

Professional  
**WORKSHOP**

Awarded by Chatsworth Medi@rt Academy & 4As

Title:  
**Creative Strategies for SG Designers**

*"The capacity to learn is a gift.  
To learn is a skill.  
The willingness to learn is a choice."*

*Brian Herber*

Partners:



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## Course Synopsis

The purpose of this 3-day workshop is to elevate the innate ability of designers to solve problems with their design skill sets for print and digital design to a level where they can actively design solutions for social extemporises, platform or app, start-ups as well as gaming-related companies.

They are also expected to apply their design thinking into brand design, consumer profile design and engagement to be well-rounded professionals who can combine best practices in design and business.

## Key Topics

1. Understanding today's consumer market – Millennials
2. New experiential economy driven by shared communal experiences. Case Studies: Uber and AirBnB.
3. Leverage on millennial habits for E-commerce and M-commerce start-up ideas
4. Optimising PR in social marketing.
5. Understanding fragmented media landscape and how it shape design's message strategies.
6. Designing brand experiences across emerging media.
7. Turn storytelling into better video marketing creativity.
8. Designer's roles and opportunities in e-commerce landscape.
9. Design for retail and shopper marketing.
10. Case Study: China - Designing for start-ups, apps and platforms.
11. Design brand methodology in reference to TED insights and trends.
12. Gaming design and game-fiction to drive business initiatives.
13. Success stories of best practices in U/X and UI.

## Learning Outcome

1. Elevating designers from design execution to design thinker that shapes the new economy with creative technology and communal experiences.
1. Creating viral-worthy, innovation-driven creativity via emotion design.
2. Designing business models that are B2C2B or B2C2B.
3. Designing for the e-commerce landscape in Singapore and Southeast Asia.
4. Using design to transform retail and shopper marketing.
5. Understanding the regional development: Startups, apps and platforms for the largest Asia country: China.
6. Understanding gaming design to drive user acceptance and brand marketing in China and Asia.
7. Transforming from print-based grid design thinking to develop digital-driven design skill sets.
8. Understanding design for both Android and IOS mobile apps and it's development in Asia.

## Course Delivery

1. Lecture
2. Group Discussion and Pitching
3. Group Workshop
4. Case Studies
5. Ideation and Practice

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Time	Day One Topics	Speaker
8:50 – 09:00	Registration + Preparation	
9:00 - 10:20	<b>On designing for the ecommerce landscape in Singapore &amp; Southeast Asia</b>	Kestrel Lee
	Broad overview and introduction to the ecommerce scene in Asia	
	Snapshot of the situation and opportunity for self-designed apps and platforms in Singapore & Southeast Asia	
	See the challenges and opportunity of designing e-commerce platforms in India, Korea and Japan	
10:20 -10:30	Tea break	
10:30 - 12:00	<p><b>Using design to transform retail and shopper marketing</b></p> <ol style="list-style-type: none"> <li>1. Examine how mobile technology like iBeacons and wearables are designed to optimise in-store strategy and your point of sales' effectiveness.</li> <li>2. Develop design thinking that can optimise retail outlets as brand engagement platforms for social enterprises and innovative retail initiatives.</li> <li>3. Leverage on mobile commerce and payment developments to drive the next wave of design thinking in apps and social media.</li> <li>4. Learn from best practices in China, Japan, US and Europe.</li> </ol>	Kestrel Lee
	Design thinking strategy and audience identity workshop: Set KPIs, recruit fans/friends/family/advocates, analysing business and design data	
12:00 - 12:30	Lunch	
12:30 - 13:00	On designing your elevator pitch based on your business plan	Kestrel Lee
13:00 - 14:00	On designing a business plan for proof of concept, if not proof of business.	
14:00 - 15:00	<p><b>On designing startups, apps and platforms for China's ecommerce scene</b></p> <ul style="list-style-type: none"> <li>• Know why ecommerce is booming in China due to changes in government policy, consumer middle class and media behaviours</li> <li>• Understand how e-commerce differs from region to region and what brands and products are thriving</li> <li>• Best practices and cases of e-commerce activation and online retail campaigns in China</li> </ul>	
15:00 - 15:30	Workshop: Take participants through designing an e-commerce activation campaign that integrated social media and Tmall plus in-store promotion. Participants will be given worksheets as they retract the planning and deployment of this campaign	
15:30 - 15:40	Tea break	
15:40 - 16:40	<b>Key sharing on the world's most innovative design-based companies &amp; practices</b>	
16:40 - 17:40	Recap and final Q&A	

