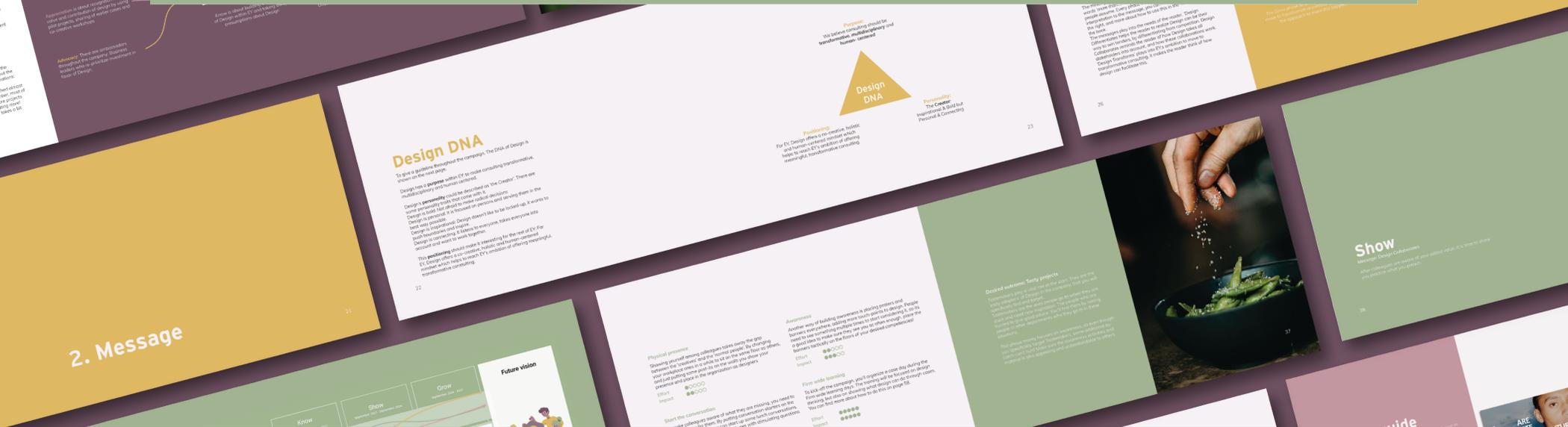
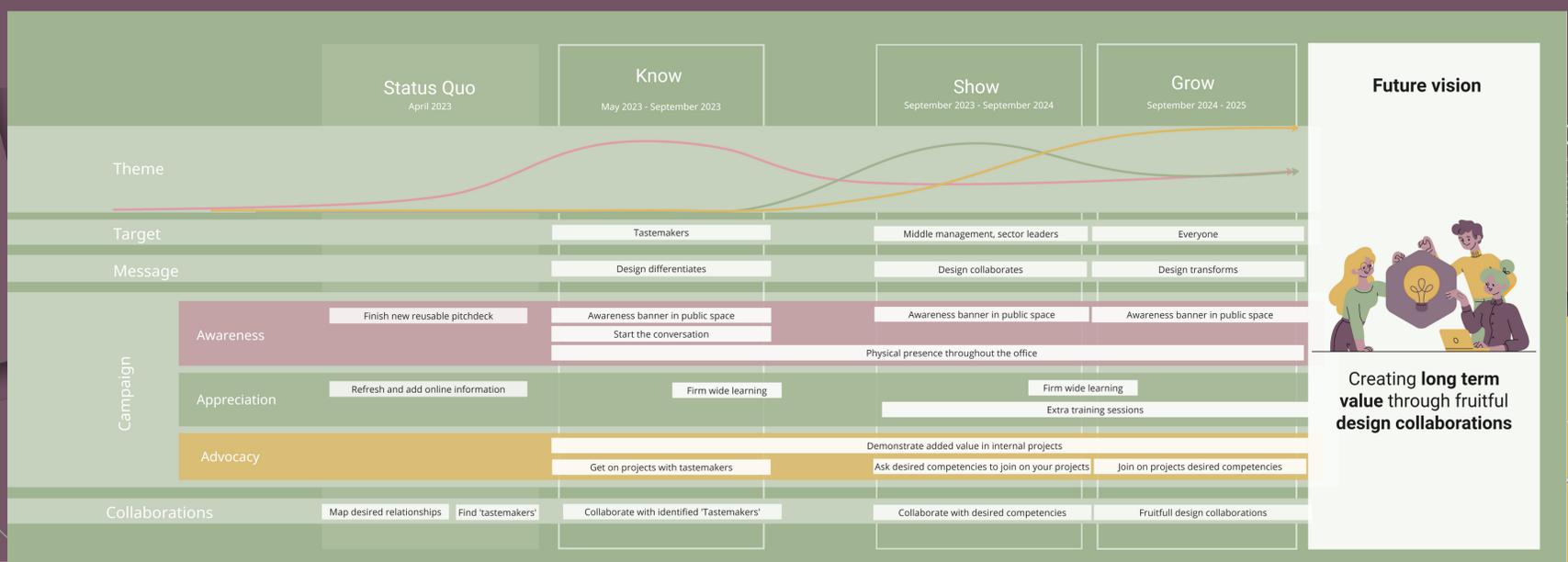


Elevating design in a service providing corporate

By designing an internal campaign, the understanding of the value of design should be increased among employees of other consulting competencies, resulting in more and valuable collaborations.

Design has evolved significantly in the past decades and the corporate designer is on the rise. In recent years, several studies were conducted to link design to business value, resulting in promising outcomes. Even though this data very promising, many companies misunderstand design and underestimate the process of introducing design in their existing organization (Rousseau, 2015). However, the full commercial benefit of design will only be felt by the company if design is well implemented throughout the organization and design excellence is reached (Sheppard et al., 2018; Quint et al., 2022). Therefore, the research to successful design practices in existing corporates is becoming more relevant. This report will discuss a case study of promoting design within a multinational service providing corporate

Using creative sessions, many ideas to solve the earlier defined problem were suggested. It was concluded that the problem could only be solved using more than one idea. Based on literature and the earlier research findings, the found ideas were structured into a Campaign planning, consisting of 3 phases: Know, Show and Grow. These phases were filled with activities that should be executed by the client. To further elaborate on the execution of the campaign, the campaign book was designed. This book is designed to give the client all necessary information, guidelines, and tools to execute the campaign.



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