

# Brand experience deployment playbook

Enhancing the business through experience

# Introduction

Brand experience refers to the sum total of all the interactions and engagements that customers and other important stakeholders have with a particular brand.

Brand experience is certainly more than mere expression; it encompasses the overall perception, emotions and impressions that individuals form about a brand through their interactions with it.

It encompasses every touchpoint and interaction point, both online and offline, including advertising, customer service, product usage, packaging, social media presence, and more.



The experience of every company's offering is filtered by customers' perception of our behaviors, expertise, processes, systems and tools. They only perceive our solutions through the veils of all these layers, usually starting with the outermost.



Managing brand experience is crucial both for B2C and B2B businesses.



# The business case for brand experience

Managing brand experience is crucial both for B2C and B2B businesses because it has the potential to create positive, memorable, and meaningful interactions with their respective target audiences. This, in turn, can result in increased customer loyalty, advocacy, and a distinct competitive edge in the market.



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# 01

# About this playbook

**This playbook aims to present the foundations of the dsm-firmenich brand experience through principles and illustrative touchpoints.**

**It is meant to be a guide on how our brand experience could be in the future, and why.**

**Please note that the proposals in this document are not to be intended as final. Instead they can be used as a source of inspiration for future developments and briefing sessions to internal teams and partners.**

# About this document

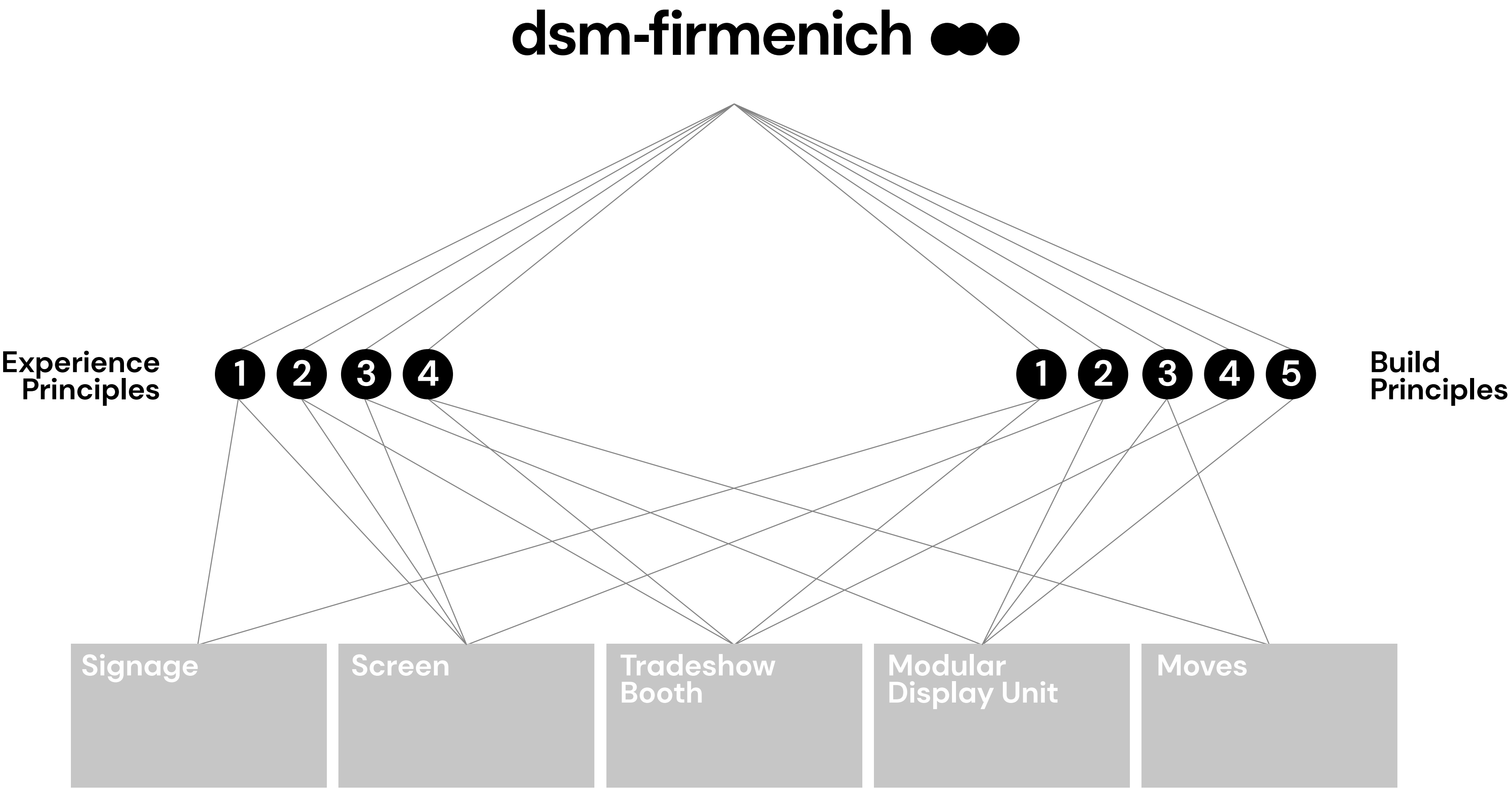
## Everything is connected

In order to create a strong and cohesive experience, all the work has been based on our brand.

Principles and prototype touchpoints, have been thought and designed together, thinking them as a whole, looping back and forth.

We have prioritised the principles that prove to be stronger and more useful to actually design the touchpoints.

The five selected touchpoints, illustrated on the bottom of the diagram, will be further discussed in the following pages.



# 02 Our brand

# Introduction

Our new brand has been designed to capture the ambition of our new business.

This ambition is to be more than just a merger of two brilliant companies, each bursting with talent and steeped in history, but to be seen as a category of one, unique in the world, and something that our competitors aspire to be.

Please bring this ambition into your work, to create something breath-taking and stand out from the world around us.

# Our Brand

## Brand on a page

As a simple summary, here are the core elements of our brand on a single page. In developing your work, please think about how your have captured this in your work.

Of particular note is how we use the forces in combination with our purpose, because this is what makes us unique.

**Innovators in nutrition,  
health and beauty**

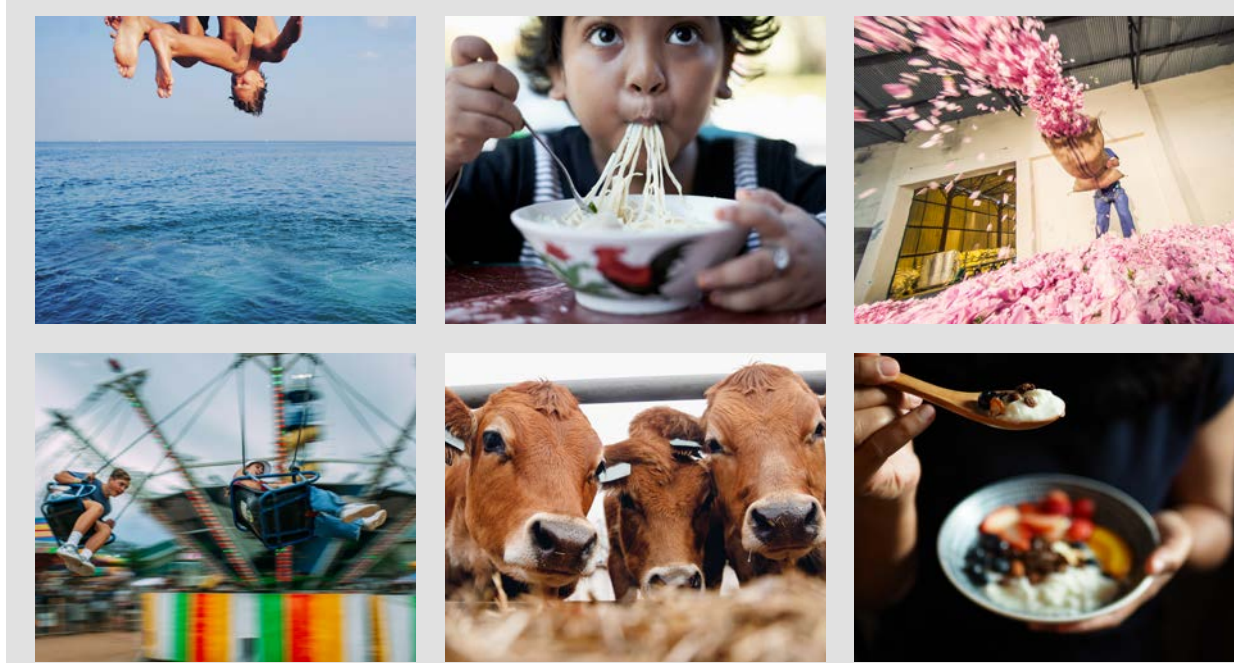
Perfumery & Beauty, Health, Nutrition & Care,  
Taste, Texture & Health, Animal Nutrition & Health

**We bring progress to life  
by combining the essential,  
the desirable and the sustainable**

### OUR EXPRESSION

**Full of life,  
in all its glory**

**dsm-firmenich** 



### OUR VALUES

**Shape the future — Be a force for good — Own the outcome  
Together, with our customers**

# 03 Experience principles

# Introduction

The experience principles offer guidance to the teams tasked with designing the brand's interactions throughout the journeys of employees, customers, and numerous other audiences.

They are the characteristics to uphold when shaping the experience so it “feels right” – on brand.

# Experience Principles

dsm-firmenich four experience principles are deeply grounded in the brand strategy, sharpened through debate, iterative refinement, and thorough stress testing applying them to five different touchpoints.

They are the characteristics to uphold when shaping the experience so it “feels right” – on brand.

Experience principles are a conceptual construct: there is no exact science to describe how and when to apply them. Case by case, the responsible teams can use them according to their best judgment.

## 1. Infuse life

As dsm-firmenich we bring progress to life so our experience is full of life, in all its glory. Nature is our muse.

## 3. Make it simple yet flexible

Keep content simple and easy to understand but also create moments of surprise and delight.

## 2. Embrace the forces

Essential, desirable and sustainable are the three forces that shape our progress platform, so we bring them to life in our experience.

## 4. Spark curiosity

Design a playful experience, facilitate interaction, curiosity, engage through all the senses.

# 04 Build principles

# Introduction

The build principles work together with the experience principles to create a strong and cohesive brand experience. They help teams deploying experiences in space.

Such principles should be used in during the whole design phase: from brief discussion, to prototyping and deployment.

# Build Principles

Strong ebuild principles are essential for a compelling brand experience in space, providing direction and coherence with the brand strategy.

Such principles should be used in during the whole design phase: from brief discussion, to prototyping and deployment.

Build principles are a conceptual construct: there is no exact science to describe how and when to apply them.  
Case by case, the responsible teams can use them according to their best judgment.

## 1. Modularity

Modularity enhances flexibility and adaptability, allowing for seamless adjustments and efficient scalability of any system.

## 2. Accessibility

We thrive to design and produce solutions accessible by as many people as possible.

## 3. Biophilia

Our concepts, structures and material choices are inspired by human's innate love for life and nature.

## 4. Immersion

Our experiences should enable all the senses and should invite the users to interact.

## 5. Product life-cycle

When designing and producing our solutions, we strive to maximize their durability, reusability, and recyclability within the given context.

# 05 Touchpoints

We chose five varied touchpoints, that could illustrate the brand experience at different levels.

