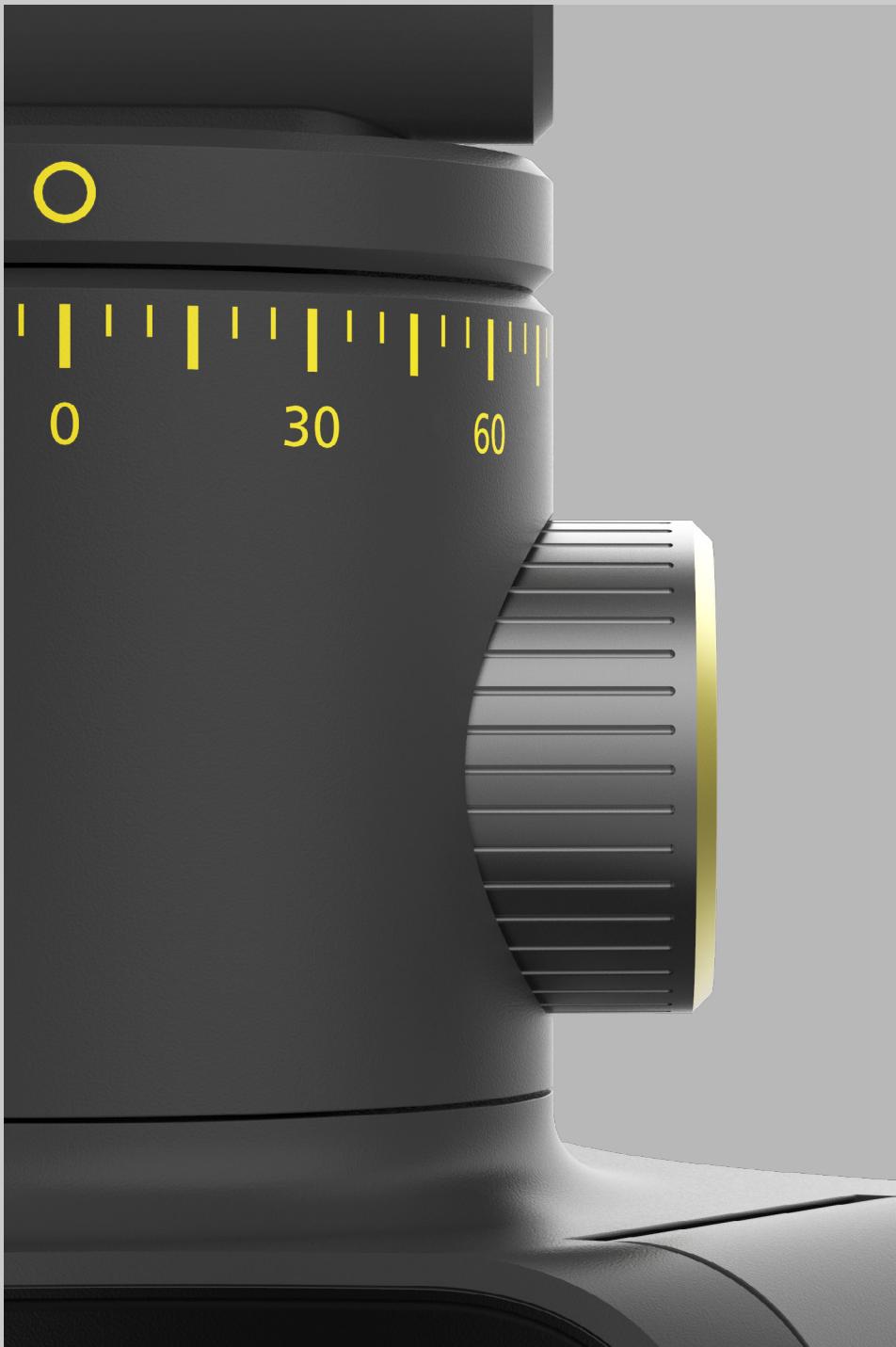
NSK01 | MICROPHONE



NSK01 | TRIPOD



NSK01 | TRIPOD



NSK01 | DRONE



NSK01 | DRONE



NSK01 | MICROPHONE MOUNT



NSK01 | MICROPHONE DESKTOP STAND





Nikon
NSK01



NSK01

Nikon NSK01 acts as the building blocks upon which Nikon's new film maker lineup is built



Nikon