



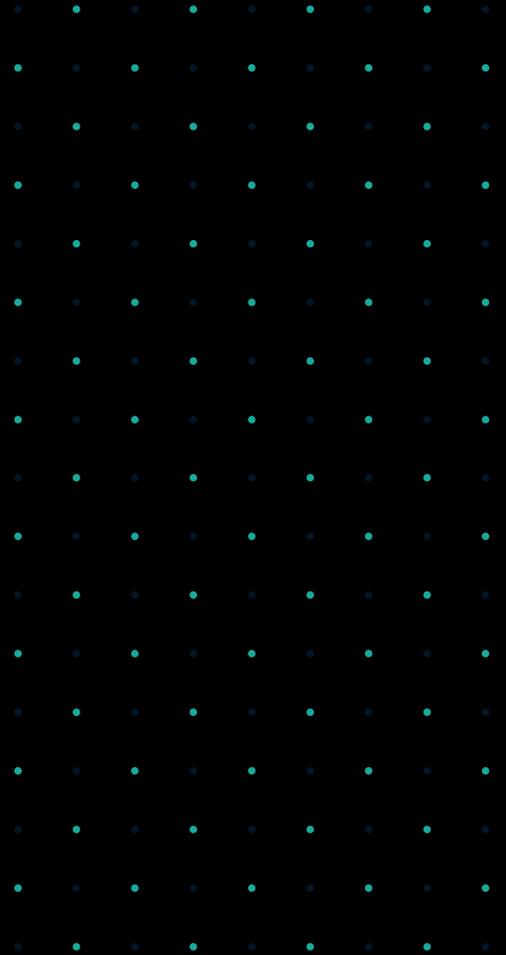
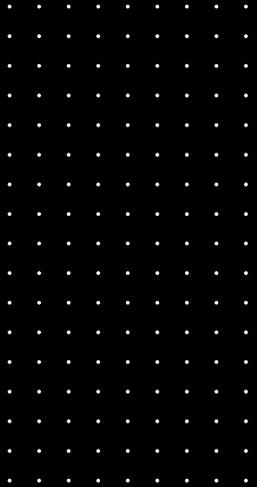
Dorks Design Management

“Everithing you can imagine is real” - Pablo Picasso

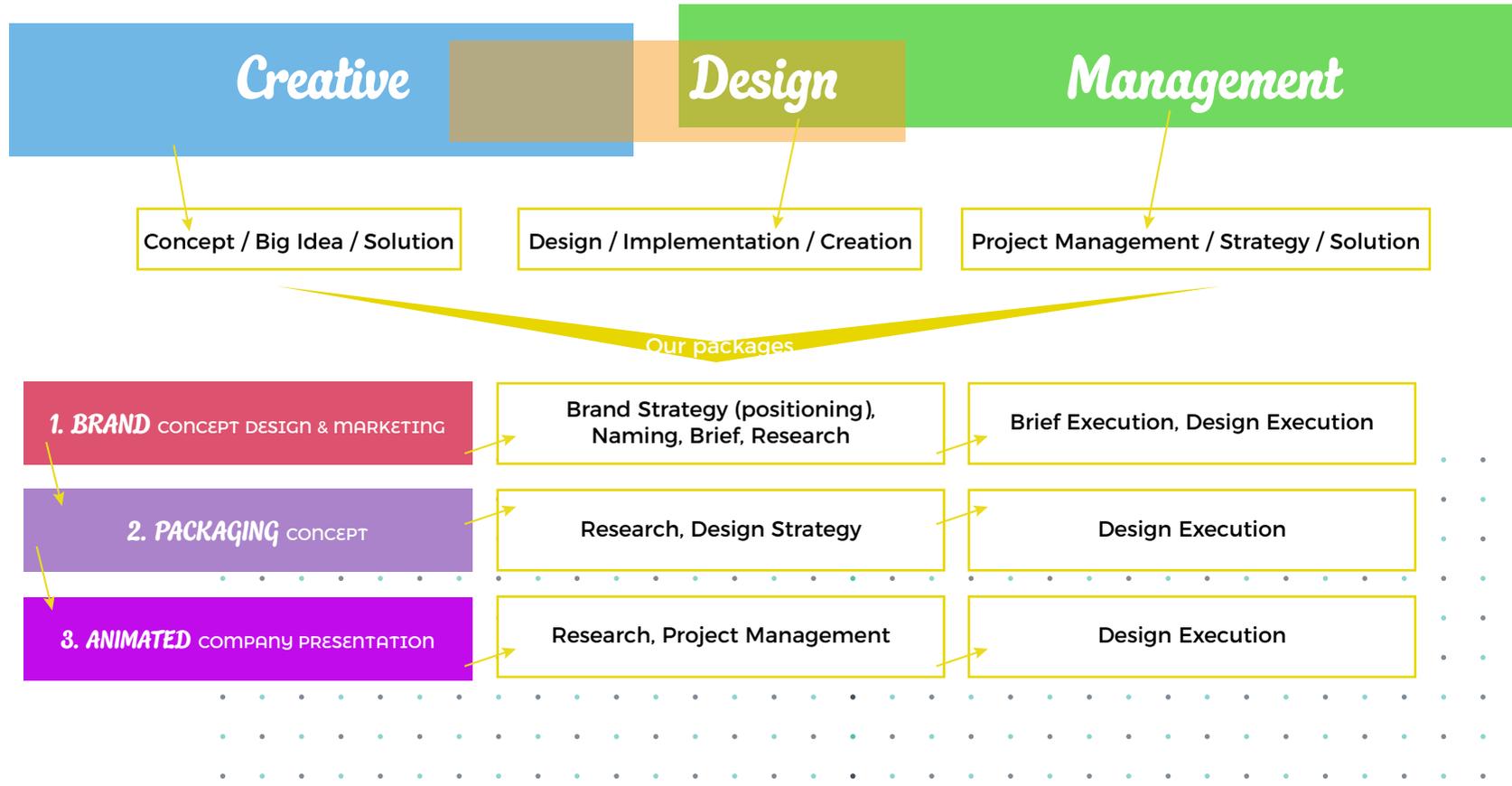
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CREATIVE DESIGN MANAGEMENT



