

Visual Identity and Communication



*Group project #2 - 2nd semester
Knord 2012
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Introduction

The aim of the second project in second semester was to create design proposals for a visual identity for a campaign for more bicycling.

The goal of the campaign is that more people ride their bicycles to work, to study, etc., in order to improve young immigrants's health but also to make them integrate the society, and of course, to help creating a better environment in Copenhagen, with less motorized traffic.

We decided to call our campaign "CopenhaZEN", with as sender Kobenhavns Kommune and as receiver young immigrants. Some keywords to describe our campaign would be: **healthy, fast and relax.**

Copenhazen is a mix of COPENHAGEN, ZEN (relaxed and healthy) and also citiZEN.

We were supposed to base our ideas on the general analyze based on communication plan and problem formulation.

Thus, in this report, you will find the whole process of our work. In the first part you will find our communication and project management work and then how we answered to our problem formulation with graphics and the campaign itself - The problem formulation being :

• Why young immigrants use a motorized accomodation and how can we make them cycle instead ?



- P. 3 • *Problem Formulation*
- P. 4 • *Project Plan*
- P. 5 • *Project Plan - Gant Chart*
- P. 6 • *Communication Plan*
- P. 7 • *SWOT and Communication Model*
- P. 8 • *Visual Presentation of the sender's identity*
- P. 9 • *Budget*
- P. 10 • *Stakeholders & Sponsors*
- P. 11 • *Visual Identity - Proposals*
- P. 12 • *Visual Identity - Final*
- P. 13-16 • *Implementation of the Visual Identity*
- P. 17 • *Conclusion & Aims of learning*



Our Problems :

- Young immigrants mainly use a motorized accomodation and it is not good for Copenhagen's environment.
 - Find the way to talk to immigrants and tell them that biking is the best way to keep themselves in a good health and spirit in order to make them integrate to the Danish society easily.
- >**So**, the direct message is to keep themselves in a good health, and the hidden message is to make them integrate better in the society.

Our Problem formulation is :

- *Why young immigrants use a motorized accomodation and how can we make them cycle instead ?*



PROJECT PLAN

The first thing we did was to prepare the project plan. We followed it day after day, through the whole process and it helped us to organize our time schedule. We found out that project plans are very useful, especially when it comes to work in such a short deadline.

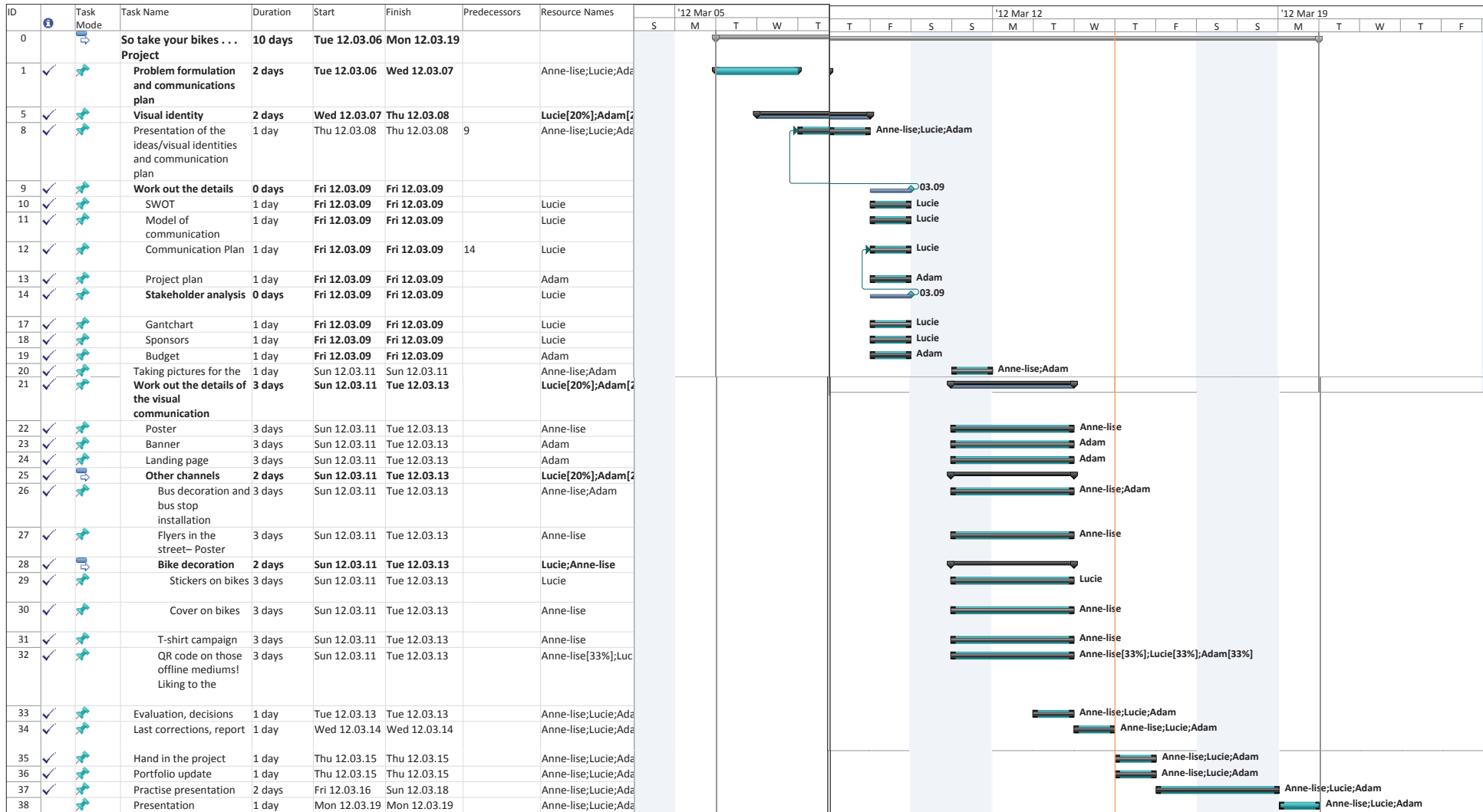
MS-Project guide:

