

2024+

BONECO
healthy air

Digital and
Crossmedia
World

- // ANALYSIS
- // TARGET GROUP
- // SIGNATURE
- // SOCIAL MEDIA
- // ANALYSIS WEB
- // CORPORATE WORDING
- // RECOMMENDATION
- // ACTIONS
- // DESIGN CODEX

Visual appearance
Unification and design alignment for
more consistency and conciseness.

Version 1.0
October 2023

The objective of the as-is analysis is to determine possible causes for the sales and market development of BONECO AG's product portfolio over the last three years.

Focus is on the digital trend that has existed for some time, but cross-media and analog marketing should not be completely ignored. Therefore, the analysis in the first step refers of course to the global visual orientation and the associated corporate design in a further important step in-depth on the digital customer contact points such as web portal, social media, content marketing, web store and all other digital channels.

The strategy and the action plan are aligned on the basis of the following concrete measurable targets and indicators:

- 01 Google pagespeed analysis for web performance**
- 02 Google Analytics as an analysis tool for the website**
- 03 Followers, friends and insights for social media**
- 04 Digital sales / turnover in the web store**
- 05 Semantic differential - Evaluation 2024 / 2025**

The systematic strategy tool for target setting. A semantic differential is a tool in market research and an analytical tool that can offer valuable advantages and potentials in the objective of marketing positioning of companies. Here are some of the advantages and potentials of a semantic differential in this context:

1. Define clear positioning

A semantic differential helps to clearly define the current position of a product or brand relative to competitors. This is critical for developing an effective marketing positioning strategy.

2. Understanding perceptions

It enables an in-depth study of how consumers or customers perceive a brand or product. This is important to understand how the target audience sees the company and how it differentiates itself from competitors.

3. Identification of strengths and weaknesses

By using a semantic differential, companies can identify their own strengths and weaknesses as well as those of their competition. This allows them to strengthen the positive aspects and minimize the negative aspects.

4. Understanding customer satisfaction

It can be used to measure customer satisfaction with a product or brand and determine which aspects are most important. This makes it possible to target product development and marketing more effectively.

5. Measure the effectiveness of marketing campaigns

A semantic differential can also be used to measure the impact of marketing campaigns on brand perception and positioning. This makes it possible to evaluate and adjust the success of marketing activities.

6. Target group segmentation

It helps to identify different perception patterns within different target groups. This is important to adapt marketing messages and strategies for different segments.

7. Making strategic decisions

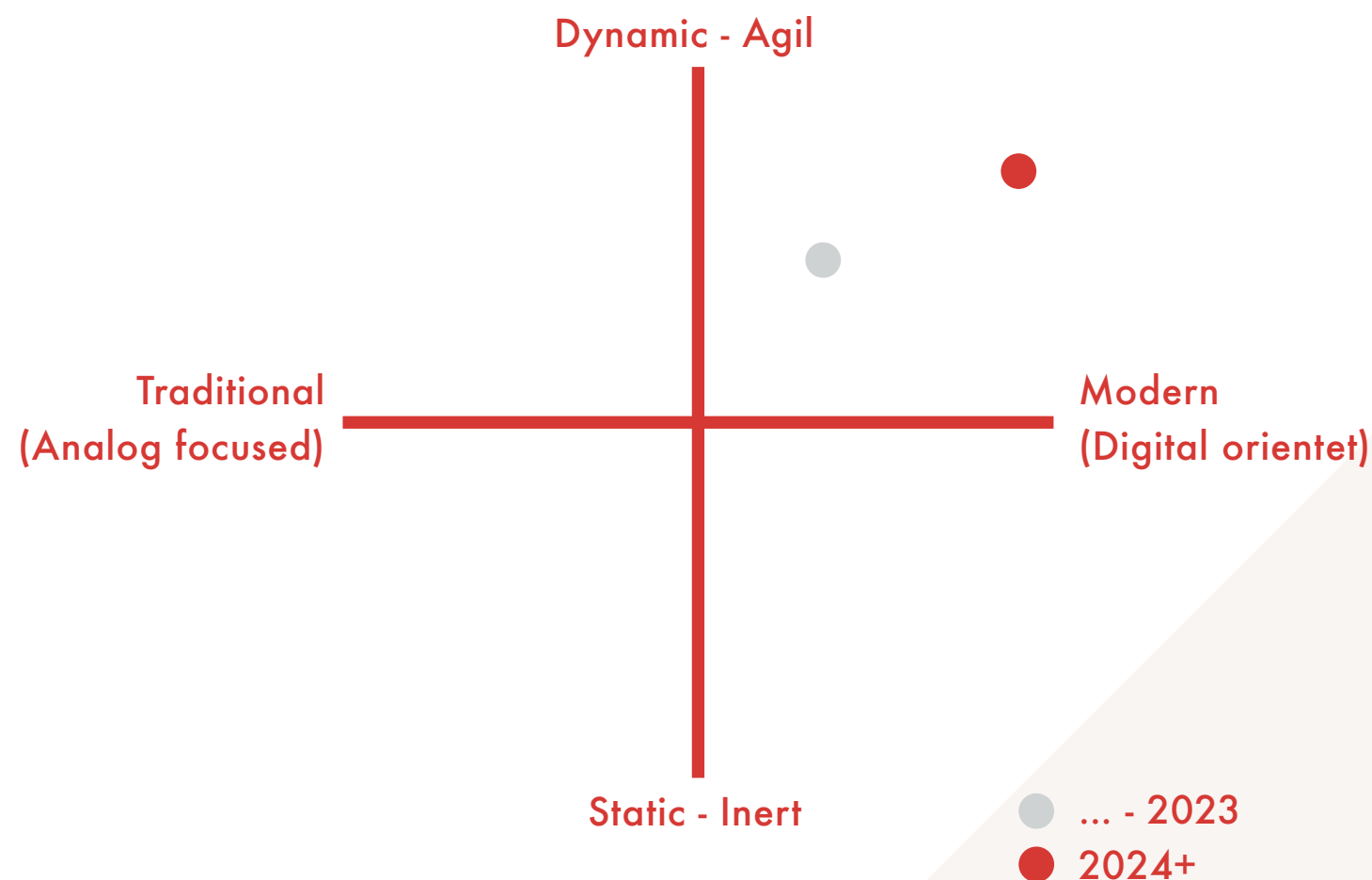
Based on the results of a semantic differential, companies can make strategic decisions on how to optimize their positioning to better address the needs and expectations of the target audience.