What we do? We make business that works by finding creative solutions and we improve your company's image and reputation through good management and design.



Mission

Vision

Objective

THE WHAT

GROW our clients' brand image and correlate it with the "here and now" moment they have reached.
All this through a creative combination of strategy, design and management skills.

THE WHERE

BUILD long time partnerships with the brands we work with in order to watch over them as they grow and transform, while always helping them keep their DNA alive.

THE HOW

CREATE image solutions for the brands we work with through a mix of research, creative thinking and a fundamental understanding of the brand.

Creative Design Management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively - designed products, services, and brands that enhance our quality of life and provide organisational success.

On a deeper level, Creative Design Management seeks to link design, innovation, technology and management skills to provide a competitive advantage across the triple bottom line: the economic, social/cultural, and environmental factors.

It is our own art and science of including a good design into a smart business and thus create a more effective and successful brand overall.



The scope of Creative Design Management ranges from the tactical management of corporate design functions and design agencies (including design operations, staff, methods and processes) - to the strategic advocacy of design across the organisation as a key differentiator and driver of organisational success. It includes the use of design thinking - or using design processes to solve general business problems.





1. **BRANDING** CONCEPT DESIGN & MARKETING

Brand Strategy (positioning),
Naming, Brief, Research

Brief Execution, Design Execution

We deliver concrete solutions you need in order to develop a stronger, fitter and more reliable image of your own brand. You will gradually but quickly notice a growth in focus, sales and performance, and you will then understand the crucial meaning and importance of good design in your business.

What every company needs:

Research

Strategic Approach
(positioning, brand manifesto)

Strategic Approach
(positioning, brand manifesto)

Claim

Visual Identity

Visual Identity Materials
Declination

Creative Company
Presentation

Brand & Identity Book

Project Management



2. PACKAGING CONCEPT

Research, Design Strategy

Design Execution

The package is actually your product. Most statistics will show that design matters more than 50% in the buying decision. The market and the consumers are the brief – this is why a good packaging design is done based on a consistent story and research on the market. The majority of retailers know this and are therefore in a continuous search after a qualitative design concept that insures high sales. Your part is done – you have the actual product. Now it's our turn to find creative ways to sell it. And if you want to sell it globally, you have to adapt it globally. or targeted by country

What every company needs:

Research

Strategic Approach

Positioning

Packaging Communication

Packaging Concept Design

Packaging Design

Implementation and
Project Management



3. ANIMATED COMPANY PRESENTATION

Research, Project Management

Design Execution

This is the introduction of your story. Every company needs a start- whether an animated presentation or an animated commercial of the products, you need to tell the story about who you are and what you do for your consumers.

