



Instituto Politécnico  
de Castelo Branco  
Escola Superior  
de Artes Aplicadas



FACULDADE DE ARQUITECTURA  
UNIVERSIDADE TÉCNICA DE LISBOA

# Advertising in New Media Internship in Dutchy Design



Mestrado em Design Gráfico

Tânia Raquel Matos Freire

Orientador

Professor Doutor José Miguel Gago da Silva

Março de 2013



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Relatório de Estágio apresentado à Escola Superior de Artes Aplicadas do Instituto Politécnico de Castelo Branco e Faculdade de Arquitectura Universidade Técnica de Lisboa para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Design Gráfico, realizada sob a orientação científica do Professor Doutor José Miguel Gago da Silva, do Instituto Politécnico de Castelo Branco.

**Março 2013**



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Last but not least, to those who directly or indirectly contributed and were present in this important step of my life.

## **Abstract**

The following report concerns the internship held in Dutchy Design, located in Amsterdam, addressing the theme “Advertising in New Media”, in this case applied to the brand Wannaskin.

As an introduction to the area of brands, the importance must be stressed on the realization of corporate realities and the definition of clear, easily identified objectives, intended for public recognition. When referring to a brand, the reputation, values and the relationship to the consumer are as important as products and quality themselves.

With cultural and technological changes, creating a connection to the consumer is essential. This is where advertising enters, making products, services or ideas known intentionally. Speech coherent advertising allows an easy identification by the consumer, if this link is broken; the logic of communication will be lost.

This research is based on the study of brand communication, more specifically in relation to its promotion. Resorting to literature related to the subject, the best methods were theoretically analyzed.

Regarding new media, advertising needs resources for its own dissemination. The Internet, as well as social networks, when correctly managed, is playing a key role in the growth of brands, by improving its corporate image and creating direct contact with specific targets.

As an intern, based on the reported studies, some practical work developed during this period is observed.

Taking advantage of this Master’s degree in Graphic Design and its respective internship, it is intended this report will be used as a tool for further developments, which due to professional reasons will be performed outside of Portugal.

## **Keywords**

Advertising, Brand, Communication, Consumer, Media.

## Resumo

No relatório que se segue referente ao estágio realizado na empresa Dutchy Design localizada em Amesterdão, é abordado o tema “Publicidade nos Novos Media” aplicado à marca Wannaskin.

Ao iniciar este trabalho e ao falarmos em marca, é importante perceber a sua realidade corporativa e objectivos claros que são pretendidos para o seu reconhecimento perante o público. Uma marca é feita não só pelos seus produtos e qualidade, mas pela relação, reputação e valores que esta tem perante o consumidor.

Com as alterações culturais e tecnológicas criar uma ligação com o consumidor é fundamental. É aqui que entra a publicidade, dando a conhecer produtos, serviços ou ideias de forma intencional. A publicidade quando coerente no seu discurso permite a fácil identificação por parte do consumidor, se este discurso for quebrado irá perder-se então a lógica da comunicação.

Este trabalho de investigação baseia-se no estudo da comunicação da marca mais especificamente no que diz respeito à sua promoção, recorrendo a bibliografia relacionada com a temática, foram analisados teoricamente os melhores métodos a utilizar para este fim.

No que diz respeito aos novos média, a publicidade necessita de meios para a sua disseminação e a Internet assim como as redes sociais estão a desempenhar um papel fundamental para o crescimento das marcas quando bem geridas neste meio, melhorando a sua imagem corporativa e criando o contacto directo com targets específicos.

Tratando-se de um estágio, com base nos estudos aqui referidos poderão ser observados alguns trabalhos práticos desenvolvidos durante este período.

Tirando partido deste mestrado em Design Gráfico e do estágio realizado, pretende-se que este relatório seja utilizado como ferramenta para posteriores desenvolvimentos, que devido a razões profissionais serão realizadas fora de Portugal.

## Palavras-Chave

Publicidade, Marca, Comunicação, Consumidor, Media.

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## 1- INTRODUCTION

“Advertising in New Media” was the research base chosen for the internship, integrated in the Master’s degree in Graphic Design, having the Wannaskin brand as the main focus of intervention.

Before entering the concept of Corporate Advertising, it is important to understand how brands and advertising emerged. Briefly, according to Joan Costa (2010a) the concept of brand was born with the history of trading, beginning with agriculture and heraldry in the Middle Age, in the form of shields and symbols in which graphic studies were already used, being heraldry seen as the representation of families, institutions or warriors. In the French Revolution, marks are implemented to private institutions, preventing falsifications and imitations in markets, serving as a badge. The Middle Age is followed by the industrial revolution and the advent of word advertising, which has remained until now, with the help of media such as telecommunications, computing and communication sciences.

Corporate advertising may be defined then, as a promotional strategy, adapted to each specific case, not only to draw the consumer’s attention to a certain brand, company or service, but also to create a positive reputation among the society in which it is integrated.

The purpose of corporate advertising is the disclosure of a brand, through the presentation of what it may offer. Here is where advertising campaigns are used, in order to create feelings of trust in consumers, by developing a brand image as credible as possible, never putting aside its principles and humility, becoming an increasingly important strategy, which all brands should adopt. Brands rely on values and their success as well as on the public believing them or not. Daniel Raposo refers that *“the emitters must believe in the brand and their shared common values, which must be transmitted in a clear and consistent way in all types of corporate actions.”* (2008a, p.133)

Graphically, it is essential to define previously the brands’ discourse, always maintaining a cohesive message, as well as creating a complete visual background, coherent with all applications in each new intervention. The applications of the brand are essential to its survival, both in products, sales stands and of course, in advertising. This is how the brand is represented in individuals’ memory, and this is what we are trying to achieve in Wannaskin.

Concerning advertising, it is necessary to talk about the means to its transmission in relation to new media. This research pretends to showcase the technological revolution we have been witnessing, particularly on the Internet, increasingly assuming a key role for brands, both in terms of rapid transmission of messages, through social networks and the low costs these new media offer.

In this study, the practical implementation of the Wannaskin brand is just as important as the internship itself. Realizing now, the best promotional methods used by brands are becoming more coherent and objective as well as finding the best way to accomplish a close relationship with the customer.

The main focus of my practical work in this period was the creation of new themes, banners and newsletters for different campaigns and the use of viral advertising on social networks.

## 1.1 - Benefits

This research will contribute, to the intellectual and practical development of the author, by making him more critical inside this area of work and capable of facing his professional future in a different way. Thus, this document should be seen as a key, to possible international works.

Since this research is academic oriented, it is intended to contribute, with a specific study about graphic design and communication, applied to real projects that will enrich the study of the area in a theoretical and practical level.

This study has the intention of informing all the processes that hide behind the campaigns accomplished during the internship, understanding the entire development process and decisions taken in each project.

## 1.2 - Research drawing

### Internship and Research question

The internship and investigation developed is based on the question “How the new media can be crucial for the growth of the brand today?”.

Field research: Communication Design.

Theme: Advertising in New Media.

### Methodologies

It will be used a mixed methodology, based on an analysis interventionist and noninterventionist.

With regard to the noninterventionist methodology will use the theoretical study, analyzing the existing literature on the issue, using the collection of research and carefully observing the existing information.

In interventionist methodology, after all examined research, the hypothesis is formed that will take the concept and finally applying it to the practical work.

### Evaluation

Will be analyze the practical results, confronted with the previously research, where the customer can approve or reject the concept.

### Applying to Wannaskin

After the the analysis phase and internal evaluation will move to the design production, reaching the final result applied to each specific briefing created by Wannaskin.

Finally, we have the conclusion of the practical and theoretical work that will result in the final application to the brand.

## DEFINITION OF THE WORKING AREA

- Communication Design
- Theme: Advertising in New Media - Internship in Dutchy Design

## RESEARCH QUESTION

- How the new media can be crucial for the growth of the brand today?
- Critical view face the real work.
- Exchange of skills and experiences.

## APPLICATION OF KNOWLEDGE MIXED METHODOLOGY

### Noninterventionist

- Observation
- Gathering of research

### Interventionist

- Hypothesis formation
- Concept
- Practical development

## ANALYSIS

- Analysis of collected research
- Viability of the research / concept
- Accepting / rejection of the concept

## RESULTS

## CONCLUSIONS

## APPLICATION

THEME / INTERNSHIP

METHODOLOGIES

EVALUATION

APPLYING TO  
WANNASKIN

### 1.3 - General and Specific Objectives

The completion of this internship was carried out with the purpose of gaining professional experience, new skills and working methods, to understand the internal organization of a company and how an internship at an international level may influence the development of graphic designer profession.

Apart all the practical work developed in an internship, it is crucial to don't forget the entire research phase, behind a design project. It is necessary to examine literature related to the subject, so that in the end conclusions will be concrete and appropriate to each specific case.

It is important to analyze the history of the company, developed projects and its creative process, being able to interact appropriately in all proposed situations.

With this research applied to Wannaskin brand, it is presented the study on corporate advertising applied to new media, describing how they may be crucial for the growth of the brand in a credible manner and with low costs, bringing it closer to the target audience. It will be essential creating an entire coherence in its communication, since the creation of new themes, the development of new campaigns, creating a defined style and clear language.

## 2- INTERNSHIP CONTEXTUALIZATION

Theoretical identification of the main issues related with the internship in the Dutchy Design boutique (designation used by the company), and the Wannaskin brand.

A presentation about the company and the objectives of Wannaskin.

In the Dutchy Design segment we get to know the company, some facts and other internship related contents. These contents are focused on work practices and conceptual related framework as well as in the creative process.

In the segment about Wannaskin we have the role and benefits of the services the company offers and new business solutions for companies.

The information in the following chapter has the source from the Dutchy Design and Wannaskin's website.

## 2.1- Dutchy Design

### Story

Dutchy Design is a multidisciplinary branding boutique based in Amsterdam, Netherlands. The boutique was founded in 2005 by Thomas André de la Porte with his initial vision to combine multiple disciplines in one company to offer total turn-key branding experience. His extended interests are the reason Dutchy Design works for all different types of businesses.

*“We do our best to create meaningful, successful products and services for our clients”* that range from corporate companies to non-profit organizations. *“We explore unique and innovative solutions that connect our customers to your brand, allowing you to stand out from the competition”* Dutchy Design is a result-oriented boutique: provide high-end results in terms of top quality products and services. The disciplines of Dutchy Design’s service can be separated into three topics: Brand Identity, Brand Interaction, and Brand Environment. These disciplines result in a synergy of the brand.

The creative talents and clients work closely together with the help of the project manager so nothing gets lost in translation. Good communication is the key success factor. Dutchy Design believes in constant innovation, this is their passion. An innovation that could generate interaction, whether it is digitally or face to face. Its innovative products are in line with the technological trend of this digital era - creating connections between people, brand and products or services.

Dutchy Design was inspired by the term ‘Dutch Design’, which is the design aesthetics common to designers in the Netherlands especially in the design, fashion and architecture industries. The characteristics of Dutch Design are practical, experimental, innovative, quirky and humorous, on the same line as Dutchy Design’s characteristics. The letter Y represents the diminutive of ‘Dutch’, which originated from the tendency in the Dutch culture in making nouns smaller by adding -tje. Dutchy Design strives for the production of practical solutions for their clients and simultaneously close to everyday’s life.

The company will take a simple object and innovate it into something useful, practical and special. In other words, Dutchy Design is aiming to be a smaller version of Dutch Design. Dutch Design is also known for being down to earth; it draws on nature when designing. Being able to take what is around you and turn it into something functional, to create with simple ideas that people tend to overlook. This is also what Dutchy Design stands for, back to nature (simplicity) when designing a concept for a brand.

### Vision

Dutchy Design would like to identify unique and innovative concepts for brands, developing valuable strategies to help build brand environments.

The company believes that good communication is the key success factor for good teamwork between them and their clients. The design process needs to be as smooth as possible, working closely with clients whilst managed by the project manager to ensure everything runs smoothly.

The digital and physical world is really close to our daily lives, it is more than just a website or a computer. Their vision for the future is to be able to integrate all the innovations in spaces around the company - to take branding to a whole different level.

## **Mission**

As a branding boutique, it seeks to simplify the life of their clients with an integrated branding service. Dutchy Design's strategy makes sure the brand is complete and in the same page as the client brand strategy. The company aims to have a conversation with both internal and external target groups, as well as the respective groups of their clients. It contributes to the construction of the client's desired brand identity and image.

In the current global climate situation innovation is valued, as well as responsible design and production that could help save the environment. Dutchy Design strives to build a sustainable brand, with sustainable solutions.

