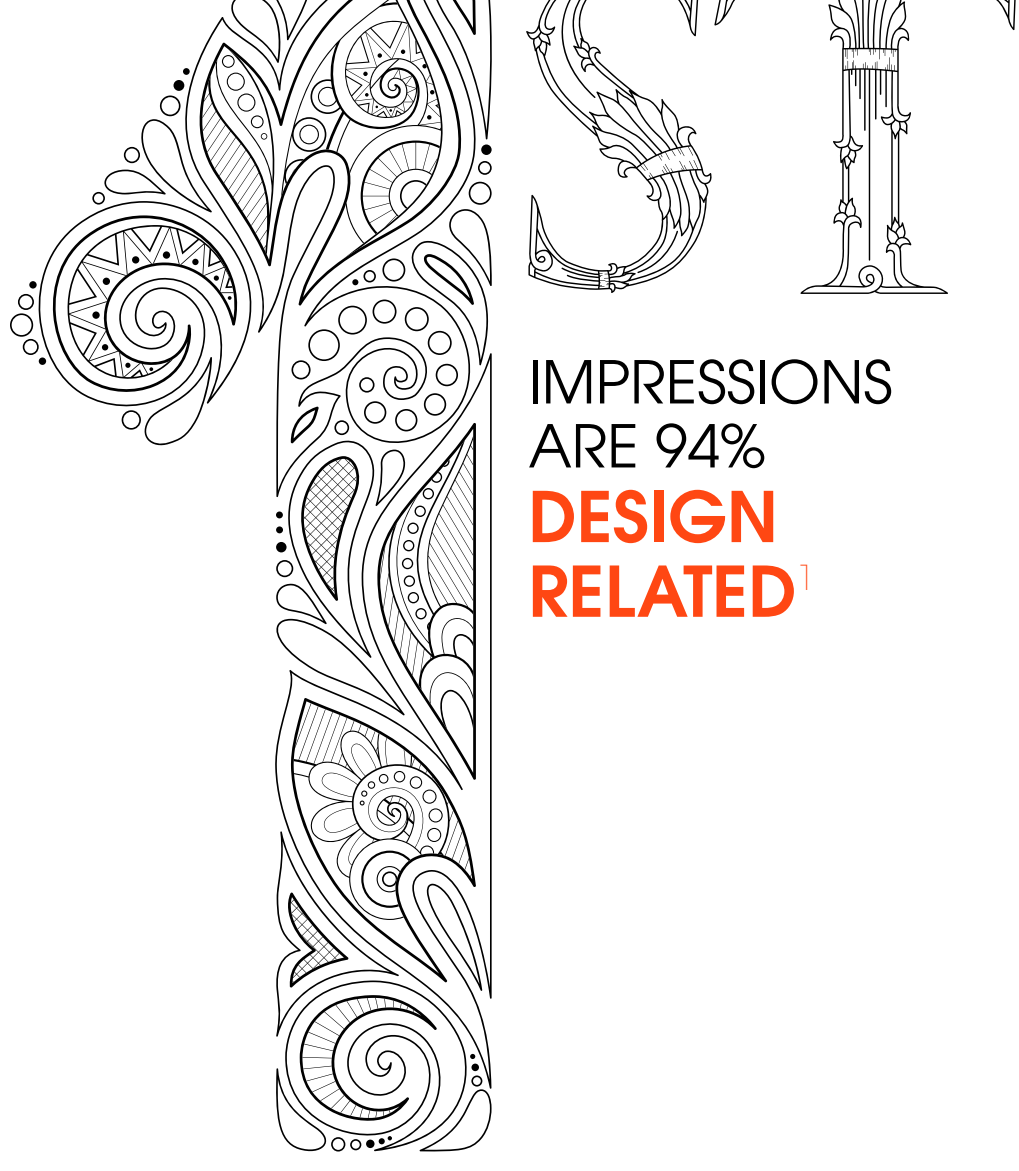


GOOD DESIGN IS GOOD BUSINESS

SHOUTING YOUR POINT OF DIFFERENCE THE LOUDEST IS NO LONGER CUTTING THE MUSTARD.

You need a way to stand out from the competition, capture the imagination of your target audience and ensure they believe that your offer is the answer to their problems.

