



DIGITAL BRAND INNOVATION: how digital can disrupt brand & customer innovation?

MASTER IN INNOVATION DESIGN MANAGEMENT - DOMUS ACADEMY BERLIN

October 2017 Intake

Leading innovation companies are increasingly leveraging design methodologies and a design-thinking approach to create meaningful and relevant brand experiences for their customers when interacting with their products and services. Technology and digital innovations are now fully embedded into how Brands can be brought to life across a fragmented landscape of touch points and platforms.

BRIEF

Candidates are asked to identify new branding and business opportunities leveraging digital touchpoints. The new proposals will focus on the creation of new product experiences, on finding new ways for Technogym's products and services to be more seamlessly embedded into customer everyday health routines. Other proposals could focus on how the brand could draw new audiences to its offerings.

Winning proposals will be disruptive yet feasible, visionary yet implementable with today's technologies and current digital platforms. In particular attention will be paid to the strategic branding aspects in order not to dilute the image and values of the Technogym brand.

Candidates will clearly highlight the rationale behind their new proposals and how it is building on the existing brand identity and vision; they will balance creative and business aspects and finally assess the benefits for brand fans, potential consumers, and Technogym.

AUDIENCE

The competition addresses fresh graduates and young professionals coming from Economics, Business Management or Finance; Marketing & Communication; Entrepreneurship; Product Design, Service Design or Brand Design. Candidates will have a strong motivation to learn how to combine creativity, business and design-thinking through a multidisciplinary approach.

JURY

Projects will be evaluated and selected by the Faculty of the Master in Innovation Design Management, Domus Academy and Technogym.

MATERIAL REQUIRED

- . Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images);
- . Portfolio of projects
- . Detailed curriculum vitae
- . Motivation statement
- . Copy of Degree Certificate
- . Academic Transcripts
- . Domus Academy Application Form*

The candidates are asked to send their materials in one sole file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

** Application fee is waived for competition participants.*

PRIZES

- . One scholarship covering 60% of the total tuition fee of the Master Program
- . One scholarship covering 50% of the total tuition fee of the Master Program
- . One scholarship covering 40% of the total tuition fee of the Master Program
- . Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to € 28.600 (for non-EU passport holders – matriculation fee is not included) and € 16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than May 26th 2017.

Candidates will be informed about the results of the competition by e-mail on June 5th 2017.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions.berlin@domusacademy.com

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at:

competitions.berlin@domusacademy.com

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate minimum).

MASTER PROGRAM DESCRIPTIONS

The program encompasses processes and strategies to generate innovative products, services and brands.

Students will be exposed to courses, project activities on real projects in collaboration with professionals and companies. They will be challenged to stress their lateral and critical thinking approach to set and solve problems, they will experience the design of new activities to allow a further enrichment of their approach to the discipline.

The core part of the academic activity will be driven by the 4 workshops lead in collaboration with real actors of the field. Students will therefore be exposed to the state of the art of the Industry and, in the meantime, they will seek for innovation and change of existing models.

GENERAL TERMS AND CONDITIONS

- . Every moral or authorship right as to the project remains property of the author.
- . The projects sent to Domus Academy will not be returned.
- . All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- . Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- . The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- . The scholarship will be deducted from the balance of the tuition fee.
- . The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- . Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions.berlin@domusacademy.com