The following visualisations are illustrative examples and are not to be intended as final design proposals. Consider them as a source of inspiration for future developments.

The annotations on the visualizations help contextualize the application of principles in real-life scenarios.

|                                                                                             |                                                                                                                                     |                                                                                                              |                                                                                            |                                                                                               |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| 1. Signage                                                                                  | 2. Digital Billboard                                                                                                                | 3. Tradeshow Booth                                                                                           | 4. Modular Display Unit                                                                    | 5. Moves                                                                                      |
| The First impression. How we present ourselves to all our stakeholders without interaction. | This is an opportunity to talk about how dsm-firmenich together, they bring progress to life and celebrate their distinct heritage. | This is the way we present ourself to our competitors and prospect clients. Must be impactful and memorable. | This is how we get people to get closer and interact with our hero achievements. Wherever. | This is our way to surprise and disrupt the industry. What is dsm-firmenich unexected moment? |

# Signage

## Outside signage Moodboard

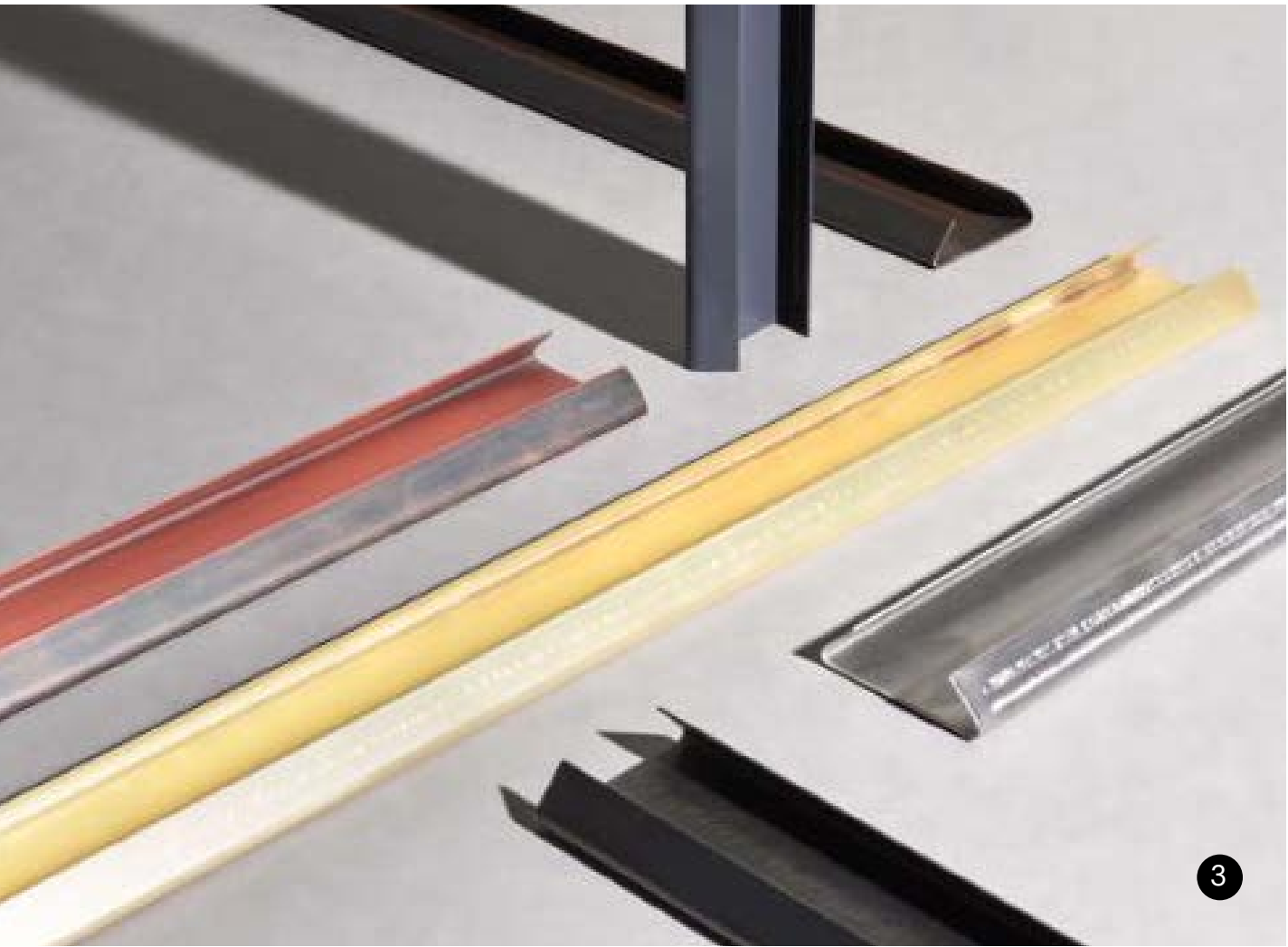
In this selection of references we want to capture the spirit of dsm-firmenich signage.

The external signage should bring to life the distinctive company elements (lettering and logo) through high-quality materials and engineering.

Key company sites, such as headquarters and other high impact locations, should be treated with special care.

Special attention should also be paid to details and finishes in installations that are particularly close to people.

- Notes:
- 1. Integrated lighting
  - 2. High quality optical components
  - 3. Metal finishes



# Signage

## Outside signage Maastricht

For the Maastricht Facade we use the existing architectural elements for the positioning of the two logos. The main logo will be placed on the lawn; the symbol will go on the entrance canopy, intuitively signaling the way in.

—  
Experience Principles @ work

### Make it simple yet flexible

The construction of the signage is simple yet solid and well visible from different distances, making it easy to adapt to the different HQs and buildings.

—  
Build Principles @ work

### Modularity

The signage taking advantage of the existing architecture for anchoring. Dimensions and position are scalable to better fit the facade areas.

### Immersion

The use of light engage visitors in a delicate and elegant way.

### Product life-cycle

High-quality components and a maintenance-friendly design will ensure excellent durability for outdoor use.



# Signage

## Outside signage Maastricht

The company's main claim will be placed on the Maastricht side facade, in a position of great visibility.

—  
Experience Principles @ work

**Spark curiosity**  
The decision to insert the luminous claim on the side facade, where there are no company logos, will invite the public to turn the corner to find out the company name.

—  
Build Principles @ work

**Modularity**  
The signage taking advantage of the existing architecture for anchoring. Dimensions and position are scalable to better fit the facade areas.

**Immersion**  
The use of light engage visitors in a delicate and elegant way .

**Product life-cycle**  
High-quality components and a maintenance-friendly design will ensure excellent durability for outdoor use.



# Signage

## Outside signage Kaiseraugst

For the Kaiseraugst Facade we use the existing architectural elements. The logos will be placed on top of the main building both sides to maximise visibility and impact.

—  
Experience Principles @ work

### Make it simple yet flexible

The construction of the signage is simple yet solid and well visible from different distances, making it easy to adapt to the different HQs and buildings.

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Build Principles @ work

### Modularity

The signage taking advantage of the existing architecture for anchoring. Dimensions and position are scalable to better fit the facade areas.

### Immersion

The use of light engage visitors in a delicate and elegant way.  
The building's façade window matrix structure could be utilized to create lighting animations for special events, such as symbol animations.



# Signage

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The use of light engage visitors in a delicate and elegant way .

**Product life-cycle**  
High-quality components and a maintenance-friendly design will ensure excellent durability for outdoor use.



# Signage

## Outside signage Kaiseraugst

For the Kaiseraugst signage we use area near the Campus entrance to place the claim signage.

—  
Experience Principles @ work

**Spark curiosity**  
Arriving from the main and secondary pedestrian path, you can find an unexpected message.

—  
Build Principles @ work

**Modularity**  
The signage dimensions and position are scalable to better fit the flowerbed area.

**Immersion**  
The use of light engage visitors in a delicate and elegant way.

**Biophilia**  
The claim signage coexist with the existing greenery. The structure is slightly raised to respect to the lawn.

**Product life-cycle**  
High-quality components and a maintenance-friendly design will ensure excellent durability for outdoor use.



# Directionals & Wayfinding

## Internal wayfinder Moodboard

When it comes to internal wayfinding, there are different options we can evaluate.

Using off the shelf models (fig. 1) is for sure quicker and cheaper, as we're utilising a ready-to-use support.

On the other hand, bespoke models (fig. 2) require more thinking as we're building the structure from scratch. Adopting this solution though, will allow us to fully control the output having a more refined and original result.

When considering retrofitting existing wayfinding systems, a thorough case-by-case evaluation is recommended. It is important to note that the costs associated with assessing, designing, and implementing multiple diverse systems for retrofitting may outweigh the cost of complete replacement.

Notes:

- 1. Off the shelf
- 2. Bespoke  
(depicted: Bibliothèque nationale du Luxembourg)



# Directionals & Wayfinding

## Internal wayfinder Off the shelf

Applying the identity on the wayfinding system can be done at different levels, using one or more of the visual elements of the brand.

