



DESIGN MANAGEMENT INSTITUTE

# How Design Management Helps Companies in Asia

Building business value with design is mission-critical today. Design builds brands, creates new products, services and experiences, and ensures customer preference.

Therefore, managing design and building a design strategy is critical.

# Consider:

Everything designed, be it a product, identity, interface, architecture or communication, has one thing in common—it has to be managed.

Design management is the way to enhance collaboration and synergy between “design” and “business,” and the results are astounding.

# Results:

> In the UK, companies that are “effective users of design” outperformed the stock market by 200% over the last decade. — British Design Council, Design Index

> Apple just reported 34% growth in revenue and an astounding 33% gross margin increase for the quarter, by using design as a key business strategy.

— Apple fourth quarter financial results, October 22, 2007

> Samsung raised its global brand value by 186%, by using design as a key business strategy.

— Interbrand 100 Global Brands Scoreboard

> IDEO wins more Red Dot, Good Design, IF and IDEA awards, by using design as a key business strategy.

— Business Week July 30, 2007

> Although revenues are similar, Sony outperforms Panasonic in brand value by over \$50 billion dollars, by using design as a key business strategy.

— Interbrand 100 Global Brands Scorecard

> Stouffer’s increased sales of convenience foods by 30%, over \$300 million dollars, just by changing packaging design. — Wallace Church

# Design management is the art and science of empowering design, for social, economic and environmental benefit.

To use design effectively, companies apply design management methods and processes which include:

- > Research and observation
- > Envision future scenarios
- > Innovation planning
- > Create design strategy
- > Build corporate reputation
- > Visualization and modeling
- > Design infrastructure
- > Design organizations
- > Design sourcing
- > Financial resources
- > Design process
- > Creativity management

In collaboration with DesignSingapore Council, DMI - the Design Management Institute, will host an exceptional conference on November 28-29, 2007 in Singapore.

DMI is a nonprofit research institute and the world's leader in design management since 1975. Our vision is to improve organizations worldwide through the effective integration and management of design and design principles for economic, social and environmental benefit.

### **Design**

Graphic design  
Product design  
Interface design  
Identity design  
Brand design  
Retail design  
Packaging design  
Exhibition design  
Environment design  
Media design

### **Management**

Design strategy  
Design management  
Design leadership  
Design innovation  
Design and culture  
Design usability  
Design/business integration  
Project management  
Process management  
Creativity leverage

### **Institute**

Research  
White papers  
Case studies  
Best practice  
Publishing  
Seminars  
Conferences  
Curricula  
Resource database  
Partnerships