8. Create competitive advantage

Using a semantic differential allows companies to differentiate themselves from competitors by crafting their positioning in unique and attractive ways.

Overall, a semantic differential can help increase the effectiveness of marketing positioning by providing an informed basis for decision-making and helping to specifically shape the perception of the brand or product in the minds of consumers. It is a powerful tool to improve market positioning and gain a competitive advantage.

Workshop results from the Semantic Differential created, discussed and reflected on first alone and then together on 14.9.2023 at Boneco in Widnau with Alexander Gapp, Antonio Casarin and Alexander Sonderegger.



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Informative	o	o	o	o	x	Emotional
Youthful	o	o	o	x	o	Adult
Diverse	o	o	x	o	o	Uniform
Playful	o	o	x	o	o	Serious
Outside-In	x	o	o	o	o	Inside-Out
Luxurious	o	x	o	o	o	Frugal
Monolingual	o	o	o	o	x	Multilingual
Superficial	o	o	o	o	x	Profound
Timeless	x	o	o	o	o	Trendy
Interactive	o	x	o	o	o	Linear
Traditional	o	o	o	x	o	Modern
Monochrome	o	o	x	o	o	Colorful
Independent	x	o	o	o	o	Dependent
Qualitative	x	o	o	o	o	Quantitative
Static	o	o	o	x	o	Dynamic
Market-oriented	x	o	o	o	o	Social
Flexible	o	x	o	o	o	Heavy
Serious	o	o	x	o	o	Casual
Popular	x	o	o	o	o	Unpopular

Primary customer touchpoints

Digital customer touchpoints are the various touchpoints where customers interact with your company in the digital world. These touchpoints are critical to retaining customers and creating positive customer experiences. Here are some of the most important digital customer touchpoints and what to look for:

Website

Your website is often the first digital touchpoint. Make sure it's user-friendly, informative, and mobile-optimized. Look for fast load times and clear navigation to improve the user experience. Provide useful information and clear calls to action to increase conversion rates.

Social media

Carefully manage your presence on social media. Respond quickly to customer inquiries and feedback. Make sure your content is relevant and engaging. Pay attention to current trends and adjust your strategy accordingly.

Email communications

Personalize your email campaigns to deliver relevant content to your customers. Use clear sender identification and subject lines to increase open rates.

Mobile apps

If you offer a mobile app, make sure it runs smoothly and is updated regularly. Use push notifications to keep customers informed and engaged, but watch the frequency so as not to seem intrusive.

Live chat and customer support

Offer live chat options on your website or app to help customers with questions or issues immediately. Train your support staff to provide professional and friendly service.

Online shopping and e-commerce

Streamline the online buying process to provide a seamless and secure shopping experience. Pay attention to the security of payment information and privacy.

Rating and review sites

Monitor rating and review sites such as Google ratings, Yelp, or industry-specific platforms. Respond to customer reviews and comments, both positive and negative.

Newsletters and Subscriptions

Create relevant and informative newsletters. Give recipients the option to unsubscribe to avoid spam. Consider privacy policies and regulations when collecting and managing email addresses.

Online marketing and advertising

Place targeted advertisements on various platforms. Monitor performance and adjust strategy accordingly. Make sure your advertising is relevant and not intrusive.

Community and forum participation

If your company is active in online communities or forums, ensure appropriate behavior and respectful communication.

Privacy and security

Ensure that customer touchpoints are secure and that customer privacy is respected. Be mindful of privacy regulations.

Feedback and improvement

Listen to customer feedback and use it to continuously improve your digital touchpoints and processes. Controlling or statistics tool for ongoing analysis of user behavior and performance enables continuous improvement (matomo.org / hotjar.com / googleanalytics.com / pagespeed.web.dev / ...).

Every digital customer touchpoint provides an opportunity to strengthen brand image and build customer loyalty. It is important to provide consistent and high-quality experiences across all touchpoints and to take customer concerns and feedback seriously (Google, SEO, YouTube,...).

Definition of the target public

Identification

- // Health-Conscious Individuals and Families:
People who are aware of the health implications of air quality and are willing to invest in solutions to ensure a healthier indoor environment.
- // Individuals with Respiratory Issues:
Those who suffer from respiratory ailments such as asthma or allergies, who would benefit from cleaner air.
- // Homeowners and Renters:
Especially those living in densely populated or industrial areas where air pollution is a significant concern
- // Elderly Individuals:
Elderly people who might be more susceptible to respiratory issues and would benefit from cleaner air.
- // Individuals in High-Stress Professions:
Individuals in high-stress jobs might seek a healthier indoor environment to help alleviate stress-related symptoms.
- // „Plant Enthusiasts:
Individuals who keep indoor plants might appreciate the dual benefit of air cleaning and maintaining humidity for their plants.”

