



Tuesday 21st March: Consumer-driven Innovation

Just 5 things to do today!

9:15-9:45: **A personal story** about entrepreneurship...

11:15-12:25: **MEGA-TRENDS**: How to work with them? How to sort them out? What is important and what is not?

12:25-12:30: Stretch be4 lunch (LAZY BOY gym movie)

13:30 – 15:00: **The MOOD Theory**, including business cases from media, advertising, events, retail and design.

15:30 – 16:30: **Interactive workshops**: How to use the MOOD Theory? How to combine the theory with the MEGA-TRENDS? From theory to tangible strategy.

16:30 – 16:55: **Presentations**: Teams present their results of the workshops.

16:55 – 17:00: One participant summons up the key learning's from the day.

1. A personal
story about
entrepre-
neurship...

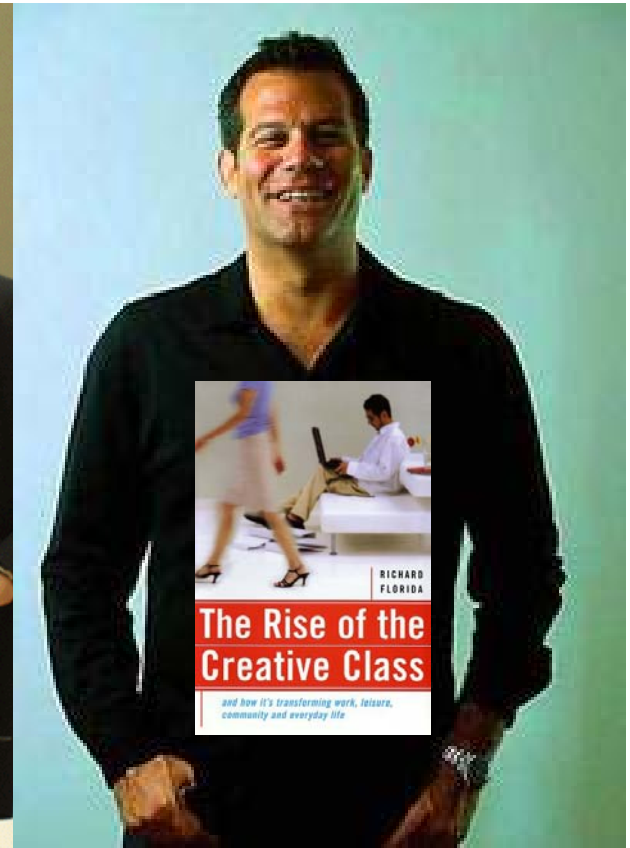
Q: what do these three people have in common?



Steve Jobs



Daniel Pink



Richard Florida

A: CREATIVITY! Believe in the impossible and replace the OK by a WHAT IF?

2. MEGA- TRENDS: How to work with them?

The International No.1 Bestseller

The
**TIPPING
POINT**

*HOW LITTLE THINGS CAN MAKE
A BIG DIFFERENCE*



'Soon fascinates the reader . . . Gladwell is intelligent, articulate,
well-informed and thought-provoking' *Observer*

**MALCOLM
GLADWELL**

- Introduction
- Cases
- Epidemics

Q: have these two viruses reached their tipping point?



JENS JULIUS HANSEN



**Now! Please note your
favourites of next 60 trends...**



Ten trends to watch in 2006

by Mckinsey



1. CENTRE OF ECONOMIC WILL SHIFT

Centers of economic activity will shift profoundly, not just globally, but also regionally. As a consequence of economic liberalization, technological advances, capital market developments, and demographic shifts, the world has embarked on a massive realignment of economic activity

2. PUBLIC-SECTOR ACTIVITIES WILL BALLOON

Public-sector activities will balloon, making productivity gains essential. The unprecedented aging of populations across the developed world will call for new levels of efficiency and creativity from the public sector. Without clear productivity gains, the pension and health care burden will drive taxes to stifling proportions.

3. CHANGING OF CONSUMER LANDSCAPE

The consumer landscape will change and expand significantly. Almost a billion new consumers will enter the global marketplace in the next decade as economic growth in emerging markets pushes them beyond the threshold level of \$5,000 in annual household income—a point when people generally begin to spend on discretionary goods.

4. TECHNOLOGICAL CONNECTIVITY WILL TRANSFORM

Technological connectivity will transform the way people live and interact. More transformational than technology itself is the shift in behavior that it enables.

5. THE BATTLEFIELD FOR TALENT WILL SHIFT

The battlefield for talent will shift. Ongoing shifts in labor and talent will be far more profound than the widely observed migration of jobs to low-wage countries. The shift to knowledge-intensive industries highlights the importance and scarcity of well-trained talent.

6. THE BEHAVIOR OF BUSINESS WILL COME UNDER SCRUTINY

The role and behavior of big business will come under increasingly sharp scrutiny. As businesses expand their global reach, and as the economic demands on the environment intensify, the level of societal suspicion about big business is likely to increase.

7. DEMAND FOR NATURAL RESOURCES WILL GROW

Demand for natural resources will grow, as will the strain on the environment. As economic growth accelerates—particularly in emerging markets—we are using natural resources at unprecedented rates.

8. NEW GLOBAL INDUSTRY STRUCTURES ARE EMERGING

In response to changing market regulation and the advent of new technologies, nontraditional business models are flourishing, often coexisting in the same market and sector space.

9. MANAGEMENT WILL GO FROM ART TO SCIENCE

Bigger, more complex companies demand new tools to run and manage them. Indeed, improved technology and statistical-control tools have given rise to new management approaches that make even mega-institutions viable.

10. THE EASE OF ACCESS TO INFORMATION CHANGES THE ECONOMICS OF KNOWLEDGE

Knowledge is increasingly available and, at the same time, increasingly specialized. The most obvious manifestation of this trend is the rise of search engines, which make an almost infinite amount of information available instantaneously. Access to knowledge has become almost universal.

Maverick trends that are changing business

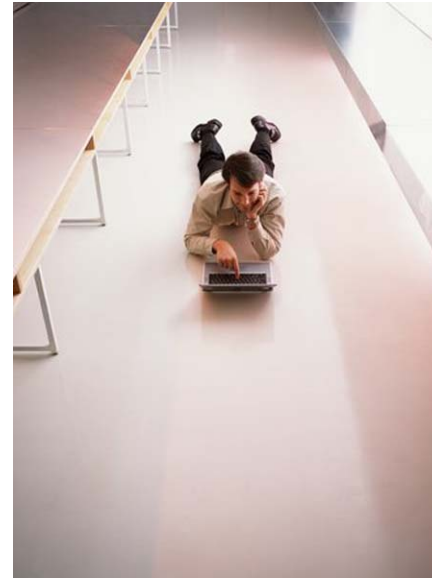


11. IT PAYS TO BE DIFFERENT

12. CHEAPER IS BETTER BUT VALUES ARE PRICELESS

13. FREEDOM IS A BIGGER GAME THAN POWER

14. NOBODY IS AS SMART AS EVERYBODY



Maverick companies understand that you can't win big in the marketplace by doing things a little better than the competition.

The most precious commodity in business is an *emotional* connection with customers. To stand out in a hyper-competitive field, mavericks work to stand for something special in the eyes of their customers.

Mavericks don't ask for the most employees or the most resources; they ask for the most room to maneuver and the fewest bureaucratic hurdles. The best way to unleash inspired creativity and relentless productivity is to promote more democracy.

The old model of leadership: The boss does all the thinking, the troops do all the work. The new model of leadership: Everyone thinks together, and it's up to the boss to generate the best ideas from the most people.

TOP TRENDS 2006

15. PEOPLE ARE THE COMPANY



Today, the organization revolves around the individual. Mavericks are determined to attract more than their fair share of the best people in their industry.

16. EVERY MINUTE COUNTS



So count every minute. Mavericks treat time as a precious business resource, something that's as tangible, as valuable, and as measurable, as money and headcount.

17. GREAT LEADERS ARE INSATIABLE LEARNERS



Maverick leaders put a premium on diversity—rubbing shoulders with colleagues from different industries, spending time with people from different countries and generations, experimenting directly with new gadgets and technologies.

18. NOBODY WINS UNLESS EVERYBODY WINS



The winner-take-all ethos in business has run its course. Mavericks play to win, and enjoy the rewards of their success. But they don't scheme to keep all the rewards for themselves, and they're not prepared to succeed at the expense of their colleagues.

Consumer Passions



19. CONTROL POWER & INFLUENCE

20. COMPASSION & COMMUNITY

21. CO - CREATION

22. TRUTH & TRANSPARENCY



Prada dressing room

Community

A-pocC Issey Miyake

Camera in a bag> polaroid

We are about to reveal more power in the relationship with brands. How does it impact the value we give to products and services? How do we vote with money?

