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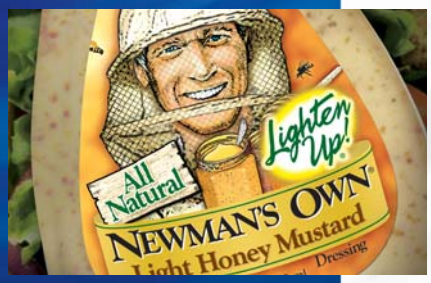
The Art of Brand Collaboration

How Zunda Group Creates Brands that Inspire™

Brand and Creative Converge



ZUNDA GROUP

The Art of Brand Collaboration

Strategy and Creative Converge

By Jacqueline T. DeLise

Ah, collaboration; the art of partnering with clients in the lofty pursuit of orchestrating a creative endeavor.

Author Dan Pink, in his book A Whole New Mind: Why Right-Brainers Will Rule the Future, argues that the skills of the right side of the brain -- skills such as creativity, empathy, contextual thinking and big-picture thinking -- are going to become increasingly important as a response to competition from low-wage workers overseas and our growing standard of living.

It's very likely to be asked to integrate different kinds of content, or what he calls symphony, which is the ability to fit the pieces together. This way of thinking is partly innate, but also something that can be acquired.

The partners at Zunda Group are considered the maestros of collaborative design -- committed to understanding the nature of their client relationships and how to thrive in harmony within the relationship.

They have perfected the art of understanding and working within their clients' expectations, always analyzing how to deliver design solutions that do more than simply meet a specific set of brand marketing criteria.

"Our consistent theme when working with clients is to always consider how our design impacts the brand and inspires consumers," states Charlie Zunda, Partner of the Zunda Group. "Our tagline, 'Creating brands that inspire', is our daily motivation."

By detecting areas that are ripe for improvement, the Partners anticipate unmet needs and immerse themselves in the brand experience to more fully align with the nuances that enhance the brand.

Marc Balara, Director, Visual Branding at Unilever, says, "Collaborative responsibility in the design process leads to remarkable packaging that sells. Two working as one can be the only way, and Zunda dedicates and commits itself to this responsibility and its partner completely. We have had many wins together!!"

"It's all about taking responsibility as you sell your ideas, pushing back and challenging conventional wisdom at each critical juncture of the creative process," states Gary "Seve" Esposito, Partner of the Zunda Group.

"If at the end of the day we did not explore every last possible scenario to impact brand transformation, no matter how far out or close in, then we did not do our job.

"Of course, there are always situations when the client is just not ready or interested in more radical ideas to entice new consumers to the brand," Esposito attests, "but this does not preclude us from presenting a broader spectrum of what is expected."

Typically at project initiation, clients have a set of criteria for their brand that is not a magic formula with transformative properties. But there is fact-based evidence that suggests consumers are deeply affected by their "hidden" emotional triggers, and are surrounded with too many symbols of visual stimuli. Thus, design imagery must resonate and connect them emotionally with the brand to have real impact.

When working with the Zunda Group, clients engage in the science of visual branding through their consumer insights Z-Branding® process, a collaborative research experience, to identify and resolve the perceived visual brand gap between strategy and design -- always through the lens of consumer perception. Zunda Group cultivates trust for expanding ordinary (creative) boundaries, which result in real marketplace growth.

There is always an opportunity to present the expected, so next time a creative firm delivers on strategy but not beyond, stretch your imagination and consider a more reflective brand of collaboration. Perhaps one in which a dose of fresh, alternative creative thinking is imbued, and visual "language" that connects consumers on an emotional level is revealed. Now that's worth a conversation!

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