RETURN ON IMAGERY

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Hi, my name is Jay Dacon, senior design specialist with the Experience Design group, based out of Houston, and I’ll be talking a little bit about the concept of new ROI.

Now, traditionally, people know of ROI as a return on investment, but because of how our group is so immersed with our customers brand, we like to think of it as a return on imagery.

What our customers ask us to do for them is to create branded environments within their space through the use of art and graphics and all sorts of mediums. That could be wall installations that highlight their history, or product displays that showcase their next big invention.

How our clients use their space after everything has been installed is where this new ROI comes into play. These are the types of spaces that really encourage employee engagement with the brand. It not only allows people to learn about the company but it also gives them an opportunity to experience the company culture. Where you work becomes a stage set for your brand and enterprise.

So, how do you get this new ROI? First, a customer would need to make that initial investment for branded storytelling. And reasons for this investment will of course vary from client to client. Some might want to create an exhibit hall while another might want a space that connects to the company’s heritage. Once we know what that reason is, we’ll start to compile our client’s existing media and messages and begin thinking about how those can be displayed in their environments.

Artwork that we end up developing for these projects like imagery, patterns, even copywriting, then becomes part of a library of thematic assets that our customers own. And if for some reason they want to repurpose these assets in a different way, we can do that with minimal creation costs.

There have been a number of ways our customers have used their thematic assets after installation. For example, exhibits have become backdrops for corporate announcements and TV broadcasts. Installed art has become part of a package rolled out at other locations. Some of the displays have even become Instagrammable moments for their company associates.

Hearing all this, it starts to become apparent why this new ROI is so important. One, it allows for consistent messaging and presentation of these messages when a customer exports art to other locations. Through the visual interpretation of corporate strategy, our customers can effectively shape its culture in the minds of its workforce.