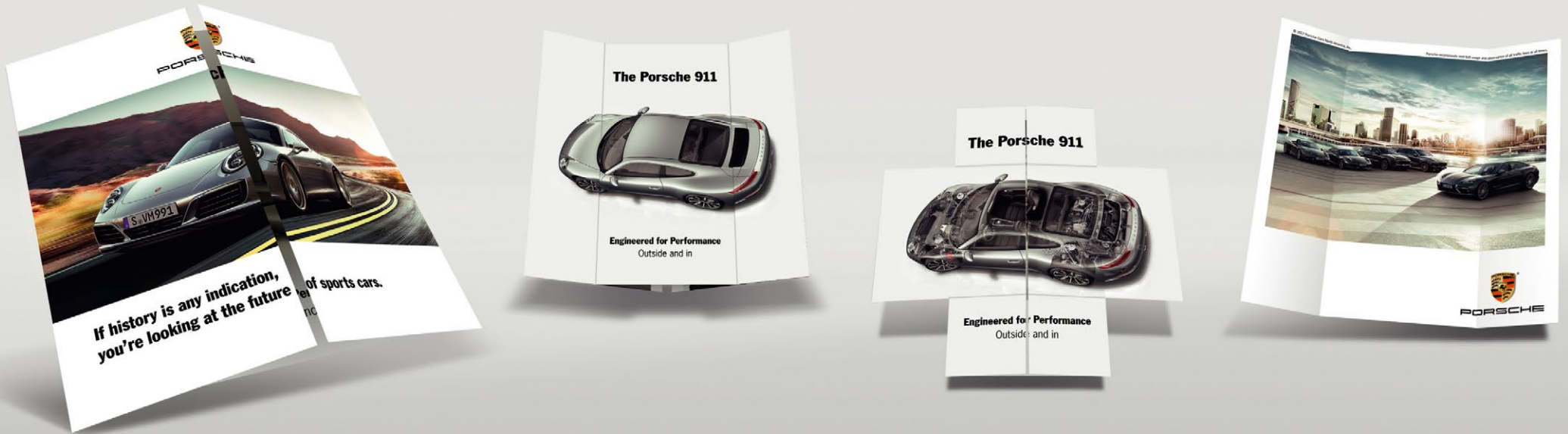




The clever endless folding card with a unique advertising effect.

HAPTIC STORYTELLING



Tried-and-tested design options for your sales pitch, your brand story, your invitation or your product presentation.

Why the human mind loves a story and our fingers love to feel.



Do you recall Felix Baumgartner's jump from the stratosphere for Red Bull?

Remember the battery powered bunny that out-drummed all others? Or what about the LYNX-scented chap who draws the most beautiful women? But can you also recall the way the unemployment figures developed over the past three years? If you just had images of a man in a space suit, a pink plush bunny or a guy being chased by a horde of supermodels in your mind's eye, yet have trouble remembering those unemployment stats: congratulations, you've passed the test. You've just delivered proof of how much our minds love a story.

The human mind produces a multisensory response to a story. Say the experts. Stories get us to empathise, see and taste - and mental images start rolling like a film. If a physical connection is then created to the story in the form of, say, fingertips encountering sandpaper, a naked foot encountering a LEGO brick or hands touching an endless folding card, the story will have been presented in the most brain-friendly manner for it to enter long-term memory.

The secret to successful communication is a good story.

The following pages intend to show you how logoloop® can help you to achieve your storytelling aim in the most touchy-feely way.

>> Four simple steps are all it takes to arrive at your unforgettable logoloop®.

1st Step

Define what you want logoloop® to do

logoloop® can be used to tell your story in a variety of ways.



As a solo artist

Like a good four-part joke with a happy ending.



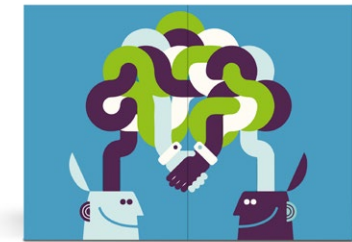
As a cliffhanger

logoloop® captures the imagination, piques curiosity and invites the handler to see what comes next at your website, trade fair or event.



As an anchor

An element of your story is condensed for presentation on a logoloop®, which can then be used as an ad special, mailing reinforcer or when in direct contact with customers.



As a sales pitch aid

The playful nature of logoloop® lightens the atmosphere during talks between customers and your sales advisers and makes the sales pitch clearer, more easily reproducible and more successful.



