

Creative Concept  
“Ideas that Stick”

Design Innovation and Trends  
brought to you by  
**Afera, The Self Adhesive Tape Industry Network**

## *Introduction*

Afera's efforts in this project are completely focused on raising awareness (long term / new customers) and on converting interest into direct – autonomic - contacts between potential clients and Afera members through the member directory.

During our meeting we further explored the (different) content interests of various persona (industrial designer, product/mechanical engineer, quality manager, projects/process engineer) in both the awareness phase and the (early stage of the) consideration phase of their buying cycle.

We also discussed which of these roles in the DMU can create the biggest leverage to grow the pie for Afera members and/or is a gatekeeper for decisions to start using (specialty) tape.

When we think about the content we can create and publish on the Afera website to attract attention from potential tape customers, we must be aware of various aspects that define the maximum output and result of our efforts:

- Our collective resources (time, funds) to create content are limited
- When creating in-depth content about tape, we always need the (technical) input and cooperation of members. This is difficult to organise on a permanent basis.
- Generic content on PSA tape is widely available (and thus limited in potential impact and value for the audience). More specific content (best practices, design turned inside-out etc.) has a much higher conversation-power but is limited in it's availability because of NDA, IP and member competition issues.

The project focus as mentioned above and the various considerations brought us to the following decisions:

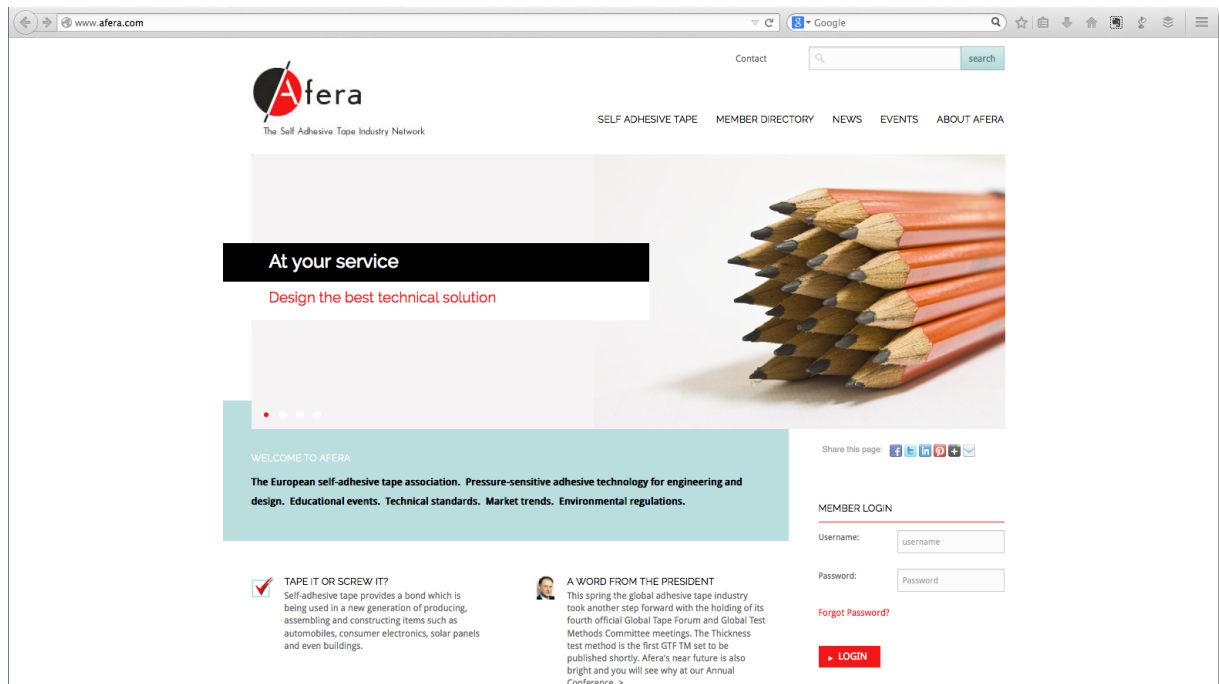
- We decided to focus on the product designer audience (including architects) because they play a pivotal role in introducing tape in a production process.
  - In prioritising one of the audiences we can concentrate our efforts to obtain the best results.
  - The basic (generic) content about tape on the Afera website, that coaxes the visitor in the early consideration stage from awareness to the member directory by answering basic questions about capacities and features is in progress and will be completed with the help of the members. This type of content is relatively static and, once drafted and released, doesn't need to be updated or expanded frequently.
- This allows us to fully concentrate on developing a content concept to attract product designers (including architects) to the Afera website, build a sustainable audience and position tape/Afera as a logical conversational partner when it comes to "design innovation".
- The working title of the concept is " Ideas that Stick". (This title can be changed if needed; options are addressed in the concept draft.