Demographics

- // „Social Economic Status (SES): The socio-economic status could indicate the disposable income and willingness to invest in health-enhancing products.”
- // „Health Insurance: Individuals with health insurance that covers respiratory issues might be more aware of and willing to invest in preventative measures like air products”
- // „Community Involvement: Active community members might be influenced by or influence others in making health-conscious decisions.”
- // „Age: Adults aged 25-65 who are health-conscious or have young children.”
- // „Gender: All genders.”
- // „Education Level: College-educated individuals who are likely to understand and value the benefits of improved indoor air quality.”
- // „Income Level: Middle to upper-middle class who can afford air purification technology.”
- // „Marital Status: Married couples or individuals living with family.”

TARGET GROUP

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Psychographics

- // „Lifestyle: Health-conscious individuals, those leading an eco-friendly lifestyle, or individuals with a habit of investing in home improvements.“
- // „Wellness Community Participation: Active participants in wellness communities, online forums, or local health groups may share a collective interest in those products“
- // „Behavior: Individuals who research and invest in health and wellness products.“
- // „Sustainability Focus: Individuals focused on sustainability might prefer air washers that are energy-efficient and environmentally friendly.“
- // „Values: Values health, wellness, and a clean living environment.“

Geographics

- // „Location: Urban or suburban residents who face challenges with air quality due to vehicle emissions, industrial pollution, or other urban environmental concerns.“
- // „Climate: Regions with dry, dusty, or polluted air where air washers can help in maintaining a balanced indoor air humidity and cleanliness.“
- // „Region: Areas with high pollution levels or those known for seasonal allergies due to pollen or other airborne irritants.“
- // „Climate Variability: Regions with large variations in humidity and temperature might create a more pronounced need for air washers to maintain indoor comfort.“
- // „Pollution Index: Regions with a high pollution index might have a greater demand for air purification and humidification solutions.“

POTENTIALS / ACTIONS

// Unify

// Added value

// Optimize

NECESSITY Low**IMPORTANCE Medium****E-Mail Signature**

Name and Title: Begin with your first and last name, followed by your professional position or title in the company.

Contact information: Include your business email address, followed by your phone number (direct extension or office number). You may also include your mobile number if you wish.

Company Information: Include the name of your business, followed by the address of the business. You can also link to your company's website.

Logos and graphics: a company logo or professional graphic can make your email signature more appealing. Make sure the logo isn't too large and doesn't interfere with readability.

Social media: If you are professionally active on social media and this is relevant to your contacts, you can add links to your profiles on social networks such as LinkedIn, Twitter or others.

Legal notices: Depending on your business needs and legal requirements, it may be necessary to add legal notices such as privacy policies or disclaimers. **Additional information:** Depending on your industry and position, you can also add other relevant information, such as certifications, memberships in organizations, or your professional motto.

Formatting and font: Keep the signature clean and uncluttered. Use a professional font and an appropriate font size. Avoid excessive embellishments or colorful text.

Color scheme: match the colors of your email signature to your corporate design to represent the brand consistently. However, don't use too many different colors to ensure readability.

Mobile optimization: Make sure your email signature looks good and is readable on mobile devices. Avoid excessive width or too many elements that may look cluttered on small screens.

Remember that an email signature's primary purpose is to make your contact information readily available and to make a professional impression. It should not be cluttered, but should present the most important information concisely and clearly. You can also customize your email signature depending on the context and target audience. For example, the signature for business emails may look different than the one for personal correspondence.

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POTENTIALS / ACTIONS

// Channel Strategy

// Unify

// Optimize

// Automation

NECESSITY High**IMPORTANCE High****Social Media**

LinkedIn 30-second maximum:

LinkedIn has found that videos that are 30 seconds or shorter have a 200% higher completion rate (i.e., users watched the entire video instead of clicking away).

Instagram maximum 1 minute:

Instagram videos perform best at this length. Even though videos of up to 15 minutes can now be watched, it is not recommended to aim for video lengths over 1 minute.

TikTok 20-35 seconds:

While the optimal video length was eleven to 17 seconds in 2020, according to TikTok, the „sweet spot“ for best performance has since doubled. Now TikTok states the best video length is 21 - 34 seconds.

Facebook under 20 seconds / about 3 minutes:

Due to the wide age diversity in Facebook, the optimal video length is directed depending on the format. For viral content, Facebook recommends videos that are less than a minute long, especially good at this: posts under 20 seconds. But that doesn't mean slightly longer videos are doomed to fail. For episodic web series or slightly more complex topics/stories, I recommend you aim for a video length of around 3 minutes. Finally, use these optimal lengths as a guide, but always with caution. In the end, it's still the quality that counts, so don't just mindlessly shorten every video if it would harm the video.

Recommendation for web integration of all activities: Social Wall: <https://walls.i>

POTENTIALS / ACTIONS

// Performance

// Unify

// Optimize

// User Interface

// Corporate Technology

// Headless System

// Open Source

// Screendesign

NECESSITY High**IMPORTANCE High**
**BONECO Digital Cloud
E-Commerce, Website, Webshop,
Headless Content CMS**

The website www.boneco.com has according to Google Pagespeed analysis and due to technical limitations such as limited Responsive Design and accessibility problems and the constant development of technical and media-related innovations to catch up. The website should be graphically and technically prepared for future requirements by means of redesign and relaunch.

The backend should guarantee a productive working environment also for the generation of a lot of content and should function headless or system open for future interfaces. An open source backend should be used for future independence from developers and agencies and for further agile requirements.

A chatbot will be used to answer standard questions from prospects and customers. Which third party system will be considered for this will be evaluated in a further detailing step.

Mobile-First, SEO & Performance Optimized: Significantly shorter loading times than before, super responsiveness and good barrie-freedom.

Business goals

The orientation towards business goals allows the successful strategic overall conception of the future web presence and conditions content structure, communication content and design. The following top business objective were identified.

100% more online inquiries and orders: Enabled by conversion improvements of product detail pages and attractiveness of the portal page and ordering process.