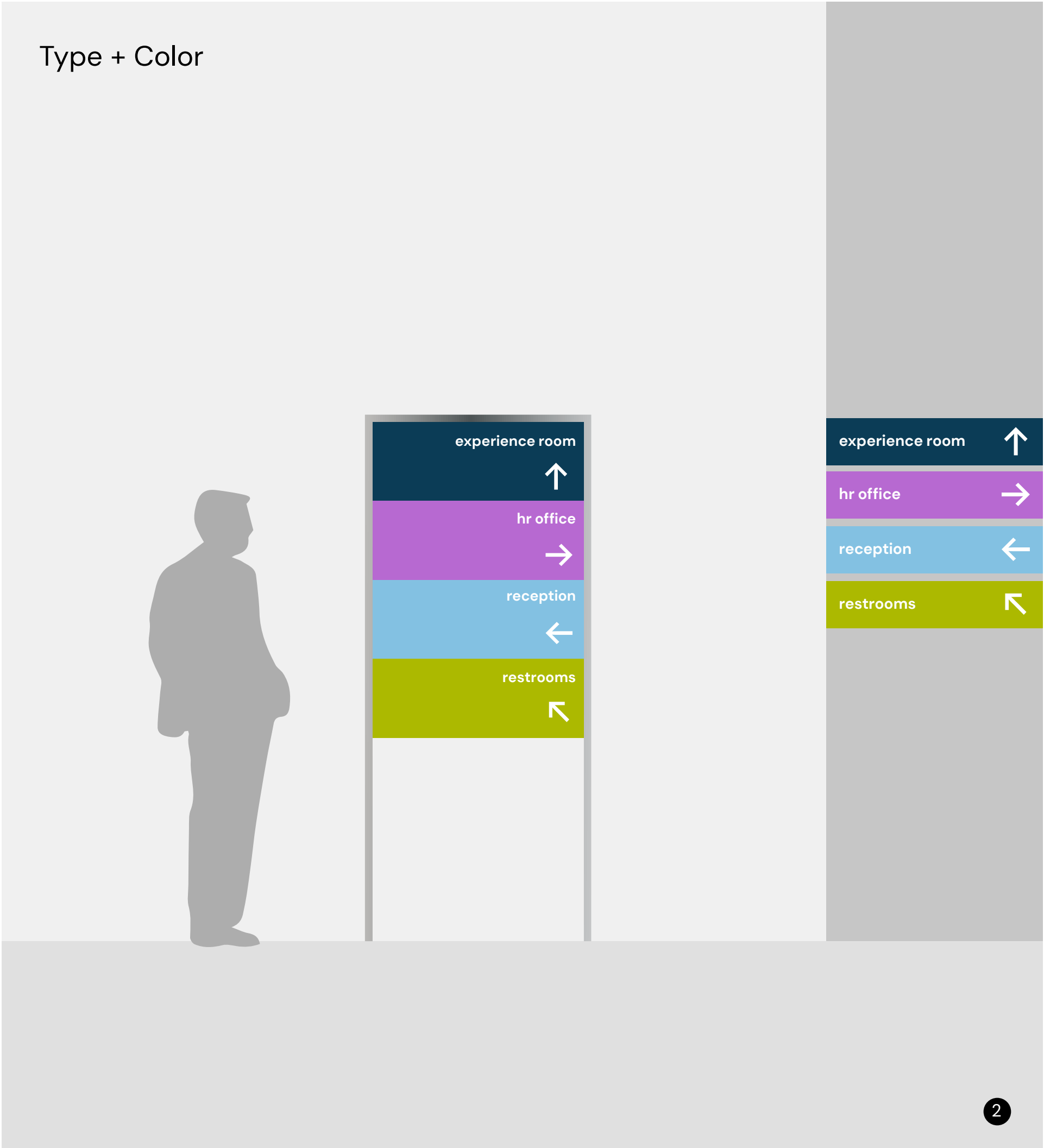
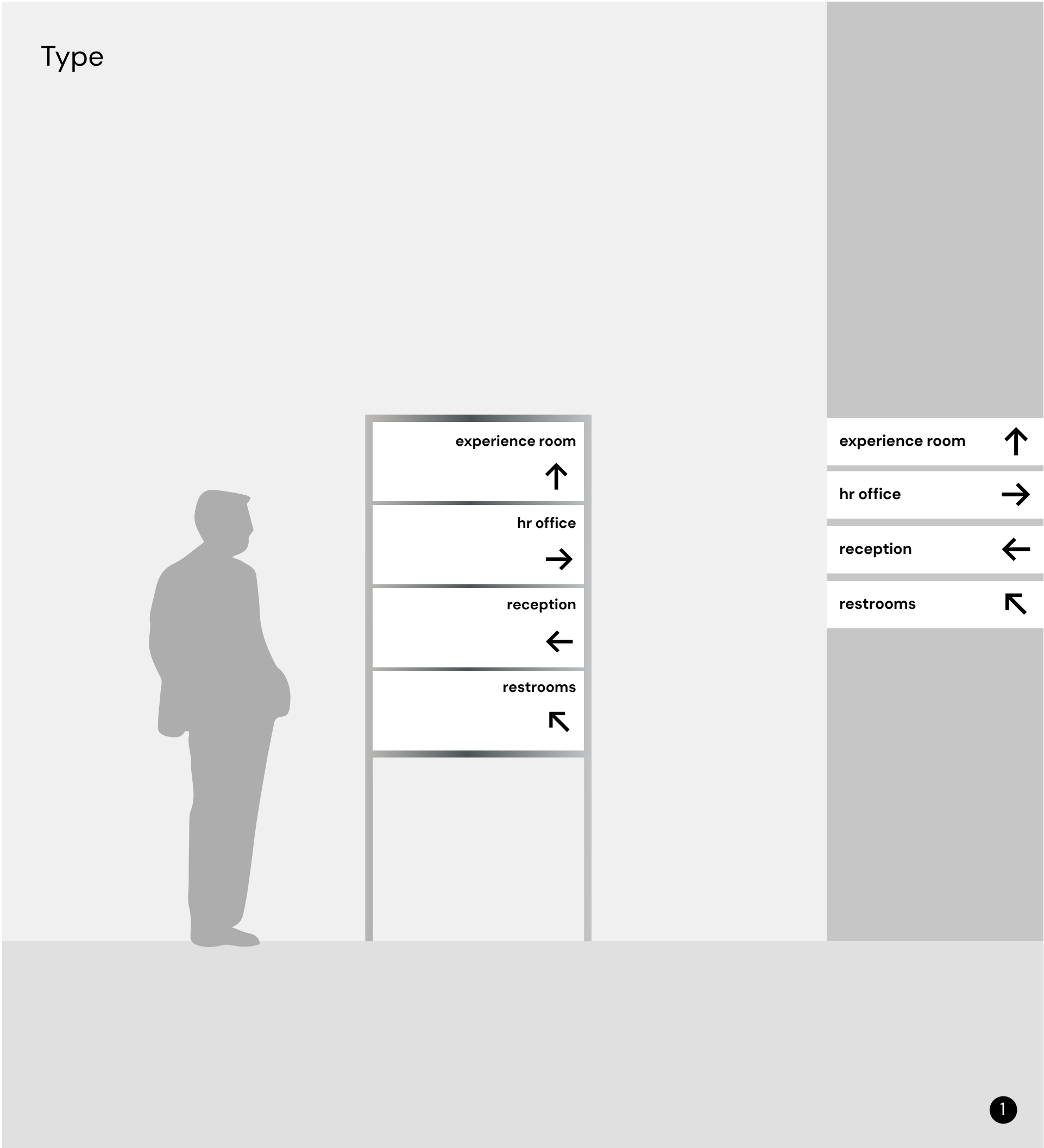
A very basic one would be to just use typography (fig. 1). Then, we could also add colour (fig. 2), and eventually an icon system.

—  
Experience Principles @ work

**Make it simple yet flexible**  
Off the shelf wayfinding systems are built around this specific experience principle.

—  
Build Principles @ work

**Modularity**  
Implementation of modular systems across multiple locations can be centrally coordinated allowing savings both in design and purchase.



# Wayfinding

## Internal wayfinder Bespoke

The circular shape could be used to create a bespoke wayfinding system, giving a more refined and "on brand" look.

It is important not to overdo the brand language of circularity or it could become parodic. A bespoke signage project should only be carried out by an experienced company capable of evaluating the work context and designing system components in a balanced manner.

—  
Experience Principles @ work

**Make it simple yet flexible**  
The circular shape connects to the brand language while maintaining a simple and pure look.

—  
Build Principles @ work

**Modularity**  
The circular shape can easily be adapted in many spaces based on the different needs.

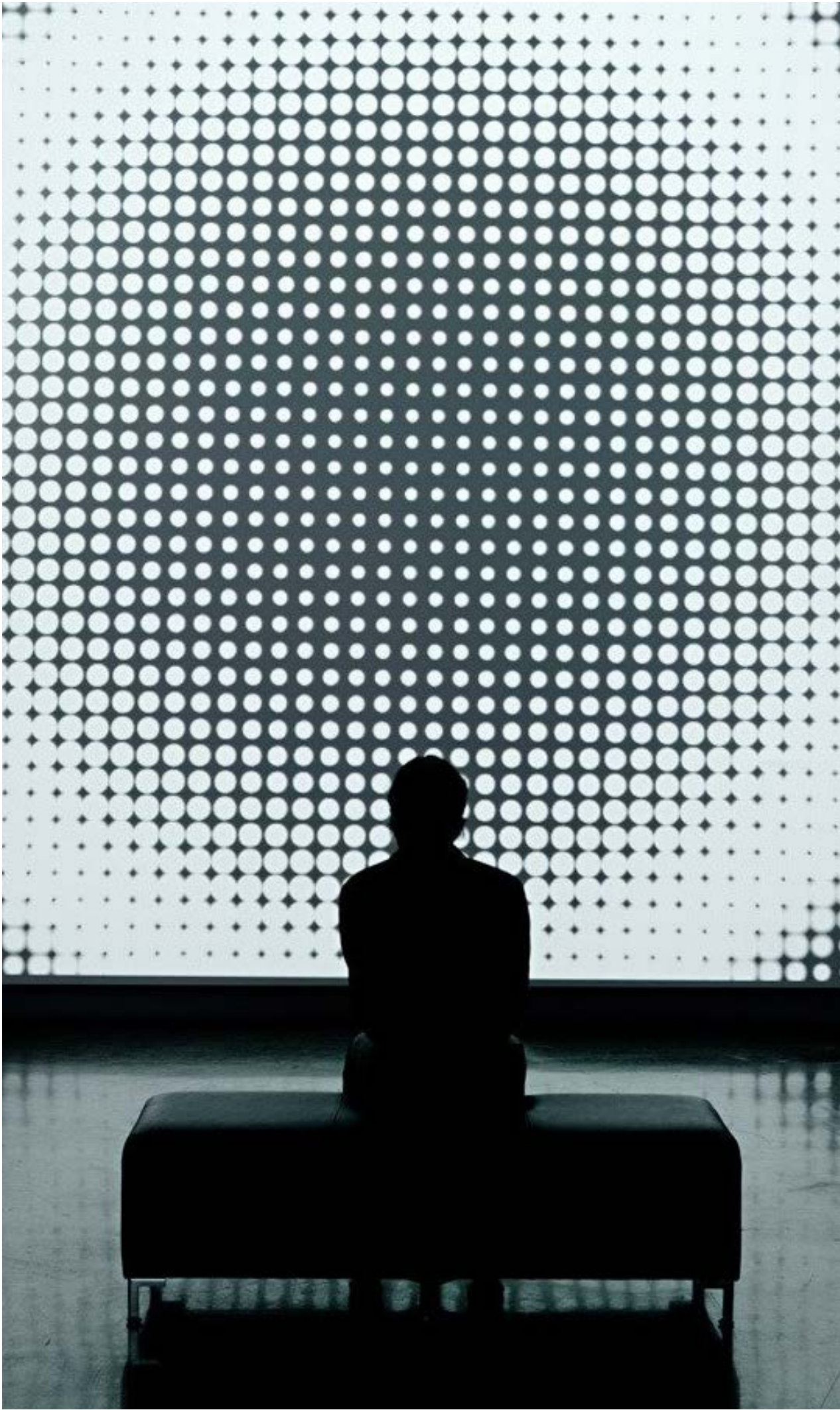


# Digital billboard

## Moodboard

The digital billboard act as a flexible and dynamic canvas that will display different contents, according to its location and time.

It should be able to incorporate a wide range of contents: from engaging brand visuals to product related ones and more.



# Digital billboard

## Contents Program

We've explored a general schedule dividing contents from a global to a local scale.

To achieve optimal results we recommend you to adapt and rework the schedule to each specific site.