What every company needs:

Concept Proposal

Storyboarding

Script Design

Illustration

2D Animation

3D Animation

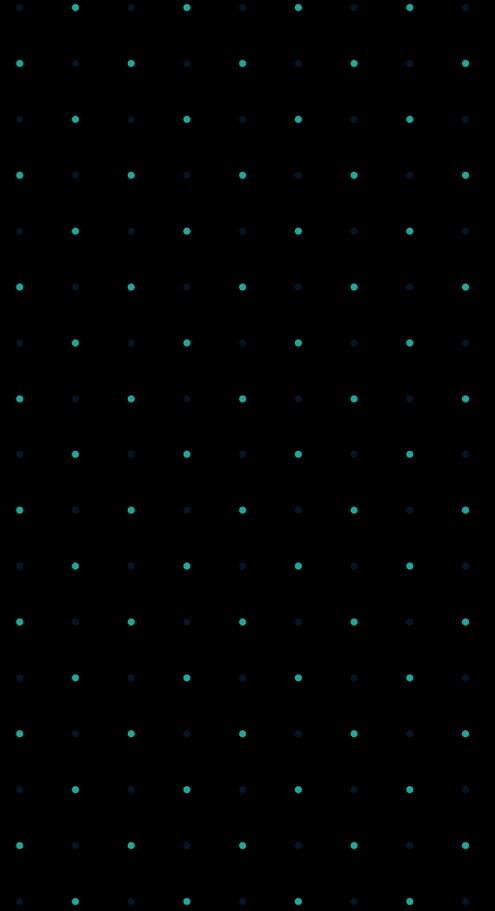
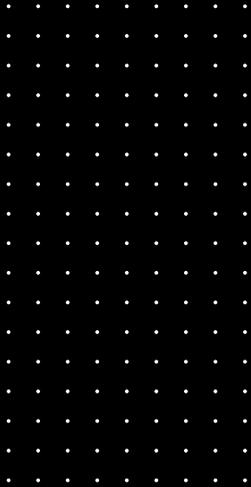


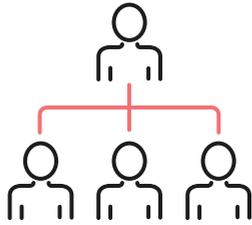
Organisational
success



& The

Quality of life

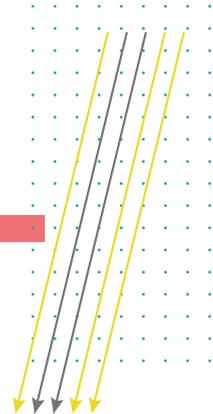




The impact '**Design Management**' has on companies actually is the **Organizational success** they achieve, hence an improved quality of life and work altogether.

A good example of successful organisational design : seeing if/how your company is involved in improving the circle of society. The start: the people in the company & the consumers.

How to continuously improve your business's image and growth: with the help of design.



The circle: It starts with the **people** within your company -> you need to give them a system that functions and grows; that cares about them and that changes over time in order to adapt to the society's changes. This way you make your employees trust you and the company they work for, and they will feel secure and safe about the future.



Design management: represented by the people that are growing and sustaining your company every day. This results in good quality of the services or products you are selling.