## **Team**

Dutchy Design has a dynamic team of special individuals from across the globe, each contributing with their strengths and expertise to every project, together applying maximum creativity and personality to make each project a success. Even though their team is young, that fact is not seen as a disadvantage - they believe they are visionaries and not resistant to change. Experience should be acquired with time and patience. The team learns from their mistakes, is willing to be better - and hopefully, become the best in the industry. Dutchy Design works to give brands a different feeling in different levels, resulting in one brand image that matches the desired brand identity.

They believe each one needs to be comfortable and happy in their workspace and that is why Dutchy Design tries to create an inspiring work space. It strives to keep every member happy and comfortable, so they wake up in the morning eager to go to the office.

It seeks high-end quality - both for themselves and their clients. This is why the team is constantly reminded that they are what they create; their designs are a reflection of themselves. Not to mention that the success of the brand reflects on their reputation as well, making quality control key in the production. Feedback and project assessment to ensure that the product will have a better quality in the future is highly important. The first thing to do is *"to fall in love with your work"*.

The team consists of creative and curious people that want to invent new concepts to support the brands, as well as to increase the efficiency of the service. The workers have a strong belief in nurturing and developing young design talents and therefore advising academic institutions, providing students with projects, lectures and internships.

## **2.1.1- The Dutchy Design method**

### **Creativity**

Creativity is the essence of every product that Dutchy Design produces. It is the nature of every single person that works at Dutchy Design as well as in everything that is produced. They strive for standing out from the competition - using unique and innovative concepts.

## Originality

Dutchy Design also values originality in concepts and design. The hardest task for every designer is to stay original when creating a design. This is the reason why Dutchy Design’s team is very cautious when designing a new brand because they are responsible for what they design.

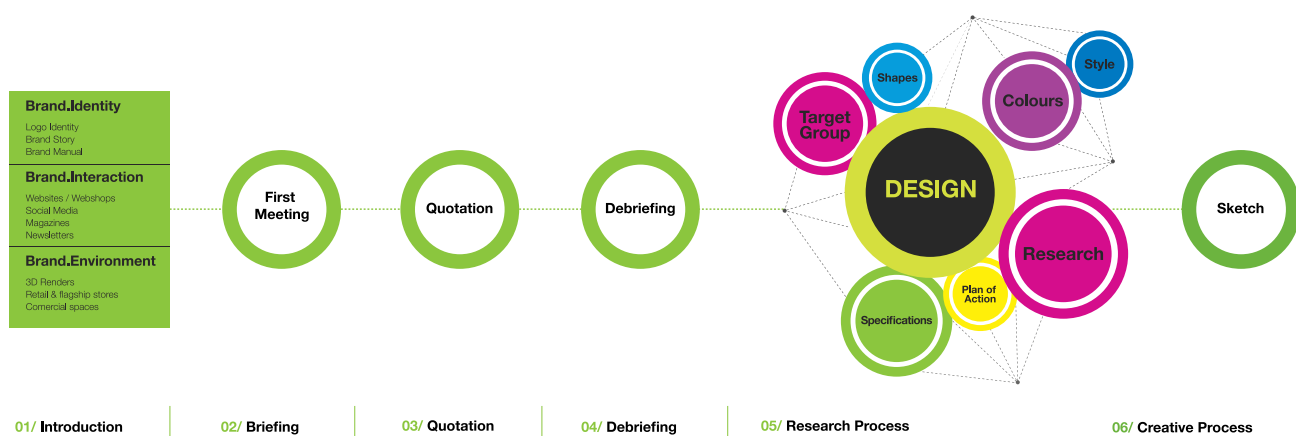
## Teamwork

The success started from these talented designers that came together, and were able to keep things together as a part of the process. Teamwork is not only present inside Dutchy Design, but also with clients. The team works closely with clients to make sure nothing gets lost in translation to build the most sustainable and unique brand.

## Inventiveness

Dutchy Design believes in constant innovation in order to support both work and products or services for clients. As innovation is the vital spark of all human change, improvement and progress, Dutchy Design is proud to be a part of this innovative industry in both incremental and radical terms. It strives to innovate products that could improve efficiency and effectiveness in the client services.

## Creative Process



## 2.2- Dutchy Lab

Dutchy Lab is Dutchy Design’s development platform meant to serve the current trend in the market by providing a place to innovate. Dutchy Lab is committed to deliver new and better solutions that directly address their customers’ needs. The innovative products are in line with the technological trends of this digital era, creating a connection between people, brands, products or services.

Dutchy Design’s vision of the future is to be able to integrate all innovations into the spaces around us - take branding to a whole different level. Dutchy Lab is dedicated to conducting applied

research in design, as well as computer science and software engineering. The mission is to deliver innovative and cost effective solutions that meet today’s real-life customer challenges and work seamlessly in existing environments with other products. The company provides this platform so that their programmers, designers and developers realize their ideas.

Dutchy Lab believes in collaborations between exchange programs and universities.

The project maintains strong internal development capabilities - providing a platform for talented programmers, designers and interactive developers to develop new concepts.

Partnerships:

- Grafisch Lyceum Utrecht
- Hogeschool van Arnhem en Nijmegen
- Instituto Politécnico de Castelo Branco
- Limerick Institute of Technology
- Universidad de Salamanca
- Università IUAV di Venezia
- Willem de Kooning Academie
- Fundación General de la Universidad de León y de la Empresa



Pic. 1 - Dutchy Design’s creative process.

## 2.3- Wannaskin

Wannaskin was founded in 2010, in Amsterdam. It designs and produces custom-made thin, removable canvas for protecting and customizing mobile devices. Wannaskin uses high resolution designs printed on vinyl, covered with a shiny protective coating for long lasting protection. Mobile devices get a second skin with beautiful artwork.

Its focus is not only to manage their own production process, but also use the best materials and designs. Their skins are designed and printed in Amsterdam, Netherlands.

Wannaskin believes in constant innovation, their innovative products follow the footsteps of the technological trend of this digital age - customization.



Pic.2 - Application of the skin on mobile devices.

The skins are made from a patented adhesive technology that protects mobile phones with a durable anti-scratch, anti-UV coating. The removable skins are thin enough to plug-and-play with other accessories (i.e. dock charger, portable speakers) and feature a unique honeycomb structure for easy, bubble-free application and no sticky residue left behind upon removal.

The customer can create a skin or choose from the Wannaskin gallery of stylish designs for photo-quality skins that represent your personality, brand or style.

### Corporate

Wannaskin helps companies in their own promotion: designing and developing customized skins for the mobile lifestyle. One hundred percent durable, with photo-quality images, made to protect and customize mobile devices.

Benefits for customer companies:

- Provide employees with branded skins (builds loyalty)
- Protect and customize corporate mobile phones
- Encourage brand ambassadors

- Offer of skins to future or existing customers
- Extra revenue opportunities by selling brands directly in skins
- Create greater customer awareness for brands or companies

How are companies using Wannaskin:

- Targeting marketing messages
- Special promotions / giveaways / activities
- Trade shows
- Retail (selling branded skins directly to customers)
- Introduction of new products and/or services
- Corporate skins for all employees



▼  
Pic.3 - Wannaskin applications.

► Pic.4 - Print from Wannaskin in Karl Lagerfeld's promotion.

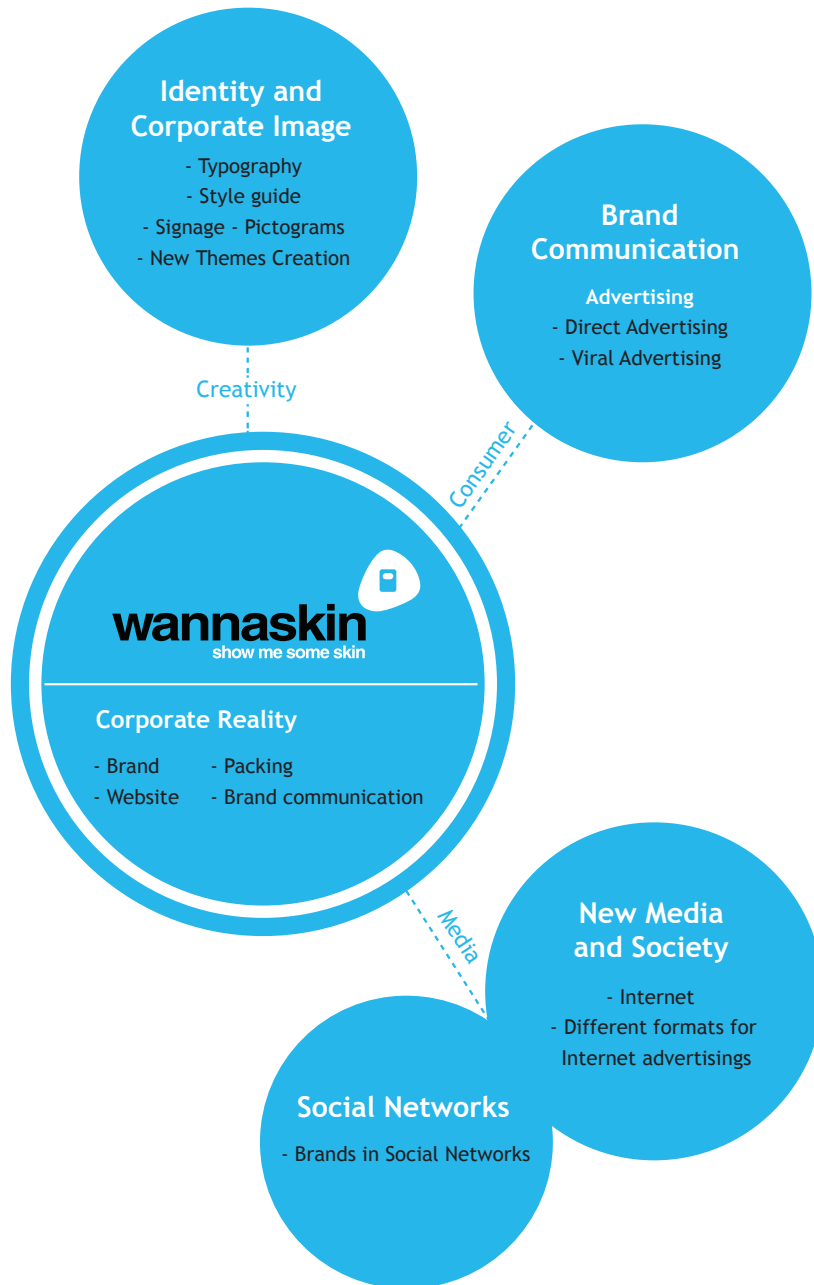
### **3- RESEARCH CONDUCTED DURING THE INTERNSHIP PERIOD**

During the experience in Dutchy Design the core concepts were design management, specifically how to manage creative solutions in daily work flows.

Beginning with Wannaskin, the corporate reality was presented. In study areas like identity and brand communication, elements already created as the logo, typography, websites and packaging, a few problems were found in the style and coherence between the various elements.

Thus, before starting any project, a study about the public must be conducted to discover what type of advertising to use and which media to choose.

The following study tries to improve a number of issues at the level of brand identity, like the definition of style guides for the various elements of brand communication, as well as the creation of a new list of icons to be used in the online store. At the level of brand promotion, the best ways to reach the customer in an objective way were analyzed, creating a line of research based on the study of Advertising, Media and Promotion in the Internet and how brands are perceived in popular social networks. (Pic. 5)



Pic.5 - Work and research conducted during the internship period.

## 4- IDENTITY AND CORPORATE IMAGE OF THE BRAND

When working at Wannaskin, it was important to know the graphic work already done in the company, such as branding marks, typography, website and packaging. Analyzing carefully, a few problems in terms of combination, coherence and style in various elements were found.

The following study was based on how to reach the customer, in an objective and attractive way, easy to memorize and associate. According to Daniel Raposo *“The designer appears to have the role of enhancing in the brand, the corporate image and materialize it in graphic elements that facilitate their reading, identification and association with other products and association of certain values acceptable to the target public.”* (2008, p.96). Here we have involved elements as the product, advertising, packaging and symbols. This set of elements will form and represent the brand, by distinguishing it and isolating it from others in the market.

As said by Joan Costa in an interview to the magazine *I+Diseño* (2010, p.112), a brand may be seen from two points: the brand as a communicative object and the brand with added value to the product or company. At the communicative level, the brand needs to be easy to pronounce and to have a memorable name, without negative connotations in order to never be confused with other brands. On other hand, in the absence of a graphic problem we have the brand value, which enters the economic field, but also management, conduct and policy of the company, involving product quality, social reputation and public confidence.

