



Brix

BUILD TOGETHER – CREATE TOGETHER!

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COMMUNICATION PLAN

0. Contents

0.0. Contents and project overview

Project overview

BRIX is an innovative, modular furniture system designed to transform static and inflexible workspaces into dynamic, sustainable environments. The system is built around modular cubes crafted from recycled materials, promoting circularity and sustainability. BRIX is tailored to the needs of students and lecturers in educational institutions, aiming to foster collaboration, creativity, and adaptability in learning and teaching spaces. This communication plan outlines strategies to raise awareness, drive engagement, and ensure the adoption of BRIX within target markets. (For details see the report and the prototype PDF)

The communication report will cover the following:

1. Target audience analysis
2. Communication objectives
3. Messaging framework
4. Channels and platforms
5. Key communication asstes
6. Timeline, evaluation, and feasibility

1. Target audience analysis

Primary Users: End-users of the BRIX system

Students and lecturers: End-users of the BRIX system who will directly interact with and benefit from the furniture.

- Needs: Intuitive, easy-to-use systems that foster collaboration and adaptability
- Key Message: “Reimagine your space, connect, and create together.”
- Behavior insights: Students are highly influenced by their peers and prefer visually appealing, functional setups that encourage creativity and reduce monotony

Educators benefit from tools that make teaching environments more adaptable and engaging for students. They require systems that support varied pedagogical approaches, from traditional lectures to group work and interactive workshops.

- Needs:
 - Flexibility to reconfigure classrooms quickly to suit different teaching formats
 - A durable and sustainable solution that supports institutional values of innovation and responsibility
 - Resources, such as how-to guides or example configurations, to simplify classroom preparation
- Behavior insights: Lecturers prioritize tools that save time, enhance learning outcomes, and foster active participation among students

1. Target audience analysis

Buyers and decision makers: University procurement departments: As the primary decision-makers responsible for acquiring infrastructure, these stakeholders seek solutions that align with institutional goals and budget constraints.

- Key Needs:
 - Cost-effective, long-term investments that minimize the need for frequent replacements
 - Sustainable materials and processes to meet institutional sustainability goals
 - Detailed data and recommendations to justify purchase decisions, such as return on investment (ROI) analyses
- Behavior Insights: Procurement departments are risk-averse and prefer products with proven success or pilot results from peer institutions

Future Markets:

- Creative agencies and corporations: As secondary target groups, these organizations require modular solutions for dynamic workspaces that foster innovation and team collaboration
- Students in shared apartments: In the future, BRIX could cater to students in small living spaces, offering leasing or renting options for flexible furniture solutions

2. Communication objectives

SMART Goals: (fictional)

Each SMART goal should address specific aspects of BRIX's market introduction and growth strategy:

- Raise awareness: Achieve a 50% increase in brand visibility across HNU by the end of the next semester
- Drive engagement: Engage 30% of targeted student groups in interactive sessions and workshops within six months
- Facilitate adoption: Ensure 3 procurement agreements or implement 3 pilot projects with universities (HNU, THU and UUlm) by the end of the first year

By aiming to increase brand visibility by 50%, I ensure that students, educators, and decision-makers recognize BRIX as a transformative solution for workspace adaptability.

Engaging 30% of targeted student groups highlights the focus on building a community of advocates who experience the value of BRIX firsthand, turning users into brand ambassadors.

Securing three procurement agreements or pilot projects aligns directly with the objective to integrate BRIX into institutional procurement processes, ensuring long-term adoption and sustainability.

3. Messaging framework

Core Messages:

- Innovation: “BRIX transforms spaces for collaboration and creativity.”
- Sustainability: “Crafted from recycled materials for a better tomorrow.”
- Adaptability: “One system, endless possibilities.”

Storytelling Techniques:

- I will illustrate how BRIX revitalizes traditional workspaces, making them flexible, engaging, and inspiring: Imagine a seminar room where rigid layouts are replaced by vibrant, reconfigurable spaces. This is the transformative power of BRIX – a modular furniture system that adapts to the needs of its users. Whether hosting a group brainstorming session or a quiet study circle, BRIX seamlessly transitions to support any activity, encouraging collaboration and innovation.
- I will showcase how BRIX addresses inefficiencies in conventional teaching environments by enhancing collaboration and creativity: Traditional workspaces often stifle creativity due to their static nature. BRIX directly addresses this by introducing mobility, flexibility, and aesthetic appeal. For instance, the universal plate doubles as a whiteboard, tabletop, or seat, ensuring multifunctional usability. This system not only enriches user experience but also aligns with the principles of participatory and sustainable design. (see also 1.1. The BRIX story of the report)
- BRIX is more than furniture; it's a commitment to a sustainable future. Each component is crafted from recycled materials, designed for durability, and fully recyclable. This ensures that your spaces not only promote creativity but also contribute to environmental well-being. By integrating sustainability into its DNA, BRIX enables users to actively participate in a circular economy.
- From classrooms to corporate environments, BRIX’s modular cubes redefine versatility. Each piece connects effortlessly to form tables, seating, shelves, and even presentation boards. This adaptability empowers users to reimagine their spaces without limitations, fostering dynamic interactions and efficient workflows.

By merging innovation, sustainability, and adaptability, BRIX is set to redefine how we interact with our environments. Through this storytelling approach, potential users can visualize the tangible and emotional benefits of incorporating BRIX into their spaces, ensuring lasting impressions and meaningful engagement.