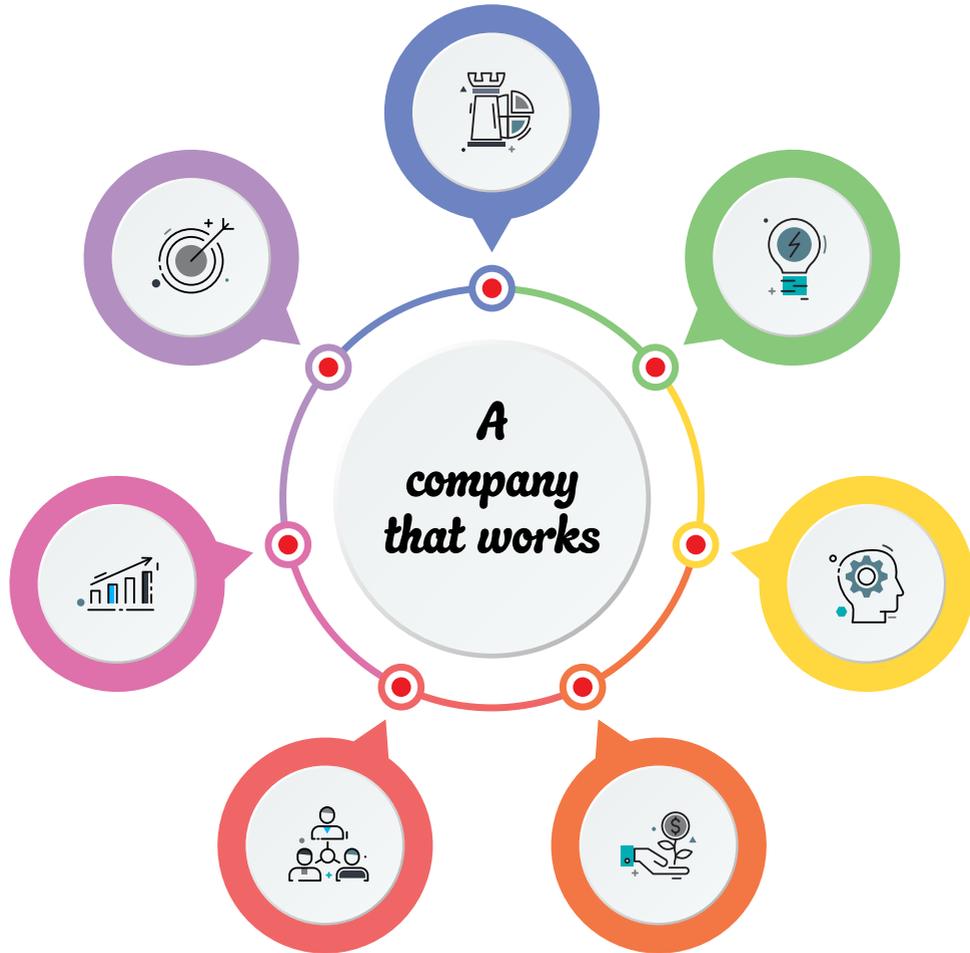


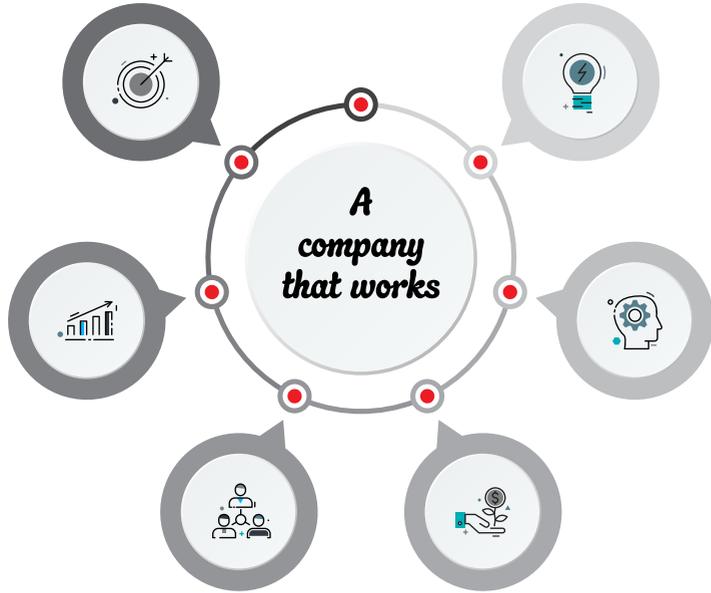
The results: this is what the consumer will see, this is how your partners will feel. This is how your business will thrive.



The society: will have good design management companies and brands with people that deliver happiness for happiness.