It may be assumed that a brand is the relationship between the product and the consumer, and what leads the public to choose a certain brand may be summarized in these items:

- Reputation.
- Brand image / identity.
- Features - what the brand can offer.
- Benefits, resulting from product usage.
- Motivation - why the consumer wants it
- Consumer approach

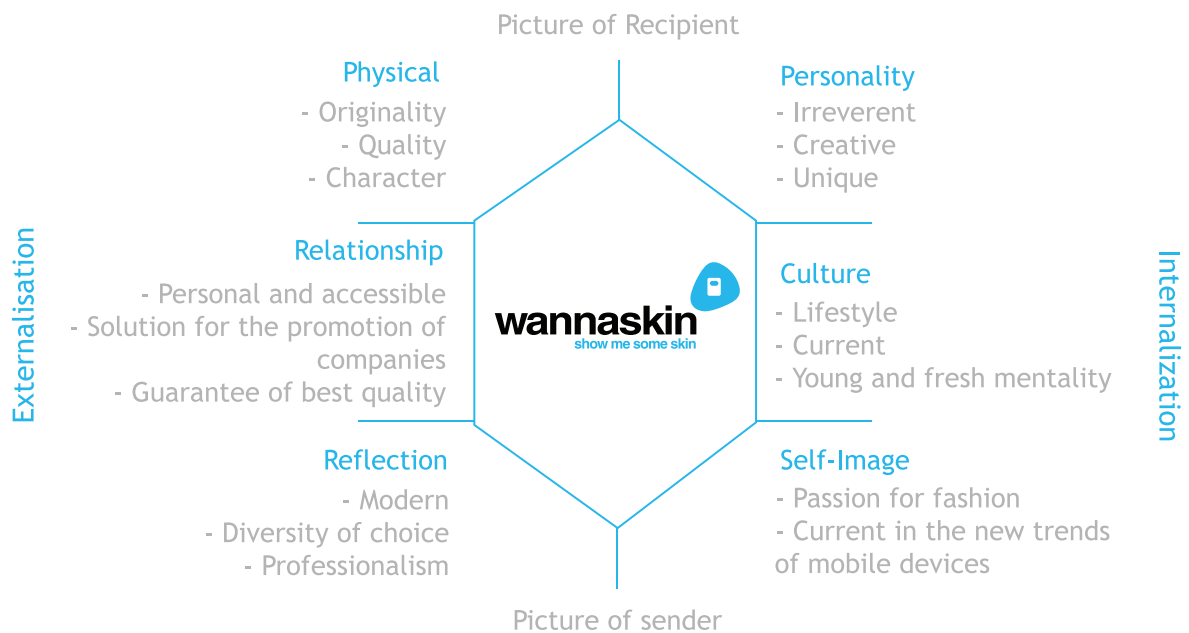
To Costa, the brand is a symbol of identity, and identity has three supports:

Personality - What the company is

How it is - How it communicates and presents itself

Where it is - Its origins.

Jean-Noel Kapferer, specialist in brand management, promoted new concepts and methods in brand communication, one of them was the Prism of Identity. This is a management process, able to check various attributes, such as internal and external audiences, where the six fundamental points to consider are mentioned, to build a brand's image.



ic.6 - Source: Jean-Noel Kapferer (2003)  
Prism of identity applied to Wannaskin case.

- Physical - Objective features of the brand.
- Personality - Define their personality, posture and character.
- Culture - Values that it represents and sources of inspiration.
- Relationship - Brand / customer relationship. The perception about the brand.
- Conceptualization - How the customer sees himself compared to the brand, what he feels when using it.
- Reflection - The brand in the mind of the customer, the reflection about the brand.

This is the diagnosis of how the brand is perceived by the public, allowing the understanding of the identity and brand image, ascertaining “who we are” and “how we are perceived,” since the image of a brand results from the perception of the quality of the service, type of communication and even from the practiced prices.

Being in a different country, it became necessary to understand a new culture, as well as the type of audience to which Wannaskin addresses, their behaviors and an idea of the image that they pretend to transmit to the outside, enabling the safe creation of a good job of communication.

Facing the needs of the brand is essential to create a good communication strategy, choosing the most appropriate means to create a coherent image that reaches the target effectively.

In graphic conception, having in mind the already created logo and layout of the website, it was decided that the basis typography would be Helvetica Neue and its derivatives, where titles are always placed in boxes and uppercase.

To maintain some identity regarding what had been previously created by the brand, it was decided that the main colors used in the text would be cyan, black and white; as these colors have always been used by the brand.

---

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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Pic.7 - Style guides created for Wannaskin campaigns



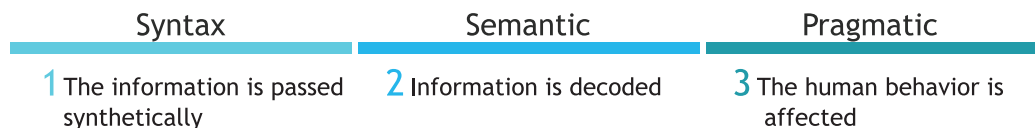
## 5- BRAND COMMUNICATION

Before talking about consumer theory and the entire advertising campaign made for Wannaskin, it is necessary to talk about communication, since communication is the base and also the goal of the entire work of promotion. As said by the author Gregory Bateson mentioned by Lenise Henz Pistóia “*The phenomenon of communication does not depend from what it provides, but of what happens to the recipient.*” (2009. p.169)

The word communication comes from the Latin “*Communicatio*”, the act of sharing, distributing. Communication is a relationship where there are elements that stand out separately, aiming to extinguish the isolation, an intentional relationship exerted on other people, sharing different ideologies and consciences.

Bateson defines in the figure below; in a synthesized way, that communication takes place in three phases, asserting that this is the normal course for a good communication.

For Wannaskin a good communication will be key to its launch, since it is a recent brand create empathy with the receptor can be decisive in your success.

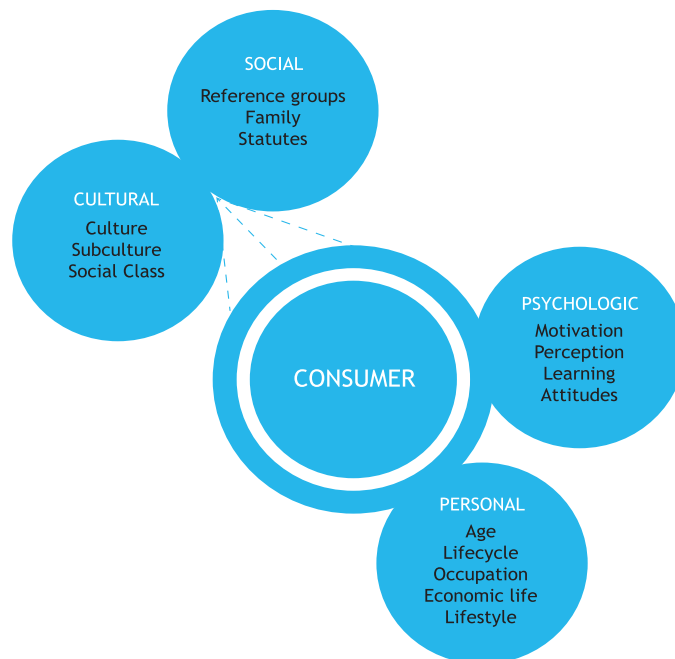


Pic.9 - Adapted from Gregory Bateson (2009). Steps for a good communication.

### 5.1- Consumer

The main point of attention in the whole process of work is the consumer, the best way to reach it while remaining faithful to the brand. Thus, a brief study was made on how consumers and their behavior on different aspects affect their choices. Research on markets and potential customers is crucial to being able to understand what the customer wants and what the company may offer regarding the described situations, respecting ethical principles and competing brands.

In the chart below it is possible to see that there are both internal and external factors which may influence consumer's behavior. Consumers have a wide range of attributes such as age, gender, location, income, academic qualifications and culture, all of them being a part of the social experience.



Pic.10 - Source: Factors that influence the consumer, Luis A. Recalde (2006).

Due to technological evolutions the consumer has now greater knowledge and greater fluidity of information thanks to resources as television and the Internet; thus becoming more demanding and selective in their choices.

The consumer wants to insert himself into groups and be accepted by a community, striving to meet the expectations of others and how he would like to see himself. The insertion into groups became essential.

The human being needs to feel accepted and tends to seek brands or products that allow him to be accepted in his group. Thus, community plays a key role in influencing consumer decisions when choosing a particular brand, product or service.

Social networks may be a great tool to closely analyze the needs already existent or potential customers. Through the Facebook<sup>1</sup> page of Wannaskin, for example, it is possible to see who joins the brand. In this case, young people between twenty-five and thirty-four years old, from diverse locations throughout Europe, but mostly Dutch.

<sup>1</sup> Most popular social network. Launched in 2004, founded by Mark Zuckerberg.



Pic. 11 - Followers of Wannaskin's Facebook page.

When creating a new theme for Wannaskin the target public was considered according to: age, ideals and group behavior. In order to visually aid in graphic production, trend boards were created for each project, composing a set of images that would create an environment capable of defining the target public regarding the treated subject.



Pic. 12 - Trend board for "Mustache Lovers" Collection.

The method used by Wannaskin creating different concepts, depending on the target audience, will be referred as a new theory, regarding the communication with the consumer.

According to Ferreira et al. (2012) *“Increasingly, brands must communicate to tribes, e-tribes/ communities and not to individual beings or selected targets in a traditional way. Marketing must stop targeting by age groups, gender, economic power or social stratum and evolve to a kind of AIO segmentation - Activities, Interests and Opinions.”* (Marketeer:193: 79-81)

This concept is defined by the term “tribe”, a group of consumers who share the same interests and opinions, reaching to the concept of Tribal Marketing, which consists in defining a strategy for tribes. To sum up, brands with society progress should more than ever communicate to tribes rather than to individual beings. Brands should take into account the connection and the creation of empathy among various tribes, always being available to the consumer.

## 5.2- Advertising

Throughout history since ancient Greece, one can find signals of advertising: in the propagation of shows, in old signboards, the discovery of the first poster in 1482 in Paris, with emphasis on aesthetic beauty. Later, typography changed the aspect of advertising, complementing drawings. The 50's decade of the 20th century witnessed the advent of the first ad on radio and television, giving dynamism to advertising. Currently, the Internet is a very strong media for the promotion of products, by making the object as interactive and closer than ever before to the consumer.

Advertising may be defined as the activity which aims to influence the human being, appealing to its consumerism. It is a set of collectively acted practices, used to boost the profits of a business.

Although initially there were no concerns about research or market analysis, with the industrial development and mainly after World War I, the study of advertising started to be a more common practice. Joseph Goebbels advertising minister in the second World War in the Nazi Germany, exercising control over the media encouraging the war on the Germans, created the image of Adolf Hitler<sup>3</sup> using several effective communication strategies for the time, showing great knowledge of various sciences, such as psychology or sociology, modeling human being's minds.

Currently, this is a professional activity, increasingly sought by brands, businesses and individuals who want to promote their products, services or ideas to a large number of people.

The advertising speech is called locutionary, it refers to the act of verbal and elocutionary communication because it has the objective of influencing the behavior of the receptor, meaning, the understanding of communication originated from the advertiser.

According to Jorge Verissimo (1966, p.17-18) information is persuasive, in other words, advertising possesses a recognized content, both descriptive/informative and it is indirectly objective / persuasive. Elocutionary can also be used to designate the advertising speech, which deals with elocutionary acts on thoughts, beliefs and actions of the public. This designation is associated with successes or failures of elocutionary acts on the consumer.

In the advertising speech we can also find two signifiers. The iconic signifier in which the main highlight is the image; through which the product is presented to the public, imposing an easy memorization from the emitter to the consumer. In the case of the verbal signifier, it has words as its foundation, including the brand and its designation in the speech, and accompanied by a slogan.

Advertising can be regarded as deliberate speech, aimed at a particular purpose by the recipient. Newspapers, magazines, movies, television spots, radio jingles, posters, billboards and panels are some of the examples where advertising may be applied.

### 5.2.1 - Direct Advertising

According to Jon Roska, cited by Rui Marques (2006), advertising is an industry of extremes, the customer seeks a considerable growth of his brand in markets, where advertising agencies identify the brand through a long-term relationship with the public, creating costly campaigns in hopes of a good reception. In alternative to this method, there are other types of advertising where the main concern is the number of sales and the creation of short-term relationships.