Project: So take your bikes . . . Pro Date: Thu 12.03.15	Task		External Milestone		Manual Summary Rollup	
	Split		Inactive Task		Manual Summary	
	Milestone		Inactive Milestone		Start-only	
	Summary		Inactive Summary		Finish-only	
	Project Summary		Manual Task		Deadline	
	External Tasks		Duration-only		Progress	



COPENHAGEN - Feeling citizen

• Project Management Plan - Gant Chart



Visual Identity and Communication
Group project #2 - 2nd semester
Knord 2012



COPENHAGEN - Feeling citiZen

• Communication Plan

Finding out who is the sender, receiver, the message and its meaning was essential for creating the visual identity.

The sender is Kobenhavn Kommune - the municipality of Copenhagen city. They need the visual identity for a campaign for more cycling. In fact the municipality wants to get more people ride their bicycles to work, to education etc, and for at the same time improving public health and help to create a better environment in Copenhagen, with less motorized traffic.

The receiver (our target group) are young immigrants, students of workers who are not used to the Scandinavian culture. They usually prefer motorized transportation like metro, train and buses instead of cycling. Our target group is identified as young immigrants who want to integrate the society and concerned about their citizenship and their health.

The message is : **be a copenhagen and you will feel like a citizen**, in other words : **cycling makes you a better citizen**.

It is a short message and the meaning is simple to understand. The expected effect is to make them be a part of the Scandinavian culture and motivate them to cycle, and get a better and healthier city.

The direct message is to keep themselves in a good health, and the hidden message is to integrate them more helped by the direct message.

Time Plan for the campaign

Which medias should we use and **when** should we use them?

The campaign is for 3 months.

Offline medias :

Logo + QR code on :

1st: **Bus stop installation** -> 4 first weeks

1st: **T-shirt campaign** -> 3 months

2nd: **Stickers and bike decoration** -> after the first 2 weeks and until the end.

-> So people wonder what it is about

3rd: **Flyers in the street- Posters** -> after the 3 first weeks and until the end.

The QR code on those **offline medias** make the link to the **online medias** so people get more information about the campaign and get answers to their questions.