We want to feel included into a community, to have a sense of belonging. We want to feel being part of a tribe and of a network. We want selected engagements.

We want our creative power to be recognized. We want to enter into a dialog with brands and experiment new forms of co-creation and self edition.

We want brands to be obliged, responsible and ethically correct, to create trust through honesty, integrity and clarity.

23. SIMPLICITY



I pod



MUJI CD player



Tai-chi



LG Tromm Steam washer

We want freedom from difficulty, hardship or effort.
We value convenience and reject complexity.
We want efficiency and actual time saving

24. ACTOR AND
CO AUTHOR



Puma> Mongolian shoes BBQ

We are no longer passive – but active consumers. We want brands to stop dictating what to do but to empower us. Brands should stimulate our self-expression and enable our transformation.

25. TRUST
NO
FRUSTRATION!



Peckham Library > London

We want brands to stop selling dreams and over-promising things and creating frustration. We value the contrary when brands gain our trust by honesty, modesty and understatement and deliver beyond our expectations.

26.
UNIQUENESS



Hotel Sezz > Paris

Uniqueness is about the flexibility of service more than the scarcity or exclusivity of products. We want brand to make us feel special and valued by responding to our personal needs and preferences.

27.
CONNOISSEUR



Aeron Chair > Herman Miller

We want brands to invite us to enhance our knowledge and refine our sensitivity though pro-active training and direct sensorial experience. We want brands to think more creatively about the many ways we use our senses.

28. LIFELONG VITALITY



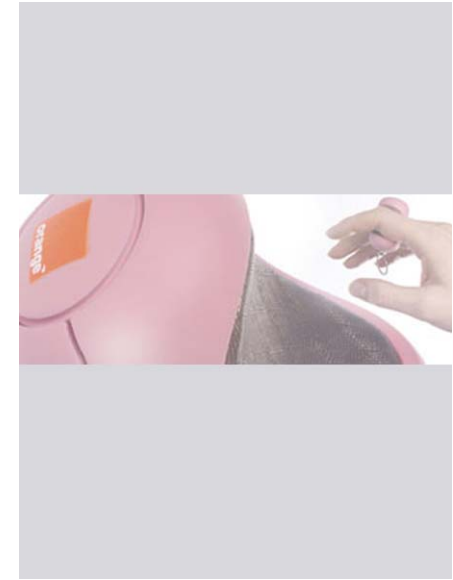
Biotq > corn bottle



Scarf for better breathing



Medical Spa



Game for relaxation

This passion comes from the clear consciousness of the sea change that is the life expectation. We want to be healthy, energetic and full of vitality for all our life, no matter what our age is, baby-boomers or teenagers.

We want brands to help us getting, protecting and maintaining a lifelong vitality

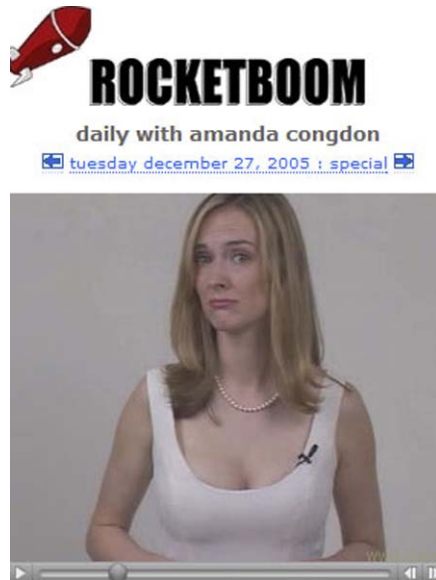
29. TRANPARENCY



The mind gym

We believe that there is just too much. We want our life to have more transparency. We are not only talking of the transparency in business but within all human interaction. We ask companies to be moral and reliable by revealing what is behind their concept.

30. THE POWER OF ME



Blog

We believe in ourselves and we *have to* because of the negative, pessimistic actions and emotions that we see around us. We want companies to increase our power, to do something for ourselves, to make educated decisions for personal empowerment – the power of me.

31. LIVE STRONG



UK's bu shelter

We want to make the difference, to connect, to give and to feel committed to our communities. We want companies to promote and support our altruistic awareness to benevolent causes from world poverty to anti-smoking.

32. MAVERICK LEADERSHIP



VoIP

We want to invent new forms of leadership, away from convention. We want companies to help us rejuvenate our ways of working, networking, exchanging and cooperating with others, with a fresh and open mind.

33. SEARCHING AUTHENTICITY



Cote Nature > Issey Miyake



Wooden Speaker > HE design



Corrupted classic of comfort chair



Coolth > refrigerator

As consumers and citizens, we want products and services with integrity that go back to something more natural. We want to be engaged by companies in real and sincere experiences.

34. PERSONAL SUSTAINABILITY



BedZED > Sustainable house

We want brands to fulfil their obligations but also to think more creatively about how to connect us personally to this global challenge and put sustainable attitudes high on everyone's agenda. Today personal sustainability it is a lifestyle choice, tomorrow it will be an obligation.

35. NEW CONSUMER NEW SUPPLIER



Asian Car Industry > KIA

Today, 80% of the planet (the bottom of the pyramid) are manufacturing products for the western (20%) economy and yet still living in poverty. By exploiting, in the best sense of the word, the developing world we are enabling them to profit from globalisation, as new suppliers, who will then become the new consumers.

36. ANCHORING



Cradle project > Latvia

We, like the boat are floating on the sea, often feel the need to anchor, to shore up – a time to think. We find comfort in the conformity of tradition. We need guidelines and limits. This is not tradition as we know it but a pause for thought before we look forward and move on.

37. FEMALE MEGA-INFLUENCE



YCC your concept car > Volvo

Female values and presence are gaining importance and will play a leading role in society, economy and politics. Brands, suppliers and retailers should take feminine logic into account and revise their design and communication strategies accordingly.

38. INTUITIVE INTELLIGENCE



Business class > Virgin's



Identity Card Exploration > IDEO



Luminescent seats > Fuwa Pica



Braille Label > L'occitane

Intuitive Intelligence is all about emotions. Is this intuitive intelligence both EQ and IQ? Yes, Brands should value our sensuality, our intuition and our logic. It is often the minor touches that have a major effect,.

2003-2005 changing trends in Design



39. MINIMALIST CONCEPT



MUU Low> Montina

Minimalist means the object that expressed the beauty of design and function in simple aspect in order to serve the needs without unnecessary elements. The idea of Minimalist was continually interpreted and employed by various designers time after time

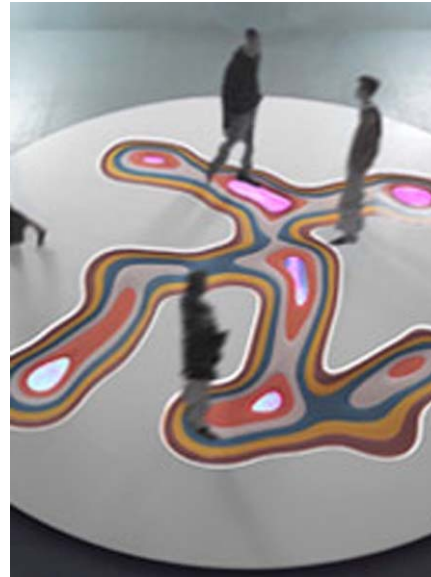
40. LOW DESIGN



Pallas Table>Konstentín Grcić

The low design concept is the new concept which was introduced in 1994. The design concept aims to reduce the production process by using simple structure such as folding system instead of complicated assembly.

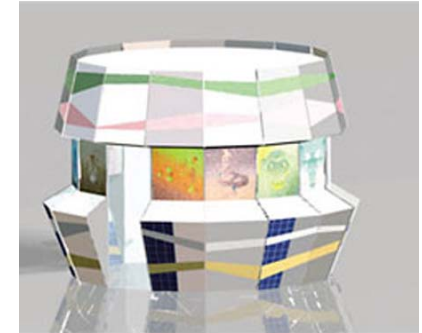
41. ORGANIC LINE



The land of Lu> Ross Lovegroove

The obvious change in furniture world is that promptly furniture design is more curved and rounded rather than straight and box-shape. Even wood was now reshaped into the fluid line and organic form.

