

BRAND IDENTITY



Microsoft®

When a company or a product achieves 'brand' status, it normally means that it has been extremely successful. Also the logo / symbol / image built up by a successful company, can become a brand in its own right. Meanings, feelings and values are usually associated with a brand (sometimes called 'brand identity'), making the branding of products an effective form of marketing.

Courtesy of www.technologystudent.com

BRAND IDENTITY



Brand - associated with:

Looks (aesthetics),
style,
Colour scheme,
Company name,
Product functions,
Symbol / logo,
customers feelings about the
product,
Trusted by the general public.

Courtesy of www.technologystudent.com

WHAT IS A TREND?

In terms of Product Design, a trend could be described as the way a product or a type of 'technology', develops along a particular path, over a period of time.

The Raleigh Chopper bicycle, introduced in the 1970s, set a trend in cycling for teenagers. It was the 'must have' bicycle of it's day.

1970S TANK TOP SET A
TREND IN FASHION



ORIGINAL 1970s
RALEIGH CHOPPER



Courtesy of www.technologystudent.com

THE IPOD TOUCH

Apple's iPOD touch helped set a trend in touch screen devices. It lead to the development of similar products, with even better responsive touch screens. Today most electronic devices / gadgets have a touch screen of some form.

Courtesy of www.technologystudent.com



ORIGINAL IPOD



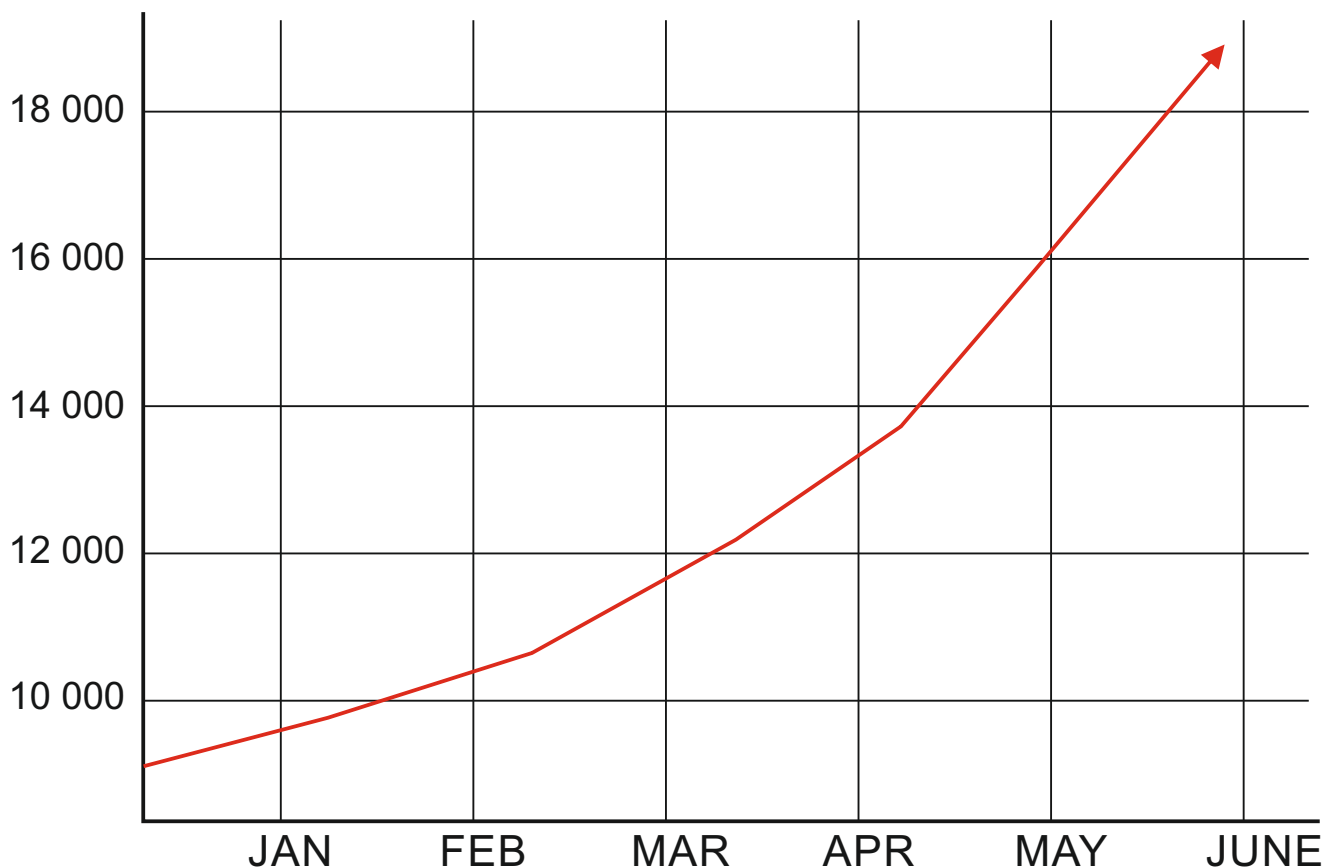
TOUCH SCREEN
TABLET

SALES TREND

A trend can be a reference to the sales of a product rising consistently over a period of time. Of course the opposite can apply, when sales fall consistently over time.

The graph below shows a trend of increased sales.

Courtesy of www.technologystudent.com



WHAT IS PLANNED OBSOLESCENCE?

This is when a product is designed so that it works for a limited time and then breaks down. This is deliberate and was once a common design principle (1960s - 70s).

The product is designed to last long enough, to ensure customer loyalty, so that the customer purchases a replacement or an upgraded version, from the original manufacturer.

Courtesy of www.technologystudent.com



E.G. OF PLANNED OBSOLESCENCE