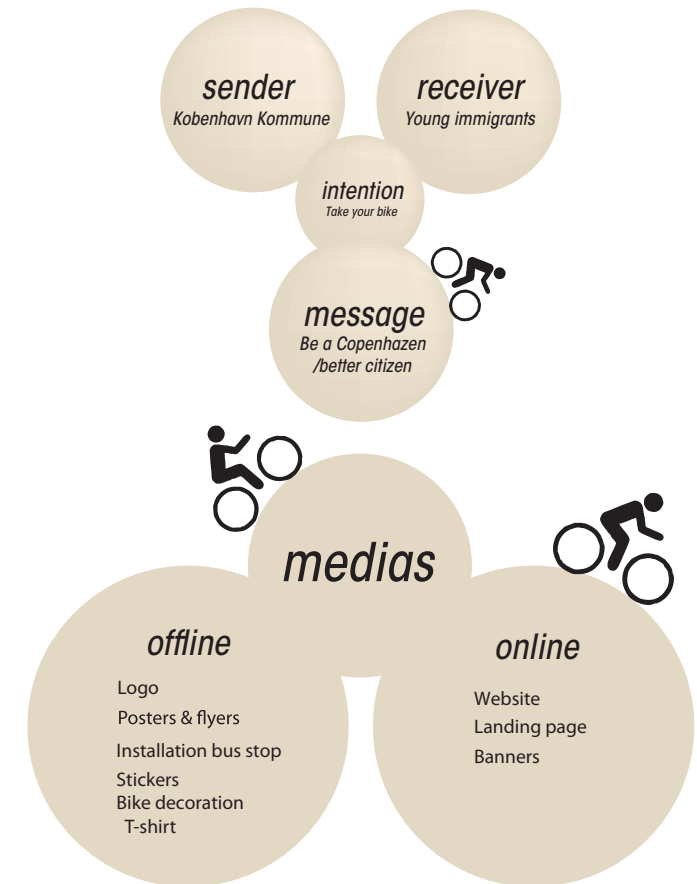
Online medias:

1st : **Landing Page** -> the 3 months

2nd: **Flash Banner** (sending to the landing page.) -> the 3 months

Effects :

By doing that, the message will be passed through the city and consequently be communicated to our target group, and be efficient.

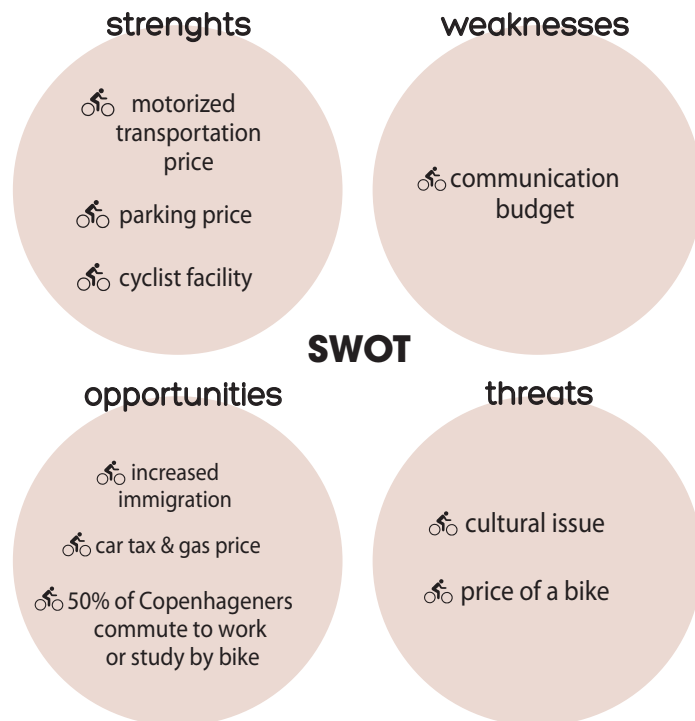


COPENHAZEN - Feeling citiZen

- SWOT Analysis
- Communication Model

We used the **SWOT analysis** to evaluate the **Strengths, Weaknesses/Limitations, Opportunities, and Threats** involved in our campaign. It enabled us to identify the internal and external factors that were favorable and unfavorable to achieve our objective.

So it gave us the opportunity to see if our objective for communicating to our target-group was attainable or not.



Communication Model

We chose this communication model for our campaign because it suits the process we wanted to follow.

Awareness

If most of the young immigrants are unaware of the object, our task was to build awareness by name recognition, simple messages repeating the name of campaign : CopenhaZEN, feeling citiZEN.

Knowledge

The target might have product awareness but not know much more about the campaign => bring them to understand what it is about by the logo, posters etc..

Liking

Making nice design for posters, landing page, etc..

Preference

More than make them like it we have to make them prefer it to others by promoting quality, values of cycling.

Conviction

Build conviction among the target, make them feel concern.

Purchase

Make them cycle and integrate the society.



COPENHAGEN - Feeling citiZen

• Visual Presentation of the sender

Using the Københavns Kommune's icons and existing visual identity, helped us in the creative process to keep in mind the sender's graphic style. We used this mood-board for brainstorming and creating sketches so that we knew we were on the right visual and graphic track.



Visual Identity and Communication
Group project #2 - 2nd semester
Knord 2012



COPENHAGEN - Feeling citiZen

• Budget

Here is our Budget for our Customer = Copenhagen's Commune.

