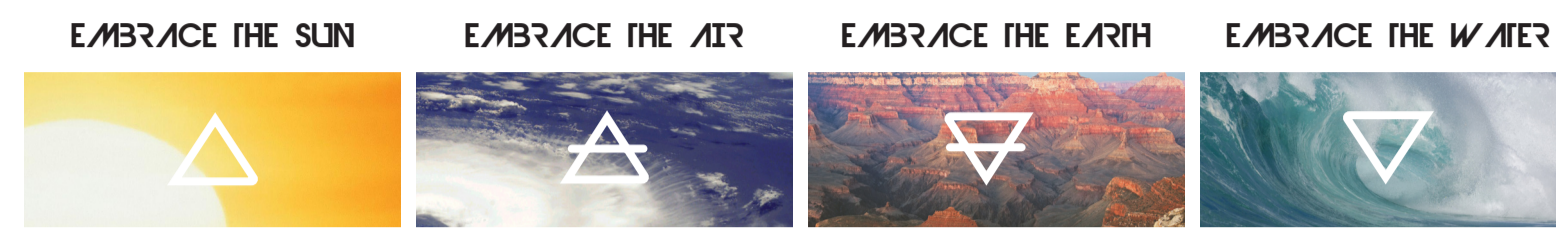


EMBRACE THE ELEMENTS

A BRAND-CONSISTENCY AND PRODUCT-INNOVATION STRATEGY FOR BOARDSPORT LIFESTYLE BRAND BRUNOTTI



01. Goal

The many differences between Brunotti's two product collections (boardsport hardware and boardsport lifestyle apparel) imply brand inconsistencies. This project aimed to reveal these inconsistencies and, accordingly, propose a strategy that (1) helps eliminating the inconsistencies and (2) helps gaining competitive advantage.

02. Substantiation

Literature confirms the importance of consistency for Brunotti by supporting that offering a wide variety of products has a positive effect on a brand's perception, but only if the overall message it embodies is consistent. Moreover, this effect is negative if the opposite is true. The first step in measuring the consistency of the message that Brunotti sends, is analysing the brand's intended message.

03. Brunotti's Intended Message

At the very core of Brunotti's intended message are the values 'Authentic', 'Active', and 'Innovative'. 'Authenticity' embodies the brand's rich heritage, 'Active' embodies the boardsport lifestyle that the brand propagates, and 'Innovative' embodies the aim for technical products that set new standards.

Secondly, at the core of Brunotti's identity is the philosophy 'No Matter

The Conditions'. The philosophy calls to embrace the forces of the elements, the ever-changing weather conditions and unpredictable seasons.

The third important part of Brunotti's intended message is the brand's desire of becoming a more premium brand. Being an premium brand typically means being well-known, taking position in the high-end of the market and conveying high-quality.

04. Measuring Inconsistencies

A quantitative brand perception analysis among over 200 (potential) customers pointed out some critical gaps between the customers' overall brand perception and Brunotti's intentions in term of:

- Quality.** The perceived quality is not low, but still consistently lower than intended. To reach a premium brand status, a higher perceived quality is desirable.
 - > Aiming for high quality is recommended to Brunotti.
- Innovative character.** The brand Brunotti and its products are perceived as far less innovative than intended. Being one of Brunotti's core values, this sense of innovativeness needs to become much stronger in the minds of the customer.
 - > Innovative product features are proposed to help close this gap (see level 03 below).

- Philosophy.** The brand perception analysis indicates a lower association with reliability and honesty than intended. This denotes a mismatch with Brunotti's philosophy to support their customers 'No Matter The Conditions'.

> Boardsporters needs are identified to come up with innovative product features that truly support them (see level 03 below) and the 'Embrace the Element' consistency strategy (through level 01, 02 and 03) emerged from the philosophy.