You should therefore first ask yourself the following question: in which context do you want to use logoloop®? On its own, as a springboard to a source of more in-depth information, as a crystallisation point or when making direct customer contact?

Different jobs - different information capacities.

Rule of thumb: the more impersonal the way of making contact is, the more condensed the message has to be. Do not be tempted to try and kill two birds with one stone. Two jobs means two logoloop® designs.



2nd Step

Condense your message

Good stories are about transformation and development.

Luke Skywalker discovers his origins by chance and with that his destiny, trains to be a Jedi, gains access to his inner strength and goes on to save the galaxy. A decommissioned Czech tank is dismantled, molten down and transformed into the last word in hammers, made by the German DIY supplies store Hornbach: "Born of tank steel, made for eternity". And goes on to become a cult symbol for inventiveness, seasoned with a pinch of madness.

Consider, therefore, what your core message is.

What's your starting point and what do you want to achieve? Key in this regard is to think in the singular, not the plural. And then strictly follow the path outlined below.

Firstly:

Keep your message short.

Secondly: Make it even shorter.



Thirdly:

Ask yourself the following questions with regard to creative implementation:

a) Which recurring property or feature does your product or service have that could be used to convey your story?

Setup, dismantling, driving off, arriving at one's goal. When it comes to design, it pays to take a step back from the product or service for a moment and think of an analogy with which it could be illustrated. A nice example of storytelling all around the abstract topic of innovation is delivered by GE in the following commercial spot: <https://www.youtube.com/watch?v=sfmQvc6tB1o>

b) Which features of your product vary?

Darker/lighter, grow/shrink, changing colours, additional features, from empty to full or from the out- to the inside. This can be physical, but can just as well be metaphorical, for instance from bad to good luck.

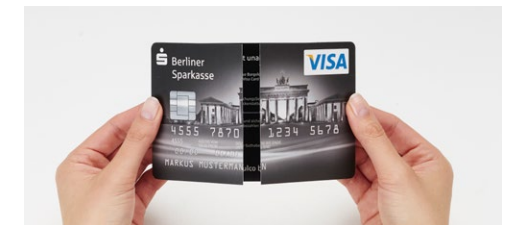
c) Which problem-solving process does your product describe?

Here again - either in concrete terms or as an analogy - what does your product do?

3rd Step

Use mental templates

See which of the following templates would best serve to visualise your story.



The endless loop

Images 1 to 4 tell a story that can begin again after the 4th page – like a car race after the first lap.

Clock example:

How logoloop® repeatedly steals 12 seconds of valuable time.

[To the Video](#)

The transformation

An initial situation transforms step by step.

Mood swing example:

Thanks to the right idea, a face transforms step by step from frowning to smiling. From problem to solution.

[To the Video](#)

Outlook or insight

The way logoloop® opens is interpreted as a door or a window, behind which new horizons unfold bit by bit until the promised land is reached: your solution. Or you can make the inner qualities of your product visible. Hypo Vereinsbank example: One front door leads to another. [To the Video](#)

[To the Video](#)

Behind the form

A product presentation is ideal for this kind of haptic promotion since, because it unfolds, it takes a step-by-step approach to illustrating how versatile your product is.

Credit card of Berliner Sparkasse example: Showcasing the various credit card advantages, right up to a personal benefits rundown on the last page.

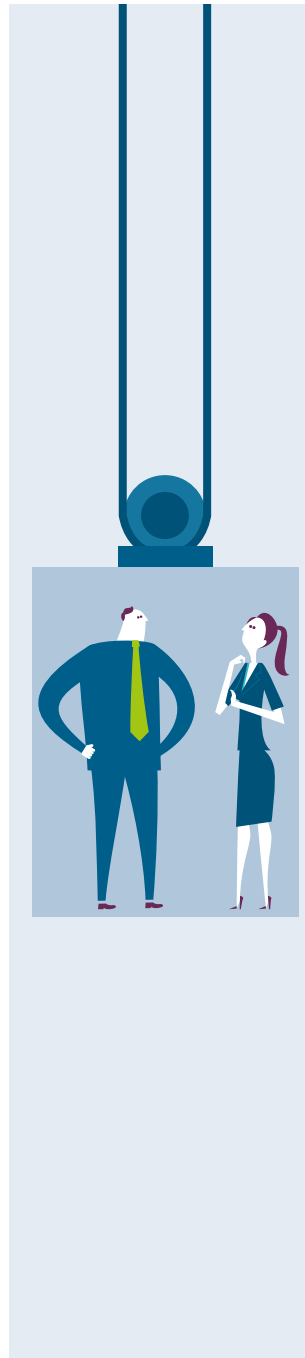
[To the Video](#)

4st Step

Welcome to the elevator pitch

The elevator pitch: a useful tool not just during direct customer contact, but also when it comes to designing your logoloop®.