We show in this graphic how long it took us to make the media campaign.

• Grey boxes are the prices for each design of each media based on the time we spent on each of them (the timeline is based on day 1 until day 11) and also on its importance/ impact and its size.

Some of the projects didn't achieve because of the budget the Commune had for this campaign (fx: Magazines adds)

• The orange box represents basically the week-end.

• The red boxes represent the final price before and after sponsors financial help.

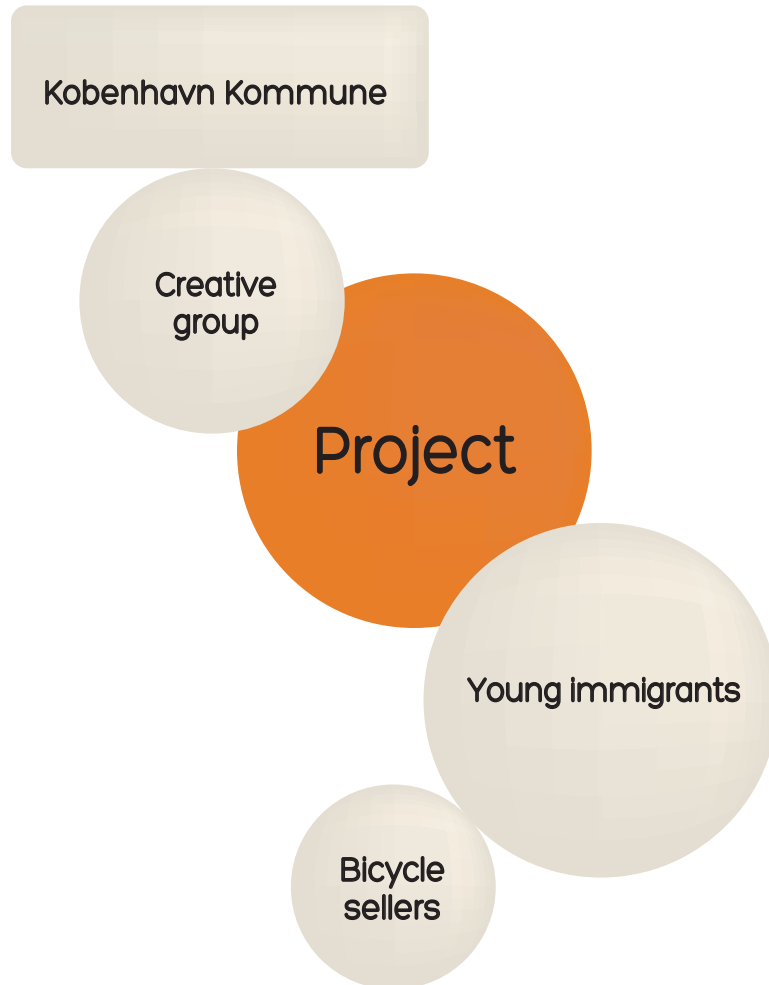
Campaign:	Timeline	1	2	3	4	5	6	7	8	9	10	11	Total
Offline:													
Visual identity													
Logo		1200											
Verify			600										
Installation													
Bus decoration and bus stop installation											15000		
Merchandising													
Bike decoration						2300							
Stickers for bikes						1500							
T-shirt campaign						1500							
Print advertising													
Flyers									1000				
Magazine									0				
Poster						1000							
Online :													
Web medias													
Flash Banners													3000
Landing Page													1500
Price													28600 DDK
Sponsors													
Viva bikes													6000
Danske Cyklist Forbund													3600
Joe and the juice													4000
Final Price for the Kommune													15000 DDK



COPENHAZEN - Feeling citiZen

- Stakeholders
- Sponsors

Our Stakeholder analysis shows the impact of the campaign and its participants



Sponsors involved in the campaign



Viva bikes

The famous danish brand of bikes wanted to participate to this campaign because the company wanted to help the municipality of Copenhagen, share its passion for biking and advertise itself.



Joe and the juice

Second sponsor, popular Danish chain that serves a variety of coffees and freshly made juices. Its participation is totally coordinated with the target group, indeed, the brand image is attracting for young people who want to have a healthy drink after biking.



DCF

Devoted to promoting cycling as a means of transportation and recreation, the Danish Cyclists' Federation that seems obvious to ask her to be a part of the CopenhaZEN campaign.



COPENHAZEN - Feeling citiZen

• Visual Identity - Proposals

Copenhazen
...Feel like a citizen



Copenhazen

Copenha zen

COPENHAZEN
Feel citizen

COPENHA CITI ZEN
Feel like a CITI ZEN



Here is our Logo research. Since the start, we wanted to keep as colors : black/orange and grey.