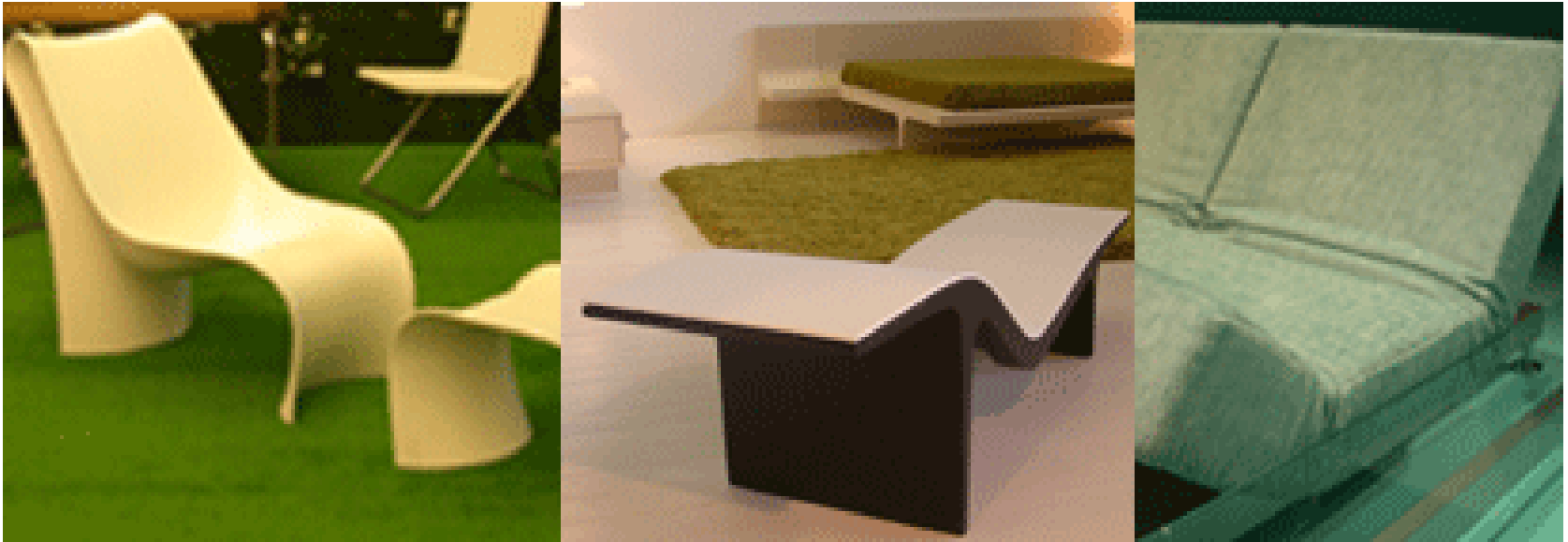
42. REFLECTED CHANGE



Earthly Paradise exhibition

Design is one tool to express and interpret the change both in the way of living, social and environmental change. It also aims to convince people about environment and social responsibility.

43. LUXURIOUS MINIMALIST



Luxurious terms can be defined as the beauty derived from the combination of material, organic line and technology. Then, these fusion elements are mixed together with the original minimalist concept. The result is exclusive piece of works or *Luxurious minimalist design*

44. EMOTIONAL ASPECT



Wednesday lamp > Tord Boontje

The emotional or irrational aspect has an impact on human decision making rather than rational aspect. It perhaps the reason makes most of designers and manufactures turned to the emotional way despite the rational function in design. This concept generated the significant change in 2004.

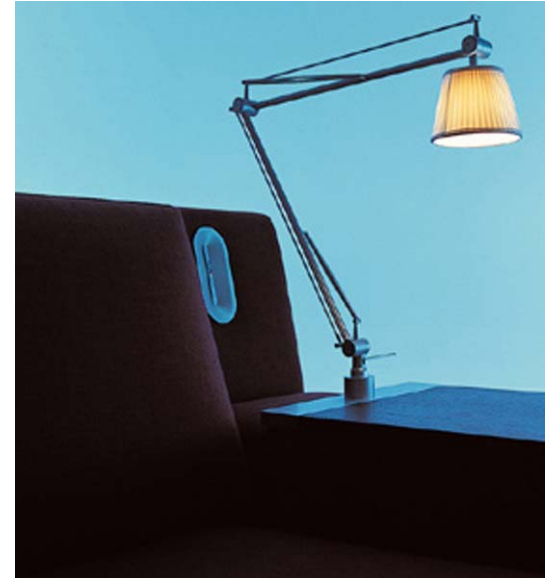
45. CONNECTIVITY WITH AN ENVIRONMENT



TREE > Michael Young & Katin Petursdottir

Designers overturned the relation between human and nature by employed the furniture to create a connection. It was not such a general idea to expand the living space to outside to gain nature touch but it was concerning about bringing nature into personal space to create the connectivity among furniture, human and environment.

46. COMMUNICATION & MEDIA



M.I.S.S. > Phillippe Starck

This aspect can be said that it served to the new digital lifestyle when the communication and media became vital to everyday life. It was not aim for serving basic needs but providing the full pleasure for avant-garde users in hi-tech environment. Technology, communication are integrated into furniture.

47. MAXIMIZATION



The last evolution of 2003 can be said that it was the beginning of the decreasing in Minimalist. Definitely, the minimalist in Milan Furniture fair is not finish but it is influenced by decorative elements that makes the diminishing of pure minimalist. Flower patterns, nature and communication applied to furniture are the vital subjects which have strong impact to human sensation and lead to maximization evolution

48. CONTINUITY FROM MAXIMIZATION



Madmoiselle Chair > Kartell

The continuity of maximization is obvious; flower patterns, geometric patterns and motifs are still broadly applied. They provide a sensual and tactile impact. Texture has very strong character that persuades visitors to touch and try. This tactile continuity conveys the notion of emotion and sensuality from last year.

49. FEMALE DESIGNER CHARACTERISTICS



Blooming > Patricia Urquiola

This year the design is dominated by women. Some of the strongest works in the fair were designed by women, who have had a great influence on the ambience of the event. There were particular works that were unique in the way they combined technology, in visible ways, with soft forms and a sense of craftsmanship.

50. HISTORICAL RECALL



Dessouschic > Zanotta

Despite the innovation, a lot of designers and companies preferred to resort to style from historical periods. A possible reason for this concept being so widespread was that certain elements of the past are recognized as being very successful. Even if products have been designed in this 'new' context people still feel the value of products that have crossed time.

51. FEMININE EMBELLISHMENT



The continuity from maximization makes the Milan Furniture Fair 2005 dazzling but the development of the essential elements in design was not noticeable present this year. Most of the designers decided again to engage with decoration rather than function. This observation was most likely due to the influence of feminine emotion that was stronger this year; a sense of sensitivity, the feeling and needs of the past, to feel secure as well as the strong in the role of female designer.

POP culture: LazyBoy

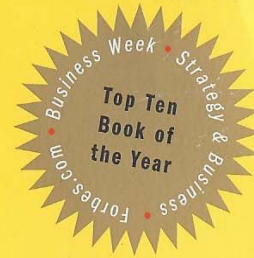


52-60: [LazyBoy](#)

**Now! Please rate your
favourite trends from A (most
important), B, C or D...**



Difficult?



THE PARADOX OF CHOICE

WHY MORE IS LESS **BARRY SCHWARTZ**

HOW THE CULTURE OF ABUNDANCE ROBS US OF SATISFACTION



"A revolutionary and beautifully reasoned book about the promiscuous amount of choice that renders the consumer helpless. A must read."

— Martin Seligman, author of *Authentic Happiness*

P.S.
INSIGHTS,
INTERVIEWS
& MORE...

Finally! Write down your TOP 5!



Just before lunch – stretch!



3. The MOOD

Theory,

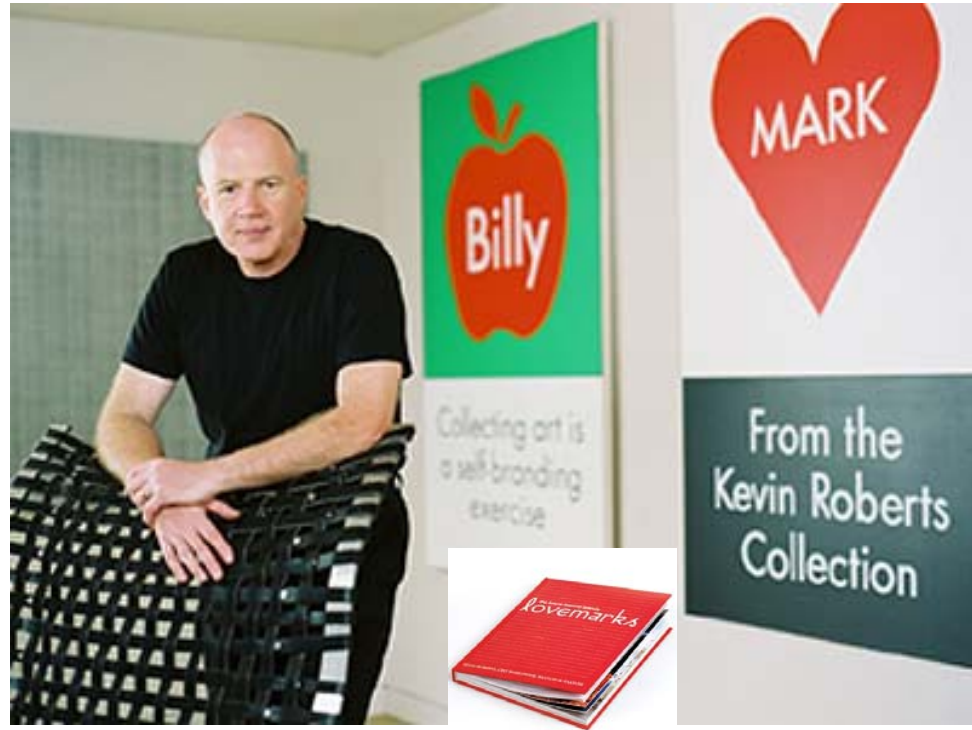
including

business cases

Q: what do these two people have in common?