CMS is technically up to date

A potential CMS is expected to be technically up to date. Weaknesses from previous versions have been fixed. New front-end and back-end technologies must be supported.

Security

The CMS is expected to be highly secure against potential external attacks. The manufacturer or the community must provide a patch promptly in the event of known security vulnerabilities. Furthermore, a software version with long-term support (LTS) must be offered. This means that regular security updates are provided for this software version.

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Performance and scalability

The CMS must be up to date in terms of performance. The CMS core should be kept as lean as possible so that unused modules do not have a negative impact on performance. In addition, the CMS must have scalability options and a well thought-out caching logic.

Maintainability

Security gaps and errors in the CMS core must be able to be closed or corrected by applying patches. The installation of updates must be uncomplicated. It must be clearly recognizable in the update description, which areas of the CMS core are adapted with the update. In connection with this, modules of the community or enterprise system should be specified, on which the update may have an effect.

Extensibility

The CMS must be flexibly expandable according to specific requirements for functionality and design. For standard functions, modules from the module repository of the CM system should be easy to integrate without high development effort. However, it must be differentiated that CM systems are not web construction kits. In the case of a relaunch, development work is always necessary in order to map the web content described in the concept with content modules.

Usability

The backend must be easy and intuitive to use by the editor. New functions must be understandable and easy to learn. Loading times of dialogs must be short. Furthermore, editors should be able to view and reset changes by means of integrated logging.

Development costs

In the interest of the customer, the development costs for a relaunch should be kept as low as possible. For example, enterprise CM systems are characterized by a large portfolio of modules and functionalities out-of-the-box. However, specific requirements lead to development costs, and enterprise CM systems also incur annual licensing costs. Open source CMS systems also have a large module and functionality portfolio in the repository due to the large community. The good documentation also makes it easier to integrate modifications.

CMS documentation

There is extensive documentation for the CMS, which allows the CMS to be flexibly expanded and errors in the core to be identified. A positive aspect is the large developer community, which can contribute to the identification of errors and to result-oriented problem solving.

SEO (Search Engine Optimisation)

The CMS should be able to offer settings for search engine optimization. For example, it should be possible to maintain meta information for pages and to exclude pages from the sitemap.

Flexible multi-user and multi-group roles and workflow system

It must be possible to assign rights in great detail, since a large number of authorized persons (internal and external) work with the system. Municipal employees work on the system, who can make several changes, but also, for example, club members, who are only allowed to edit club content.

For certain user groups an unlimited login is desired. The CMS must allow unrestricted access with different rights.

Administrator

An administrator is responsible for assigning rights to user groups.

User group

Organizational unit that uses software to perform its tasks. A user group may make changes only to the extent allowed by the administrator.

User (back-end)

Member of a user group (internal and external) with the permissions that apply to the group. Each user can belong to multiple user groups.

User (front-end)

Internal and external people who are interested in the content of the homepage and use information.

Accessibility

The Web Content Accessibility Guidelines (WCAG) 2.0 cover a wide range of recommendations to make web content accessible. The new municipal website must cover these recommendations.

Specifications are

- // Font size must be adjustable (normal, large, larger). Due to the change in font, the layout must also adapt. The website must be responsive.
- // It must be possible to operate essential functions such as forms and navigation using the keyboard.
- // The website must have a sitemap so that users can grasp all pages and their structure at a glance.
- // There must be a normal version and a contrast version. Likewise, attention must be paid to the choice of colors so that the website is clearly structured even for color-blind people.
- // Texts and images must be able to be formatted so that the content can be reproduced with a screen reader. This is especially important when designing and implementing text formatting and later CSS styles.

Further information and suggestions for implementation: <http://www.einfach-fuer-alle.de/umsetzen>

The templates must already be technically optimized for search engines:

- // Output of meta information such as meta description and title.
- // In the style definition for the WYSIWYG editor please consider headlines (h1 - h5)
- // Provision of a sitemap.xml
- // For images, it must be possible to store a description and an „Alt Tag“. These must be output in the template.
- // Headless and scalable
- // Open Interface

Features, functions, content types

Create content:

- // WYSIWYG Editor.
- // A editor that makes content creation easy.
- // Classic formatting as well as predefined styles should be included, since very many users write texts.
- // Inserting tables must be easy.
- // The text in the backend must look like in the frontend so that content can be optimized quickly.
- // A spell checker must be included.
- // Images
- // Content can have images and image galleries.
- // A main image must be specified. This is also used for teasers or in publication media.
- // Images must be easy to manage. The upload must be easy to handle.
- // Image galleries must be easy to manage.
- // Categorization
- // News and events must be able to be assigned to several categories.
- // Categories must be able to be self-managed.
- // Attachments
- // PDFs should be able to be uploaded as attachments.
- // Publication media
- // It can be selected where the content is to be published.

Other functions:

- // Archive function: it must be possible to set from when pages or content go into the archive. It must be possible to enter an „expiration date“ for the content.
- // Manual sequence: It must be possible to intervene in the order of content. It must be possible to manually rank content.
- // Print function: Pages must have a print function that also enables output in PDF format.
- // Filter function: The filter function should work across the entire website, the following parameters should be filtered.
- // Content types
- // Category / area
- // Optional: date / period
- // Free full text search

Recommend:

In general, a recommendation by mail function must be available for all content. Recommendation functions such as Facebook Like, Tweet, G+ for events should be optionally switchable. Search function in the backend such as a simple search function for content must be available in the backend.