This document outlines the creative concept of " Ideas that Stick". Remember before reading: It's not about selling tapes, it's about attracting interest and visits to Afera.com, the digital home of the tape industry where the visitor will eventually come across tape information as well.

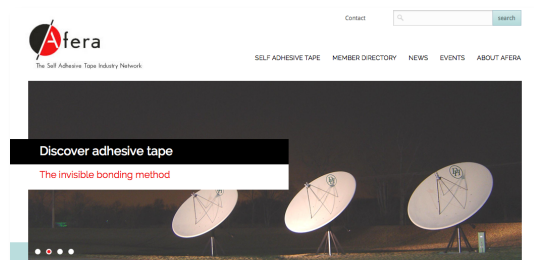
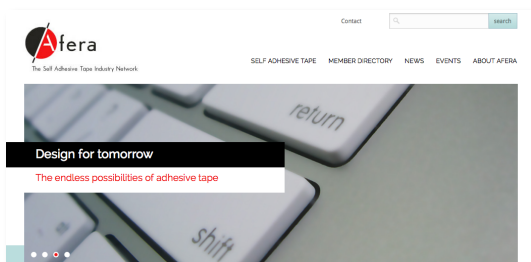
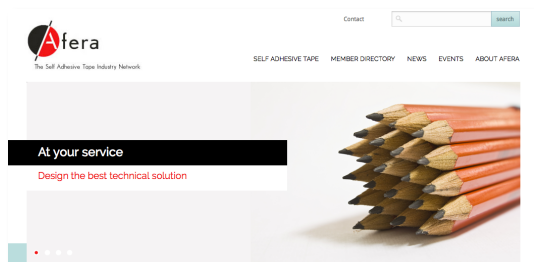
Creative Concept  
“Ideas that Stick”

Design Innovation and Trends  
brought to you by  
**Afera, The Self Adhesive Tape Industry Network**

## Welcome @ the digital home of the tape industry, Afera.com:



There are 3-4 sliders on the home page conveying different messages (visuals and calls to action) for both members and industry clients (designers, manufacturers etc.), e.g:



The calls to action for designers will only attract attention and clicks from a visitor who is **currently** interested to learn more (i.e. who is already in the consideration phase).

In order to attract attention and clicks from an audience much earlier in the buyer journey (awareness) or not even in the buyer journey (not aware) we need to trigger them on more general interests in their professional field. There are many options: from *3D printing* to *next career steps* and from *patents* to [lifelifehacks](#) for the modern knowledge worker.

We do know that there is one broad theme that is both on top of mind for our designer audience and that is at the same time at the core of what the tape industry brings as added value to their clients: “*Design Innovation*”.

Tape enables designers to make products lighter, thinner, more sexy or add invisible features for convenience, sustainability or resistance. In fact we could claim that the tape industry is the hidden driver of product innovation in many industries.

**Now, that sounds like a better *pick up line* than “Who wants to buy tape?”**

## Ideas that Stick

**Tape is the hidden driver of product innovation in many industries**

The ultimate pick up line however would be even more focused on the audience’s interests than on ours. “Tape is the hidden driver of product innovation in many industries’ is at least the rationale that makes it perfectly logical, acceptable and credible that we create a place on the Afera site where we share and discuss great innovations in design (whether enabled by tape or not).

So, thinking about a the ultimate pick up line..... For example “*Sharing Remarkable Innovation in Product Design*”. This sentence, although broad and generic to some extend, includes many keywords that make our audience tick:

- ✓ Product Design
- ✓ Remarkable Ideas
- ✓ Sharing

And exactly because it is broad and generic, it is not aggressive, suspicious or excluding part of the audience.