Karl Lagerfeld



Kevin Roberts

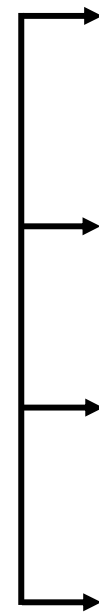
**A: They know that
DEMOGRAPHICS are out! It's all
about your personality and your
taste, not who you are or your
age, income or gender any
longer...**

**So how do we find out the what
is the personality and taste?**



Use the MOOD theory

**It is a human
focused tool that
segments people
according to their
personality & taste**

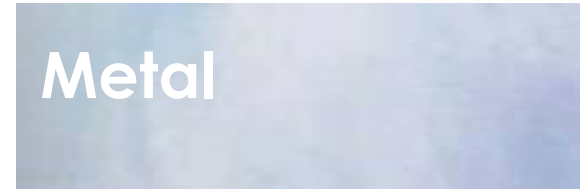


Metal

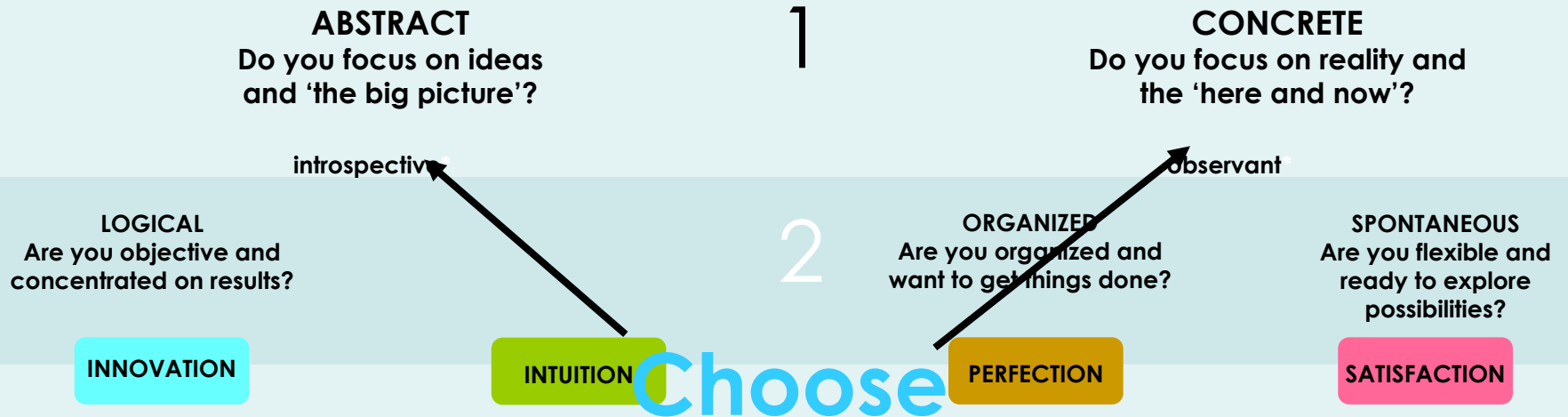
Water

Earth

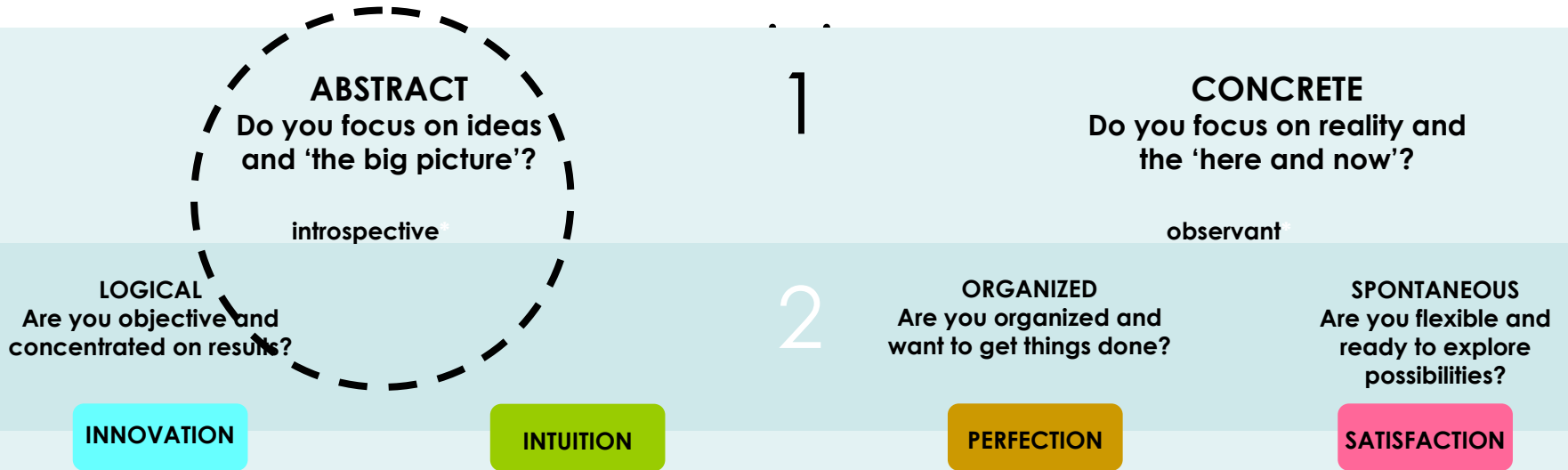
Fire



The Mood Theory



The Mood Theory



The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

introspective*

LOGICAL
Are you objective and
concentrated on results?

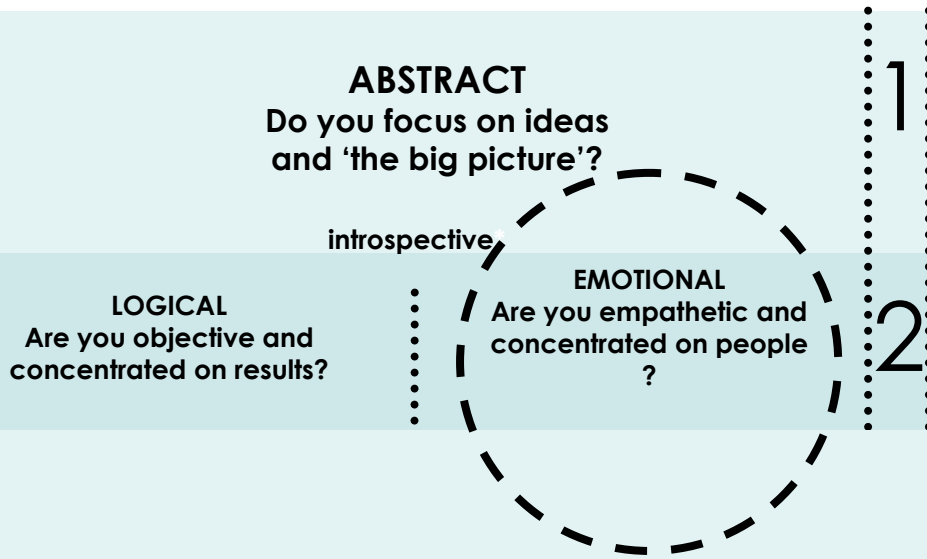
EMOTIONAL
Are you empathetic and
concentrated on people
?

1

2

Choose

The Mood Theory



The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

introspective

EMOTIONAL
Are you empathetic and
concentrated on people
?

WATER

ORGANIZED
Are you
organized
and want to
get things
done?

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?

1

2

3

Choose

The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

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introspective*

EMOTIONAL
Are you empathetic and
concentrated on people
?

WATER

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?

advocators*

INTROVERT
Being by yourself,
thinking,
reflecting?

WATER
+ water
healer*

EXTRAVERT
Outgoing,
communicating,
experiencing?

