



Results of the
TYPO3 Branding Workshop
Munich 5./6. April 2005

Topics

- Participants
- Agenda
- Main Questions
- Key Findings
- Next Steps
- Summary

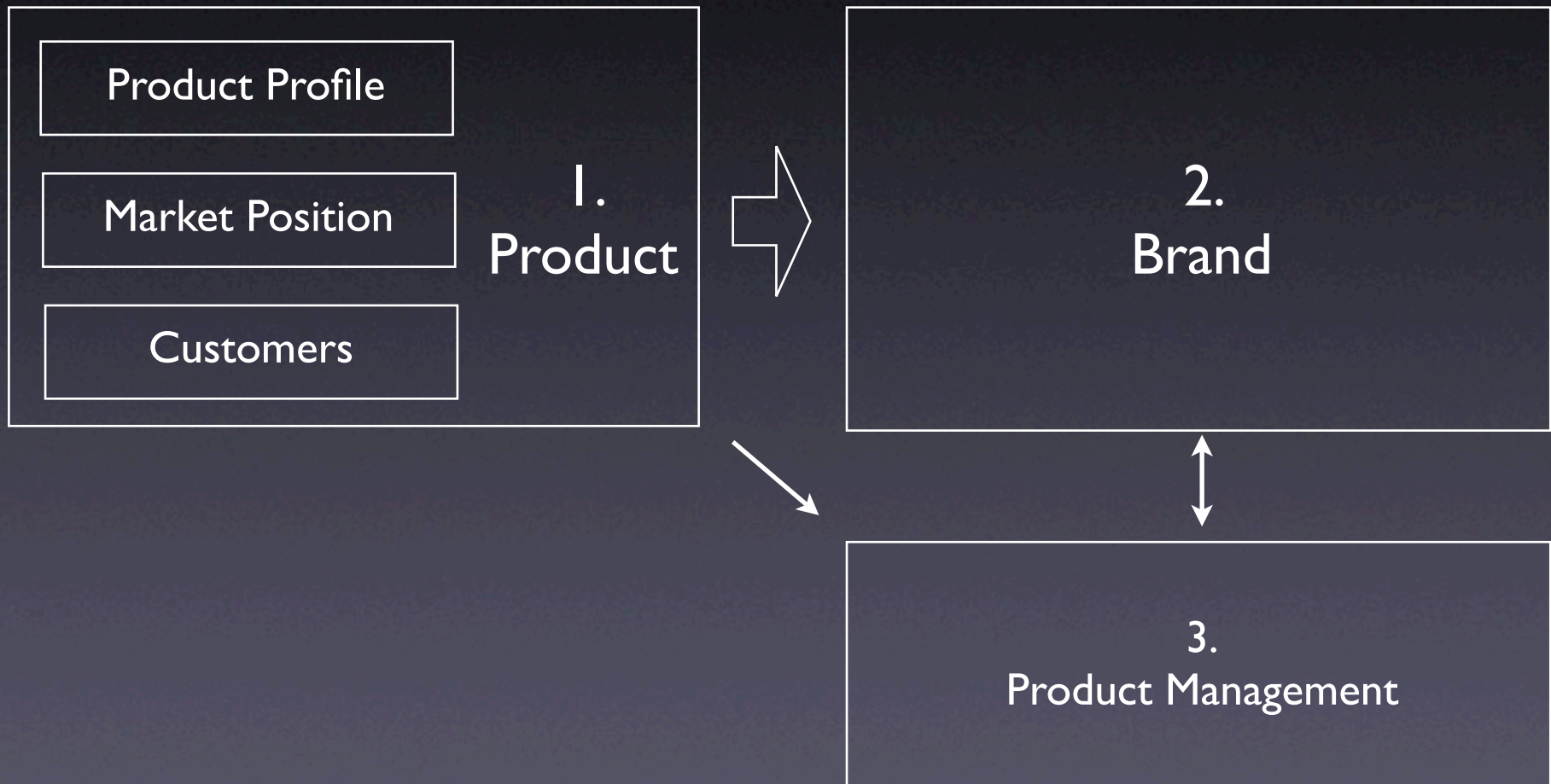
Participants

- Jörg Fackelmayer, Senior Consultant,
Interbrand, Zintzmeyer & Lux AG, Zürich/CH
- Daniel Hinderink, Managing Partner
dpool PartnerschaftsG, Munich.Vice-Chairman, TYPO3 Association
- Torsten Heinson, CEO,
Business District GmbH, Düsseldorf/D
- Robert Lemke, Freelancer,
Member of the Board of the TYPO3 Association, Lüneburg
- Sabina Loicht, Partner
plan2net Vienna/A, Head PR for TYPO3 int. ,
- Jean-Marie Schweizer, Owner
Agentur S, Baden/CH
- Aleksandar Stojanovic, CEO,
Digital District GmbH, Düsseldorf/D
- Nerina Wilter M.A. RCA,
Freelancer Graphic Design, Munich

The Workshop was moderated by Dr. Matthias Kromayer,
Managing Partner tavia Consulting GmbH, Munich/D

Agenda

1. Product Analysis
2. Brand Building Methods
3. Product Management Integration



Main Questions

- What components constitute a brand?
- How is a brand built and managed?
- What methods can be used to build and manage the TYPO3 brand?
- What are the next steps?