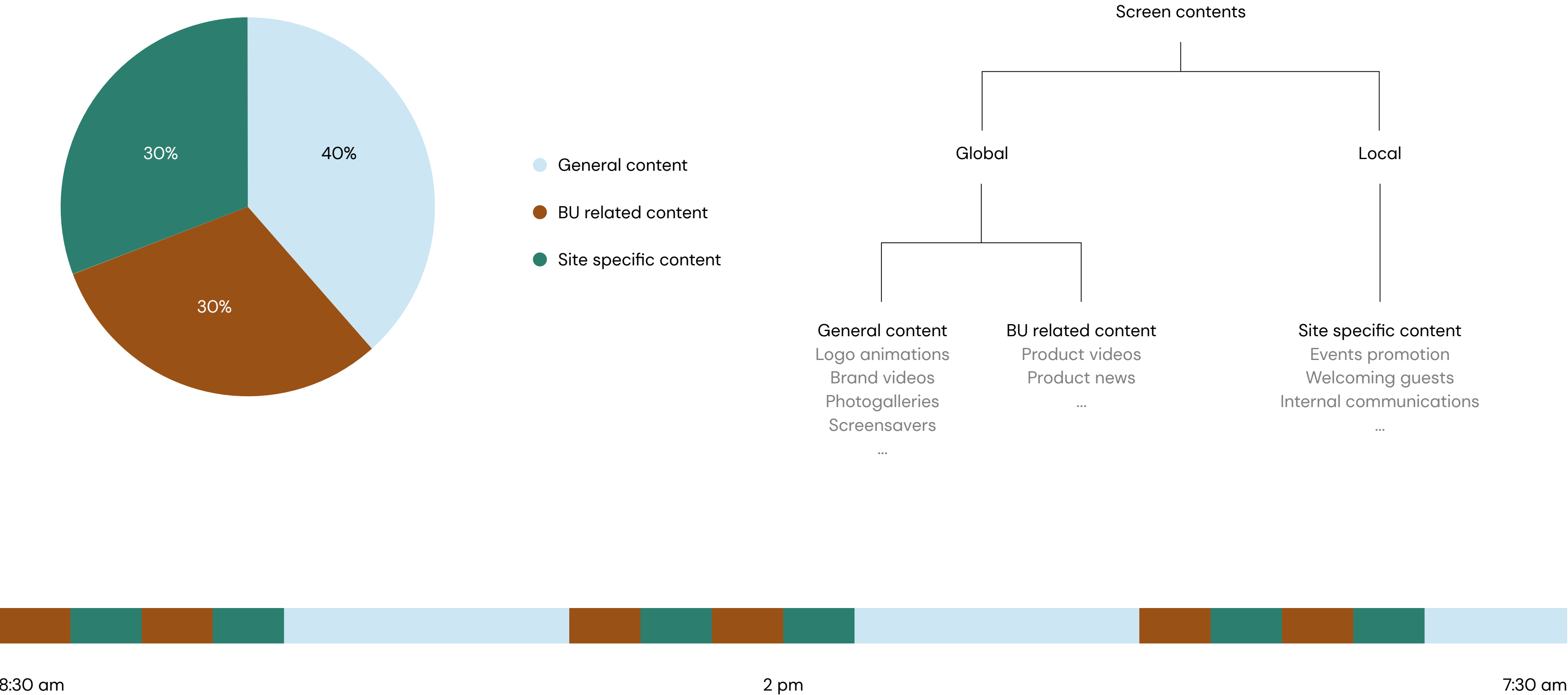
We divided the contents in 3 main categories:

**General content**  
Various branded content that can be played globally to promote the brand, but also content with a "screensaver" approach.

**BU related content**  
Everything related to the different business units and their products. This category should also include and promote cross-business unit ventures.

**Site specific content**  
Ad-hoc produced contents for the specific sites, promoting the local initiatives.

**Disclaimer**  
This is to be considered a first programme schedule draft, a thought starter to be discussed in the company. It can be adjusted according to more specific contextual analysis and actual availability of content.



# Digital billboard

## Contents

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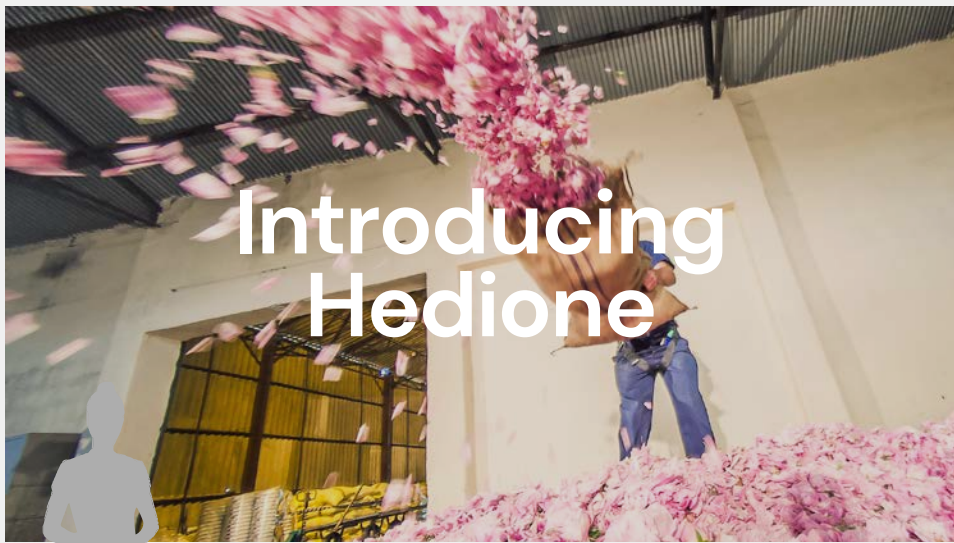
General



General



BU related



Site specific



# Tradeshow booth

The tradeshow booth is perhaps one of the most complex touchpoints, as it incorporates different structures and communication materials.

We wanted to create a space where dsm-firmenich brand would be presented in a dynamic and engaging way, creating an immersive experience for the visitors.

Areas

We have defined some typical areas to demonstrate how a dsm-firmenich exhibition space could be brought to life.

These function areas are not exhaustive and the combination of elements are dependent on the objective the exhibition participation.

In the following pages, we will deep-dive into specific feature spaces that can particularly help bring the brand to life.

Entry and registration area

A welcoming and organized area for attendees to register and receive information about the event, including maps, schedules, and promotional materials.

Exhibition space

A large open area with flexible layouts and configurations to accommodate exhibitor booths, displays, and interactive installations.

Seminar and conference rooms

Private spaces for educational sessions, workshops, and panel discussions that support the overall theme and objectives of the event.

Lounge and networking areas

Comfortable and inviting spaces for attendees to relax, socialize, and connect with exhibitors, sponsors, and other participants.

Food and beverage areas

A variety of food and beverage options to cater to the diverse needs and preferences of attendees, including snacks, meals, and refreshments.

# Tradeshow booth

## Moodboard

In this selection of references we want to capture the spirit of dsm-firmenich.

The inherent connection of the brand to life, the principles of biophilia, and the essence of organicity intertwine to create a harmonious design that fosters a deep sense of connection with the audiences visiting the space.

Natural materials and elements is mixed with images and surfaces with bold colours. The stand areas are delimited by modular circular structures.

These references can serve as sources of inspiration beyond trade booth design, applicable whenever the context allows.

Notes:

- 1. Natural element integration
- 2. Use of colorfull elements
- 3. Encouraging engagement through an open and see-through approach
- 4. Circular partition wall

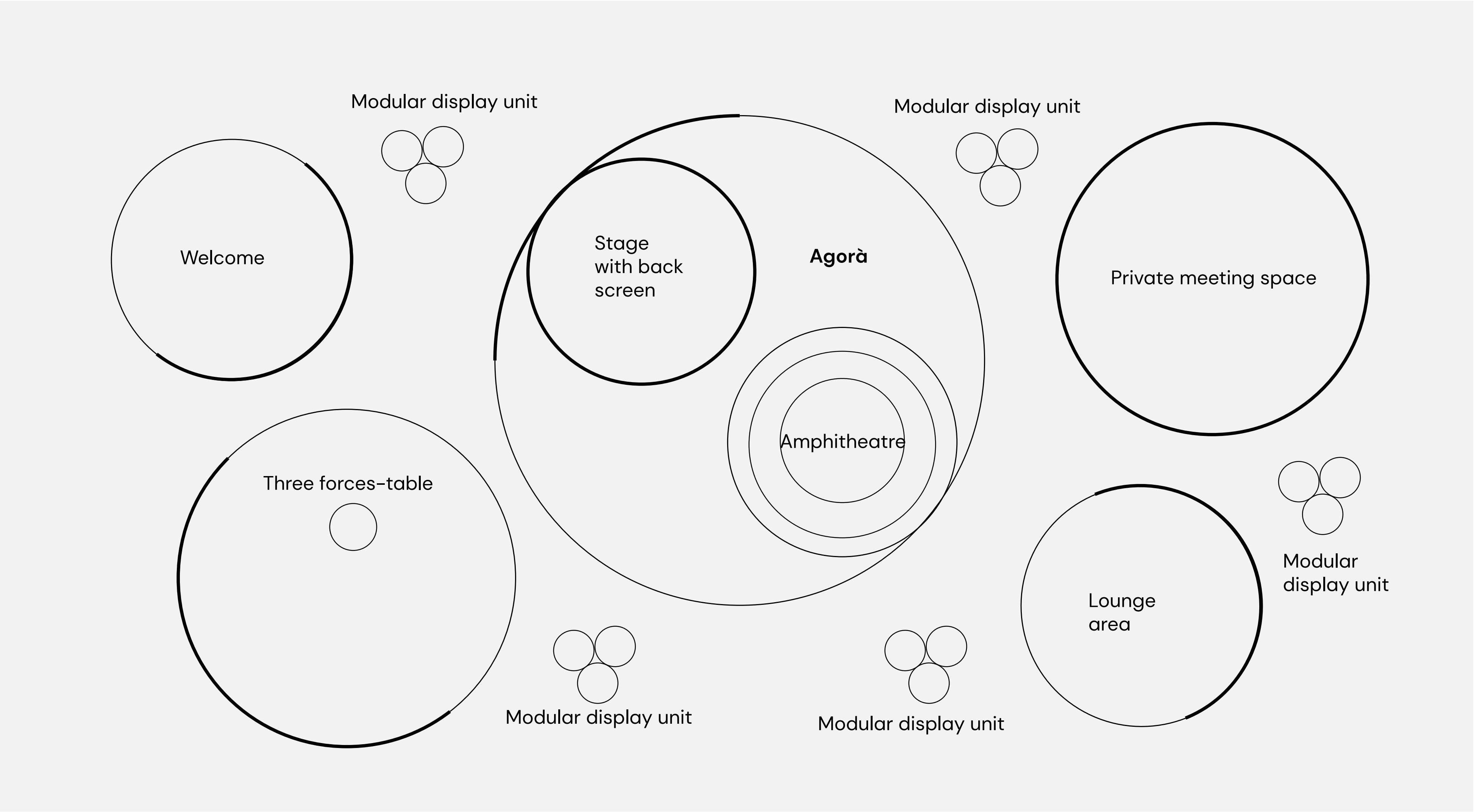


Layout

Characterized by the circularity that recalls the brand's symbol, we find ourselves in a single open space bordered by semicircular walls of different heights and dimensions.

Each area hosts and explores the different potential of dsm-firmenich. A focal point of the booth is the central circular space of the Agorà, where presentations and immersive projections take place. The Agorà name is inspired by the gathering area in ancient Greek cities, a place designed to foster interaction, and serve as a meeting point for people.

This layout should be regarded as conceptual work that can be revised, resized, and adapted to meet specific needs.



