

About SOLUTIONS

SOLUTIONS advises national and international companies in the areas of branding, design and innovation. The focus here is on comprehensive, forward-looking strategies whose aim is to increase the customer's company value in the long term. Accordingly, SOLUTIONS Branding & Design Companies AG is characterised by the fact that it draws on more than just one aspect. The overall situation is analysed in detail and, from the outcome and with a large amount of foresight, an integrated solution is developed. The extensive portfolio and the high degree of specialisation of the broadly positioned core staff guarantee a successful interplay between strategy and design, and with it the required complexity in the results.

The service portfolio comprises the areas of Corporate Development, Corporate Branding, Product Development and Product Branding. In addition, SOLUTIONS maintains its own departments for User Research, Naming and Trend Management, and incorporates neuropsychological findings into design and product development.

SOLUTIONS' speciality – and with it the success of its customers – is based on the close networking of all its business areas and units. Specialised in their respective areas of key expertise, they work together closely and support the customer in all stages of brand development and management as well as with innovations. True to the fundamental idea of 'fusing disciplines', teams made up of marketing strategists, designers, economists, sociologists, engineers and business psychologists are formed according to the particular project. In this way, the customers receive comprehensive support which does not end with consultation, but also aids in the realisation of concepts, the implementation of results as well as the assistance of processes.

This service as a multi-specialist makes the company, which has more than seven locations worldwide, one of the leading European firms in the area of branding processes and innovation developments. The owner-led public limited company, employing 145 staff, achieved a turnover of 12 million euros worldwide, 9.6 million euros of which were earned in Germany alone. Amongst its renowned customers are large companies such as Coca-Cola, Beiersdorf, Henkel, Nestlé, Deutsche Telekom, Microsoft and Colgate US.

Business areas:

Corporate Development

Due to constantly changing markets, companies must continually assess whether their products or services, and with this the demands not just of their customers, but also their staff, potential investors or partners and, finally, the whole of their target group, are met.

SOLUTIONS supports its customers through target-orientated market strategies which have been developed together. In addition to this, potentials and risks of various growth strategies are observed, national and international trends as well as relevant indicators in the behaviour of all target groups are analysed, and the effects of brand and product development on internal and external structures, particularly on the market, are investigated. In this way, the requirements for a meaningful strategy selection are created.

The result equips the customers with target-orientated measures, from investment in marketing and distribution to the expansion of their portfolio, brand and product alliances, entry into to new market areas as well as the successful implementation of joint ventures or even mergers and acquisitions.

Corporate Branding

First impressions are decisive; that is why the company brand must be strongly positioned. This only happens when the brand strategy authentically reflects the company strategy and is geared towards the target group, and when the external appearance of the company is presented as a whole.

Together with the customer, SOLUTIONS develops tailored solutions for company brands. By means of extensive research and analysis of the market and brand environment, and the internal and external perception of the brand, the company values are defined and the basic requirements for the development of a complete brand strategy and its implementation are created. But this does not just involve the creation of all corporate design elements (such as the development of names, logos and slogans, forms, colours and sound branding) and the production of printed material, data models and digital media. It includes the development of design manuals and corporate guidelines, which deal with company standards concerning responsibility, behaviour or communication.

The result is the refinement of existing or the creation of completely new brands and therefore an increase in company values which provides for long-term success.

Product Development

The user always takes centre stage concerning product development, because only when a product meets the requirements of the target group is it successful. And only successful products make a profit.

SOLUTIONS designs, develops and realises products from the areas of consumer goods and entertainment electronics for the life-science branch or for the industrial and service sectors. In the process, it is not just industry and interface designers who see to the optimum implementation, but also marketing specialists, ethnologists and sociologists. In order to create actual innovations for the end-user, global and social trends, insights into human behaviour as well as the market situation, technological possibilities and the brand are integrated into the development of the product.

The result is not just award-winning designs, but above all solutions which are technologically high-quality and practical in equal measure, and therefore economically successful.

Product Branding

At the point of sale only a few seconds decide the success of a product. The choice made by the customer is emotionally guided. A clear structure to the range of products, an appealing, meaningful look appropriate for the product and a name which is easy to remember often influence the customer subconsciously but effectively. The effect is further strengthened when the appearance conforms to the brand and reflects its entire strategy.

SOLUTIONS offers both graphic design and structural packaging. Strategically sound advice forms the basis of the implementation, which incorporates an analysis of the target groups and trade rivals, the previously determined positioning as well as relevant trends and neuropsychological findings.

In this way, an expressive and integrated identity is created for the design and the name, which is perfectly embedded in the customer's brand strategy and values.

The result is a package which provides for an increase in turnover and perfectly represents the brand at the point of sale.

Units

User Research

SOLUTIONS actively involves the end-user in the development process and researches their behaviour, needs and motivation.

The result serves as the basis for the development of user-friendly products, packaging which increases sales and meaningful brand strategies, and ensures economic success for the customer.

Naming

SOLUTIONS develops distinct, concise and unique names for brands, ranges of goods and products. In the process, both legal aspects, as well as national and international associations and meanings are examined.

The result is an unmistakable identity with recognition value and a name which creates an emotional connection with the brand.

Trend Management

SOLUTIONS analyses the relevant trends, incorporates findings into its strategic advice and takes into account elements of change concerning product development and management.

The result is greater security for the future concerning the organisation of brand and investment strategies as well as in product development and design.

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