These two concepts are considered to be incorrect. Advertising should approach the target public in every possible moment, either before or after purchase, seeking for consumer loyalty. As Roska stated “Advertisers have to realize that it is necessary to create interaction with brands, as it happens with direct marketing”. Roska wants direct advertising to be the fusion of these two concepts, creating a dialogue in which both become aware of the tastes and expectations of the consumer, to better satisfy them. Dialogue is a good response from the public.

Direct advertising encourages customer loyalty by satisfying him with his most intimate desires.

The key to a good transmission of the message as well as its success is to get concrete answers to the following questions: Who? What kind of lifestyle? Tastes and habits?

It is based on the answers to these questions that public expectations are known, revealing its preferences in relation to the brands he intends to address.

Several campaigns were created to Wannaskin: flyers, vouchers, newspapers advertisements and newsletters. All the elements were produced with the previously created style guide, with the use of the selected source, the official colors of the brand and the use of centered highlighted images.

The flyer should be massively disseminated, distributed in several public places to reach the widest possible number of people.

By including a discount to the flyer, it wasn't completely ignored by those who owned it, guiding the public to visit the site and getting to know the kinds of products sold. This communication object will serve also to advertize Wannaskin, their position and services, showcasing directly the purpose and objective of the brand.

At this moment only a few Wannaskin products are on sale in some telecommunication stores in Holland, vouchers are available for sale in these shops.

This voucher contains a password that is introduced into the online shop, which will be associated to a discount percentage.

The objective is that the consumer browses more of the available themes in the online shop, and even creates his own customized skin.

Finally, newspaper advertising, something never before explored by brands. Newspapers are falling into disuse, mainly due to new media like the Internet and tablets. Announcing in the Telegraaf, had the purpose of reaching a different type of public, different age groups and lifestyles, since the communication used by Wannaskin is appropriated for the advertising in Internet.



Pic.13 - Flyer designed for Wannaskin. Front / back.



Pic.14 - Promotional voucher.

Pic.15 - Voucher applied on the packaging.

Pic.16 - Advertisement in newspaper "Telegraaf".

## 5.2.2- Viral Advertising

Viral Advertising is one of the marketing techniques that use media like the Internet, so that the message reaches the public quickly, in an original and contagious way. The word viral is used to designate it because the message is transmitted "mouth to mouth" using media such as blogs, email and many other social networks.

Amateur advertisers are in the origin of this type of advertising, realizing its effects and the number of people reached. Due to successful campaigns, this new concept began to be used in marketing and advertising agencies.

The objective was to spread the message and the associated products like a virus. For the success of the disclosure, the receiver has to be motivated to pass the message. It is fundamental for the success or failure of such campaigns that the market and the target are methodically studied.

This type of advertising transmits a short message and it is designed to attract as much attention as possible awakening the desire to know more about the advertised product. The less commercial the message is, greater is the probability of becoming “viral”.

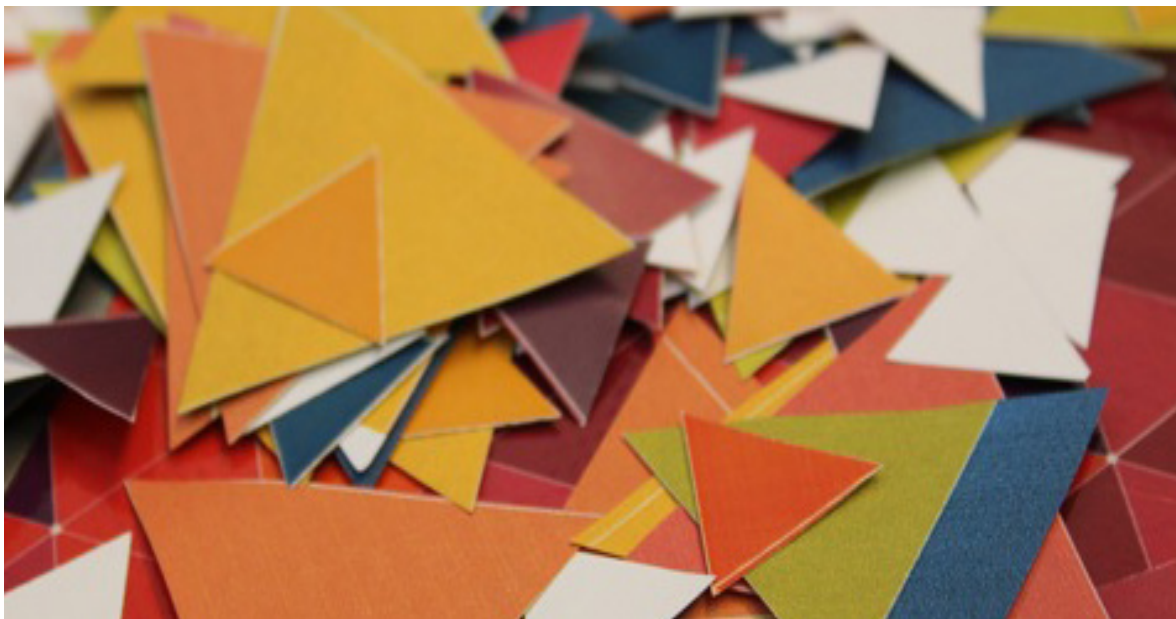
Nowadays, taking advantage of all the resources available to most citizens, this is a type of low cost advertising and the success of the message is determined by the receptors themselves.

A good example of these campaigns is flash mobs, used by big companies such as KLM, T-Mobile or Tap.

Using these methods of advertising, three videos for Wannaskin were created, so they could be posted on social networking like Facebook, YouTube and Vimeo, animating different themes available in the online shop.

The technique chosen was Stop Motion, a photo-by-photo animation. It could be done with the available resources and it allowed a greater flexibility by performing individually. This method was thought to be the best regarding the materials to be used.

- White background - color used as the background for the brand.
- Animated objects created on paper - easy handling and construction
- Main highlight: Characters present in mobile devices.



Pic.17 - Material construction for the Stop Motion video.



Pic.18 - Frames of the video development.

Through time and with the design of different skins, it was realized that it was necessary to make a photo shoot with different skins applied on phones, in different backgrounds, using models in a real context, simulating the use of phones. It was thought to be the right method to share on social networks showing the best products.



Pic. 19 - Photo shoot session.

## 6- NEW MEDIA IN SOCIETY

The term media refers to the means of communication that reach large quantities and varieties of receptors in a short period of time.

Media cover an assorted set of communication technologies. Books, regarded as one of the first media, were limited to achieve a small slice of audience: literate stratum with economic possessions. The press, created in the 16th century, with the authorization of the Catholic Church, acquired a key role for the society and culture of the time.

As stated by Denis McQuail (2003a) “(...) in general, the more open the society is, more likely it is to develop communication technology to the maximum of its possibilities”.

The increasing complexity of society, culture and the profusion of means, created new demands in media. At the present time, communication is divided into two groups, via satellite and via computer. With the computer serving as an object of communication, information will arrive in any format with the same efficiency.

The revolution of communication has changed the equality of media, enabled the existence of more alternatives, and besides, media became more active in society. The considered traditional media were managed in only one direction, while new media are in general interactive, rendering communication more centralized, but at the same time, less homogeneous and coherent.

In most studies regarding media, society and culture are terms that appear related. “society” is referred as the material part, the economic and political means, in opposition to the term “social” inherent to societies, communities and families.

The key common aspects to all mass media are:

- Attract and direct public attention.
- Persuade opinions and beliefs.
- Influence actions.
- Define realities.
- Assign statutes.
- Report quickly and accurately.

In the next picture, according to McQuail (2003b), we find the description of the technological evolution and how it influences culture.



Pic.20 - Source: Technological evolution. Denis McQuail (2003).

To Ferreira et al. *“It can be said that today we live in the information age, characterized by a frenetic pace of change, at the speed of light. All this is changing the profiles of business organizations and especially their relationship with consumers.”*

Communication has been revolutionizing itself, the information technologies such as the Internet will promote this revolution, in the way it processes information. This tool is responsible for enhancing innovation in communication on the various economic sectors.

In the previous chapter the term tribes was mentioned, and the Internet created the designated e-tribes. Brands should be placed in direct contact with the consumer, reinforcing its message and creating value, enhancing an interaction between brand and consumer.

## 6.1- World Wide Web

In a society ever more turned to new technologies, advertising in the Web is increasingly used by various brands, using its interactive component, an uncharted feature in traditional media.

Interactivity is, in fact, one of the strongest points of this kind of advertising, the user is a part of the whole environment which allows him a greater involvement. Depending on the type of interface, advertising in the Internet has different levels of interactivity. Thus, interactivity can be reactive, proactive and coactive.

		Control of Contents	
		Limited	Extended
Control of the structure	Limited	Reactive	Coactive
	Extended	Coactive	Proactive

Pic.21 - Adapted board for the different interactivity levels.

At the reactive level, the user has limited control over the contents in the environment. Interaction has a programmed route, controlling the action of the user. The coactive level gives the user control over the sequence, pace and content of the actions. The proactive level allows the user to control the sequence and contents dynamically in the environment, where these are inserted.

After the levels of interactivity, it is important to see the different types which may be: linear, the user may choose sequence orders, but only using the next and the previous. The user will receive support messages from the system that will help him. The user uses the mouse or other devices, enabling and disabling objects to accomplish the desired function. Reflexive, the system asks questions to the user, comparing the responses to other users' responses. Hyperlinks, the necessary links are defined to access contents, making the environment flexible. Updates, as a response to user's actions, the contents are constantly updated and individualized. Constructive, beginning from objects' handling the user reaches a specific goal, following a correct sequence of actions. This last one is a continuation of the updated interactivity type.

## 6.2- Different formats for Internet advertising

Before choosing the type of format to use for Wannaskin, it was important to study the most popular formats in the Internet and see which one was the most suitable for the objectives of the brand. The ads on the Internet have specific characteristics, according to IAB<sup>2</sup>; the standard measures of the formats commonly used in Web will be referred next.

First on this list: buttons. A small static ad, the button serves as a link to access the page of a particular brand or product. Next, one of the most popular formats: squares. This is a format with greater visibility, usually completed with text, images or animations. We also have the well known banner, in which the leader board has a measure of about 728 x 90 pixels and the full banner, slightly smaller with 468 x 60. Similar to the banner is the skyscraper, placed vertically, generally on the right side of the website, this is one of the most popular formats allowing a greater evidence in the environment with measurements of about 120 x 600 pixels. A widely used format, but with lower acceptance due to its intrusive action, are the popup windows. Not requested by the user, the advantage is its strong impact and the creative level that can be used in these windows.

Video allows the creation of a more emotional campaign, usually similar to TV spots, with the advantage that it can be viewed in both media. The tandem ads are a format that consists in a multiple use of the same page, using full banners or skyscrapers to unify the message of a same product, interacting with each other. The extensible are formats that expand depending on the user interaction, hovering the mouse, or in some cases automated.

During my work in Wannaskin, several banners were created for the dissemination of novelties in the brand's own online store, positioned in the homepage. Two different banners were created, one with the main highlights and other with additional information, below it is possible to see the layout structure.

The measures were previously established in the construction of the website, the main banner with 710 x 410 pixels and the secondary banner with 710 x 230 pixels. Given that using banners different levels of interactivity may appear, in this case these shall direct the user to the theme of each banner in the page.

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<sup>2</sup> Interactive Advertising Bureau



Pic.22 - Banners' size for Wannaskin home page.

Monthly, in creating new campaigns it was pertinent to always create a highlighted banner with the new themes, showing that the brand is always innovating. Subscribers should be informed, by monthly newsletters with added captivating messages and discount bonuses, to create a level of customer loyalty, following what the brand may offer.

To strengthen the intent of the message and to give life to each campaign a highlighted image was chosen, accompanied by a headline or slogan. These campaigns are launched in all media simultaneously creating a consistent set of information elements, easy identifiable by the public. The campaigns also include the Facebook page of Wannaskin as it will be covered in the next chapter.



Pic.23 - Banners created for the different Wannaskin campaigns.



*Mustache*  
**LOVERS**  
..... 20% discount .....  
.....  .....



*It's empowering, attention grabbing and it's here to stay*  
**MUSTACHE MANIA, IT'S A LIFESTYLE!**

.....

All year round it's a fashion statement, not only in November! Every Mustache has it's own personality so check out our **New Mustache Designs.**

.....



Walrus                      Handlebar                      Chevron

.....

**20% DISCOUNT**  
Get your discount with this code\*

**• MUSTACHELOVERS •**

**WWW.WANNASKIN.COM**  
\* Discount valid until 20-03-2012

.....