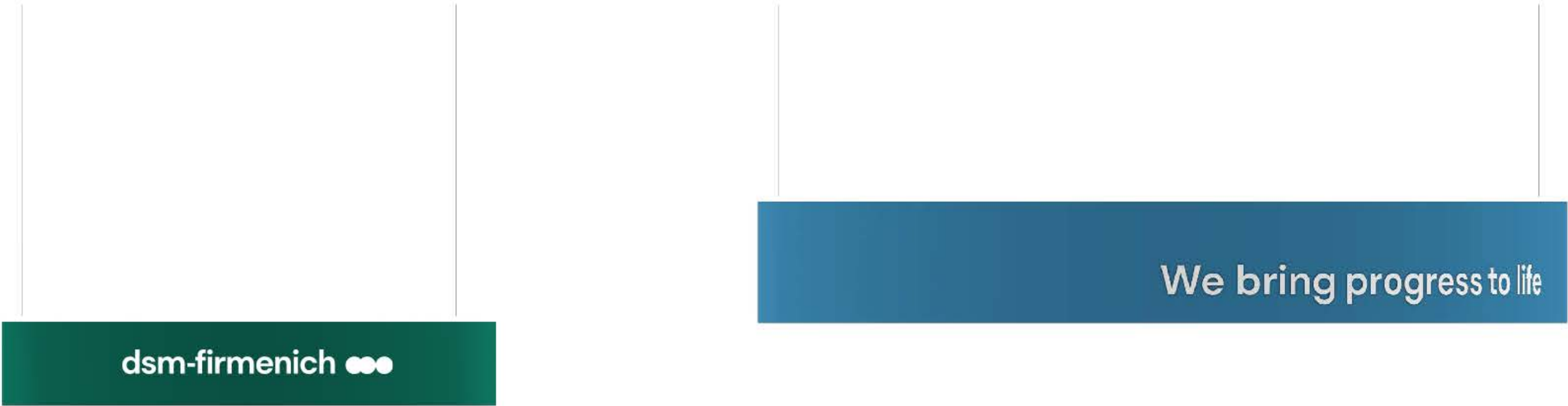
# Tradeshow booth

## Overview

The tradeshow booth combines dsm-firmenich visual elements in a dynamic way, creating a captivating, multi-layered space with clear and engaging contents.

This elevation view offers an overall conceptual impression of a dsm-firmenich space using the brand colours and brand photography that directly relates to the company business units.

The hanging cylindrical banners make the brand and its brandline visible from the distance.

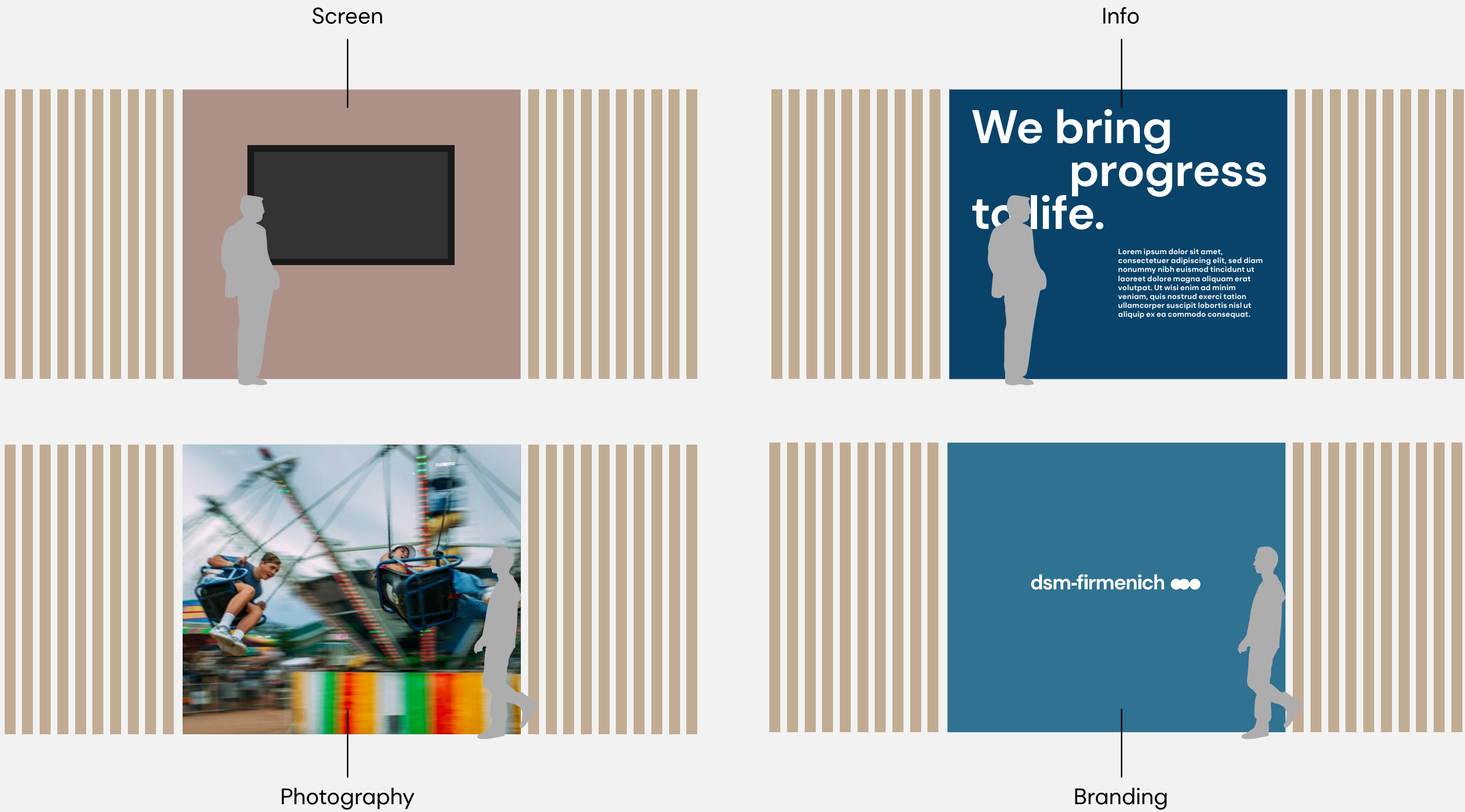


# Tradeshow booth

## Circular wall partition

For the subdivision of the areas inside the stand, we propose a modular system of curved partition walls, as suggested in images 1, 3 and 4 of the tradeshow booth moodboard.

Each wall is made up of vertical sections in which different contents can be inserted, both inside and outside, based on the needs of each area.

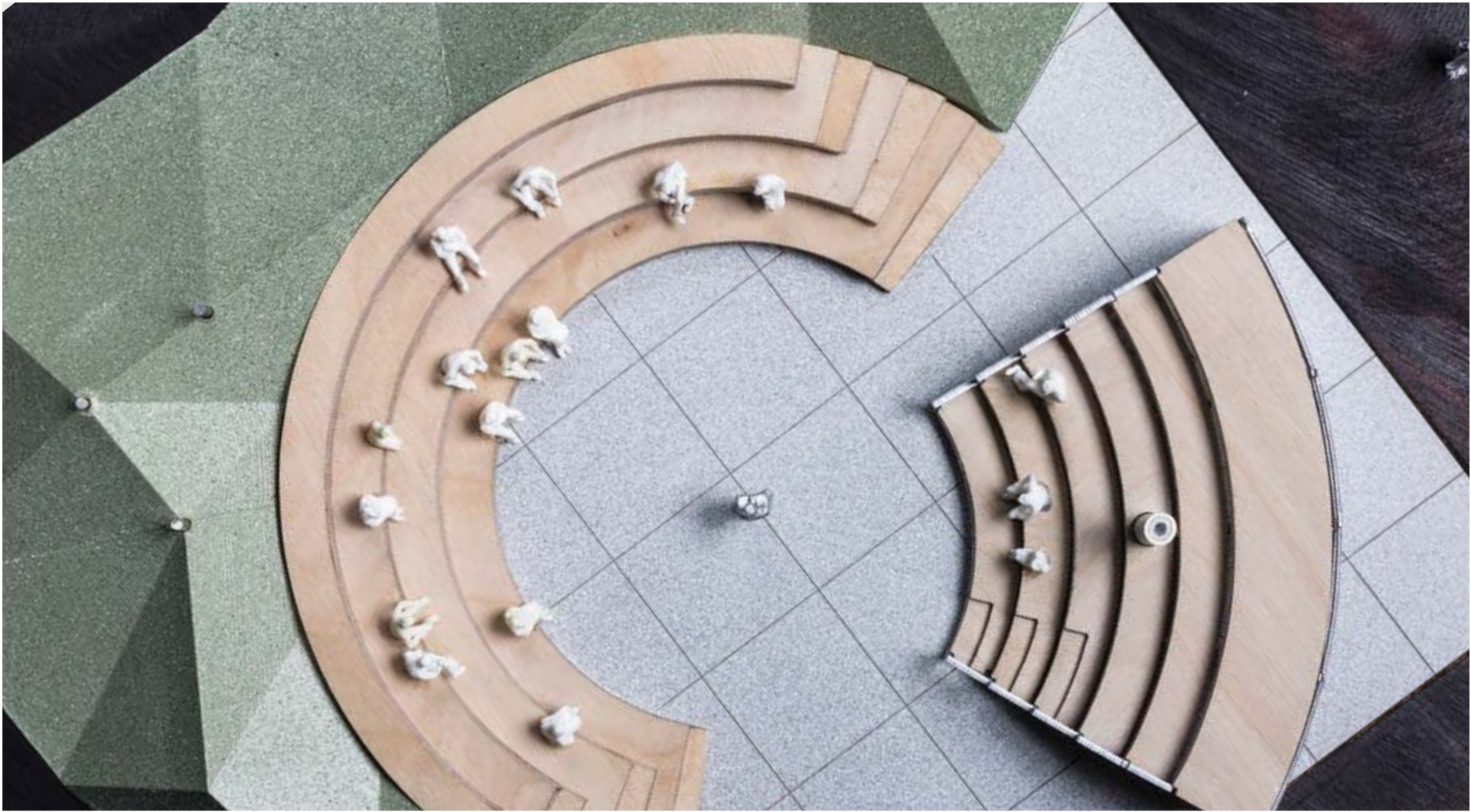


# Tradeshow booth

## Tradeshow – Agorà Moodboard

In these images, we observe numerous inspirations that demonstrate the inherent ability of the circular shape to unite people together.

The use of a staircase with essential shapes and a circular development create a common space dedicated to the exchange of ideas and presentation of brand's technological innovations.



# Tradeshow booth

## Agorà

For the Agora area we use the dividing walls to obtain a surface where you can project/use a led wall for video content and speeches. The circular elements present, stage and terraced stairs, create an informal and flexible environment.

—  
Experience Principles @ work

**Bursting-with-life**  
The immersive video background and the use of circular stage and stairs create an impactfull interaction between presenters and audience.

—  
Build Principles @ work

**Accessibility**  
The Agora has an open conformation, which makes it easy to access and use the area.

**Immersion**  
The circular surface for video content helps to create an engaging environment.

**Product life-cycle**  
The designed elements are durable (reusable), and made of recyclable materials.



# Tradeshow booth

## Meeting room Moodboard

Some inspirational images.  
Opaque and semi-transparent surfaces  
create a discreet environment that is open  
to the outside at the same time.  
Functional and elegant furnishings and  
technological elements make the space  
simple and flexible.  
These choices contribute to creating a  
space that feels less corporate and more  
human, fostering a welcoming and inviting  
atmosphere.

Notes:

- 1. Bringing the brand language in acoustic panels and furniture choice.
- 2. Wooden materials, refined technology.



# Tradeshow booth

## Meeting room

The structure is characterized by modular walls that can be combined in different ways, making the internal area with different level of visibility from outside.

—  
Experience Principles @ work

**Infuse life**  
The design choices aim to transform an environment that is typically claustrophobic and small into a hospitable and welcoming space.