POTENTIALS / ACTIONS

// Customer Benefit

// Unify

// Optimize

// Corporate Strategy

// Corporate Wording

NECESSITY High

★★★★☆

IMPORTANCE High

★★★★☆

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World 2024+**KI SEO Company Meta Sample**

Boneco AG, based in Widnau, Switzerland, is a company specializing in the development, manufacture and distribution of products to improve indoor air quality. Boneco manufactures a wide range of products that help optimize indoor humidity and air purity to create a healthier and more comfortable environment. Here are some of Boneco's main products and activities:

// Humidifiers: Boneco produces various types of humidifiers, including ultrasonic humidifiers, steam humidifiers and evaporative humidifiers. These devices increase indoor humidity, which is especially important in dry climates or during the heating season.

// Air Purifiers: The company offers air purifiers that can remove particles such as dust, pollen, pet dander and pollutants from the air. These products improve air quality and are especially beneficial for people with allergies or respiratory problems.

// Air scrubbers: Boneco also makes air scrubbers that can both humidify and purify the air. These devices not only remove pollutants, but also maintain optimal humidity levels. Fans: The company offers fans that improve indoor air circulation, creating a more comfortable environment.

// Air conditioners: Boneco has also developed air conditioners that can regulate indoor temperature and improve air quality.

Boneco's focus is on creating products that enhance indoor quality of life by optimizing humidity and purity. These products are suitable for both home use and commercial environments, helping to create a healthier and more comfortable indoor environment.

TO DO / ACTIONS:

// Principles and Maxims in Communication

// Best Practise Samples and

1. Clearly defined digital and visual strategy: Start with a clear digital strategy that takes into account your business goals and requirements. Identify how digital technologies can support your business.

2. Leadership and culture change: Top management support is critical. Ensure the leadership team is driving digital transformation and fostering a culture of innovation and digital transformation.

3. Analysis and assessment: Conduct a comprehensive analysis to understand the current digital state of your business. Identify areas where improvements are needed.

4. Customer focus: Focus on the needs and expectations of your customers. Identify digital touchpoints and improve the customer experience through digital channels.

5. Process optimization: Review existing business processes and adapt them to increase efficiency through digital automation and integration.

6. Technology selection and integration: Select the right digital tools and technologies that fit your goals. Make sure they integrate seamlessly with your existing systems.

7. Training and skill building: Provide training and education programs for your employees to improve their digital skills and knowledge.

8. Privacy and security: Make sure you implement appropriate security measures to protect sensitive data and ensure you comply with privacy regulations.

9. Measurement and progress tracking: Define clear key performance indicators (KPIs) and use tools to measure and track the progress of your digital transformation.

10. Agile approach: Use agile methods to make rapid adjustments to changes in the market and technology.

11. Partnerships and collaborations: Seek strategic partnerships and collaborations to gain access to innovative technologies and expertise.

12. Continuous improvement: Digital transformation is an ongoing process. Stay agile and adapt to changing requirements and technologies.

13. Communication and change management: Communicate transparently about the digital changes in the company and ensure that your employees understand and support the transformation.

14. Sustainability and social responsibility:

Consider sustainability aspects in your digital transformation and pay attention to social and environmental impacts. Digital transformation is not a one-time initiative, but a continuous process. Companies must be flexible and ready to adapt to ever-changing digital landscapes and business requirements. A successful digital transformation leads to an improved digital business presence that increases competitiveness and relevance in today's digital world.

15. Improve Website: Invest in a modern and user-friendly website that presents your products in an appealing way. Integrate online sales features to let customers buy directly from your website. Optimize the website for search engines (SEO) and mobile devices. UX Usability / Structure- Accessibility / Mobile First / SEO / Visual red thread (grid, typo, design language,...)

16. Social Media: Use platforms like Facebook, Instagram, Twitter and LinkedIn to reach your audience. Share engaging content regularly, including product photos, videos, customer stories, and industry information. Actively interact with your followers and answer questions.

17. Content Marketing: Create high-quality blog articles, videos and infographics related to topics such as indoor air quality, health and comfort. Share your expertise and provide solutions to problems related to air quality and climate control.

18. Email Marketing: Collect email addresses from customers and prospects to regularly inform them about new products, offers and events. Personalize your emails to increase relevance and effectiveness.

19. Influencer Marketing: Identify influencers in the air conditioning and healthcare industry who can authentically promote your products. Collaborate with them to promote your products to a wider audience.

20. Data analysis and feedback: Use website and social media data analysis tools to understand your customers' behavior. Collect customer reviews and feedback to continuously improve your products and services.

21. Customer service: Provide excellent customer service through digital channels to resolve customer questions and issues in a timely manner.

22. Diversify distribution channels: Investigate the possibility of distributing your products through online marketplaces or e-commerce platforms to increase your reach.

23. Digital advertising: Place targeted ads on platforms such as Google Ads and social media to reach your target audience.

24. Emphasize sustainability and corporate responsibility: Emphasize the environmental friendliness of your products and your sustainability and social responsibility efforts. Digital corporate communications and strategy should continually evolve based on the changing needs and trends in your industry and target audience. Using analytics and adapting your strategy are critical to ensure success in the digital space.

25. Artificial intelligence

Audience analysis and segmentation: AI can analyze large amounts of data to provide detailed insights into target audiences. This helps identify audience and enables better targeting.

Personalized recommendations: AI can deliver personalized product or content recommendations based on user behavior and preferences, both on websites and in email campaigns.

Automated email marketing campaigns: AI can automate email marketing by determining the best time to send emails and creating personalized content.

Chatbots and customer service: AI-driven chatbots on websites to answer customer queries and provide support, 24/7.

Automated social media posts: AI can optimize the timing and type of social media posts to maximize reach and interaction.

Content creation and optimization: AI can assist with content creation by automatically generating copy or optimizing existing content for SEO and relevance.

Search engine marketing (SEM): AI can help manage pay-per-click (PPC) campaigns and optimize bids and ads to increase click-through and conversion rates.