Pic.24 - "Mustache Lovers" newsletter



**wannaskin**  
show me some skin

**EVERYONE CAN BE  
QUEEN FOR A DAY!**  
WIN A FREE TABLET & PHONE SKIN  
CONTEST

On the 30th of April Wannaskin celebrates Queen's Day and joins the orange craziness.

Join our Facebook contest and post your best "everyone can be queen for a day" picture.

[WWW.WANNASKIN.COM](http://WWW.WANNASKIN.COM)

**f WE LIKE THAT  
YOU LIKE US**

SEE OUR GALLERY

CREATE YOUR OWN SKIN

Pic.25 - "Queen's Day" newsletter



**wannaskin**  
show me some skin

**SOME TEXT  
ABOUT EURO CUP**

**f WE LIKE THAT  
YOU LIKE US**

**SEE OUR  
GALLERY**

**CREATE YOUR  
OWN SKIN**

The advertisement features a central smartphone with a custom skin that says "Hup Holland Hup" on a grassy background. The phone is flanked by two other phones with different skins: one with the Dutch flag and another with the Spanish flag. The background is a lush green soccer field. The "wannaskin" logo is in the top right, and the main headline "SOME TEXT ABOUT EURO CUP" is in large white letters. Below the main image are three call-to-action buttons: a Facebook link, a gallery link, and a "create your own skin" link.

Pic.26 - "UEFA Euro 2012" newsletter

## 7- BRANDS IN SOCIAL NETWORKS

In a society ever more informed it is necessary to find effective ways to reach the consumer. Social networks emerged to play this role, building an image, a relationship and an experience with the consumer.

These new media have the advantage of reaching the intimate of the consumer, embracing and listening to them. Media are often ignored by companies. However, they are essential for communication.

With massive amounts of registered users, it is possible to create a more stable connection with the launched campaigns and with the creation of various applications; a more direct feedback from the consumer may be seen. The most famous page, from the core of social networking is Facebook, the site with the largest audience with sixty-seven percent of visitors compared to competing sites, followed by the largest video sharing website, YouTube.

The great success of this kind of online pages comes from the large and spontaneous exchange of information, where each user is responsible for the information. An average citizen can influence opinions and public relations of its online circle. The media and social networks are revolutionizing the world in terms of communication, the way individuals interact with each other, with a group of friends, with brands and products. This type of relationship is becoming more direct and personal, which led to its huge growth in recent years, being low cost and accessible to all.

The receiver is the main protagonist in this type of media; he holds an attitude about the content shared, controlling the access to information. With this technological advance, social media reach values that have never been reached by industrial media.

Usually, industrial media are hierarchical structures, centralized and organized, sustained by an entity, while social media are less centralized and hierarchical. Industrial media is private and requires a cost to access the content, unlike social media that is available to public in general with no additional costs. Communication produced by industrial means is longer, in comparison to social media, where there is an easy and spontaneous response from the user.

Another particularity is that in industrial media, in this case, the printed media cannot be modified, unlike the social media in which contents, information or reviews may be altered. According to studies, five hundred million users attend actively Facebook; each user has an average of one hundred thirty friends and is connected to eighty pages. Social Network is the interaction between people and free content.

Creating profiles in social networks is becoming more important for to spread brands / products, approaching a specific public. Social networks enable the possibility to establish a more specific communication with followers. Pages must be created with publications in accordance with its target, awakening the desires of the consumer.

Mark Zuckerberg, Facebook founder, has reached the mark of eight hundred forty-five million people registered in Facebook. The exchange of information in this network is quite fluid, this communication may bring much larger benefits than other media because it could become viral, meaning a simple publication may obtain great success depending on the number of likes and shares by its followers.

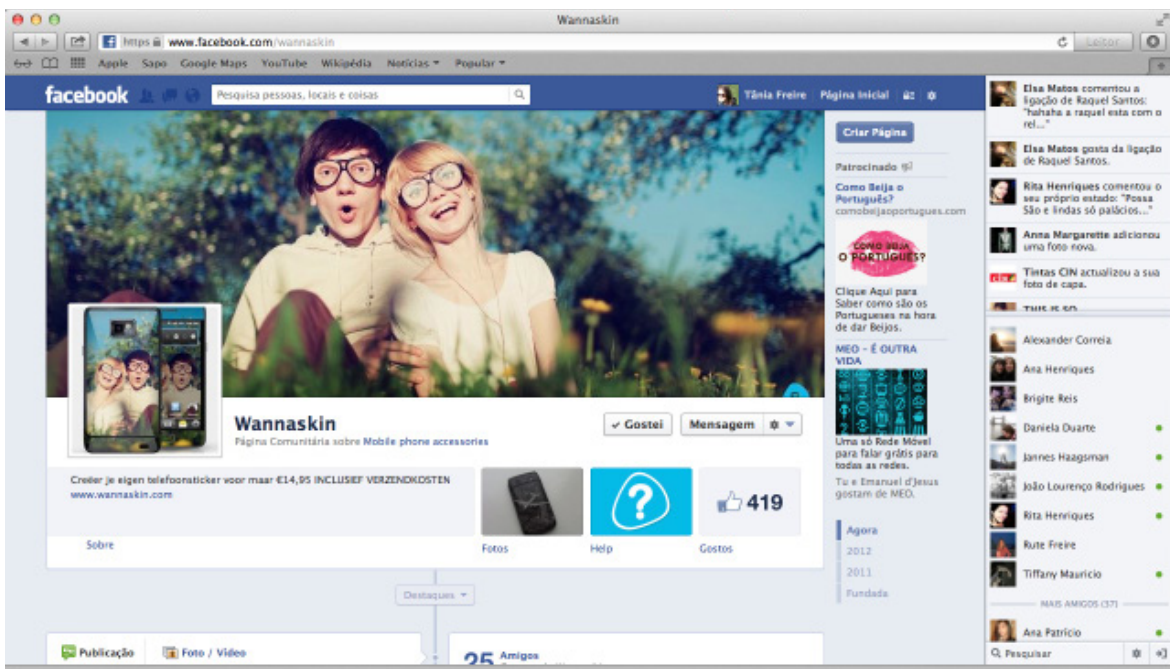
In an article by Carlos Caldeira, in the *Diário Económico* in 2010, was stated that big brands such as Coca-Cola or Red Bull, at the 57th International Advertising Festival in Cannes, highlighted the importance of social networks, stating David Eastmen: this type of social tools are being used as a “support to new proposals and creative advertising” consisting of editorial content, becoming a very efficient way of dissemination.

This social network becomes increasingly more coveted by companies. Here it is possible to find people with diverse age groups and personal styles, already reaching five hundred million users at Facebook which is a considerable number to companies which, obviously, need to be present where their customers are. These have the advantage of creating applications that will interact with the user.

Advertisers could explore social networks as a massive tool for the dissemination of brands / products, with easy and free access, unlike already popular media such as television, radio and printed media.

The brand in these media can be very effective, the message can be read in a different way, more attentively, and this is the intention of any advertising communication. Spending fortunes on advertising these days, with the advancement of technology and globalization no longer wise.

By “liking” a particular page, the user shows real interest in following all the news about the brand, the customer has the freedom to decide what to follow. As a downside, Facebook is so fast in the dissemination of information to a specific public, that one bad decision might originate irreversible rejection by the user. It is necessary to take into account various aspects; the brand must have very clear objectives about the way it wants to be seen by its client.




Pic.27 - Wannaskin Facebook page, help icon.

With Facebook it is possible to realize the kind of public following a particular page, the age groups and location, as well as assessing the number of visits. A direct communication with the consumers possible, assessing his opinion through comments establishing a dialogue and understanding which ones are the most successful publications by the number of likes and shares. In addition to expanding the page, today's consumers may spread the contents in their own page if they find it interesting. Their group of friends will be able to see shared content, thus making them possible followers.

Therefore, it requires carefulness when creating a campaign in a social network because users are influencers and opinion makers. Social networks shape the daily lives of today's society.

Being increasingly important having the brand always updated in social networks, the Wannaskin campaigns already referred above as: "Mustache Lovers", "Be a Queen for a day" and "UEFA Euro 2012" were also present in the social networks Twitter and Facebook. With the constant updates of the Facebook page, close attention was needed so the page would always be updated with new formats.


Besides the already mentioned monthly campaigns, since Facebook has the advantage of being flexible to create pages for promotional purposes, a help item with information about the brand called "How to Create your own skin" was created. Using pictograms, "How to apply" and "Benefits".





**wannaskin**  
show me some skin

# CREATE YOUR OWN SKIN!

[WWW.WANNASKIN.COM](http://WWW.WANNASKIN.COM)

 **TAKE YOUR PHOTO**

 **UPLOAD AND DESIGN YOUR SKIN**

 **GET YOUR WANNASKIN**

Pic.28 - Facebook help page  
"How create your own skin"



## HOW TO APPLY

Before you apply the **Wannaskin** to your mobile device, it is important to clean the surface of the device with a lint-free cloth to ensure proper bonding between the skin and the device. Any dirt, oil, fingerprint or residue beneath the skin can result in the skin loosening over time.



- 1. CLEAN YOUR DEVICE**
- 2. PEEL & POSITION THE SKIN**
- 3. APPLY TO YOUR DEVICE**

## BENEFITS

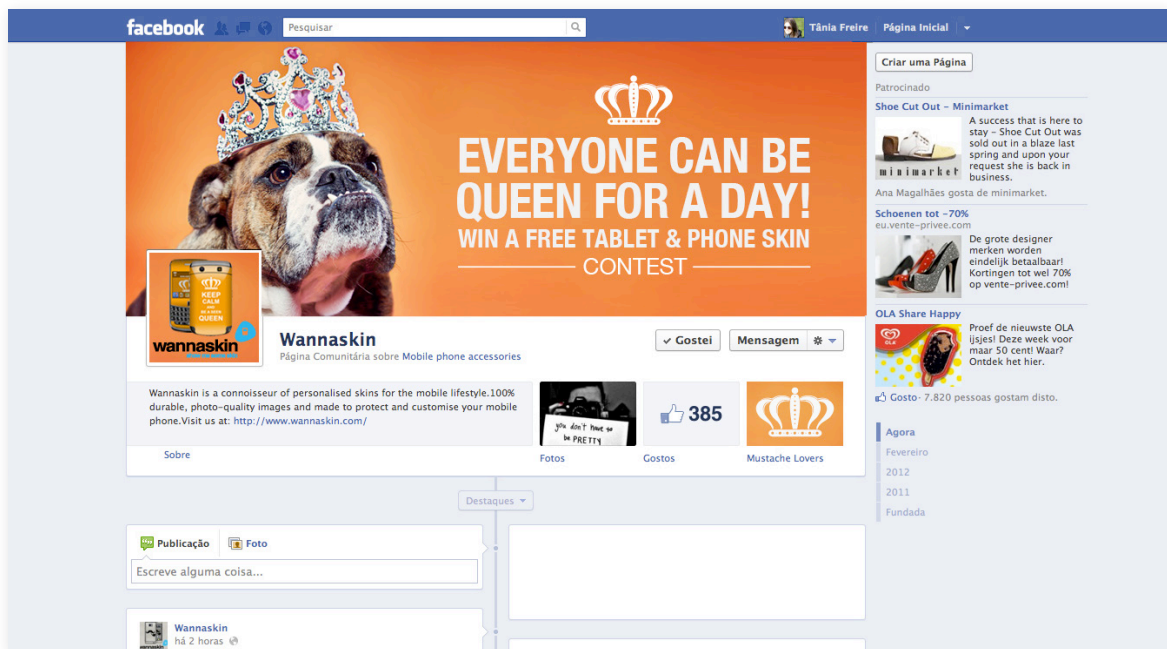
 <p><b>HIGH QUALITY PRINT</b> Wannaskin uses the newest digital printing technology to provide high resolution photo quality and graphics.</p>	 <p><b>EASY ON WITH A PERFECT FIT</b> Wannaskin are thin and feature a unique honeycomb structure for easy bubble-free application.</p>
 <p><b>NO SCRATCHES</b> Protect your mobile device with Wannaskin's durable anti-scratch and anti-UV coating.</p>	 <p><b>3M TECHNOLOGY</b> Our skins are made from the best patented adhesive technology. No sticky residue left behind after removal.</p>

[WWW.WANNASKIN.COM](http://WWW.WANNASKIN.COM)

Pic.29 - Facebook help page "How to apply"



Pic.30 - "Mustache Lovers" campaign on Facebook



Pic.31 - "Queen's Day" campaign on Facebook

## **8- Other Developed Projects**

Apart from all the research / practical work done at the level of the corporate advertising of the brand, analyzed throughout this report, other works were developed outside this theme. These were of equal value to the development of my experience at a personal and professional level, but also of great benefit to Wannaskin.