—  
Build Principles @ work

**Biophilia**  
Adding plants fosters a more harmonious environment.

**Product life-cycle**  
The modularity of the structure makes this space replicable in different tradeshow.

- 1. Wooden structures
- 2. Sliding cover panel for photos/graphic
- 3. Sliding door
- 4. Transparent colored plaxyglass panel



Tradeshow booth

Three Forces Table  
Moodboard

Interactive devices hold the power to engage people and evoke their curiosity. dsm-firmenich has the opportunity and should create a tailored interactive feature that directly aligns with its strategy, allowing audiences to engage both individually and together.

Notes:

- 1. Circular shape
- 2. Interactivity



# Three Forces Table Overview

The Table has multiple “tokens” that represent the company achievements or new ventures. As the user positions the token at the intersection of the three circles, a projection with immersive sound will play at the center of the table.

—  
Experience Principles @ work

**Spark curiosity**

The table of forces offers an intuitive and simple interaction, thanks to the physical tools that allow a direct connection with the digital content.

**Make it flexible**

The storytelling uses an intuitive language through the use of animations, lights, sounds, and movable physical elements.

—  
Build Principles @ work

**Modularity**

The table can be scaled in simplified versions: the touch screen is replaced by a projector and the 3 force's circle can be integrated into a single circular plane.

**Accessibility**

The height of the interaction plane is suitable for use by a heterogeneous audience. The playful aspect facilitates usability and interaction.

**Immersion**

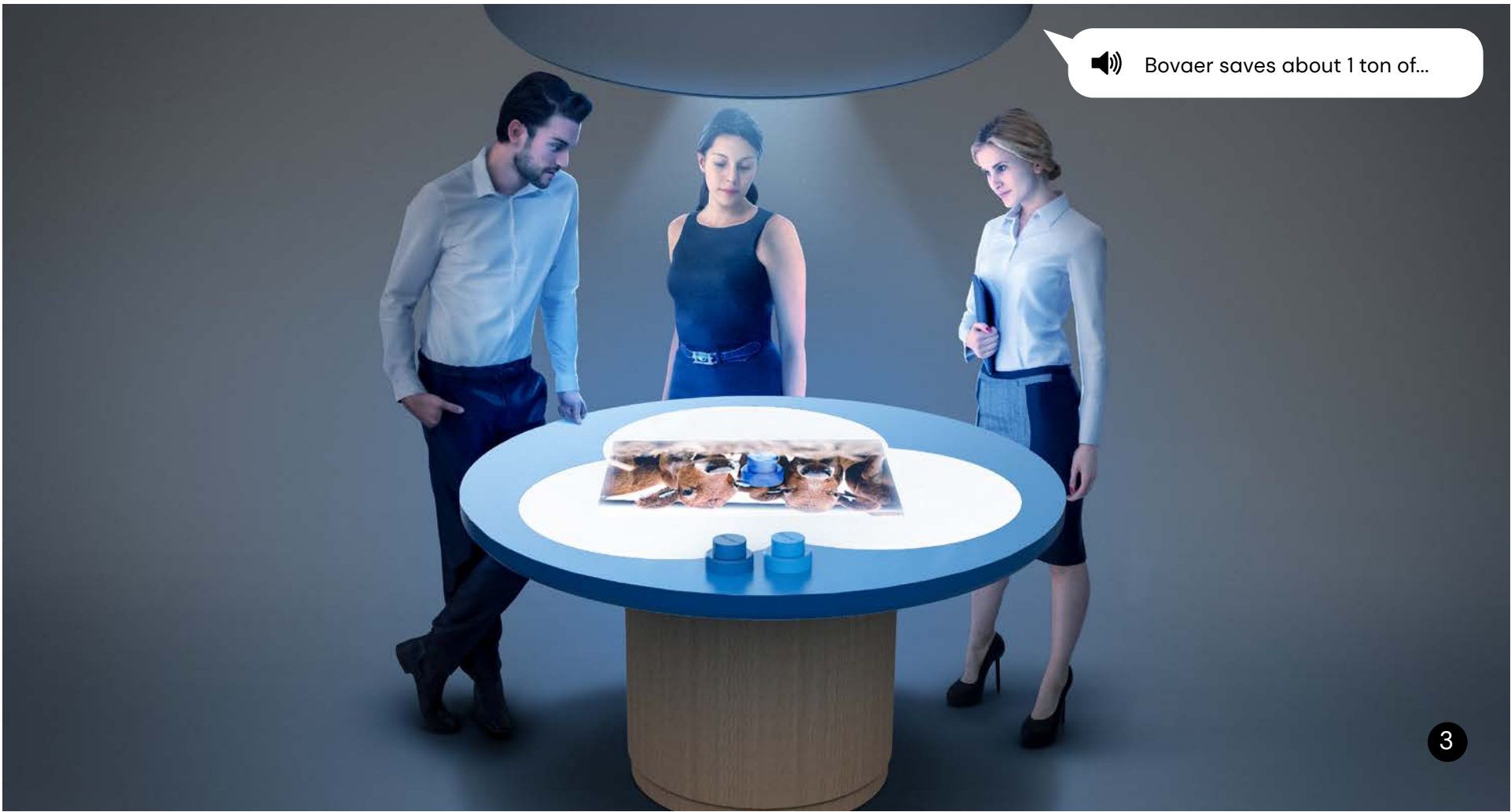
The use of direct user interaction , through physical tools, guarantees an immersive experience and direct involvement.



Three Forces Table Usage

The Table has multiple “tokens” that represent the company achievements or new ventures. As the user positions the token at the intersection of the three circles (fig.2), a projection with immersive sound will play at the center of the table (fig.3).

This Three Forces Table is a feature that could work in many different environments, beyond tradeshows, e.g. HQ lobbies.



# Modular display unit

The modular display units act as a multifunctional expositor.

Their goal is to present dsm-firmenich products in an engaging and immediate way, facilitating the understanding of the technological processes. They become clear, intuitive, playful points of interaction.

Their modular structure allow them to easily be adapted in different contexts: from tiny reception desks to large tradeshow booths.

# Modular display unit

## Moodboard

In this selection of references we want to capture the idea of using small exhibitions as a tool capable of helping the understanding of complex scientific-technological processes in an intuitive and playful way. The idea is to show new products and visualize the production processes through a series of sensory and visual devices that will create a complete experiential moment for the public.



- 1. Circular shape
- 2. Informative
- 3. Visually engaging
- 4. Immersive experience

# Modular display unit

## System

The display units represent an effective and clear tool for displaying all the new products and technologies developed by the brand , in a simple and intuitive way.

—  
Experience Principles @ work

**Make it simple yet flexible**

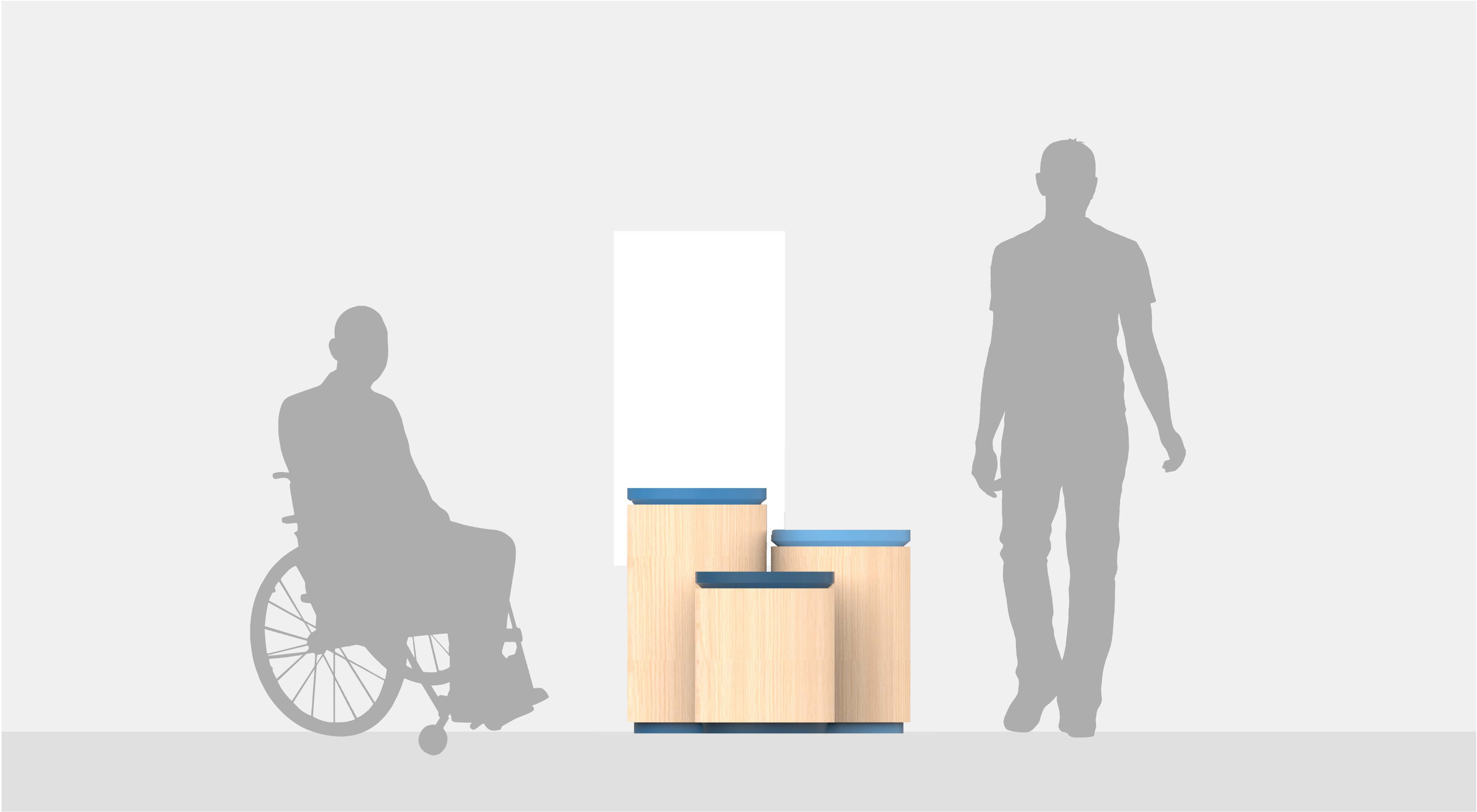
Their simple and modular structure allows them to be adapted to different contexts, from tiny reception desks to large tradeshow booths.

**Bursting with life**

A series of real elements and props that explore the progress of the brand's products, enriching the story of the dsm-firmenich experience with visual and digital contents.

**Spark curiosity**

User engagement is encouraged by the use of different means of communication and different levels of interactivity.



# Modular display unit

## System

The display units represent an effective and clear tool for displaying all the new products and technologies developed by the brand , in a simple and intuitive way.

—  
Build Principles @ work

**Modularity**  
The display unit is composed by a main body with a separable top, that is interchangeable based on the different needs.  
The volumes can have different heights (90, 75, 60 cm) while the diameter is fixed, measuring 50cm.

**Accessibility**  
The cylindrical elements are an accesible system and can be combined each other in different configurations.

**Product life**  
The modules have a simple and minimal design, to discretely coexist with the different types of products to be displayed. The same module can therefore be used several times in different contexts.



1

### Separable top examples



2

# Modular display unit

## Bovaer™

- 1. The first pillar is dedicated to digital information with video and a technological device.
- 2. The focus of the second module is to show and present the final new product with its look and feel and packaging
- 3. the third pillar hosts a more catchy and playful display, where with a special setup of different elements we are able to describing the main novelties and goals of the developed product.
- 4. The integrated panel has digital part support present other informations related to the product.