Water
+ fire
champion*

1

2

3

4

**Vertical
Choice!!**

The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

introspective*

EMOTIONAL
Are you empathetic and
concentrated on people
?

WATER

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?

advocators*

INTROVERT
Being by yourself,
thinking,
reflecting?

WATER
+ fire
healer*

EXTRAVERT
Outgoing,
communicating,
experiencing?

WATER
+ fire
champion*

1

2

3

4

The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

introspective*

EMOTIONAL
Are you empathetic and
concentrated on people
?

INTUITION

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?

advocators*

INTROVERT
Being by yourself,
thinking,
reflecting?

INTUITION
+ intuition
healer*

EXTRAVERT
Outgoing,
communicating,
experiencing?

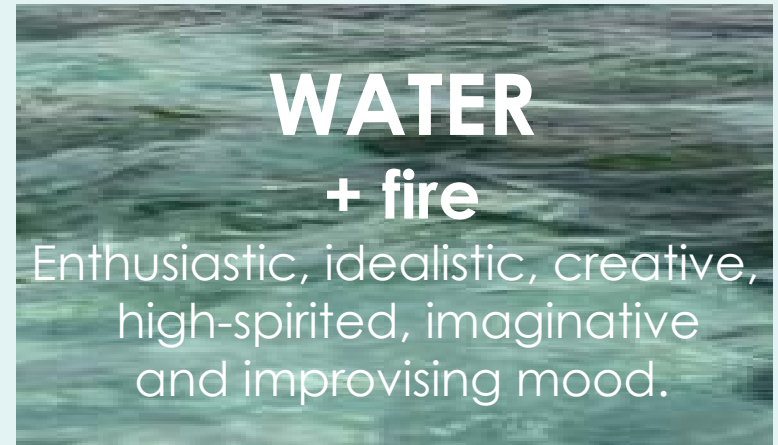
INTUITION
+ satisfaction
champion*

1

2

3

4



The Mood Theory

ABSTRACT
Do you focus on ideas
and 'the big picture'?

1

CONCRETE
Do you focus on reality and
the 'here and now'?

introspective*

observant*

LOGICAL
Are you objective and
concentrated on results?

EMOTIONAL
Are you empathetic and
concentrated on people
?

2

ORGANIZED
Are you organized and
want to get things done?

SPONTANEOUS
Are you flexible and
ready to explore
possibilities?

METAL

WATER

EARTH

FIRE

ORGANIZED
Are you
organized
and want to
get things
done?
coordinators*

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?
engineers*

ORGANIZED
Are you
organized
and want to
get things
done?
mentors*

SPONTANEOUS
Are you flexible
and ready to
explore
possibilities?
advocators*

3

LOGICAL
Are you
objective
and
concentrat
ed on
results?
administrators*

EMOTIONAL
Are you
empathetic
and
concentrated
on people ?
conservators*

LOGICAL
Are you
objective
and
concentrat
ed on
operators*

EMOTIONAL
Are you
empathetic
and
concentrated
on people ?
entertainers*

EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

METAL
+ metal
fieldmarshal*

METAL
+ water
architect*

WATER
+ metall
teacher*

WATER
+ water
healer*

4

EARTH
+ metal
supervisor*

EARTH
+ water
protector*

FIRE
+ metal
promoter*

FIRE
+ water
composer*

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
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INTROVERT
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EXTRAVERT
Outgoing,
communicating,
experiencing?

INTROVERT
Being by yourself,
thinking,
reflecting?

EXTRAVERT
Outgoing,
communicating,
experiencing?

METAL
+ earth
mastermind*

METAL
+ fire
inventor*

WATER
+ earth
counselor*

WATER
+ fire
champion*

EARTH
+ earth
inspector*

EARTH
+ fire
provider*

FIRE
+ earth
crafter*

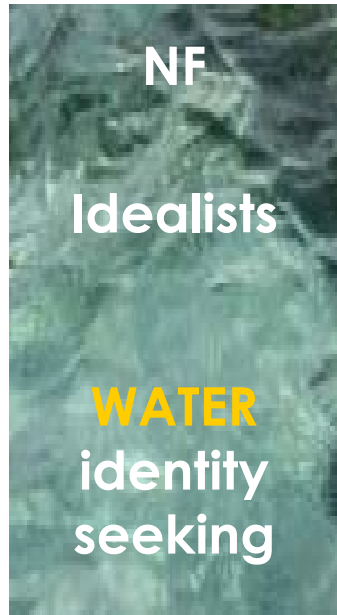
FIRE
+ fire
performer*

The history repeats itself!

Greek
philosophers
(c. 400 B.C.)



Myers-Briggs
(c. 1958)



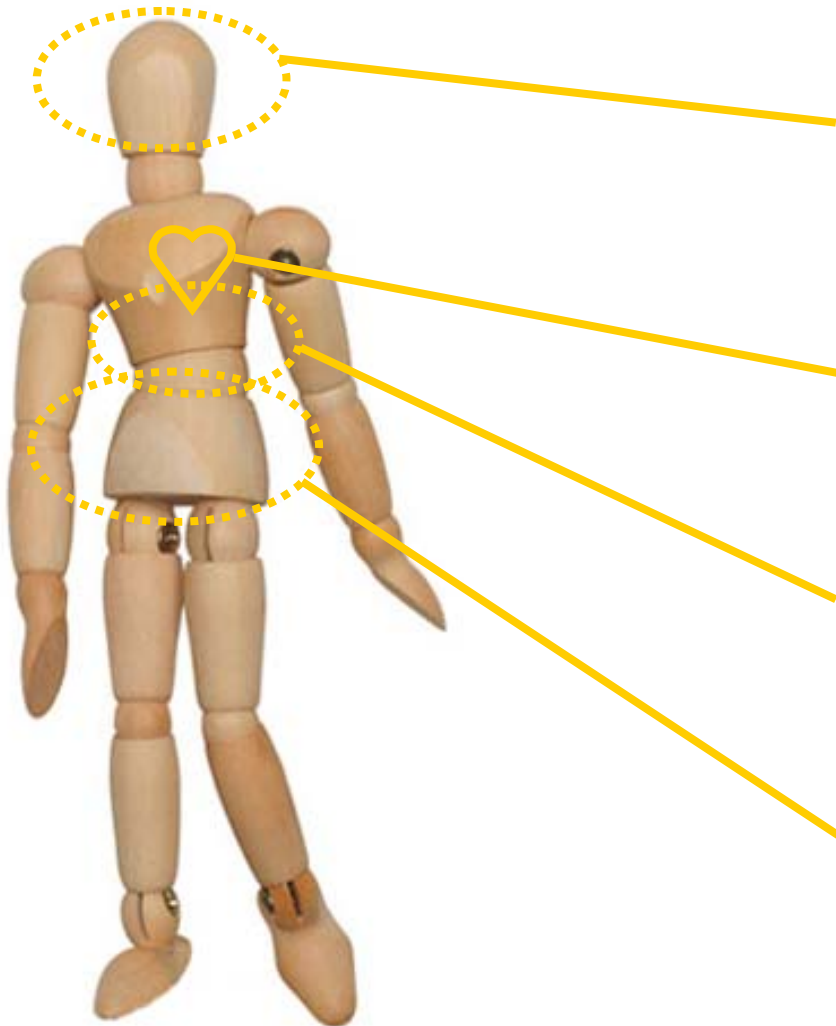
Keirsey
(1978 & 1998)

MOOD
Consumption
(2003)

Main Elements:



Body & Elements:



HEAD = METAL

> knowledge, inventing, discovery

HEART = WATER

> identity, caring, authentic

GUT = EARTH

> security, orderly, reliable

HIPS = FIRE

> sensations, easy-going, fun loving

FORTUNE

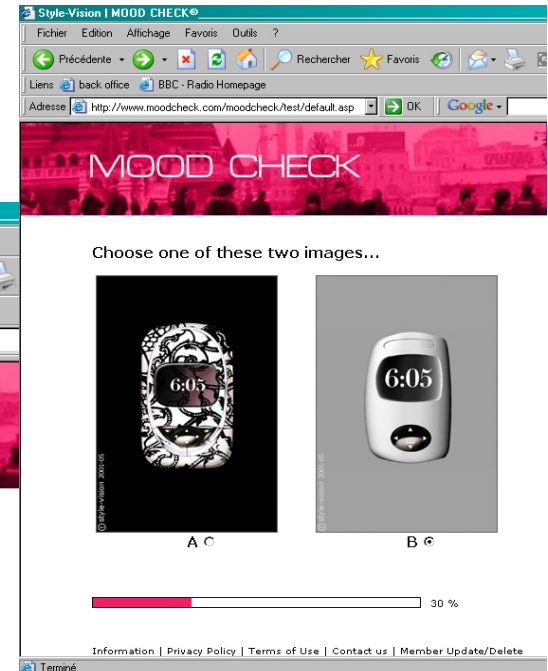
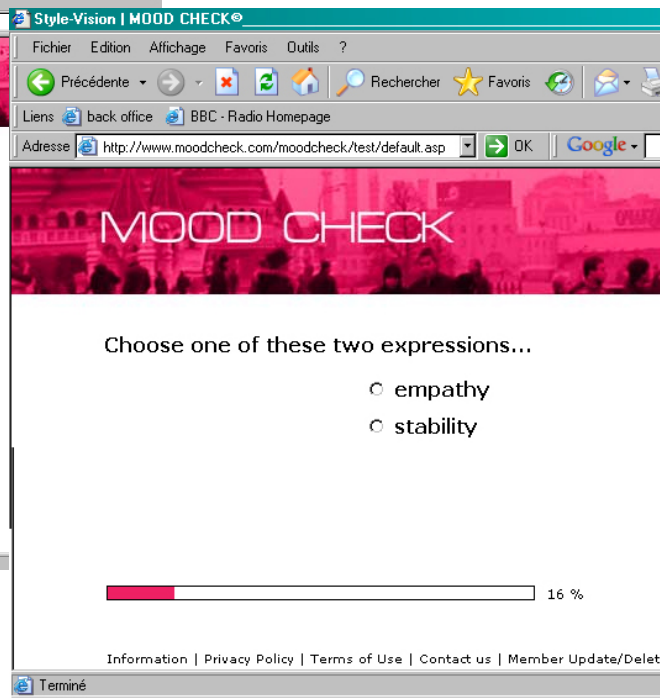
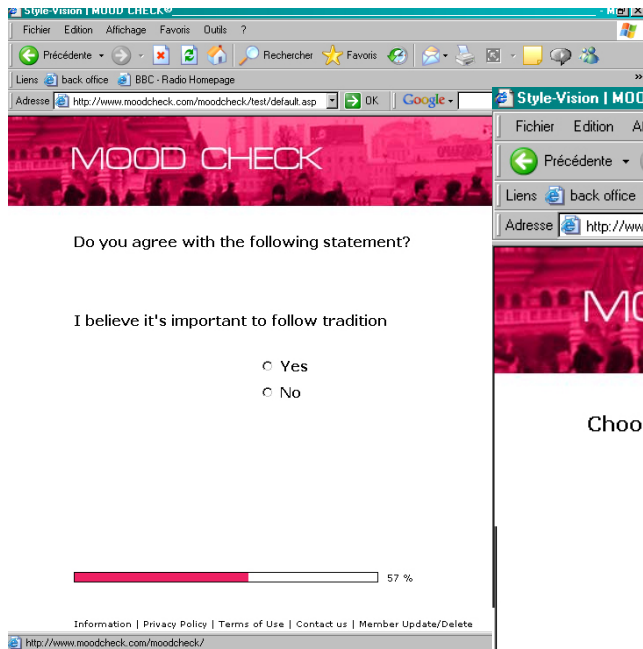
The business magazine wants to understand their Asian & European readers better as well as inspiring their advertisers.



Online Questionnaire

Readers e-mailed a link to an online questionnaire.

2000 samples. 72 questions: personality, design and semantics.



Results of Mood of advertising in magazine.

METAL



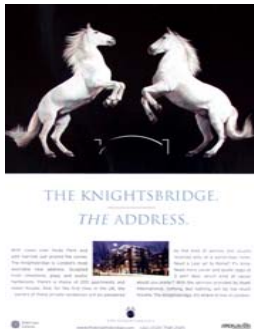
23 % of ads

WATER



25 % of ads

EARTH



34 % of ads

FIRE



18 % of ads

MOOD of readers 'v' MOOD of advertising in magazine.

METAL



41 % of readers

23 % of ads

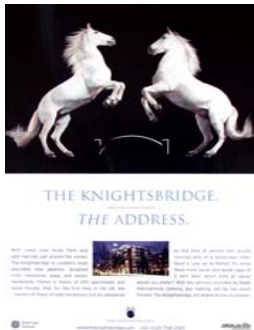
WATER



24 % of readers

25 % of ads

EARTH



21 % of readers

34 % of ads

FIRE



14 % of readers

18 % of ads

Great ads for:

METAL

Middleware is Everywhere. Can you see it?

IBM

Middleware	Key
1. Car notifies owner for service.	MIDDLEWARE IS IBM SOFTWARE. Powerful software like DB2® and WebSphere® that can connect your business end-to-end. You can build upon your existing applications, creating a responsive environment where partners, vendors and customers can easily work together. And IBM software is based entirely on open standards for maximum efficiency, flexibility, speed and agility. That's ON DEMAND BUSINESS.
2. Factory informed immediately.	
3. Supplier ships parts instantly.	
4. Dealer inventory adjusts in real time.	
5. Car back on road in no time.	

See how middleware works. See how it helps businesses succeed. See it at ibm.com/middleware/integrate

change + hp

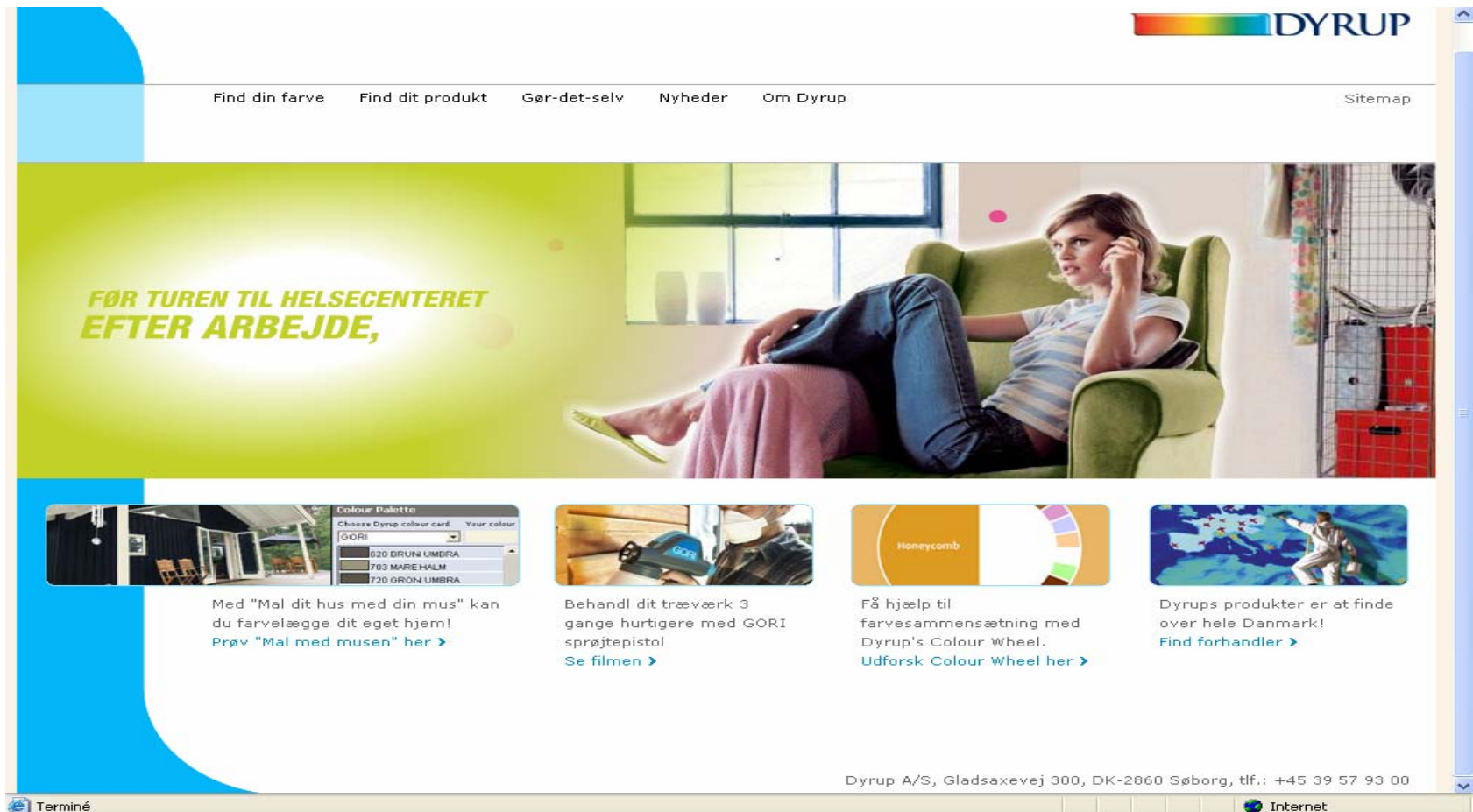
How to light up a supply chain

Advance Transformer, a leading component manufacturer for lighting systems, had legacy IT systems that struggled to keep up with production demands. They turned to HP to help them better manage their supply chain. Now, with a unified management of the whole infrastructure, their systems automatically solve problems as they occur. All this has reduced production time from 28 to 5 days, cut inventory levels by 50% and revealed the bright side of change. www.hp.com/adopt

Solutions for the adaptive enterprise.