Thus, projects were developed in the field of illustration, with the creation of new themes for the online store gallery, as well as the creation of a 3D application for new mobile devices for skins, so the customer may have a greater range of choices for the equipments he possesses.

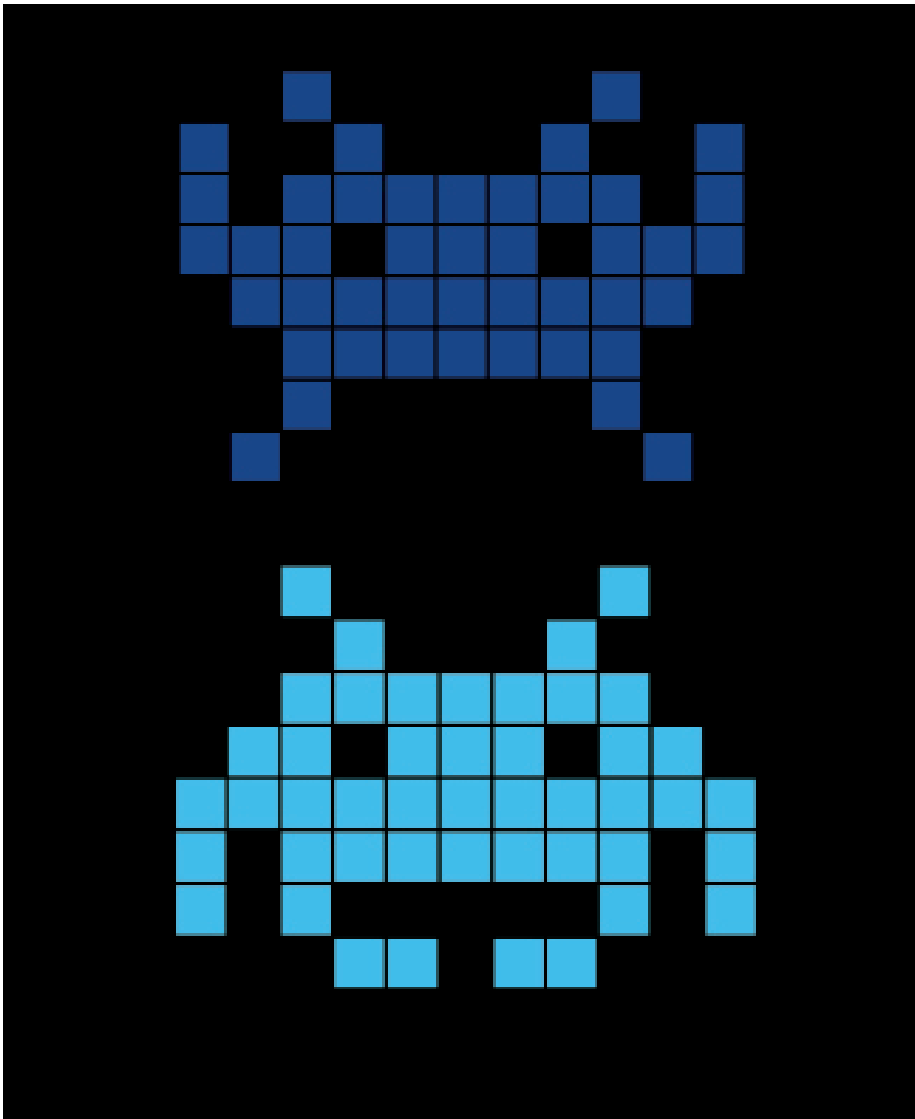
## 8.1- Illustration

To show the customer a gallery of diverse themes is crucial for the brand. It was noticed then the need to develop different collections which may cover a more diverse audience, in order to please each user who visited the Wannaskin online store.

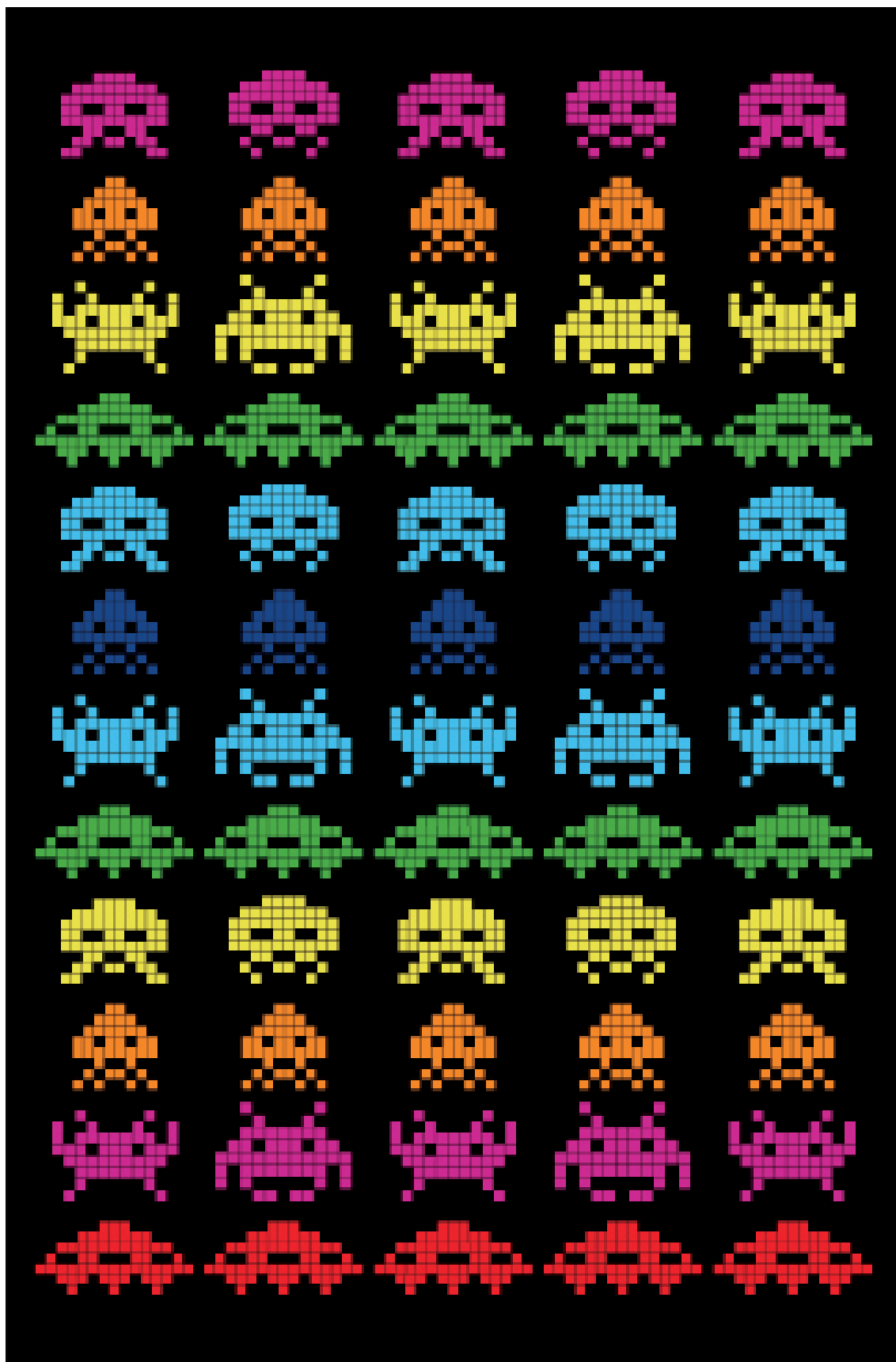
The created collections were called: Invaders, Pixel, What Monster are you?, Beep Beep and Mustache Lovers. Besides these collections, other themes were created in order to celebrate some events; Queen's Day is an example.

### Invaders

- Simulation of games on the screen of the equipment.
- Creation of objects and patterns in 8-bit.
- Development for different styles.

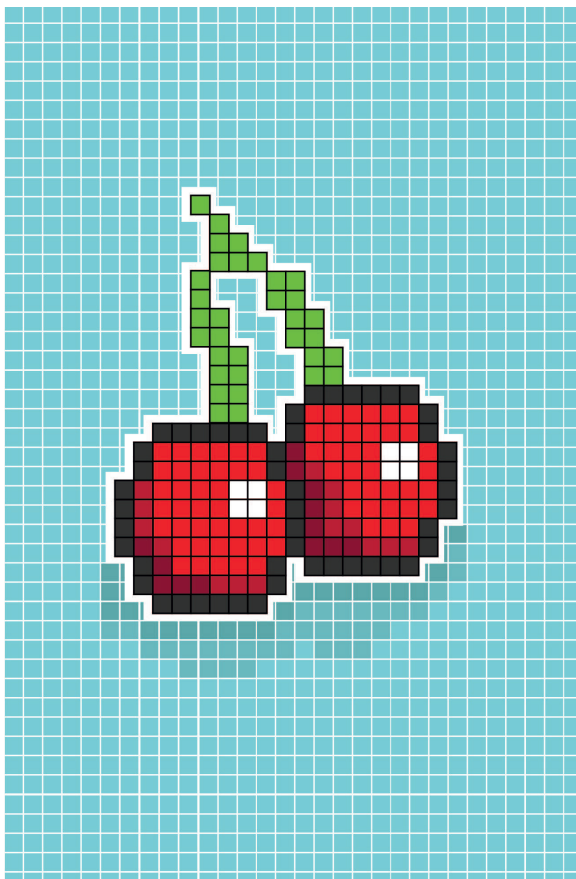
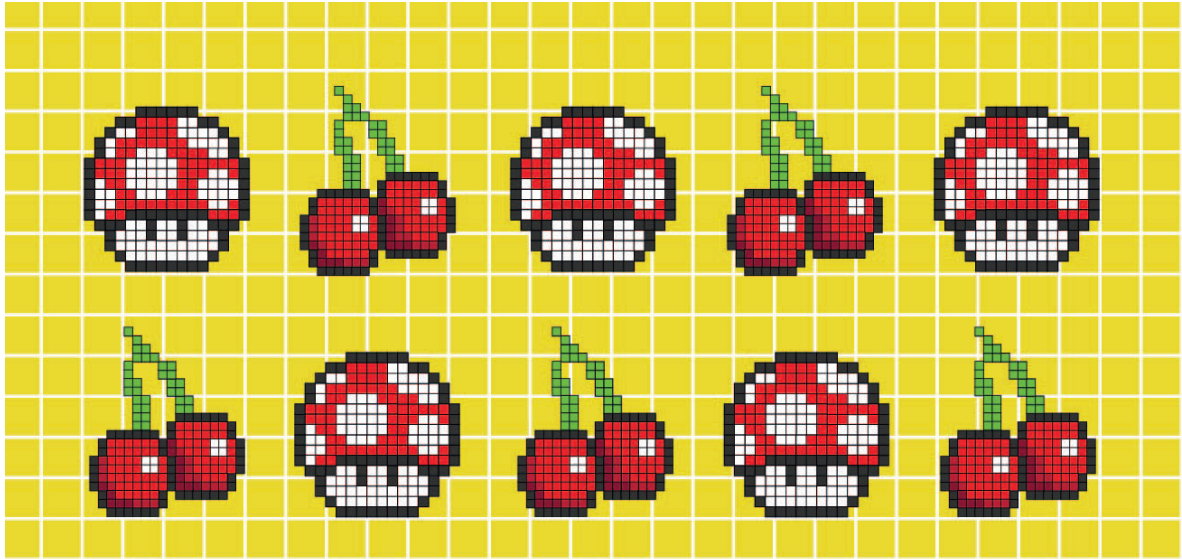