- 1 You need ... only little, but it has to be the best.**
A successful elevator pitch needs the very best ingredients. The risk of failure due to unnecessary information is great since this takes attention away from your core message and the presentation becomes random. So stick to the highlights - and follow the steps outlined below.
- 2 Draw attention to your product.**
What are you offering? What are you offering that's new?
What has the world been waiting for?
- 3 Be relevant.**
What makes your product or service interesting for customers?
What makes it special? What differentiates it from others?
- 4 Create demand.**
What benefits can you provide? What do your customers gain if they buy your product or service? Why will your product or service help customers to sleep easy at night? Or why will it make them beautiful, rich, sexy, contented?
- 5 Include a call for action.**
What would you like recipients to do? Don't be shy about telling them exactly what you want to happen.



i You can decide for yourself how to distribute the various phases of your salespitch over a logoloop. But you should always ensure a brief description for your sales staff of what to do with it is included - something we'll be happy to help you with.

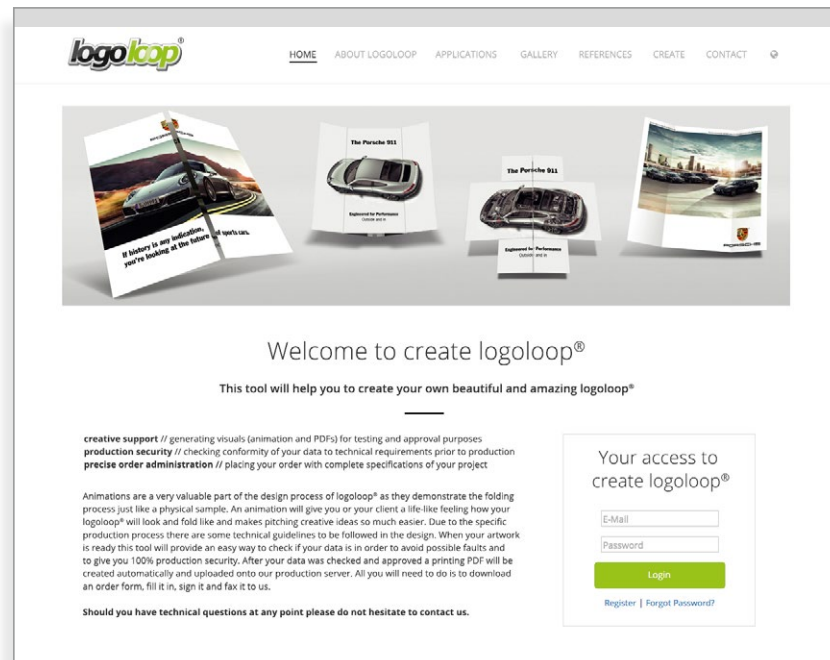
TA-DA! Implementation time!

Once you have developed your first ideas, it's time to start on the layout.

To help you visualise your ideas, the following pages contain scribble templates of all standard logoloop® layouts.

Simply print out the desired format 2 or 3 times and then start sketching. This method has shown itself to be faster and more effective than directly working on a computer-generated layout - which comes as no surprise to us as haptics experts since brain research has confirmed our observations: **touch plays an active part in the thinking process.**

You've got your idea. Now what? See how easy implementation can be.



1 Once you have come up with your idea, register to use our design tool at <https://create.logoloop.eu/en> and download our design guidelines and layout templates for the logoloop® format you want to use.

2 Use InDesign or other design software for the **layout of your logoloop®** and create a PDF in accordance with the instructions contained in the design guide.

3 **Free 3D animation**
Test your draft by letting our design tool spend a few minutes converting your layout into a 3D animation. You can then send this animation to colleagues or customers to invite feedback with a view to further optimising the design until everyone is happy.

If you need our help at any point of the process, we will be happy to provide you with assistance.

Your logoloop®-team wishes you great ideas, a lot of fun and every success with unfolding your creativity.

www.logoloop.eu