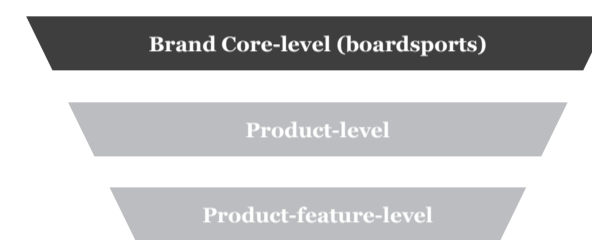
05. 'Embrace the Element' Strategy

From Brunotti's 'No Matter The Conditions' philosophy, the 'Embrace the Elements' strategy emerged. The 'Embrace the Elements' strategy employs the four basic elements (sun, air, earth and water) to classify, not only the proposed product features, but also Brunotti's products, and the boardsports that are the brand's very reason for existence. In this way, it is the consistent message that Brunotti conveys:

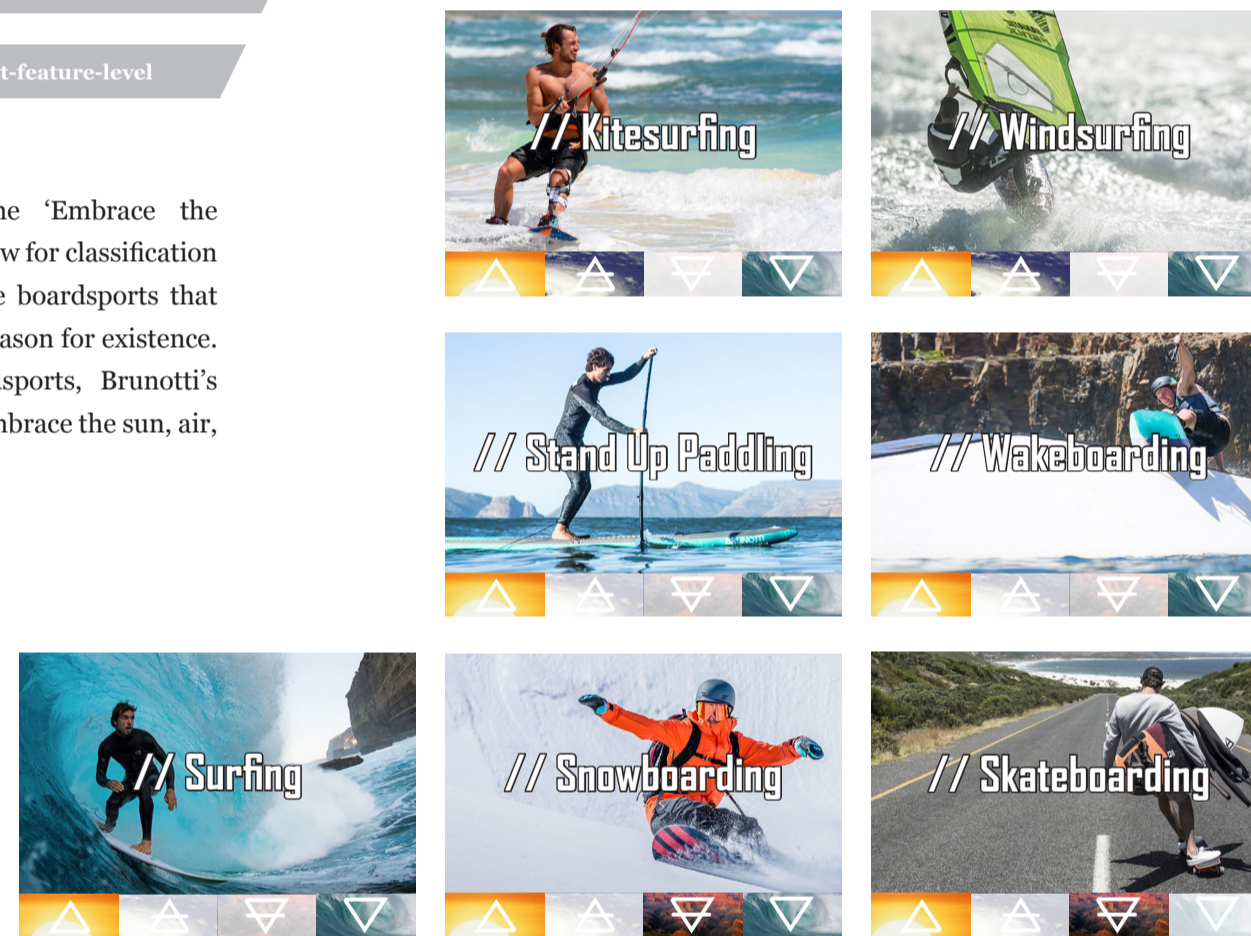
Designed to
'Embrace the Elements'