©2004 Hewlett-Packard Development Company, L.P.

A leading Danish paint manufacturer wants to use mood elements to inspire their end-consumers in an innovative way.



Find din farve **Find dit produkt** **Gør-det-selv** **Nyheder** **Om Dyrup** [Sitemap](#)

FØR TUREN TIL HELSECENTERET EFTER ARBEJDE,

Colour Palette
Choose Dyrup colour card Your colour
GORI
620 BRUN UMBRA
703 MARE HALM
720 GRØN UMBRA

Behandl dit træværk 3 gange hurtigere med GORI sprøjtepistol
[Se filmen >](#)

Honeycomb
Få hjælp til farvesammensætning med Dyrup's Colour Wheel.
[Udforsk Colour Wheel her >](#)

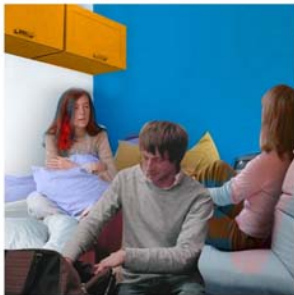
Dyrups produkter er at finde over hele Danmark!
[Find forhandler >](#)

Dyrup A/S, Gladsaxevej 300, DK-2860 Søborg, tlf.: +45 39 57 93 00

Terminé Internet

Family stories in the communication concept:

METAL



THE MOBILE FAMILY

The Mobile Family is an innovative and modern family. Their home is a basis for a stimulating fast-moving life, and the decoration is flexible and unpredictable. The furniture can be purely functional, second hand or very cleverly designed. They might even have invented a brand new type of furniture.

With the Mobile Family, you can never really predict their environment. Tomorrow they might change everything or simply move house. Members of this family are upbeat visionaries. They love everything that is new and unusual, even if it is not in their main field of knowledge.

The Mobile Family lives for the future, for innovations and the new ideas. Open minded, they love to talk and discuss with friends - exchanging cutting-edge information. They are not afraid to be the first, to live the vision. They are always open to new concepts, and in fact, forever in search of new knowledge and understanding.

WATER



THE CARING FAMILY

The Caring Family is imaginative and love to collect cultural objects and pieces of art – the more, the better. Their home is a whirlwind of warm colours and materials a comfortable haven of exploration; a creative atmosphere that takes you on a journey around the world.

Some people might call their home crowded, but that is only because each and every piece has a personal history – and it is so hard for them to throw things away. This family values deep and meaningful relationships and others find them warm and caring.

You will find more literature than technology in their home. Ideals, rather than status symbols, are important to them and they will go a long way to help others. This is a home where you can sit for hours in a cosy chair over a warm cup of tea and organic cake, to talk about your deepest feelings and the meaning of life.

EARTH



THE EFFICIENT FAMILY

Well organised – the Efficient Family lives in a neat and practical home. They like elegance and shy away from fake fanciness or messy surroundings. Their house is calm and sophisticated, with touches of high-quality and classic design, in simple well-balanced colours.

Being reliable and keeping your promises is very important to this family. So is being on time. Respect others and they will respect you. Other people might see this family as conservative and it's true; they value traditions a great deal, above all family traditions. However, they are open to new ideas, especially if you present these ideas in a logical and honest way.

They are comfortable within their daily routines and work hard in their, often very successful, professional lives. Seriousness is important to them and you often sense a high degree of concentration in the air. But, when it comes to the weekend, they can switch off and relax ... unless there are unfinished tasks to do of course!

FIRE



THE FUN FAMILY

The Fun Family lives spontaneously. They live for the here and now. Their home is bright and colourful, and is always full of people popping in and out. They are very creative and express this in their constant re-decorating. They might have expensive designer furniture, they might have IKEA, and most likely they will have both.

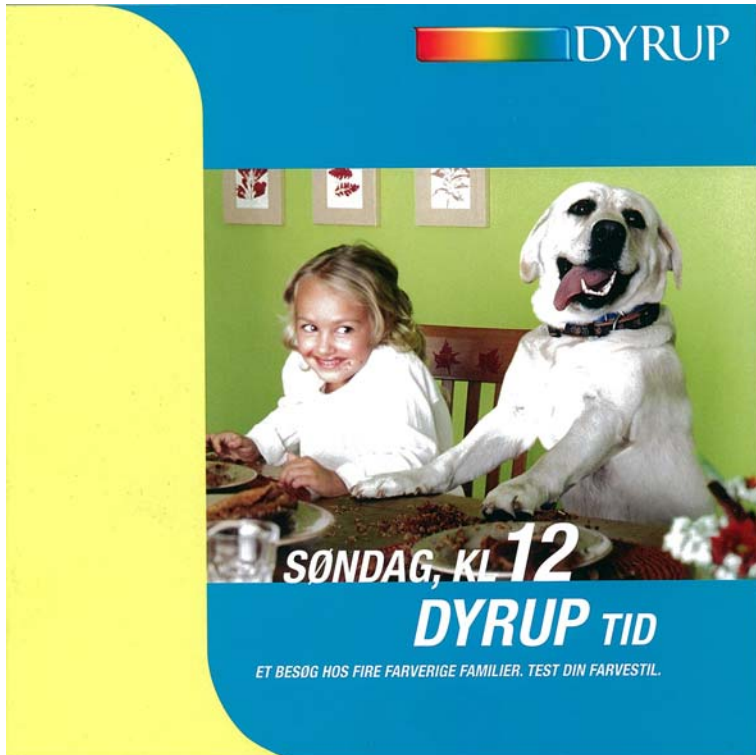
This family actively seeks excitement and thrives on the rush of adrenaline. They love action, and may stir things up to create it. They adore spending time and having fun with their friends, often joking and playing pranks, talking about kids, relationships and the newest fashion.

They have realised that life is precious. Some people spend all their lives waiting for the storm and never enjoy the sunshine. Well, not this family. They are all about sunshine and happiness. One day travelling, one day partying, one day shopping, one day working... if they really have to work!

The COLOUR families:



Catalogue.



Final Catalogue

Pull-out Mood Check



RESULTS

Number of A's:

Number of B's:

Number of C's:

Number of D's:

If most of your choices were **A**, you belong to the **Efficient Family**.

If most of your choices were **B**, you belong to the **Caring Family**.

If most of your choices were **C**, you belong to the **Fun Family**.

If most of your choices were **D**, you belong to the **Mobile Family**.

To read more about this family, see the **Dyrup Colour Card**.

TEST
Choose which images you prefer (X).

1   **B**

2   **C**

3   **B**

4   **A**

Colours.



Interiors



Colour card

A large Swedish shopping mall wants to know their shoppers to create a more emotional shopping experience.

Center Syd

SHOPPINGCENTER

• ÖPPETTIDER • INFORMATION • BUTIKER • UPPLEVELSER & EVENTS • MATSTÄLLEN & LIVS • BARNENS CENTER



VÄLKOMMEN

Nu är det vintertider på Center Syd Shoppingcenter, här hittar du det senaste inom mode, inredning, teknik mm.

Center Syd Shoppingcenter ligger vid E6 i Löddeköpinga mellan Malmö och Landskrona. Välkommen hit, här finns 05 butiker och serviceställen!

Vinn presentkort! Kosta på "Månadens butik".



VARDAGAR 10 - 20 LÖRDAGAR 10 - 17 SÖNDAGAR 11 - 17



Results of 300 questionnaires:

METAL



The
Intellectual
shopper:
4 %

WATER



The
Emotional
shopper:
6 %

EARTH



The
Practical
shopper:
38 %

FIRE



The
Sensual
shopper:
52 %

Results of Questionnaire: Favourite words

METAL



**Inventing,
Discovery,
Knowledge**

WATER



**Caring,
Authentic,
Identity**

EARTH



**Orderly,
Reliable,
Security**

FIRE



**Easy-Going,
Fun-Loving,
Sensations**

Results of Questionnaire: Favourite shops

METAL

STADIUM

STADIUM
Tel: 046-71 24 60
centersyd@stadium.se
www.stadium.se

Vi vill inspirera till ett aktivt, roligt och hälsosamt liv! Här hittar du sport- och sportmodeprodukter med kombinationen god funktion, design och kvalitet, till bästa pris.



Varumärken:
Adidas
Puma
Nike
Everest
SOC
Lipp
m.fl

I.me.my
IT'S ALL ABOUT ME

I.me.my
046-71 34 40



Hos oss hittar du moderiktiga bijouterier, väskor, solglasögon och andra häftiga accessoarer till riktigt bra priser. Varmt välkomna!