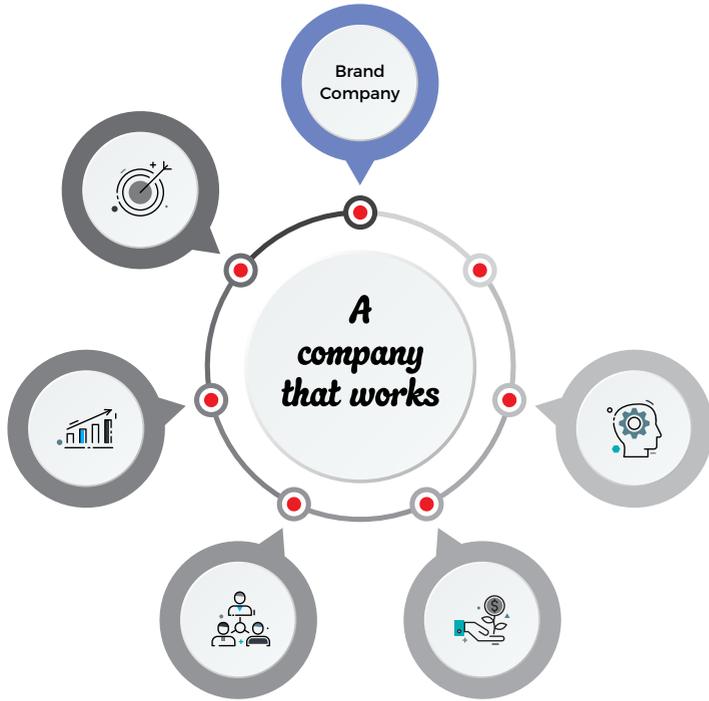






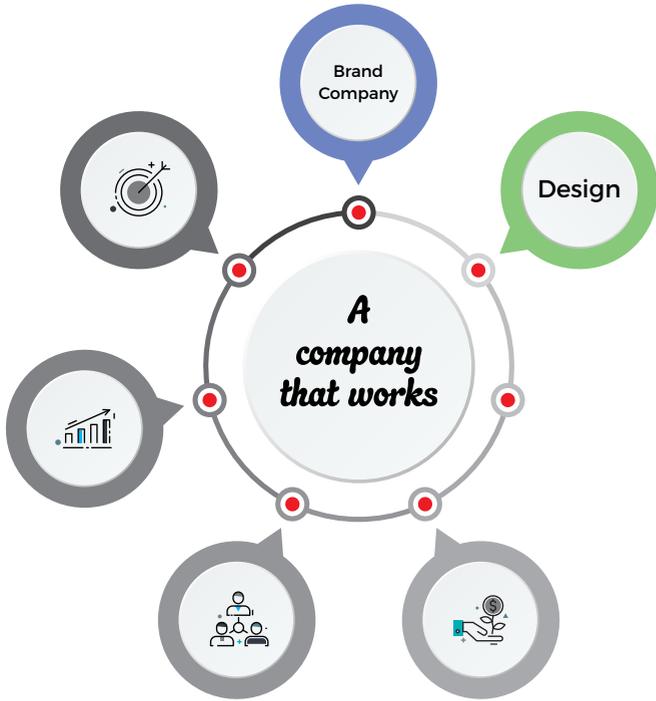
Brand/Company

This is the point where everything begins, it's your business that matters first, in order to change the environment around.



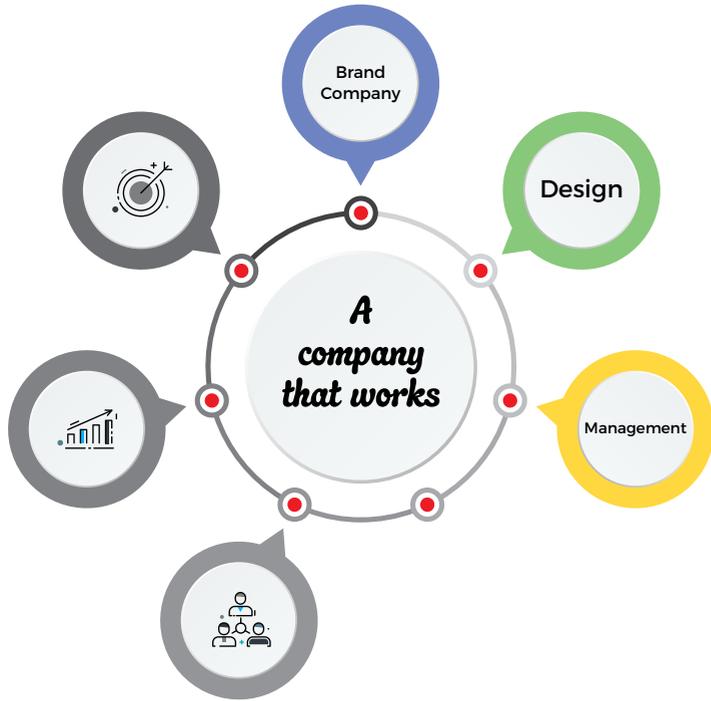
Design

They key that a company needs in order to achieve success and give your brand an identity that not only looks good but also embraces your business too.