CONSISTENCY ON THREE DIFFERENT BRAND LEVELS

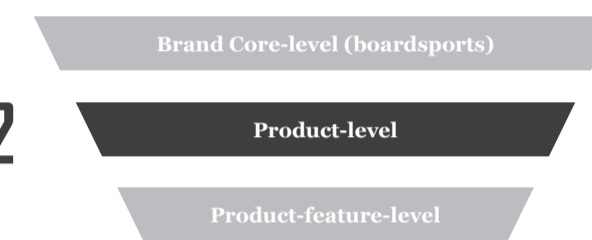
01



The elements in the 'Embrace the Elements' strategy allow for classification of Brunotti's core: the boardsports that are the brand's very reason for existence. Through these boardsports, Brunotti's customers can truly embrace the sun, air, earth and water.



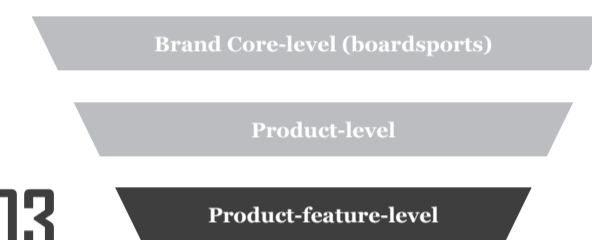
02



The elements in the 'Embrace the Elements' strategy allow for classification of Brunotti's products, offering an alternative for the Hardware /Apparel classification. The products can now convey the message: This product is designed to 'embrace the [element(s)]'.



03



The applicability of the 'Embrace the Elements' features to both product collections is of great importance for the strategic implementation. An overview of the features' applicability (to hardware and apparel products) helps showcasing their suitability for creating consistency throughout Brunotti's product portfolio. The features can now convey the message: This feature is designed to 'embrace the [element(s)]'.

The innovative product features also contribute to conveying the brand's 'innovative character'.

CLASS	TECHNOLOGY / TECHNIQUE	FEATURE	ILLUSTRATED IN IDEA	PRODUCT APPLICATIONS EXAMPLES
UV PROTECTION	Photochromic Ink	UV Operation Indicator	01	APPAREL PRODUCTS
	UV Ink	UV Intensity Indicator	02	
	UV Ink	Mobile Device Charger	03	
	UV Ink	Slider Power / Display	04	
AIR	Valve	Open / Close Air Inlet	05	APPAREL PRODUCTS
	Valve	Impact Protection Airbag	06	
	Valve	Air Filter	07	
	Valve	Vacuum Storage	08	
EARTH	Seal / Protective Fabric	Sand Outlet	09	APPAREL PRODUCTS
	Seal / Protective Fabric	Seal Outlet	10	
	Seal / Protective Fabric	Bury ability	11	
	Seal / Protective Fabric	Water Operation Indicator	12	
WATER	Hydrochromic Ink	Water Operation Indicator	13	APPAREL PRODUCTS
	Hydrochromic Ink	Dry Product	14	
	Hydrochromic Ink	Smart Watch Holder	15	
	Hydrochromic Ink	Smart Watch Holder	16	
		Smart Product	17	HARDWARE PRODUCTS

One idea is prototyped, to serve as a product innovation showcase

PRODUCT INNOVATION SHOWCASE

TECH
TRAVEL
COMPRESSED
EMBRACE THE ELEMENTS



Hutter, A.K. (Arne)
A brand-consistency and product-innovation strategy for boardsport lifestyle brand Brunotti
6 April 2018
Strategic Product Design

Committee
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