WATER

natur apoteket

Naturapoteket
Tel: 046-71 20 35
www.naturapoteket.se

Fågel Blå

Fågel Blå
Tel: 046-70 67 08

EARTH

Verner & Verner
REKSKAFSFRÖ FÖR MATGLADA

Verner & Verner
Tel: 046-70 62 00
loddekoping@telia.com
www.verner-vernern.com

SYSTEM BOLAGET

Systembolaget
Tel: 046-71 21 67
www.systembolaget.se

FIRE

MQ

MQ
Tel: 046-70 55 77
loddekoping@mq.se
www.mq.se

Gillar du kläder och mode, är du nyfiken på trender och inspireras av att hitta sin personliga stil. Då trivs du hos oss på MQ.

Varumärken hos MQ:
Zoul, Mari Philippe, Cue, Peak, Miss Sixty, Bond-
elid, Mexx, Esprit, Saint Tropez, Saddler, Atlas,
Emilio, Steel, J Lindeberg, Fred perry och Levis

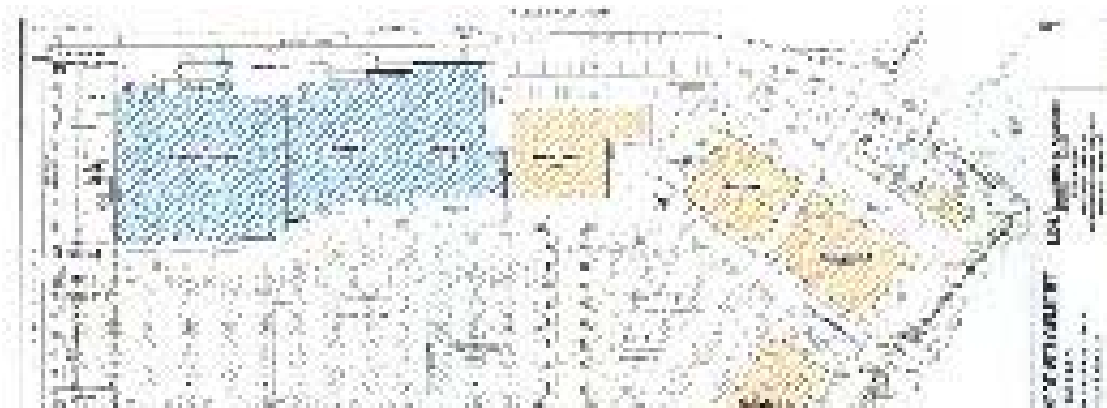


H&M

H&M
Tel: 046-70 82 40
www.hm.com

H&M erbjuder mode och kvalitet till bästa pris. Här hittar du avdelningar för dam, barn, herr, ungdom tje och kosmetik. Nya modevaror kommer till butik varje dag. För mer information om H&M besök www.hm.com

New retail master plan



Verner & Verner
ARCHITECTS FOR SUCCESS
Verner & Verner
Tel: 046-70 62 00
loddekoping@telia.com
www.verner-vernerv.com

H&M
H&M
Tel: 046-70 62 40
www.hm.com
H&M erbjuder mode och kvalitet till bästa pris. Här hittar du avdelningar för dam, barn, herr, ungdomar till och skolmaterial. Vår moderavdelning finns också varje dag. För mer information om H&M besök www.hm.com

Left: EARTH

Right:
FIRE



**Orderly,
Reliable,
Security**



Middle: Mix



**Easy-Going,
Fun-Loving,
Sensations**

A high-end hair care brand wants to create a conference concept for their distributors as well as a party concept for their hairdresser clients.



Segmentation of Brand vs Distributors

METAL

16% of Distributors

**Brand =
Metal +
Fire**



WATER

21% of Distributors

EARTH

21% of Distributors

FIRE

42% of Distributors

Main focus of event

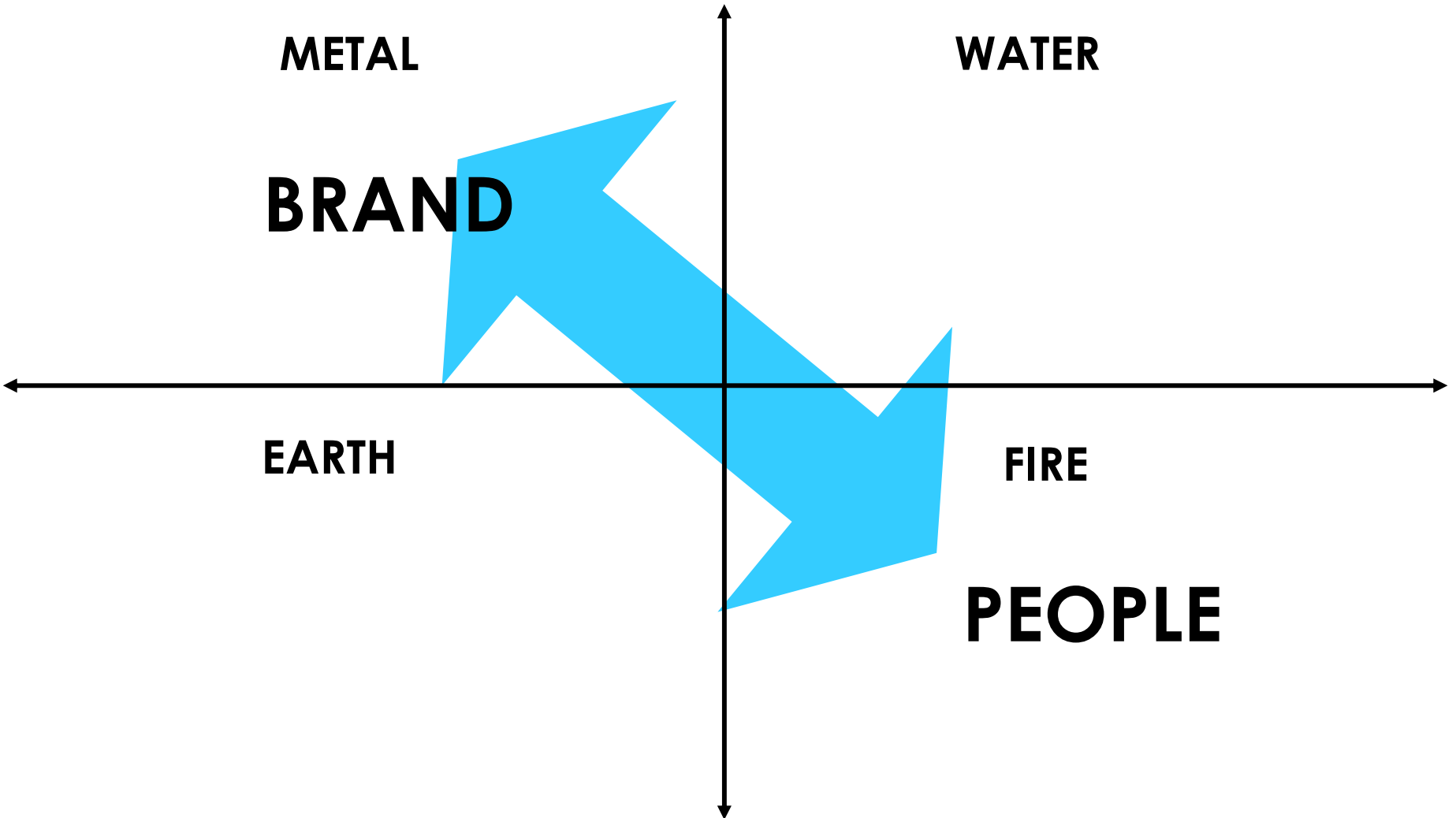
METAL
BRAND

WATER

EARTH

FIRE

PEOPLE



Creation of Joico Fire Concept; First coffee break



Creation of Joico Water Concept; Lunch



Creation of Joico Earth Concept; Afternoon Break



Creation of Joico Metal Concept; Cocktail



Creation of Joico Metal Concept; Cocktail



Night program!

Theme: Show arrival



Satisfaction!

FAME, CELEBRITY be GLAM!

Theme: Party arrival



Innovation!

DISCOVER, SPARKLE, DREAM!

Innovation



Innovation

Keywords:

Curious,
Inventing,
Visionary,
Strong will,
No limits,
Provocative,
Strong,

Imaginative,
Different,
Free spirited,
Entrepreneur,
Innovative,
Pure,
Individual,
Powerful







No
Limits

Creation of Joico Metal Concept; Party



4. Interactive workshops:

**How to use the
MOOD Theory?**

5. Presentations:

**Teams present
their results of
the workshops.**

THANK YOU!

**And remember
to dream...**