Predictive analytics: Using AI and machine learning, marketers can make predictions about future customer behavior to adjust strategies.

Sentiment analysis: AI can analyze social media and other online sources to gauge the sentiment around the brand and respond early to negative trends.

A/B testing and optimization: AI can perform A/B testing and analyze the results to improve the performance of ad campaigns, website designs, and content.

Programmatic advertising: AI-powered platforms allow you to buy and place ads in real time to target audiences efficiently.

Market research: AI can analyze large amounts of data from multiple sources to identify trends and opportunities in the market.

26. Guerilla Marketing

Surprise in-store installations: Create eye-catching and themed installations in stores where your products are sold that creatively demonstrate the benefits of your humidifiers. This can help attract customers' attention.

Pop-up stores or showrooms: Open temporary pop-up stores or showrooms in busy shopping districts or malls to display your products and offer customers the opportunity to try them out.

Social media stunts: Perform exciting and viral social media stunts, such as flash mobs or unusual product launches in unexpected locations. Use popular hashtags and ask your target audience to participate.

Creative guerrilla billboards: Design eye-catching guerrilla billboards that are placed in unexpected locations to grab the attention of passersby. These posters could be humorous or puzzling to arouse curiosity.

Partnerships with luxury brands: Cooperate with other premium or luxury brands to conduct joint marketing campaigns that feature your humidifiers as part of an exclusive overall package.

Interactive online content: Create interactive online content such as 360-degree videos or virtual tours that show how your premium humidifiers can be used in luxurious environments.

Exclusive VIP events: Organize exclusive events or VIP evenings for select customers where your products are showcased and guests have the opportunity to try them out.

User-generated content contests: Launch contests where your customers can share photos or videos of your humidifiers in their homes. Reward the best entries with exclusive offers or rewards.

Guerrilla video marketing: Create humorous or shocking viral videos focused on the topic of air quality and the impact of your products. Spread these videos across social media and platforms like YouTube.

Sustainability initiatives: Emphasize the eco-friendliness of your premium humidifiers and run sustainability initiatives to show your commitment to environmentally friendly products.

27. Intranet / Social Intranet

A social intranet is a web-based platform to support internal communication and better collaboration. It offers a variety of features and tools to improve work processes, promote employee retention, and assist in the following areas:

- // Internal communication
- // Collaboration and knowledge sharing
- // Access to corporate resources
- // Human resources management
- // Corporate culture and employee retention
- // Fast information sharing
- // Process optimization
- // Project management
- // Communication with distributed teams
- // Compliance and security

Overall, a social intranet is designed to facilitate internal communication and collaboration, increase efficiency, promote employee retention, and help employees be better informed and more productive. It provides a single point of access to all internal resources and allows employees to interact and share information in a simple and intuitive way (quaivecloud.com).

IMPORTANCE High



BUDGET

35.000.- CHF

TIMEFRAME

3-4 Month

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A good corporate design, also known as corporate identity or branding, plays a crucial role in shaping how a company is perceived by its audience, including customers, employees, investors, and partners. Here are the primary advantages of having a strong corporate design:

// **Professionalism and Credibility:** A cohesive and well-designed corporate identity gives a business a professional and credible appearance. It instills confidence in customers, partners, and investors, indicating that the company is reliable and trustworthy.

// **Brand Recognition:** Consistent use of logos, colors, typography, and other design elements across all communication channels helps in creating strong brand recognition. When people can easily identify a brand, it enhances brand recall and fosters customer loyalty.

// **Differentiation:** In a competitive market, a distinctive corporate design helps a company stand out from its competitors. Unique visual elements can make a brand memorable and instantly recognizable, allowing it to carve out a niche in the market.

// **Unity and Consistency:** A good corporate design ensures consistency in all communication materials, both internal and external. This consistency unifies the company's image and mess-

aging, making it easier for people to understand and connect with the brand.

// **Customer Trust and Loyalty:** A professional and consistent corporate design builds trust among customers. When customers trust a brand, they are more likely to remain loyal, make repeat purchases, and recommend the brand to others.

// **Effective Communication:** Well-designed corporate materials, including brochures, websites, and marketing collateral, can effectively convey the company's values, mission, and offerings. Clear and visually appealing communication materials enhance the understanding of the company's message.

// **Flexibility and Adaptability:** A good design is flexible enough to adapt to various media and platforms, including digital and print. It allows the brand to maintain its identity while adapting to different contexts and technologies.

In summary, a good corporate design is essential for building a strong brand identity, fostering trust, and creating a positive perception in the minds of customers and stakeholders. It contributes significantly to the overall success and longevity of a business.

CI / CD Relaunch 2024+

// Mainidea with Keyvisual

// Flexible modular instructions

// Webdesign

// Social Media

// Videoinstruction

// Wording instructions

// Merchandising

// Avatar / Titelimages

// Print Advertising in Magazines?

Additional / Optional

// Showroom

// Point of sale

// Reviews

// Design Award

// Test

// Distributor and retailer engagement

// IoT app

// Foto & Videos

// PIM

// Exhibition

// Verpackung

// Training Material

IMPORTANCE High



BUDGET

75.000.- CHF

TIMEFRAME

4-6 Month

Website & Webshop

More Facts and details above in the Websection.
Better solution in the following dimensions:

// Mobile First

// SEO

// Performance

// Flexibility / Agility

// One CMS for different needs

// First and most impression

// Recruitment

// Customer loyalty

// Corporate Website US / Europe / Envion

// Embeded Distributors Boneco World

// Embeded CD Web (Blog, Downloads,...)

// Social Intranet

BONECO

Digital and Crossmedia
World 2024+

IMPORTANCE Medium**BUDGET**

9.000.- CHF

TIMEFRAME

2 Month

Google + SEO Funnel KI generated

Your fast start for the systematic development & optimization of profitable funnels

We implement phases 1 to 3 of the Progressive Funnel Framework for you.