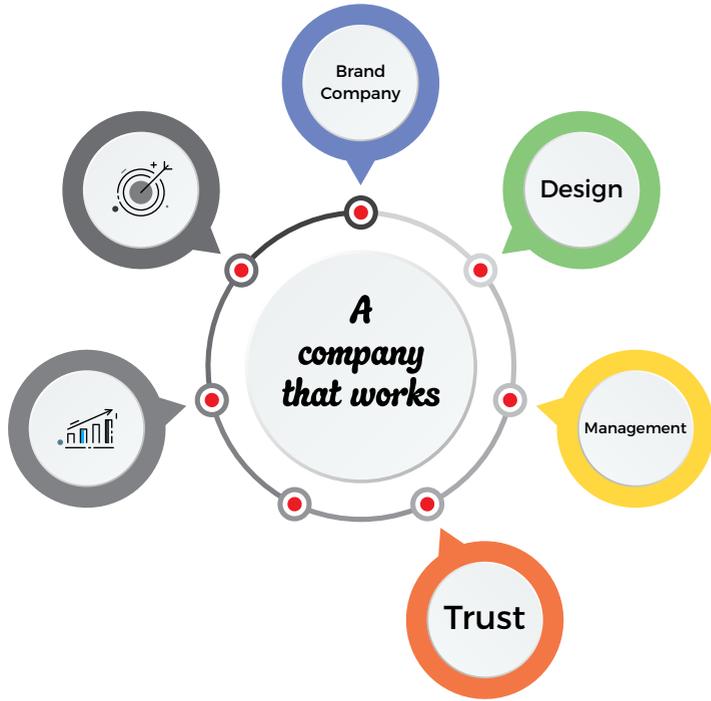
Management

Organising and maintaining your business from scratch. Building what Design achieved.



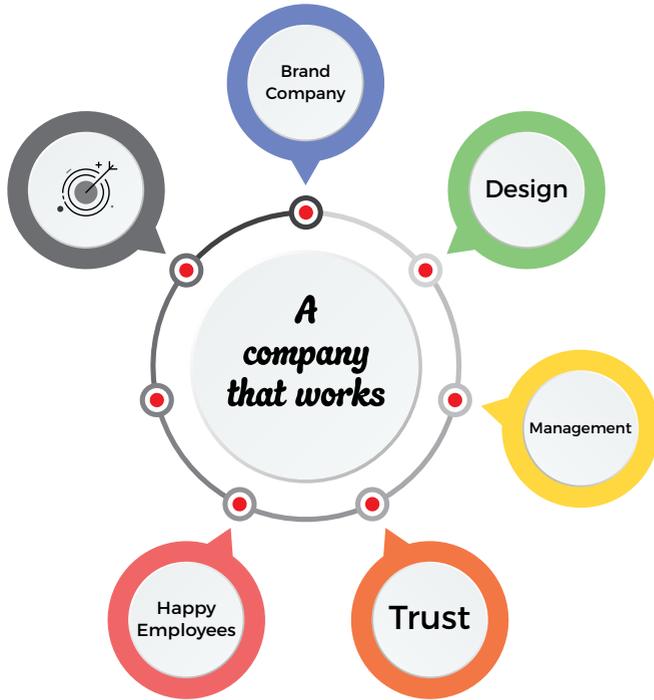
Trust

This way, you achieve the result of offering trust within your company by showing that you are continuously improving and evolving by using design and management.