Washing machines in the 1960s and 1970s tended to last about 2 to 3 years before they needed repair / replacing.

They were designed, so that crucial parts would wear out within two years. The original manufacturer supplied the replacement parts (increasing their profit). Within 3 to 4 years, the washing machine would need replacing.

Courtesy of www.technologystudent.com

Modern washing machines are much more reliable, as quality control is much more stringent and customers are more likely to research product reliability, before making a purchase.

ENVIRONMENTAL CONSEQUENCES OF PLANNED OBSOLESCENCE

Planned Obsolescence is bad for the environment. If the 'life cycle' of a product is short, it may need replacing or repairing frequently. Manufacturing replacement parts, requires materials and energy, using the world's limited natural resources and damaging the environment. *Courtesy of www.technologystudent.com*

~~PLANNED OBSOLESCENCE~~

If obsolete products are difficult to recycle, they tend to be 'dumped' in landfills. This harms and pollutes the land. Also, recycling has a cost, in terms of energy, labour and time. Although this is better than dumping parts, it should be the last resort and carried out at the end of a products long life cycle.

WHAT IS PERCEIVED OBSOLESCENCE?

Perceived Obsolescence is when a customer decides to upgrade a product, because the one he / she owns, is considered out of date, even though it still works.

Manufacturers try to persuade potential customers to update / upgrade an existing product. This is often carried out through advertisements, that imply the customers 'existing' product is old fashioned and that he/she needs the new product.

Courtesy of www.technologystudent.com

Central to 'perceived obsolescence', is the customer's perception of himself / herself. Manufacturers try through advertising, to 'plant' the need for the potential customer to upgrade to the new product, so that their personal image is 'enhanced'.

E.G. OF PERCEIVED OBSOLESCENCE

A customer with a mobile phone, has been persuaded through advertising, that a new hi-tech smart phone will enhance his personal image. The old phone works well, but he now thinks it is out of date and regards it as old fashioned.

OLD PHONE
OLD IMAGE



UPDATED PHONE
NEW PERCEIVED
STYLISH IMAGE