You only need 1.5 hours to generate and coordinate the content for your funnel with us and the AI strategy and content generator. We then implement all the microtests for you and you can track the daily progress in the Progressive Funnel Playbook.

Upon completion, you'll receive your validated strategy, content repository, and clear guidance on how to customize your website to convert traffic into leads, inquiries, and purchases with high ROAS.

// More Online Leads and Sales

// Better converting

// Online Marketing Strategy

// Focusing on Digital

<https://leistungen.brightsolutions.de/funnel-workshop-angebot/>

BONECO

Digital and Crossmedia
World 2024+

IMPORTANCE Medium



BUDGET

30.000.- CHF

TIMEFRAME

4-6 Month

BONECO

Digital and Crossmedia
World 2024+

PIM

PIM stands for Product Information Management, which is a tool or software solution used by businesses to manage and centralize product information. A good PIM system serves several important purposes for businesses:

// **Centralized Information:** PIM systems provide a centralized location to store all product information, including descriptions, specifications, images, videos, and more. This centralization ensures consistency and accuracy across all sales channels.

// **Consistency:** PIM helps in maintaining consistency in product information across various platforms and channels. This is crucial for building trust among customers. Inconsistent product information can confuse customers and affect their purchasing decisions negatively.

// **Efficiency:** Managing product information manually can be time-consuming and prone to errors. PIM systems automate this process, making it more efficient. It reduces the time spent on updating and managing product data, allowing employees to focus on more strategic tasks.

// **Data Quality:** PIM systems often come with tools to standardize and validate data. This ensures that product information is accurate, complete, and up-to-date. High-quality data is essential for making informed business decisions.

// **Better Customer Experience:** When customers have access to detailed and accurate product information, they are more confident in their purchasing decisions. This improved customer experience can lead to higher customer satisfaction and loyalty.

// **Scalability:** As businesses grow, the number of products and sales channels also increases. PIM systems are designed to scale, allowing businesses to handle a growing volume of product information and distribution channels without a proportional increase in complexity.

// **Compliance and Regulations:** In some industries, there are strict regulations regarding product information (such as nutritional information for food products). PIM systems can help ensure that products meet regulatory standards and compliance requirements.

In summary, a good PIM system is essential for businesses dealing with a large number of products and multiple sales channels. It not only simplifies the management of product information but also enhances efficiency, consistency, and customer experience, leading to increased sales and customer satisfaction.

PIM Features

// Productinformations

// Product Cloud

// Imagecloud

// All in one Intranet

// Social Intranet with internal Blog

// Distributor Channel

// Knowledge Base

// Corporate Deisgn Cloud

// Video Cloud

// User Manuals

// Legal Docs & Requirements

IMPORTANCE High



BUDGET

....- CHF

TIMEFRAME

4-6 Month

Point of Sale

A good corporate design, also known as corporate identity or branding, plays a crucial role in shaping how a company is perceived by its audience, including customers, employees, investors, and partners. Here are the primary advantages of having a strong corporate design:

// Displays

// Size / Format

// Features

IMPORTANCE High



BUDGET

....- CHF

TIMEFRAME

4-6 Month

Exhibtions

Better solution in the following dimensions:

// Displays

// Size / Format

// Featrures

IMPORTANCE Medium
★ ★ ★ ☆ ☆

BUDGET
... CHF

TIMEFRAME
... Month

Additional

// Image Ads

// Productdesign

// User Manuals

// Corporate Image

// Corporate Video

//

TRADITION SINCE 1956
+ A SWISS COMPANY



BOZECO
healthy air

DESIGN CODX

Visual appearance
Unification and design alignment for
more consistency and conciseness.

Version 1.0 / October 2023

2024+

BONECO
healthy air

// Evolution, no revolution

// Focus, Focus, Focus

// Maximum Consistency

// Less is more & Digital First



BONIECO
healthy air

Design development: Transferring clear design principles
from the logo into a consistent design language



Design development: Schematic sign for
Filter, Purifier or Humidifier



BON'ECO

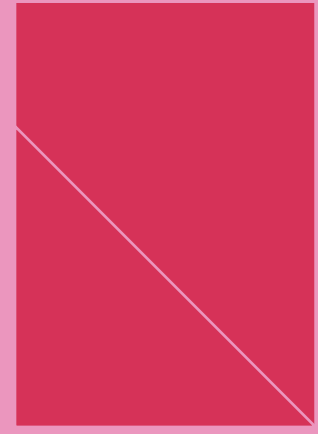
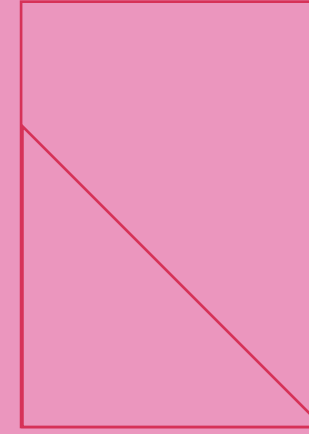
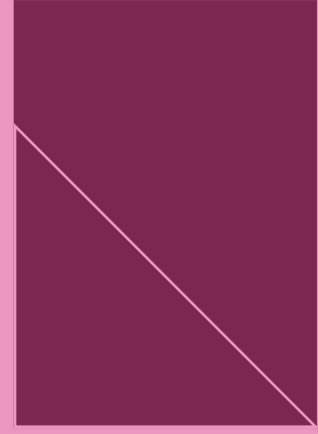
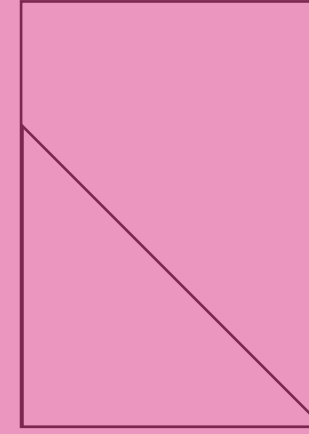
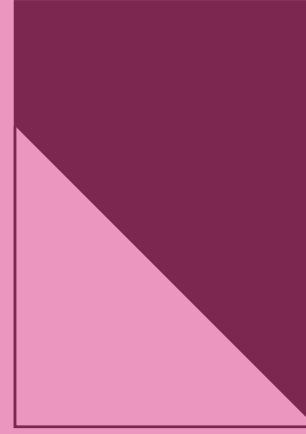
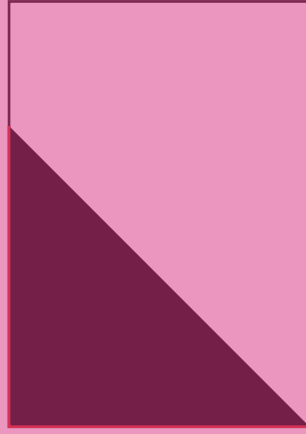
healthy air

