

## BRAND DESIGN



### BRAND DESIGN FOR BUSINESS GROWTH: MEASURE DESIGN'S CONTRIBUTION TO BUSINESS GROWTH

Design is very important for business success, and is a major factor in a company's growth or decline. However the impact of design is hard to measure, which means it is often not highly regarded by companies. This month we share guidelines for successful design measurement including clearly defining 'design', looking for its behavioural impact and including design in research.

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COCA-COLA #COLOURYOURSUMMER

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