4. Channels and platforms

Website

The BRIX website will act as the central hub, showcasing its innovative features, diverse use cases, and sustainability-focused approach. The website should include:

- Interactive demos: visualization of BRIX in action, from classroom setups to coworking spaces, with examples of adaptable layouts.
- Storytelling through content: case studies, testimonials, and success stories that highlight BRIX's impact on collaborative spaces.
- Educational resources: Downloadable materials like sustainability reports, configuration guides, and FAQs to inform and inspire visitors.
- E-commerce integration: For purchasing BRIX modules or requesting quotes for large-scale setups.

Social Media campaigns

Platforms like Instagram, LinkedIn, and TikTok can be used strategically:

- Instagram: Showcase of visually appealing transformations of spaces using BRIX. Time-lapse videos to demonstrate easy reconfigurations and vibrant, user-friendly visuals to attract creative audiences.
- LinkedIn: Leadership articles on workspace innovation and sustainability. Decision-makers in education and business sectors can be targeted with data-backed posts emphasizing BRIX's value in boosting productivity.
- TikTok: Younger audiences can be captured, especially students, with playful, behind-the-scenes content of BRIX in action, challenges like "Transform Your Classroom," and engaging AR effects.

4. Channels and platforms

Augmented Reality (AR)

AR feature for prospective users to visualize BRIX modules in their own spaces. Users can:

- Experiment with configurations
- View real-time scaling and adaptability
- Share their custom designs on social platforms to generate organic buzz

Campus installations

Pilot classrooms at partner universities or innovation hubs with BRIX. These installations will:

- Act as live demonstrations of BRIX's adaptability in real-world scenarios
- Encourage feedback through surveys and focus groups from users
- Be used to generate promotional videos and case studies

Printed materials

Interactive brochures and posters will include QR codes linking to AR tools or how-to videos. They highlight key benefits like modularity, durability, and sustainability in vibrant, engaging formats. Furthermore, printed cards included in BRIX drawers or starter kits with tips on creative configurations, sustainability benefits, and maintenance guides.

4. Channels and platforms

Events

Partnerships with universities, coworking spaces, and design agencies to host:

- Hands-On Workshops: Demonstration of BRIX's reconfigurability and inspiration of with real-world use cases
- Guest speaker panels: Experts from sustainability and design fields discuss the impact of adaptive furniture like BRIX

BRIX's communication strategy leverages both digital and physical channels to showcase its innovation, adaptability, and sustainability. By combining a dynamic website with interactive tools, targeted social media campaigns, and an immersive AR experience, BRIX connects with diverse audiences from students to decision-makers. On the ground, campus installations, printed materials, and collaborative events bring the brand to life, demonstrating its real-world impact and versatility. Together, these efforts create a cohesive narrative that highlights BRIX as the ultimate solution for transforming spaces into hubs of creativity, collaboration, and environmental responsibility.

5. Key communication asstes

Interactive Website

The website is the digital centerpiece of BRIX's communication strategy, designed to educate and inspire potential users while fostering engagement. It should include:

- Sections for use cases, testimonials, product details, and sustainability practices
- AR/VR room configurator for buyers (still fictional because of technical complexity)

A first draft of the website can be found here: <https://www.bymerlin.de/brix.html> (Important: Please note that due to ongoing maintenance, the latest version and the contents of the website may not yet be fully deployed. However, I expect this issue to be resolved by the presentation day at latest!)



Icebreaker card set

Designed for inclusion in BRIX drawers, this card set promotes engagement and creativity:

- Purpose: Encourages users, especially students and educators, to interact with the BRIX system while fostering team collaboration and problem-solving
- Content: Each card features activities like “Create a collaborative seating circle for group discussions.”
- Design: Vibrantly designed cards with illustrations and step-by-step activity instructions. They include an QR code linking to the website for more ideas and information about BRIX
- Target audience: Students, workshop participants, and educators
- The card set can also be downloaded from the website: <https://www.bymerlin.de/brix.html>

5. Key communication asstes

Classroom posters

These posters act as static but impactful tools to reinforce BRIX's presence in spaces:

- Messaging: Slogans like “This room is equipped with BRIX – Build, Create, Collaborate” or “Your space, your way – Thanks to BRIX!” paired with bold visuals of the product in action (create awareness of the system)
- Interactive element: a QR code that links to a how-to guide or a video showcasing BRIX transformations, encouraging further exploration
- Design: Minimalistic yet vibrant, using HNU colors and aesthetic

Mockup of such a poster:



6. Timeline, evaluation & feasibility

To ensure the successful implementation and scaling of BRIX, a first timeline, measurable performance indicators, and feasibility considerations have been outlined:

Timeline and milestones

The first real-size prototypes are critical to initiating the pilot implementation phase. This phase involves equipping selected classrooms and creative spaces with BRIX and gathering real-world feedback. Milestones include:

- Prototype completion: Ready by the start of the pilot phase
- Pilot rollout: Initial installations in selected rooms
- Evaluation period: Data collection and feedback from users over 3-6 months

Measurement and evaluation

Key Performance Indicators (KPIs) will track BRIX's success and user engagement:

- Website engagement: traffic and interactions
- Social Media impact: reach, likes, shares, and hashtag usage
- Event metrics: workshop attendees and event participants
- Procurement metrics: signed agreements and leads generated
- User feedback: qualitative insights from pilot users to refine the product

Feasibility and Challenges

BRIX's feasibility depends on addressing anticipated challenges and constraints:

- Challenges: Resistance from traditionalists within institutions, limited initial adoption due to budget constraints, and overall project costs
- Mitigation Strategies: free pilot programs to showcase BRIX's value and cost-benefit analyses customized for potential buyers, highlighting the long-term savings and environmental benefits of modular, sustainable furniture