1. GOOD DESIGN IS THE ULTIMATE TOOL OF PERSUASION



IMPRESSIONS ARE 94% DESIGN RELATED¹

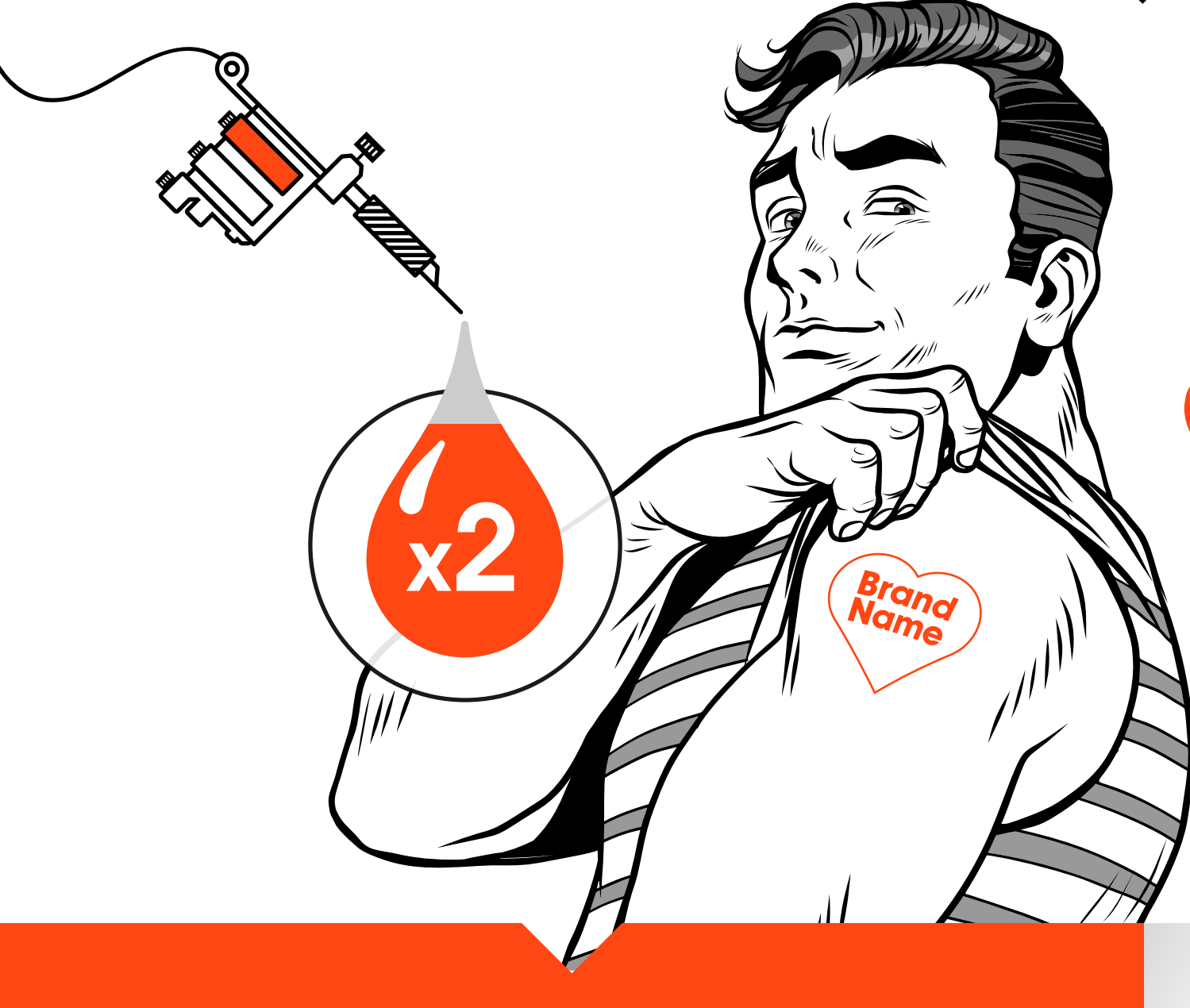
66%

OF CONSUMERS SAID THEY HAVE TRIED A NEW PRODUCT BECAUSE OF THE PACKAGING²

86% AGREE THAT DESIGN DRIVEN COMPANIES OUT PERFORM OTHER BUSINESS³