This design is illustrative.



# Modular display unit

## TasteGEM™

- 1. One pillar is dedicated to digital information with video and a technological device.
- 2. Small domes with ice cream containers inside will be positioned on modules two modules of different height to allow interested users to see the product and try it directly, having an immediate sensory feedback and playful experience.
- 3. The integrated panel has digital part support present other informations related to the product.

This design is illustrative.



# Modular display unit

## Perfumery

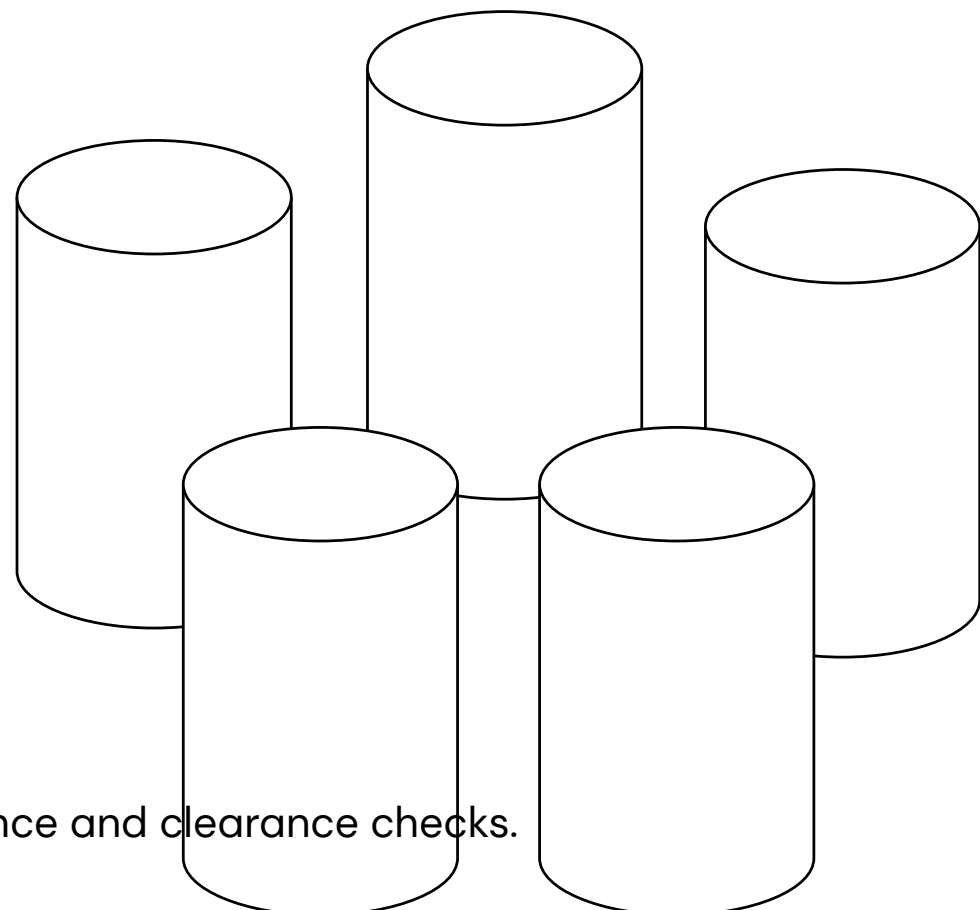
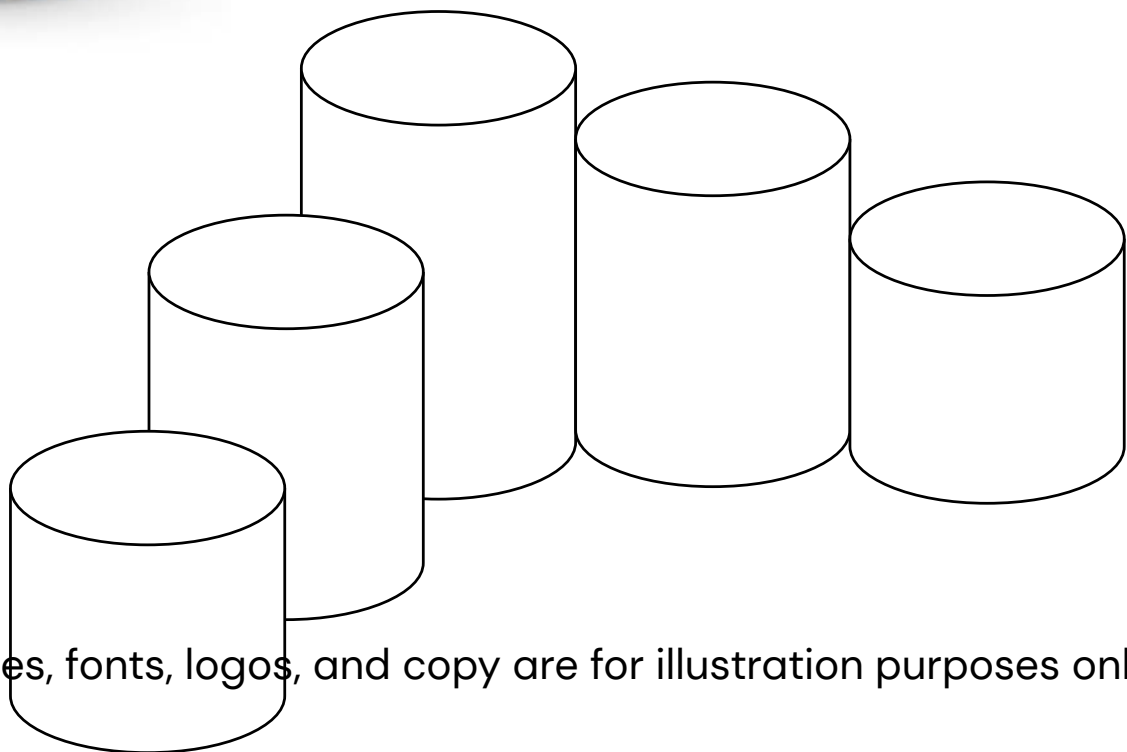
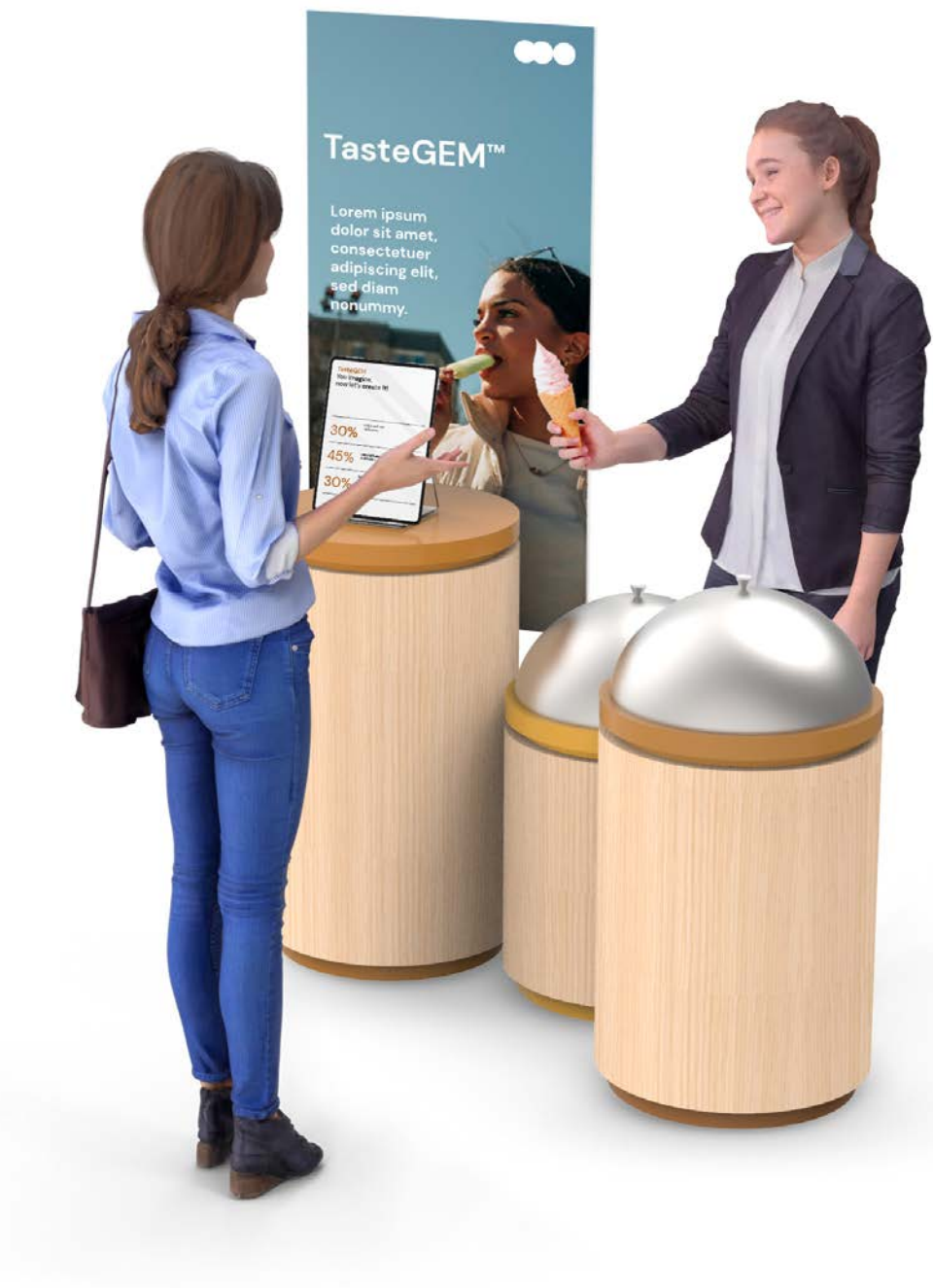
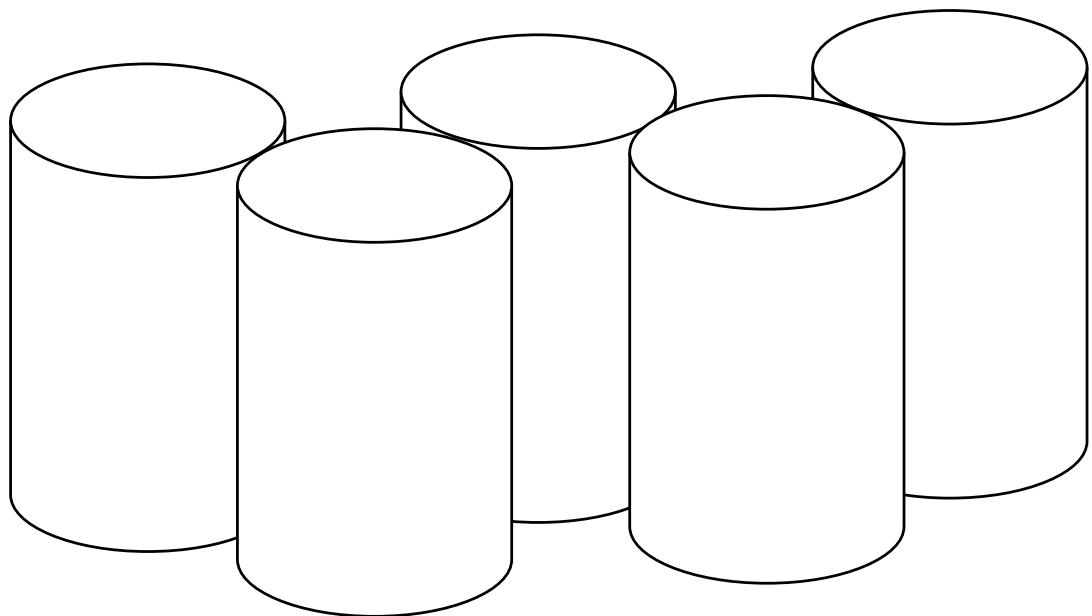
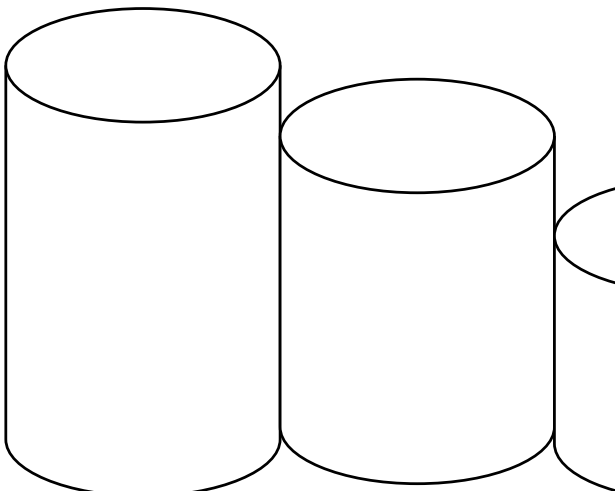
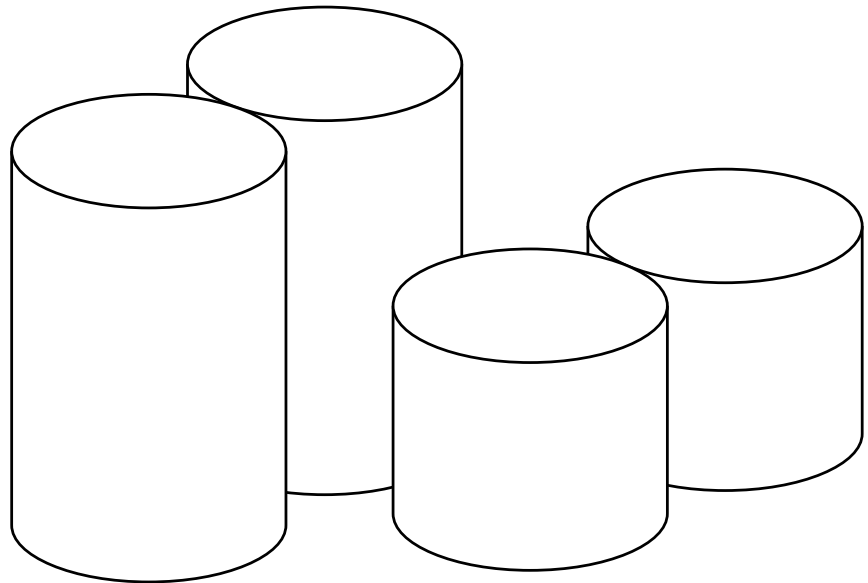
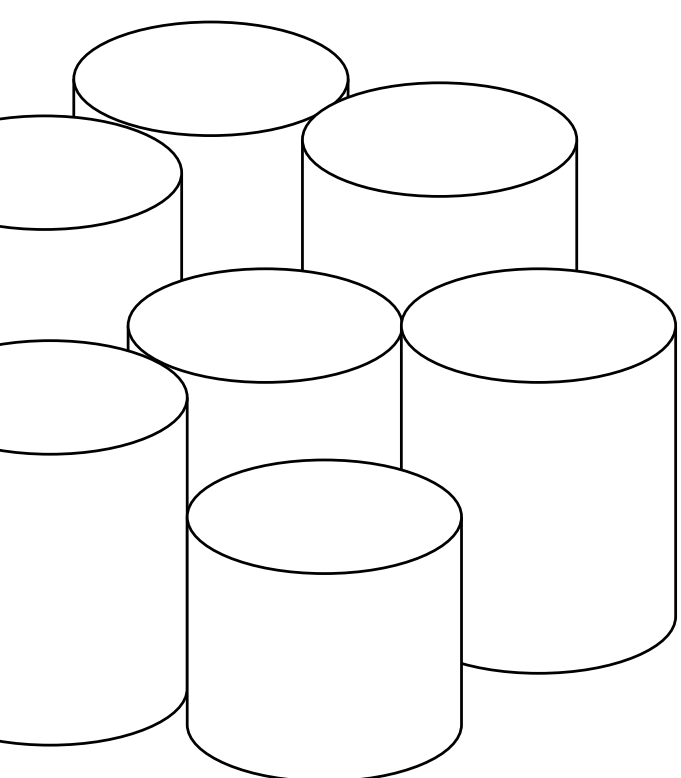
- 1. The first pillar hosts the "genesis", raw natural material with a hand tool which to interact to discover its perfumes.
- 2. On pillar the user can see part of the production process in a liquid state and having an immediate sensory feedback smelling inside the ampoule.
- 3. The third pillar shows the different possibilities and the final state of the product
- 4. The integrated panel presents all the informations related to the product.