Design development: Subtle interpretation with strong
design language with high recognition.

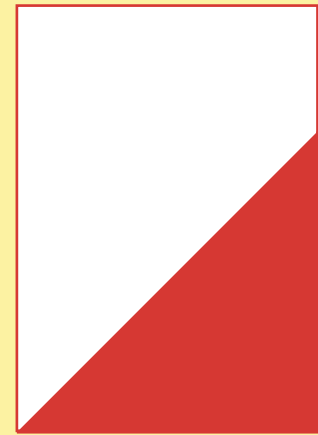
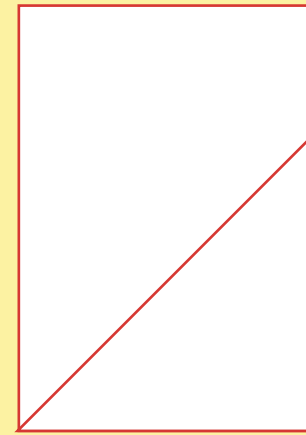
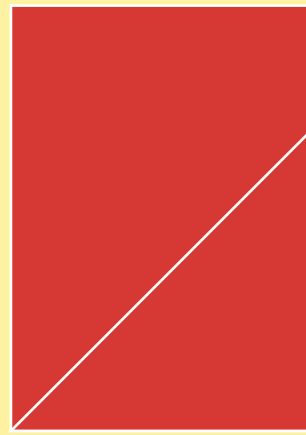
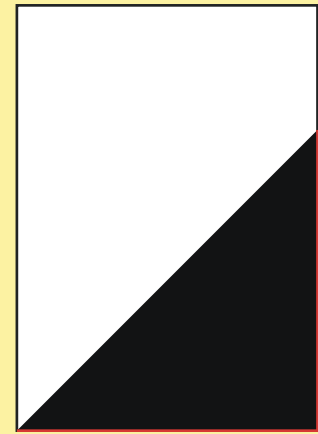
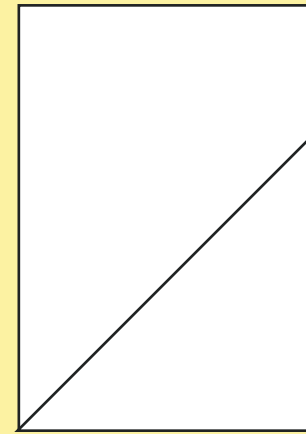
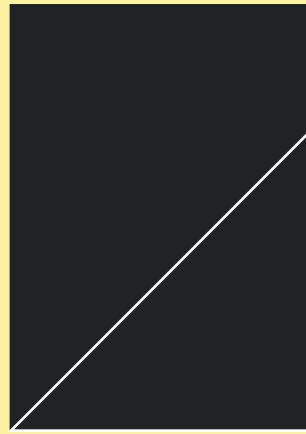
DESIGN LOGIC

Downward movements
are negatively associated
in perceptual psychology
and upward movements
are positively associated.

NEGATIVE



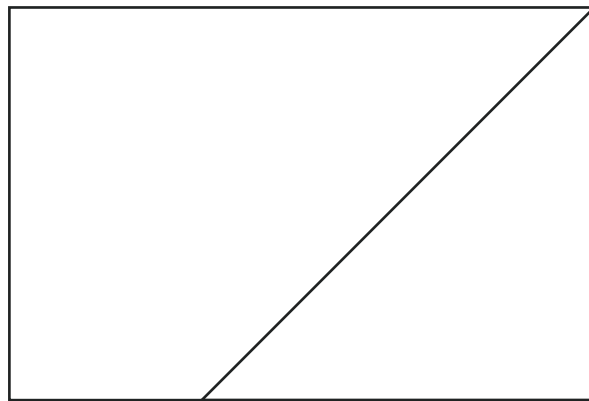
POSITIVE



DESIGN LOGIC

The flexible design principle enables high recognition, concise consistency and ensures simple reproduction of a wide range of measures.

Variable, modular and flexible design options.



Consistency + Flexibility through:

// Transparency

// Shape

// Colour

// Image

// Typography

// Space

// Materiality

PRIMARY VISUAL



CORPORATE VISUALS



TRADITION SINCE 1956
A SWISS COMPANY



BOZECO
healthy air

SOLUTIONS
FOR WELLBEING
AND HEALTH

TRADITION SINCE 1956
+ A SWISS COMPANY



SOLUTIONS
FOR WELLBEING
AND HEALTH

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AND HEALTH



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Visual appearance
Unification and design alignment for
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Version 1.0
October 2023