2. GOOD DESIGN PUTS PEOPLE FIRST



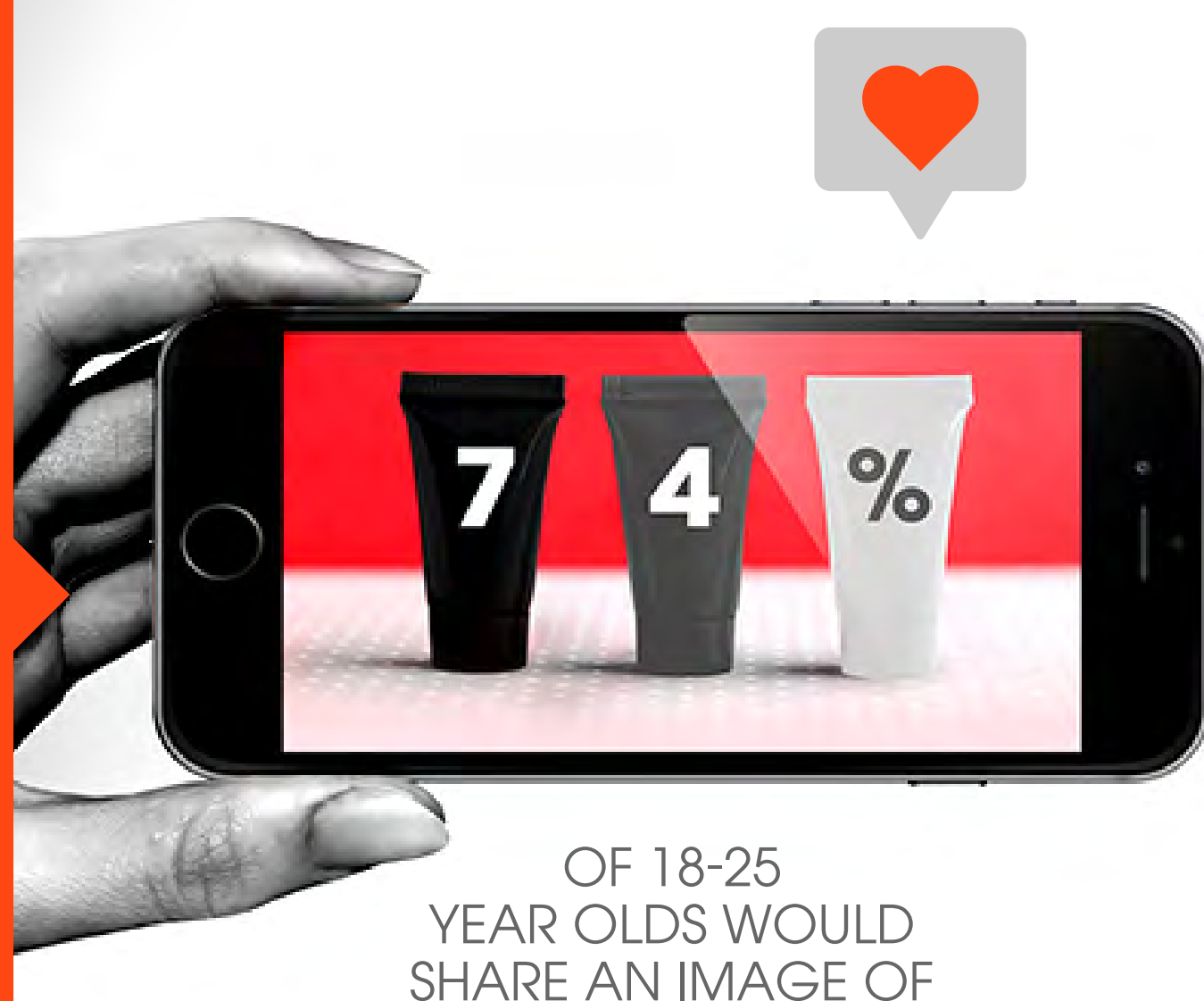
Emotionally

CONNECTED CUSTOMERS ARE MORE THAN TWICE AS VALUABLE AS HIGHLY SATISFIED CUSTOMERS



"DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND HOW IT FEELS, DESIGN IS HOW IT WORKS."