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Time	Day Two Topics	Speaker
8:50	Registration + Preparation	
9:00 - 10:20	<b>Introduction to millennials, the new high spending middle class consumers of the world</b>	Kestrel Lee
	Learn how design thinking is creating a new experiential economy driven by shared communal experiences that promotes shared happiness and contentment like AirBNB and Uber.	
	Know how new design thinking can help connect brands to millennial consumers (aged 18 to 40), mothers and households who are driving e-commerce, new media habits etc	
	Leverage on opportunities in Southeast Asia as a unique gateway between Asia and US-Europe to foster Asian-driven collaborative initiatives for brands and countries.	
10:20 -10:30	Tea break	
10:30 - 12:00	<b>VIRAL-WORTHY, INNOVATION-DRIVEN CREATIVITY VIA EMOTION DESIGN</b> <ul style="list-style-type: none"> <li>○ Learn how to create emotional engagement between millennial consumers and campaigns/apps/social media/e-commerce platforms</li> <li>○ Use emotion design to identify and leverage on emotional stimulus for social and economic activity among the new millennial middle class that is driving online consumption, new media and travel enterprises all over the world</li> <li>○ Know how to design innovations and social commerce occasions based on creating emotional touch-points between brands and customers.</li> <li>○ See how some of the best products and campaigns in China and Asia uses emotions to drive brand advocacy and viral success.</li> </ul>	Kestrel Lee
	Design thinking strategy and audience identity workshop: Set KPIs, recruit fans/friends/family/advocates, analysing business and design data	
12:00 - 12:30	Lunch	
12:30 - 13:00	Optimising PR for designed products and platforms through search and social	Kestrel Lee

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13:00 - 14:00	Design your own brand stories and narratives around self-designed products and services to drive advocacy and word-of-mouth marketing in a marketing age of social, mobile and digital.	
14:00 - 15:00	<p><b>DESIGN BUSINESS MODELS THAT ARE B2C2B OR B2C2B</b></p> <ul style="list-style-type: none"> <li>• Gain proficiency in media and business capabilities in a B2C2B communication landscape</li> <li>• See how the media landscape has been fragmented into paid, owned, earned, social.</li> <li>• Enhance revenue opportunities by combining B2B and B2C business approaches</li> <li>• Understanding the power of consumer facing yet corporate-centric strategies such as crowdsourcing, crowdfunding, co-creation and collaboration.</li> </ul>	
15:00 - 15:30	Workshop on B2B2C and B2C2B planning and ideation	
15:30 - 15:40	Tea break	
15:40 - 16:40	On designing video marketing: guidelines, best cases and action plans	Kestrel Lee
16:40 - 17:40	Recap and final Q&A	

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Time	Day Three Topics	Speaker
8:50	Registration + Preparation	
9:00 - 10:20	<b>On designing a new age brand for one's self-designed platform, services or start-ups</b>	Kestrel Lee
	Examine how successful design-based start ups in the world focus on brand purpose	
	Develop the right design brand methodology based on proven TED insights and trends.	
	Embrace the best practices in marketing and experience design for such thinking in the fastest growing enterprises of today.	
10:20 -10:30	Tea break	
10:30 - 12:00	<p><b>USING GAMING DESIGN TO DRIVE USER ACCEPTANCE &amp; BRAND MARKETING IN CHINA &amp; ASIA.</b></p> <ul style="list-style-type: none"> <li>▪ Understanding the user demographics for gaming in various parts of the world</li> <li>▪ Capitalizing on Asia's social and mobile gaming culture and design preferences, as it is the largest gaming marketing in the world.</li> <li>▪ Learning from how companies are using game-fication to drive business initiatives.</li> <li>▪ Using social gaming design for</li> </ul>	Kestrel Lee

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	<p>customer engagement and integrated marketing.</p> <ul style="list-style-type: none"> <li>Experiencing the best cases and practices in Asia.</li> </ul>	
	<p>Design thinking strategy and audience identity workshop: Set KPIs, recruit fans/friends/family/advocates, analysing business and design data</p>	
12:00 - 12:30	Lunch	
12:30 - 13:00	<b>On using print-based grid design thinking to develop digital-driven design skill sets</b>	
13:00 - 14:00	<b>Show and tell on how the most popular products of each era owe its success to U/X and UI</b>	
	<p><b>On designing for the Android and IOS mobile app scene in Asia</b></p> <ul style="list-style-type: none"> <li>Understand the market share of various mobile brands, Android and iOS in Asia</li> <li>Design for consumer behavior and trends in this space for China and Southeast Asia.</li> <li>See Nuances of developing and launching mobile apps in the Asian market</li> </ul> <p>Understand design constraints between the internet ready basic phones in emerging markets VS smart phone landscape in mature markets.</p>	Kestrel Lee
15:00 - 15:30	<p>Workshop: Take participants through designing an e-commerce activation campaign that integrated social media and Tmall plus in-store promotion. Participants will be given worksheets as they retrace the planning and deployment of this campaign</p>	

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15:30 - 15:40	Tea break	
15:40 - 16:40	<b>Looking at how the best start-ups optimises the best thinking in immersive user-driven experiences</b>	Kestrel Lee
16:40 - 17:40	Recap and final Q&A	

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