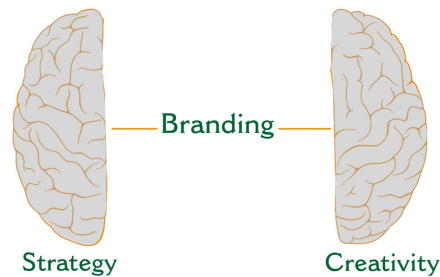


Design: The Whole Mind Approach

Organizations and their marketing departments spend resources developing a business strategy that differentiates them from the competition. But engaging the customer and earning their trust is the most important goal, because ultimately it is not about your company; it's about your customer.

The most successful brand initiatives find their roots in two very different camps: business strategy and creativity. Merging these two ways of thinking, left-brain strategy with right brain creativity, is where sparks fly and brands begin a successful engagement with their customers.



Left-brain thinking is an analytical approach to understanding your customer. Collecting information about customer characteristics, needs and perceptions is accomplished with today's sophisticated research tools. This data is a valuable resource when crafting your company message.

Right-brain creative work takes a visceral approach by considering the way your customer will respond at the point of purchase. What choice of words and colors will support your product promise and compel your customer to make the purchase over and over again.

When right-brain strategy and left-brain creativity merge into an integrated branding effort, innovation is the result. Achieving marketing success with remarkable design is not a huge leap of faith when the goals, audience, and mission have been defined in analytical terms.

- Cathy Copeland

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