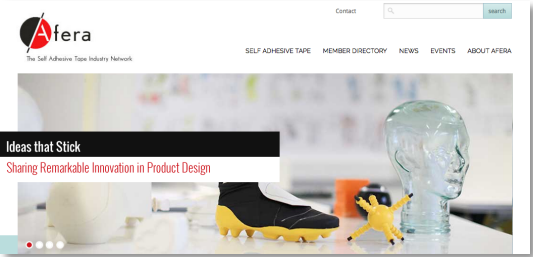
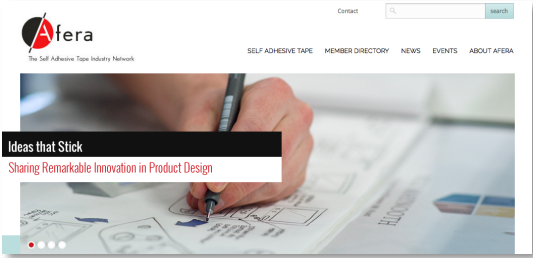
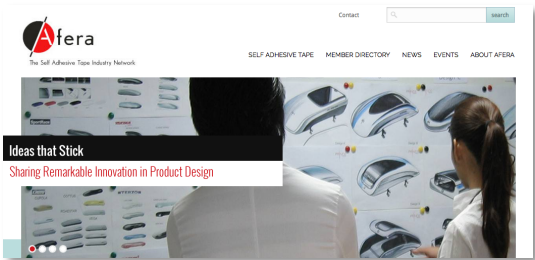
So it looks like a line that attracts and includes most of the audience we are after and that ticks the right boxes.

In fact what we just did, is exactly what a publisher would do when developing a new magazine concept to build an audience that they can rent out to advertisers afterwards. Creating a conceptual thought and an editorial mission statement.

# Ideas that Stick

## Sharing Remarkable Innovation in Product Design

Using this “ title” of the content concept in the sliders of the home page we could use images like these below.



I believe this could be the ‘magazine cover’ of an inviting content environment for the audience we are after.

Let’s take our imagination one step further and try to visualise what a visitor would (need to) find after clicking on this banner....



The Self Adhesive Tape Industry Network

Contact



search

SELF ADHESIVE TAPE MEMBER DIRECTORY NEWS EVENTS ABOUT AFERA

## Ideas that Stick

Sharing Remarkable Innovation in Product Design

Hi,

at Afera we are always looking at the magic of design: creating something out of nothing. Wonderful products and solutions that seem to emerge from thin air. Sometimes these designs are so good that we cannot even imagine what our world was before we could buy and use this product. Design changes lives!

Afera is the knowledge hub of the PSA tape industry. PSA tape is often the hidden driver that enables innovation in product design. Using tape you can make products thinner, lighter, more engaging or you can add functional features.

We are honoured that we can contribute our part to new design that makes a better world, even if it's often hidden inside and invisible. We know from our frequent development journeys with designers and engineers that working together from the early drawing stage to the final production process, we can join forces to add value to your customers and your business. But that is only the result of all the work that has been done before. And it always, really always, begins with great design talent and ideas that stick. That's why we created this online environment on our website to share examples of remarkable innovation in product design.

You can choose from

- ❖ **Our Pinterest board:** weekly and monthly thematic collections of product design in the automotive industry, healthcare, the building industry, appliances or even airspace. You can browse and contribute to the collections yourself.
- ❖ **Our Monthly blog:** a fresh take on design and manufacturing, with a light tone where we even share design and industry bloopers that travel across the web.
- ❖ **Tape 101:** If you want to learn more about tape features or functions
- ❖ **Design Events:** an updated list of events for designers and product engineers
- ❖ **Thoughts that Stick Exclusives:** for example our series of interviews with leading designers across Europe and their view on Design 2020, or our round table with students and bloggers where angry young women and men share their views on what product design should bring next!

Subscribe to our monthly newsletter (remember: we hate spam too!) so you don't miss nay of the items above.

*Kind regards, The Afera Team*

## **Navigation**

This concept would result in “a magazine or mini-site” inside the Afera site. The sections as mentioned in the introduction on the previous page could be sub-navigation or compiled on one page (TBD as we create it). If we come up with a new section we can add it easily to the concept. If we decide to stop one element we because it doesn't work we can stop it as easily.

## **Alternative titles**

If for any reason “ Ideas that Stick” is not the concept title of choice we could think of alternatives:

Other potential concept titles should match the following requirements:

- Implicitly refers to tape or its product features
- Immediately addresses designers in their professional capacity
- Implies innovation, improvement and future success

Potential options are

- Adhesive thoughts on Design
- Sticky Thoughts on Design
- Design Ideas that Stick
- Attached to Great Product Design
- Cling on to Creativity
- Collected Product Design

## **Next action**

Do you believe that with a concept like this we can attract an audience of designers to the Afera environment and start ‘ dating them’? If you wouldn't bet your money on this concept, please share your thoughts with all if us. If it's not good enough or convincing we should not do it and dig deeper for an alternative...

If Afera's Virtual Marketing Team approves this conceptual; thought, I will complete it within a few days (project plan, technical topics, editorial line and organisational set up within the allocated budget) and we can start creating visibility.

I am looking forward to your sincere comments (please cc all)

Best,  
Bert