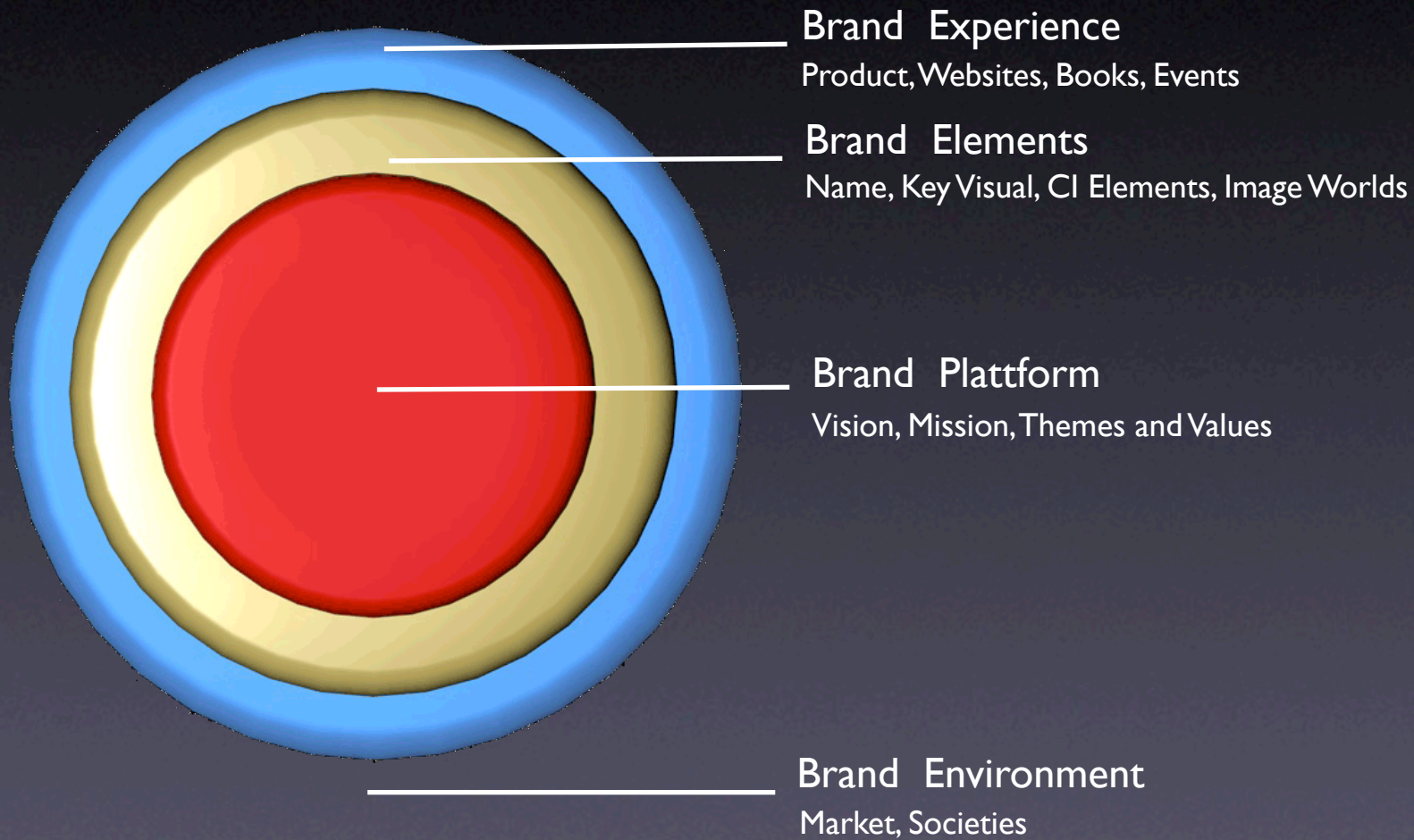
Product Analysis - Summary

- TYPO3 has an optimal market position to build on
- Agencies and Developers need to be integrated into the design process
- Planning, Coordination and Innovation are necessary to enable the next generation TYPO3 core

Key Findings

- Brands rest on core values, a common vision and mission of the product's originators and are communicated through themes in accordance with the target audiences.
- Brands are built by associating experiences with the brand
- Brand building takes creation, management and evaluation of the brand
- Brands are built with courage, endurance and entrepreneurial action
- All communication efforts must be aligned with customer segments and use the appropriate channels for the message and effect in question