This design is illustrative.



Modular display unit

What will you create?



# Modular display unit

## Concept scalability

Each component can be designed in a simplified and cost-effective version, tailored to meet the specific needs and locations where they will be used worldwide.

This approach takes into consideration factors such as cost, logistics, and installation requirements.

The company can capitalize on the knowledge gained from the initial prototype productions and make it readily available for future reference.



# Moves Introduction

Moves are the actions a brand takes to reach its ambition, in alignment with its purpose. They are opportunities for a brand to gain and keep momentum along the route.

What could be dsm-firmenich next moves?  
We present some first thoughts.

# Moves

Moves are | actions a brand takes to reach its ambition, in alignment with its purpose.  
Moves are opportunities for a brand to gain and keep momentum along the route.

Therefore, we asked ourselves, what are dsm-firmenich next moves?

## 1. Gallery of life

A photography exhibition from all around the world about progress / life.

## 2. ESA collaboration

Partner with the European space agency and develop a vitamin (tablet) for astronauts.

## 3. Oasis

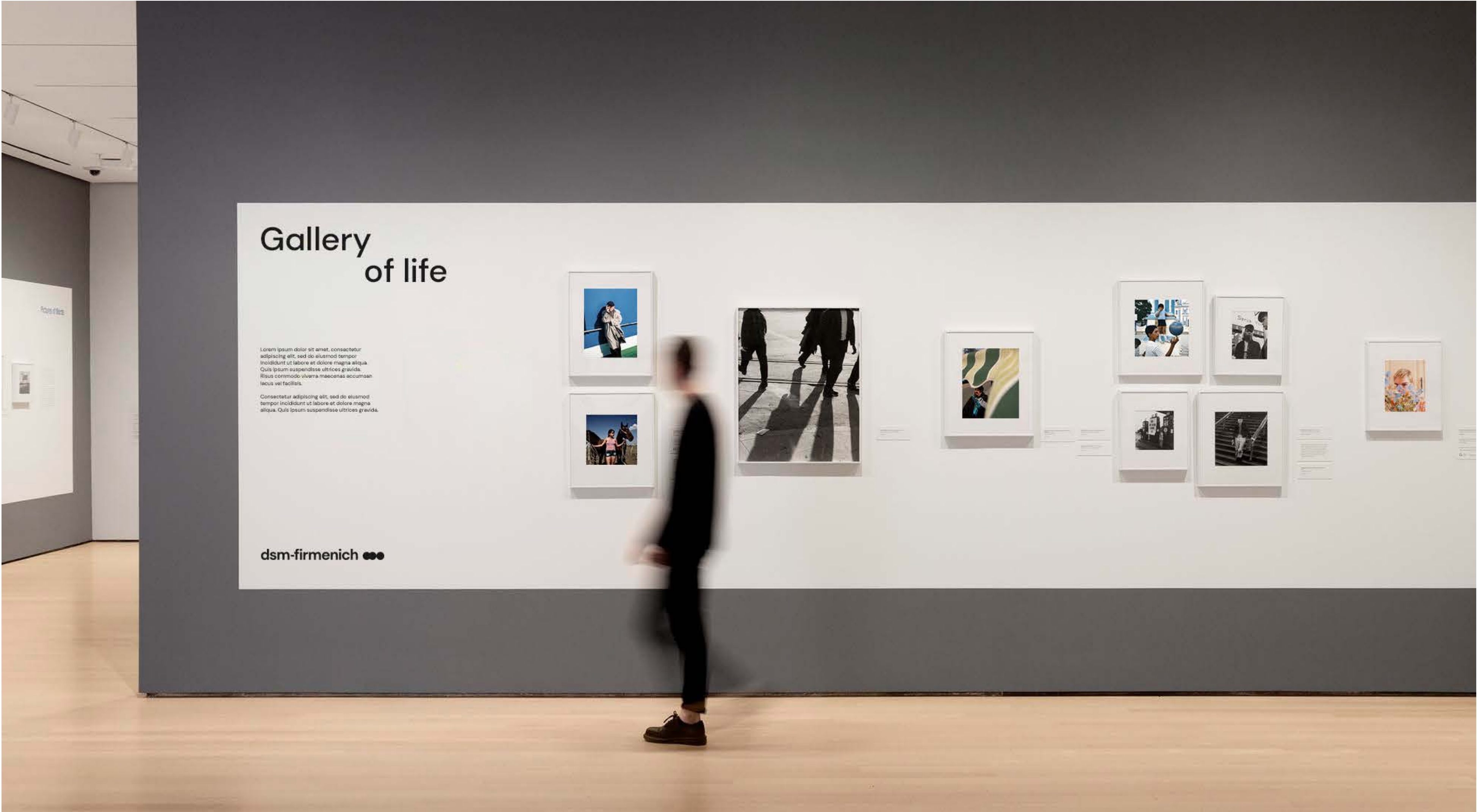
A natural park aimed at protecting nature and ecosystems. The park can also act as a space to host events, exhibitions and installations.

## 4. Three forces awards

Celebrate – creativity, innovation, people – progress by organizing each year the “three forces awards”.

Gallery of life

A photography exhibition from all around the world about progress / life.



ESA collaboration

Partner with the European space agency developing special supplements for astronauts.

Who, if not dsm-firmenich, could be the right partner to such a critical mission?



# Moves

## Oasis

A natural park aimed at protecting nature and ecosystems can serve as a platform for brand storytelling, where connections can be made between specific hosted plants and the brand narrative.

The park can also act as a space to host events, exhibitions and installations.



# Moves

## Three Forces Awards

Celebrate – creativity, innovation, people – progress by organizing each year the “three forces awards”. It could start as an internal event and become an external awards after a prototyping stage.

The picture depicts a potential stage design that aligns with the brand's language. Pay attention to the circular canopy design and the impactful use of color, which can significantly transform the entire environment to complement the presentation's color scheme.



## Final words

Creating a coherent and impactful brand experience is everybody's business, a collective effort that must go beyond functions, divisions and people seniority.

Building from a shared platform, collaborating, and sharing best practices are key to move forward and keep building equity for the organization.

Looking forward to hearing your ideas and progress!

Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior.'

—

Marshall McLuhan