Pic.32 - Invaders Collection



Pic.33 - Invaders Collection

## Pixel

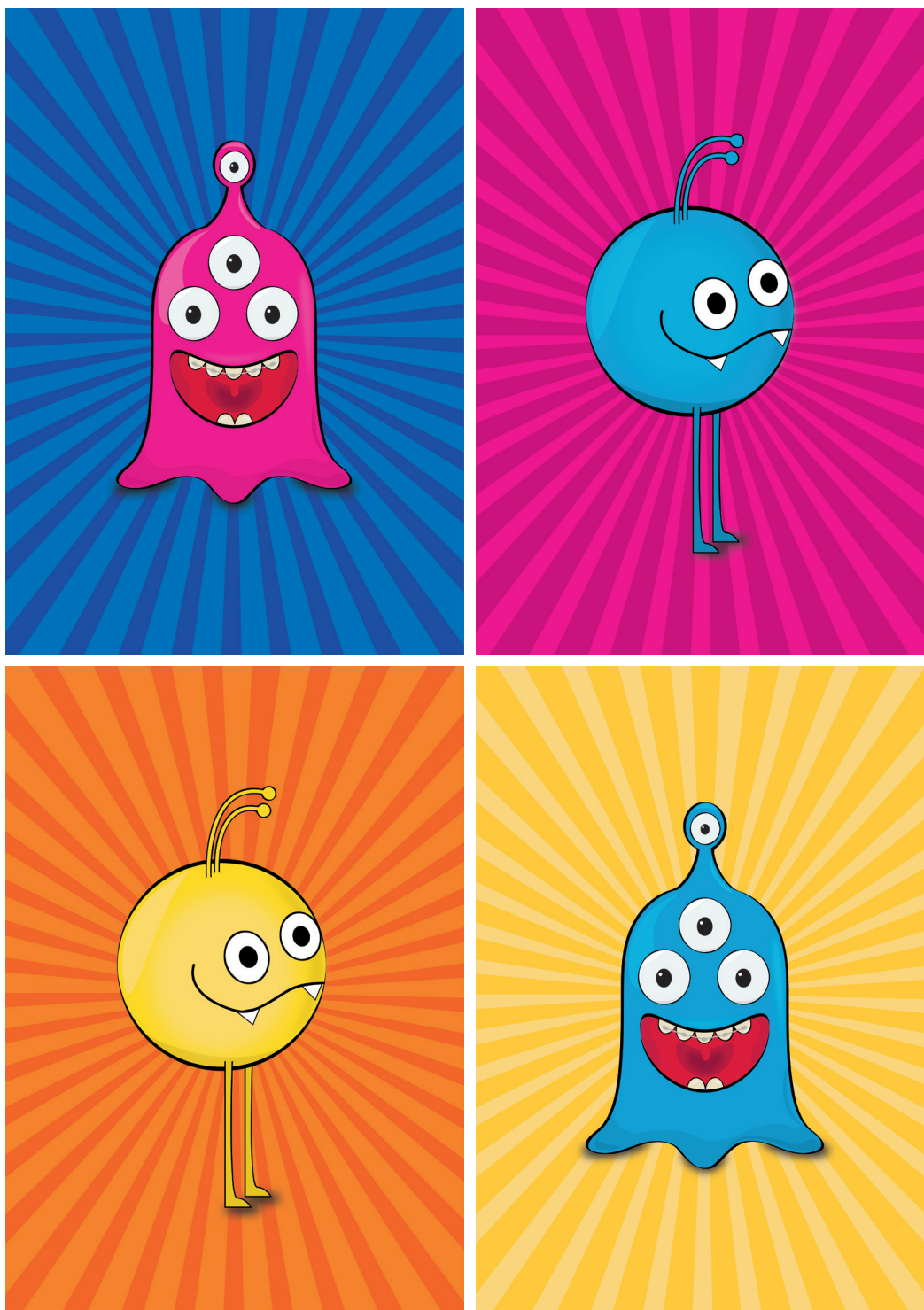


Pic.34 - Pixel Collection

## What Monster are you? / Beep Beep!

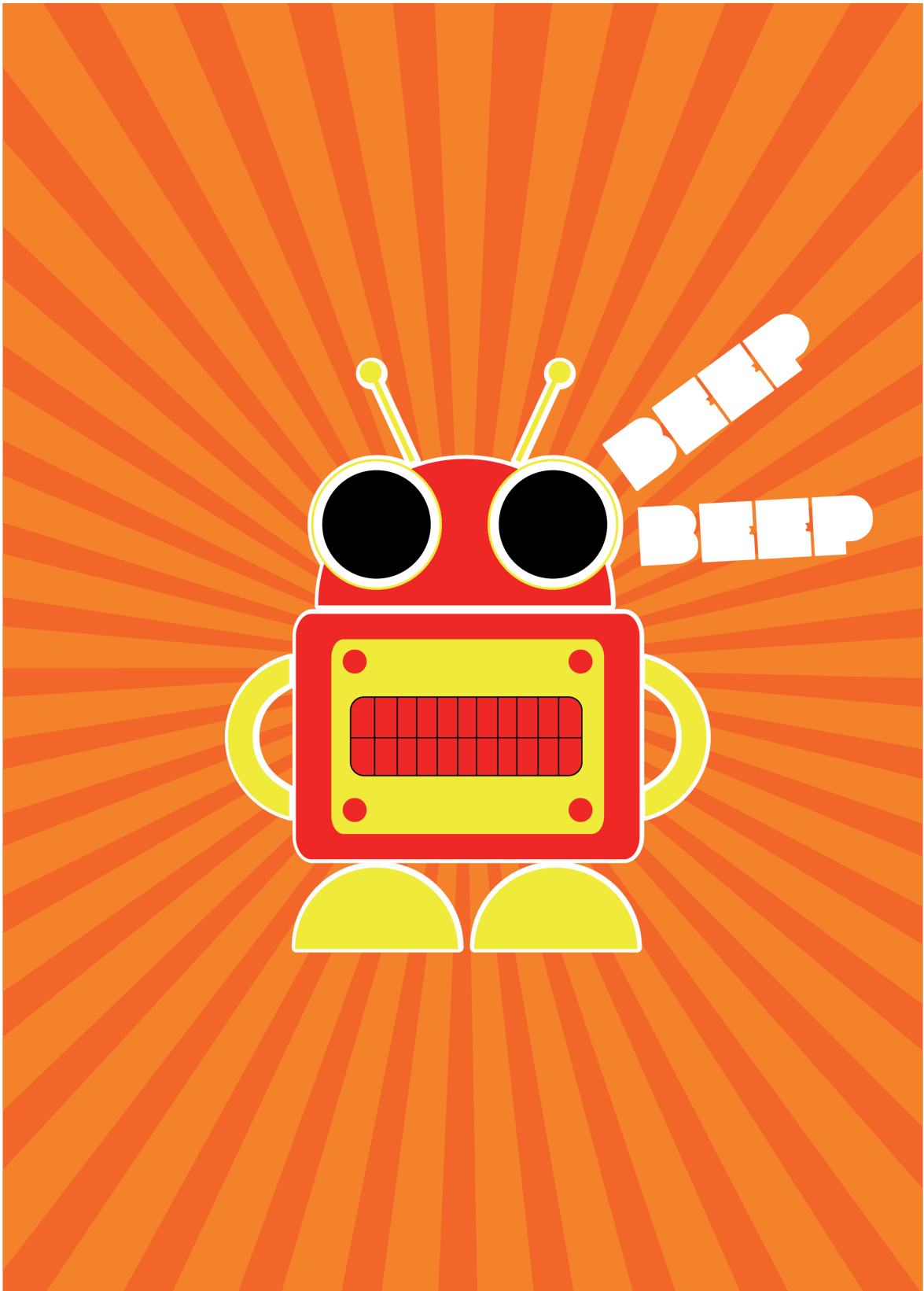
Target - 10 to 17 years old.

- Creation of various illustrations and patterns with different characters.
- Using vibrant colors that attract the attention of the public.



Pic.35 - What monster are you?  
Collection

## Beep Beep!



Pic.36 - Beep Beep Collection

## Mustache Lovers

Target - 20 to 35 years old.

- Retro, alternative, sophisticated and funny.



Pic.37 - Mustache Lovers Collection

## Queen´s Day



Pic.38 - Queen's Day Collection

The 30th of April is a very important day for Dutch people. During the last fifty years, this day is dedicated to the commemoration of Queen Beatrix's anniversary. All Netherlanders and tourists celebrate the "Queen's Day" together. In Dutch, "Koninginnedag", is one of the world's biggest street parties.

For that reason, this is the most expected day of the year for Dutch people, since it's an absolutely insane day, where dress code is crucial. Everyone has to wear orange, in honor of the royal family, whose name is "Oranje".

To celebrate the day, Wannaskin decided to launch a campaign with three new skins, created strictly for "Queen's Day", where the orange was the predominant colour. The choice was to use royal symbols of The Netherlands such as the crown, but also the queen of hearts, and similarly to the famous slogan "keep calm and carry on", the slogan "keep calm and be a seen queen" was created.

## 8.2- Application of new devices in online shop

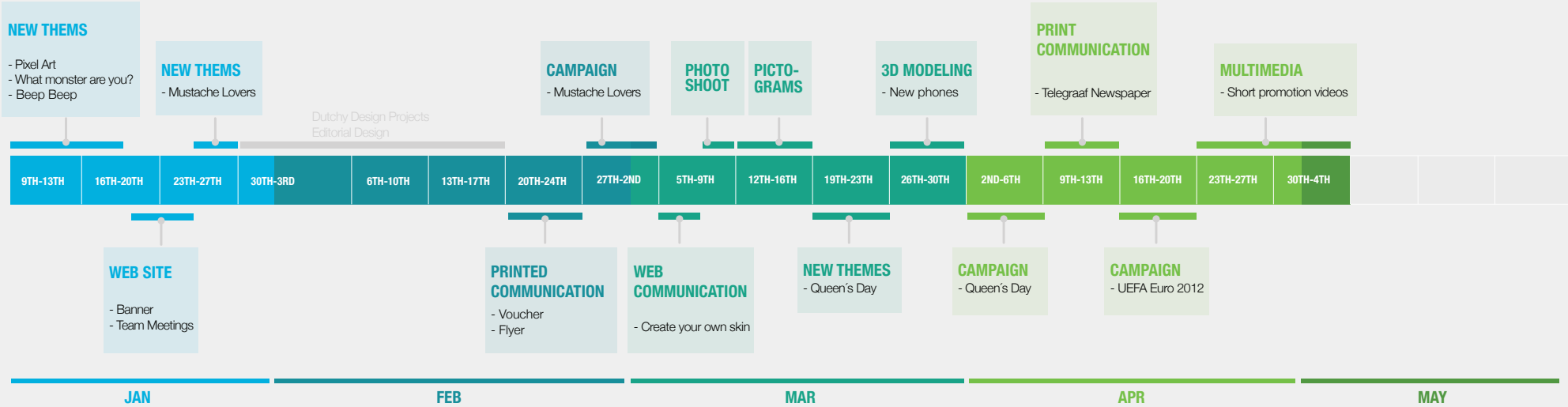
Since the electronic world is constantly changing and because Wannaskin follows innovation, it is absolutely essential to update the brand with new devices. This way, consumers will have a bigger spectrum of choices. Consequently, five new phones were added to the catalogue and it was necessary to technically draw the equipment and prepare it for printing, cutting lines and setting margins.

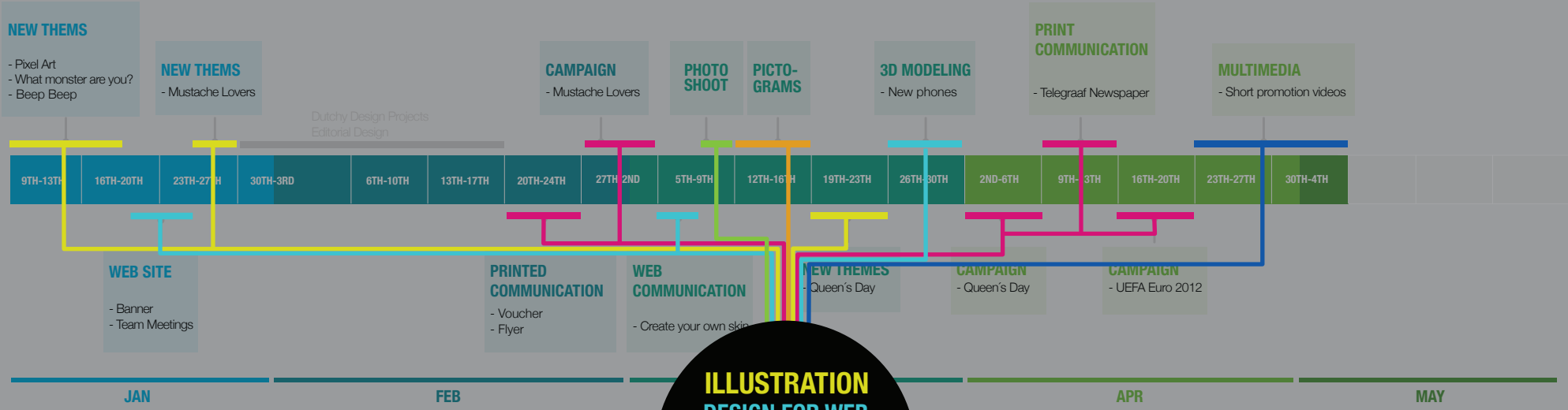
Concluded the printing of files, the construction of the phones in 3D begun, in order to be applied in the website generator, where customers can see the design application.