Brand Components



Brand Building Steps

Association

Consultancies

Community



Brand Platform



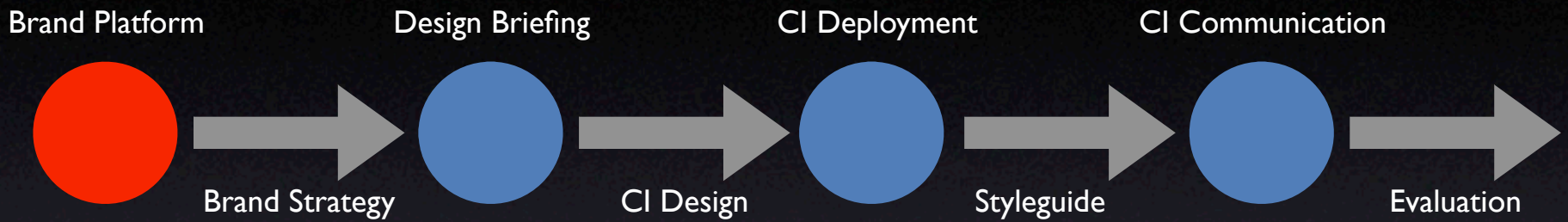
Brand Strategy



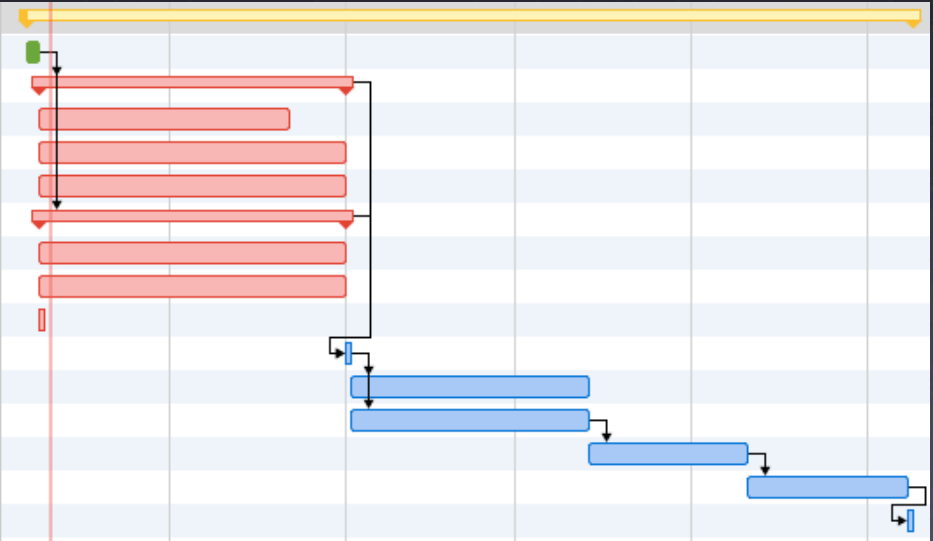
Brand Design



Brand Roadmap



Task	Start Date	Duration	Progress	Assignee
Brand Development	06.04.2005		1%	
t3brand	06.04.2005	2 Tage	100%	Daniel Hinderink
Brand Platform building	08.04.2005		0%	
R&D-Committee Input	08.04.2005	1 Tag	0%	Daniel Hinderink
User Groups Input	08.04.2005	1 Tag ?	0%	Sabina Loicht
Consultancies Input	08.04.2005	1 Tag ?	0%	Aleks Stojanovic
Evaluation Tools	08.04.2005		0%	
Customer Segmentation	08.04.2005	2 Tage ?	0%	Aleks Stojanovic
Communication Channels	08.04.2005	1 Tag	0%	Aleks Stojanovic
Evaluation Matrix	08.04.2005	1 Tag ?	0%	Aleks Stojanovic
Brand Strategy Meeting	01.06.2005	1 Tag ?	0%	Daniel Hinderink
Brand Strategy Development	02.06.2005	30 Tage ?	0%	Daniel Hinderink
Brand Design	02.06.2005	30 Tage ?	0%	Ralph Du Carrois
Styleguide	14.07.2005	20 Tage ?	0%	Ralph Du Carrois
TYPO3.org	11.08.2005	20 Tage ?	0%	Robert Lemke
CI Presentation@TyCON3	08.09.2005	1 Tag ?	0%	Daniel Hinderink; Ralph Du Carrois



Next Steps

- Define a Brand Platform as a basis for all other action:
 - design questionnaire on vision, mission, values and themes
 - get .com-listed consultancies, user groups and the active members to participate
 - collect votes and correlate results
- Build instruments to plan and measure communication channels
 - complete customer segments
 - complete communication channels
 - correlate both in a matrix

Summary

The Branding Project is an Association project touching various topics of central importance.

It's results will serve to guide decisions in all areas of the project. Therefore it must involve input from a representative part of the people driving TYPO3 ahead today: the Association, consultancies and the community

At the same time it will need clear leadership and professional management.

Our goal is to build and deploy a brand communication toolbox that is consistent with a CI based on our core vision in time for presentation at TyCON3.