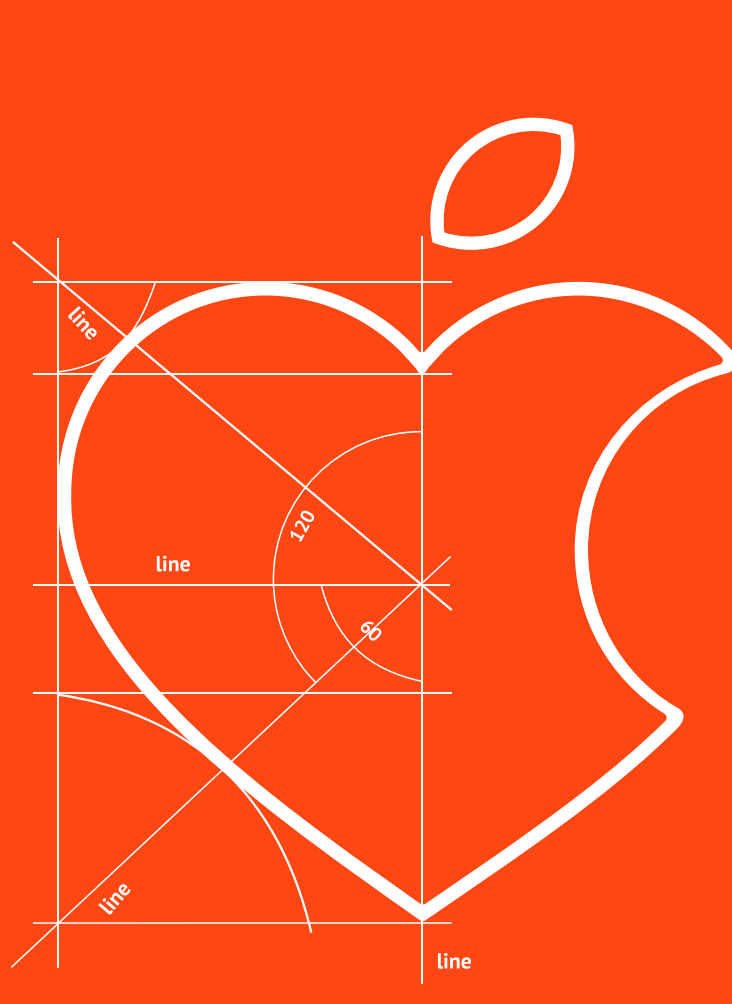
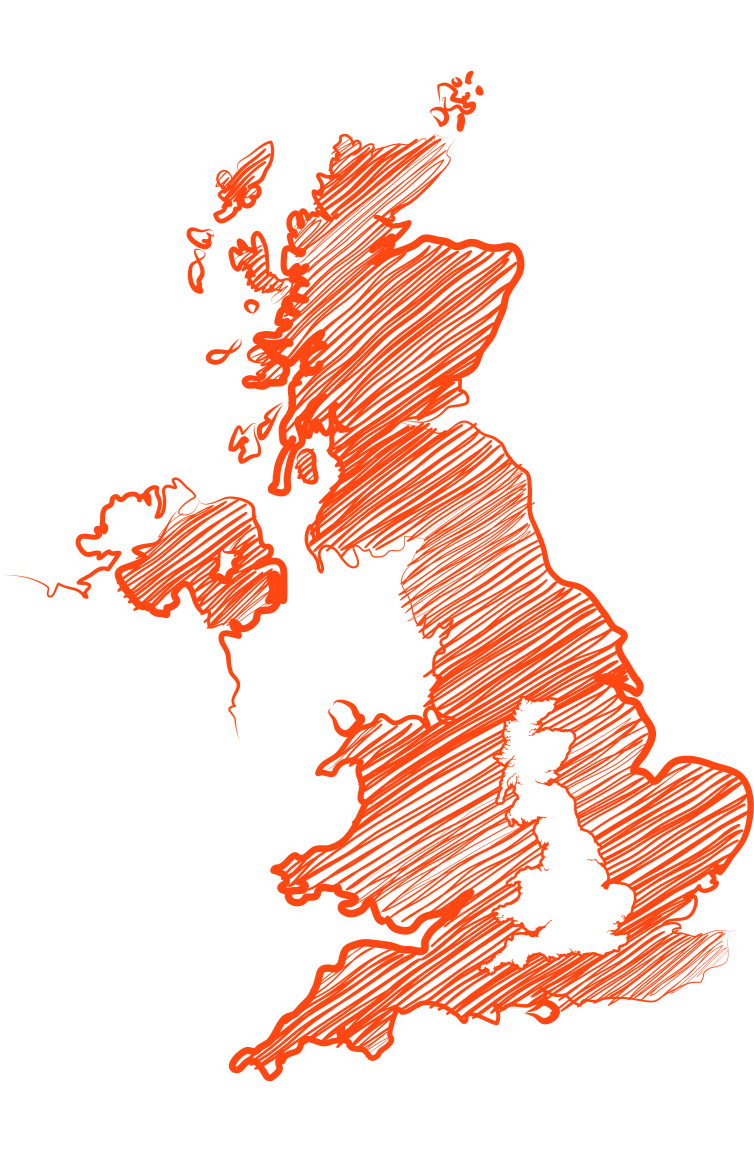
STEVE JOBS
FORMER CEO, APPLE