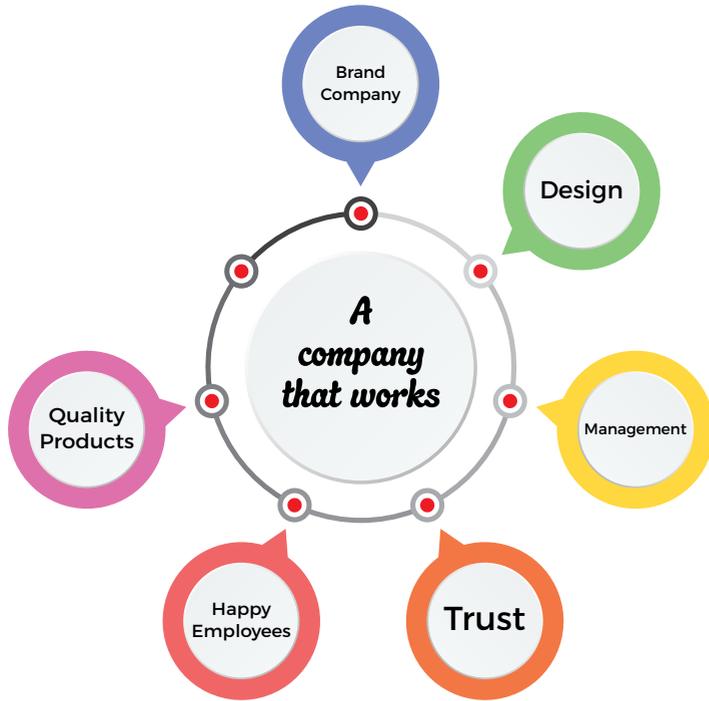
Happy Employees

The results start in your company, by having and raising happy and involved people who identify themselves with the company and its personality.



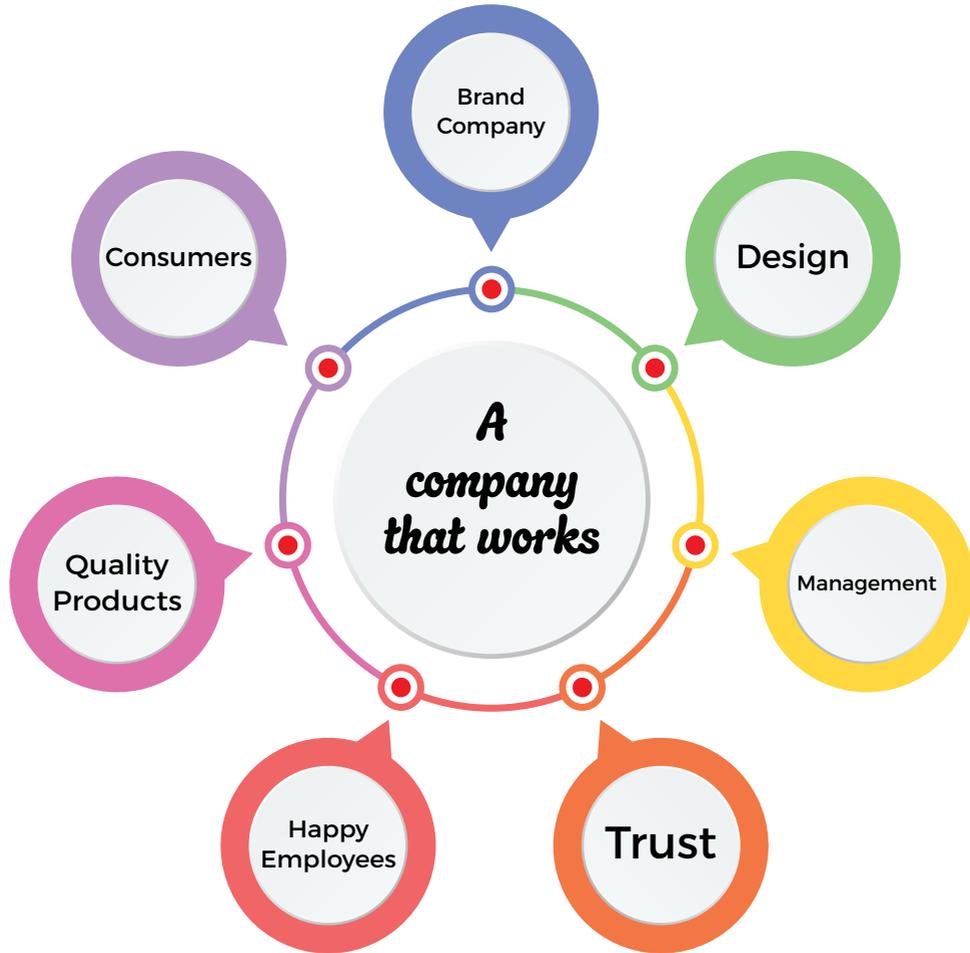
Quality Product

Creating the products that your company needs in order to appeal to your desired target group.



Consumers

Crucial to have the consumers by your side, and for them to be coming back to your product and be faithful to your company/brand. This way you create long-term loyalty customers that know your brand and stick to it.



Your business will
continuously GROW.

And this is what
you should aim for,
every day.





We need to be smart, creative and one step forward at all times. Because in the end,

“Everithing you can imagine is real”

With the Dorks.

www.dorks.eu