



modernwash

## GOOD DESIGN SELLS

### Concerning Design:

It has been proven with all different types of products from coffee to mp3 players that good design sells. The initial success of most national products is largely dependent upon the presentation and packaging of the product and or product line.

The current market echoes the mantra that good design outperforms basic usage.

In today's market the consumer not only demands that a product perform well but must also portray good to great design characteristics. The design is what sets the product apart from the other items within the same market segment. In fact with a large number of products usability and function maybe virtually identical with the only defining criteria of difference being design. The discerning consumer is affected by design attributes to a greater degree. This consumer has more discretionary income and is more careful as to how their income is distributed. They honor certain brands, products and styles with their purchase and patronage. The average purchase maybe much higher than average to obtain the experience, benefit or perceived benefit of the product: think Starbucks.

The MODERNWASH line of structures are designed as such that they communicate to the consumer that they are constructed with clean, sleek design criteria similar to the packaging on other marketable products. The design's attributes offer many benefits designed with the consumer in mind. The large structural columns and beams give an opportunity to showcase color as well as strength. The large expanse of glass and steel evoke a very modern design aesthetic. The structure is unique thus allowing the entrepreneur to stand out from the competition. In our current market segment it is necessary to differentiate yourself from your competitors just as unique packaging stands out off the shelf from other similar brands.

The modern aspects of our design convey to your clients that you are resolved to innovation and current technology.

### **Concerning Loyalty:**

A design must be useable to truly be a continued success but the average consumer desires to feel a connection to their products. The product performs a role that supersedes the general usage criteria and moves into the realm of emotional attachment. This is evident with a product such as the iPod. The iPod performs the daily task of being an mp3 player and it performs these tasks in an innovative and reliable way; however it goes beyond being an mp3 player to a more extended role as a fashion statement, a form of identification, a status symbol, a beloved extension of ones self. A customer that needs a new mp3 player after previously owning an iPod will purchase another iPod, typically upgrading with each new evolution of the product. One could say that the main barrier to the continued success of the iPod is Apples' ability to deliver suitable upgrades to the platform. These upgrades: being not only product usability but innovative design as well. In this manner Apple has set themselves apart from the competition and in fact are practically their only competition.

The MODERNWASH line of structures are designed in such a way as to enhance a consumers experience by offering large expanses of glass, security, as well as impressive structural cues by employing proprietary architectural design tactics that evoke a consumers positive emotional response as well as differentiation from the competition. This extends to each visit at your facility reinforcing the positive aspects of the experience while helping to establish visibility and loyalty at your locations. The operation must perform the basic tasks of cleaning the vehicle so that it meets the law of usability; however the more that perception of "consumer bonding experience" is increased the more loyal as well as tolerant the consumer will be regarding the overall experience.

### **Concerning Sensory Branding:**

The continual success of most national retail products today is largely dependent upon the packaging and presentation of not only the product but the brand as well.

The savvy consumer is motivated by the attachment of how well the brand is employed in the framework of the consumer's life. The brand bonds to the characteristics of the consumer themselves and an attachment or bond is secured. The consumer is connected at some level with an interactive involvement with the product. This is evident with the strong associations some consumers feel with their product: think Apple Computers. These exceed simple needs or usage but move toward a highly elevated emotional connection. This association is linked to the consumer's ego. The brand must exude attributes that the consumer feels meet and or harmonize with their own sense of being or behavior. Sensory branding goes beyond traditional marketing and advertising to communicate a brands mission through sight, sound, scent, and attachment.

The brand needs to regularly reinforce its performance but the consumer is typically far more forgiving concerning less than positive experiences if they have formed this type of bond. They may have a much higher expectation of excellence associated with the brand and product but they also typically have a much higher tolerance. Allowing for greater customer retention.

The MODERNWASH line of buildings employ architectural design aesthetics; that help to secure your customer, theme your locations, build brand loyalty and allow for the most possible opportunities of revenue. The buildings offer a unique application of architectural steel and glass that combine to evoke a positive emotional response from your customer and to relay to your clientele that your operation is unique in not only design but in the way it services it's customers.

Contact Us for more information on Marketing Design.

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