Pic.39 - Creation of new devices

# 9- Timeline Work





**ILLUSTRATION**  
**DESIGN FOR WEB**  
**ADVERTISING**  
**SIGNAGE DESIGN**  
**PHOTOGRAPHY**  
 AUDIOVISUAL PRODUCTION

## CONCLUSION

In the course of this internship report, different issues related to the theme “Advertising in New Media” were discussed. In the various chapters, all the issues presented, though distinct, served to support the construction of the understanding, of the concerned matter.

**Identity and Corporate Image:** Since during the internship period, the work would be focused on Wannaskin, when starting any practical work, it was crucial to realize the reality of the brand, review the strengths and weaknesses and what to do to foster the reputation of the brand. Then different attributes were checked, both internally and externally, diagnosing how the brand is perceived by the public.

After this analysis and putting into practice this theory, it is vital to choose the tone of the discourse of the brand, as well as to create a style guide which allows coherence in its communication, enabling it to be easily identified by the client.

**Brand Communication:** It is essential to note in this point, the consumer and what influences him, since all the work is focused on calling his attention. Increasingly, humans intend to be inserted in groups, according to the way they would like to be seen. The concept of “Tribes” is thus born - consumers who share the same interests. A new theory that defines that increasingly, marketing and communication must not be focused on the study of individual human beings but on groups (tribes).

To influence the consumer advertising is used, a tool increasingly valued by brands. The advertising discourse may be defined as elocutionary with regard to its verbal speech and elocutionary because its function is to influence the receiver of the message. We also found two signifiers in its speech, the iconic and the verbal, the first one makes reference to the presentation of the product with the help of images, in the second case the message is transmitted with words.

Advertising is defined as an area of extremes, where high budget campaigns are created, attempting to achieve the largest possible number of sales, but also creating a short distance relationship with the consumer. Direct advertising comes thus to merge these two methods promoting customer’s loyalty, with the creation of dialogues that meet consumer expectations, believing that the dialogue is a good response from the public.

A quite popular method nowadays, due to an easy access to media, such as the Internet and viral advertising. The public will decide the success or failure of the brand communication, this method consisting in “mouth to mouth”, trying to reach the public in a contagious way. This new technique, with a good concept, can be a powerful weapon using lower budgets. With an upload it is possible to assess the impact brand communication had through the number of views, shares or likes.

**New Media in Society:** The greater complexity of society is creating more impositions from media. Media has been revolutionizing itself, something that is noticed especially in the Internet. The society is in the age of new technologies, and brands tend to invest in this media, using elements such as interactivity.

Before creating any kind of advertising for the Web, it is important to understand the different

formats and standard measures, in order to choose with greater certainty the type of format that best suits the needs.

**Brands in Social Networks:** Social networks have been changing the world of communication, in the interaction with society, groups of friends, companies and even public institutions. With regard to brands, they have become the mean of communication to interact directly with the target, always ensuring low costs and effectiveness. We noticed that social networks became very fast delivering messages, which forced institutions to be careful with published content. A failed act may be harmful for the brand, because the public is ever more informed and has his opinion. This is the most widely used media nowadays. Social networks signify people interaction and free content available.

These media have immense potential to improve their corporate image, being coherent with the communication and the type of speech of the brand, remaining focused on its principles.

Increasingly, the benefits of having working experience, in the training area are greater. This internship was fundamental to find the opportunity to apply the theoretical and practical knowledge acquired in the academic world, using it in a real work market experience.

Though the internship has started in the final phase of the Master's degree, the task of acquiring new knowledge is not concluded. The Designer must always be updated and in constant contact with the area. Acquiring new techniques and execution abilities related to the posed problems, gaining new work methods and dealing with teamwork.

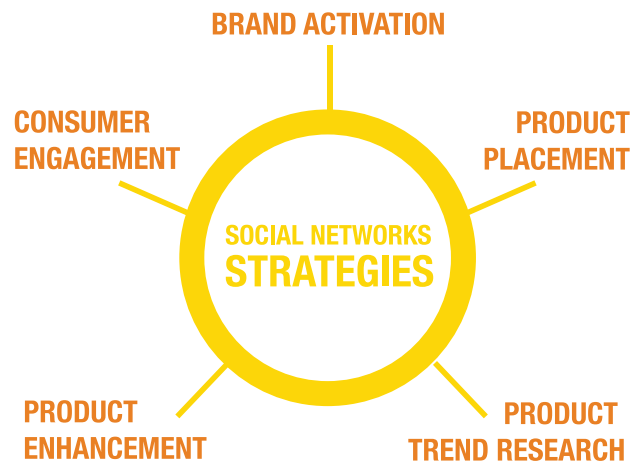
The adaptation to the labour market was intended this way, which I believe it will be an asset in the current social framework, establishing future partnerships and business contacts.

Choosing an international internship, strengthening the advantages mentioned above, by the possibility of meeting new realities and living in a different cultural environment, gaining a European citizenship conscience.

At a personal level, this internship increased my capacity of initiative, the adaptability to new resources, flexibility, decision-making and greater autonomy.

But this process is not complete, this internship was seen as a journey with several points of reference. In the future I want to continue making this type of study focused on strategy in social networks. The social tools are very important to evaluate the impact of a product and to have an perception of consumer trends, in this way addressing fundamental issues as: Brand Activation, Product Placement, Product Trend Research, Product Enhancement and Consumer Engagement. (Pic. 41)

Taking advantage of this Master's degree in Graphic Design and the accomplished internship, it is intended that this report be used as a tool for further developments that due to professional reasons, will be performed outside of Portugal.



Pic.41 - Benefits of Social Networks strategies

## DISSEMINATION

The work will be disseminated through the publication of a ebook together with Dutchy Design, to be presented to clients and future customers for the purpose of make known the process used by the company, with a view to get more customers for producing this type of service focused on new media.

Will also be developed conceptual boards in large format, to be exhibited and presented in different education institutions focused on the study of communication and design.

This report will also be published on online pages, being this way the most accessible to all interested.

## GLOSSARY

**Advertising** - The activity of attracting public attention to a product or business, such as paid announcements in the printed, broadcasted, or electronic media.

**Banner** - A graphic image used on Web sites to advertise a product or service. Banner ads, or simply “banners,” are rectangles typically 468 pixels wide by 60 pixels high.

**Billboards** - A panel for the display of advertisements in public places, such as alongside highways or on the sides of buildings.

**Boutique** - Term used by Dutchy Design to define the company, creating a closer relationship with the customer.

**Brand** - Symbolic representation of an entity that can be identified immediately. Concept that distinguishes products and services of a particular company.

**Brand Environment** - Brand extension that uses space as a physical embodiment of the brand to create brand spaces. Brand environment grew exponentially with Interior Design.

**Brand Identity** - It is how an organization seeks to identify itself. It represents how an organization wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes the following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

**Brand image** - Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand, consumers’ perception about the product. It is the manner in which a specific brand is positioned in the market, conveying emotional values and not just mental images.

**Brand Interaction** - Every interaction between an individual, and brand elements such as applications of the brand in digital environments.

**Brand management** - Brand management includes managing the tangible and intangible characteristics of the brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers’ experience. The intangibles include emotional connections with the product / service.

**Corporate Image** - The mental image that the public creates about a company.

**Corporate Reality** - Operation of the organization, economic/financial and infrastructure. Relations and conditions of internal and external communications.

**Flash mob** - Group of people who assemble randomly in a place, perform an unusual and seemingly pointless act for a brief time. The flash mob is quickly put together by e-mail, blogs, social networks, and messages can be forwarded several times to increase its size.

**Homepage** - The opening or main page of a website, intended to greet visitors and provide information about the site or its owner.

**Interactivity** - Continuous two-way transference of information between a user and the central point of a communication system.

**Jingle** - Short tune used in advertising and other commercial uses. The jingle contains one or more hooks and discourse that explicitly promotes the product being advertised, usually through the use of one or more advertising slogans.

**Marketing** - Marketing is a general term used to describe all the various activities involved in the transfer of goods and services from producers to consumers. In addition to the functions commonly associated with it, such as advertising and sales promotion, marketing also encompasses product development, packaging, distribution channels, pricing, and other functions. The modern marketing concept, which is applied by most successful small businesses, is intended to focus all of a company's activities upon uncovering and satisfying customer needs.

**Media** - Channels of communication that serve many diverse functions, such as offering a variety of entertainment with either mass or specialized appeal, communicating news and information, or displaying advertising messages. The media carry the advertisers' messages and serve as the vital link between the seller of a product or service and the consumer.

**Newsletter** - A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers, delivered electronically via e-mail.

**Pictograms** - Pictograms are a graphic symbol which represent a particular object or action, they should be as direct and simple as possible, to be easily understood by public in general when seen without any additional subtitles or text, creating an uniform standard style as a whole.

**Pixel** - The fundamental display element of an electronic screen or bitmapped image. Screen resolution is rated by the number of horizontal and vertical pixels.

**Popup** - A small window displayed on top of the existing windows on screen. A popup window can be used in any application to display new information; however, the term often refers to an advertisement.

**Slogan** - Phrase or sentence used repeatedly in the advertising of a product or service that, through its repetition alone, eventually comes to identify the product or service.

**Social networks** - The use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can be done for social purposes, business purposes or both. Their webpages show the associations between individuals and facilitate the acquisition of new contacts. Examples of social networking include Facebook, LinkedIn and Twitter.

**Stop Motion** - An animation technique to make a physically manipulated object appear to move on its own. Stop Motion is constructed by animating photo by photo.

**Target** - A collectivity of people sharing common traits, to which a determined message is destined.

**Trend board** - A board created by designers displaying a set of images serving as a visual aid for a predetermined theme.

**Typography** - The art and technique of arranging types in order to make language visible. The arrangement of types involves the selection of typefaces, sizes, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

**Viral advertising** - This type of advertising transmits a short message, designed to attract as much attention as possible, awakening the desire to know more about the advertised product. The less commercial the message is, greater the probability of becoming “viral”.

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## **ANNEXES**

Translation Certificate



*João Emanuel Silva*

*Solicitador*

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Contribuinte n.º 237326213

## CERTIFICAÇÃO DE TRADUÇÃO

---João Emanuel Silva, solicitador com Cédula Profissional n.º 4938 e domicílio profissional na Rua de Santo Estêvão, n.º2 em Penamacor, certifico nos termos do artigo 38.º do Decreto-Lei n.º 76-A/2006 de 29 de Março e da Portaria n.º 657-B/2006 de 29 de Junho, que o documento anexo, que é um **Relatório de Estágio da autoria de Tânia Raquel Matos Freire**, elaborado em Dezembro de 2012, se encontra em bom estado e sem rasuras, constituído por trinta e cinco folhas, por mim numeradas, rubricadas e carimbadas com o selo branco exclusivo deste escritório, está corretamente escrito em língua inglesa, tendo a tradução sido feita nos termos do número 2 do artigo 5.º do Decreto-Lei n.º 237/2001 de 30 de Agosto. -----

---Castelo Branco, 13 de Dezembro de 2012

O Solicitador:

**Registo Online:**

Conta/Recibo: 279/2012





## Registo Online de Actos de Solicitadores

Artigo 38º do Decreto-Lei nº76-A/2006, de 29-03  
Portaria nº 657-B/2006, de 29-06

Câmara dos Solicitadores

JOÃO EMANUEL SILVA  
**Solicitador**  
Cédula 4938

### Identificação da Natureza e Espécie dos Actos:

Certificação

### Descrição do Acto:

Certifico, nos termos do artigo 38.º do Decreto-Lei n.º 76-A/2006 de 29 de Março e da Portaria n.º 657-B/2006 de 29 de Junho, que o documento anexo, que é um Relatório de Estágio da autoria de Tânia Raquel Matos Freire, elaborado em Dezembro de 2012, que se encontra em bom estado e sem rasuras, constituído por trinta e cinco folhas, por mim numeradas, rubricadas e carimbadas com o selo branco exclusivo deste escritório, está corretamente escrito em língua inglesa, tendo a tradução sido feita nos termos do número 2 do artigo 5.º do Decreto-Lei n.º 237/2001 de 30 de Agosto.

### Identificação dos intervenientes:

Tânia Raquel Matos Freire

NIF: 259034959

### Executado a:

13-12-2012

### Registado a:

13-12-2012

### Número de Registo:

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