Indeed, black is catchy and easy to read. Orange is fresh, and catchy color too, and then the grey concrete structure makes the logo a bit more «urban».

We emphasized the ZEN to make people see the word «zen» and understand «citizen». Indeed the campaign is about being relaxed and citizen.

We used of course a bike icon to show what the campaign is about and the orange to show that biking is healthy. Also we made a parallel between the shape of the orange, the clock and the wheel of the bike because they look alike.

COPENHAZEN - Feeling citiZen

• Visual Identity - Final

We chose this logo to be the final one as long as elements are pretty well balanced. The 3 cyclers represent the 3 posters we have made for the campaign. They are cycling around the orange because it is a symbol of health, freshness and youth.

Logo :

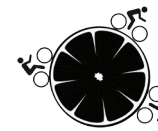


We chose those fonts because :

- Hero is a sans-serif round and young font that is easy to read and quite bold, which makes it catchy and perfect for a logo.
- *Avant-Garde* is a very simple font usually used for titles because of its readability. We chose the italic one to show movement and rapidity.



Sign :



QR code :



Fonts - Typogrophy :

font used :

HERO

COPENHAZEN

ITC Avant Garde Gothic
Medium condensed italic

Feeling citiZen /
Feeling citiZen

Copenhagen's Commune Identity :



KØBENHAVNS KOMMUNE



Visual Identity and Communication
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Knord 2012



COPENHAZEN - Feeling citiZen

- Visual Identity - Offline Implementation

Promotional T-shirt



Sticker with QR on



Sticker



Bus decoration

COPENHAZEN - Feeling citiZen

• Visual Identity - Offline Implementation



Step 1

«Waterfall» Posters campaign



Step 2



Step 3



COPENHAZEN - Feeling citiZen

• Visual Identity - Offline Implementation



Flyer



Bike decoration

Bus-stop special poster-installation



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Group project #2 - 2nd semester
Knord 2012



COPENHAZEN - Feeling citiZen

• Visual Identity - Online Implementation



Homepage - Index



Homepage - Page3



Flash Banner



Landing page on kk.dk

Visual Identity and Communication
Group project #2 - 2nd semester
Knord 2012



COPENHAGEN - Feeling citiZen

- *Project's Conclusion*
- *Aims of learning*

Project's Conclusion

Young immigrants use mainly motorized accomodation. They are not used to cycling because of a cultural gap. Indeed cycling is very usual for Danes and can be a bit surprising for foreigners.

Thus to bring young immigrant to cycle, we communicate with a simple message like repeating the name of the campaign for instance. Bring them to understand what the campaign is about by all the medias we made.

Promoting the values and benefits of cycling for their heath and their life, in order to make them prefer cycling instead of using motorized transportation and to motivate them to take their bicycles.

Finally, making young immigrants understand that taking care of the city is a way to be a good citizen and to integrate better in the danish society.

Our campaign is attractive, young (based on new medias and fashion) and catchy so it makes young people curious and feel concerned.

Aims of learning

Anne-Lise

I learnt a bit more about communication theory and also how to manage a team and also to try not to take too much power. However, because of my previous personal experience, it is always a bit hard for me to control myself because I am very demanding regarding the quality of what we produce.

I learnt a lot about our target group and how to focus on it even if I didn't expect to learn that much about this part.

I need to learn more about the project management and communication part as long as I don't have an problem regarding creative softwares.

I will try to let the others work a lot more on the creative part and I will focus a bit more on the theoretical part of the project.

Adam

I learnt how to work fast for a short deadline. The knowledge I had has improved as I got really deep in some areas like «how to reach a target group», and I learnt a lot about working in a group.

Although I learnt a lot, I expected to learn more from this project, but the time was too short for this, so I will improve myself later on.

For example I want to practise more to make a report, learn more about SWOT and practise working in Illustrator and Indesign.

So, from now on I will try to work on tasks I couldn't work on because of a lack of experience - Indeed, the other members of the group know some things that I don't. So in the future I will try to practice on those tasks.

Lucie

The aim of this project was to teach us how to create a visual identity and manage a communication campaign.

Indeed, thanks to this project, I am able now to determinate a communication plan, and evaluate it with a communication model, and to planour tasks in order to reach our goals.

Regarding the visual identity, I learnt that it is divided in 2 parts : online medias and offline ones. I always knew that a communication campaign asks a lot of time but I realized that one of the difficult point is to mix all our ideas and make them consistent.