OF 18-25 YEAR OLDS WOULD SHARE AN IMAGE OF PRODUCT PACKAGING THROUGH SOCIAL MEDIA⁴

3. THE POWER OF GOOD DESIGN IS BEING RECOGNISED

EMPLOYMENT IN THE UK CREATIVE INDUSTRIES IS GROWING 4X THE RATE OF THE UK WORKFORCE AS A WHOLE⁵



THE MOST PROFITABLE COMPANY IN THE WORLD HAS ALWAYS BEEN PASSIONATE ABOUT GOOD DESIGN

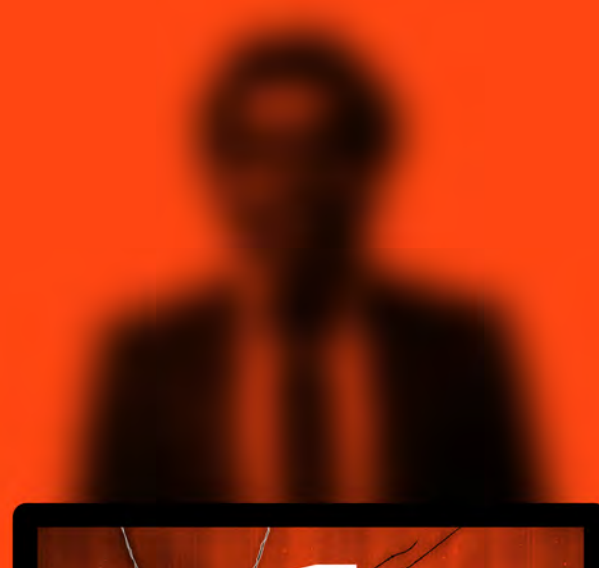
CREATIVE SERVICES NOW ACCOUNT FOR 5.3% OF THE UK ECONOMY...

... AND ARE GROWING AT



THE RATE OF THE WIDER ECONOMY⁷

4. THE COST OF GETTING IT WRONG...



THE NUMBER OF NEGATIVE REVIEWS NEEDED TO RUIN YOUR ONLINE REPUTATION⁸



"IF YOU THINK GOOD DESIGN IS EXPENSIVE, YOU SHOULD LOOK AT THE COST OF BAD DESIGN"

DR RALF SPETH
CEO, JAGUAR

IT TAKES EIGHT OR MORE ENCOUNTERS TO REPAIR A BAD

FIRST IMPRESSION

GOOD DESIGN IS NO LONGER A NICE TO HAVE. IT'S THE POINT OF DIFFERENCE FOR THE MODERN BUSINESS. IT'S THE COMPETITIVE EDGE, IT'S THE FIRST IMPRESSION AND MORE IMPORTANTLY... IT'S EXPECTED, IF YOUR BUSINESS OFFERING IS TO BE BELIEVED.

If you'd like to see how Zap Creative can re-invigorate your brand, email gill@zapcreative.co.uk and get a free no obligation consultation.

