

CASE STUDY: NeedScope

overview

NeedScope is one of the business solutions offered by global research corporation TNS, and is based on an archetypal model of universal human emotions. It helps marketers build powerful brands by systematically integrating an understanding of these emotions into brand planning and new product development. TNS were looking to develop a website for NeedScope that would sit within their own corporate website.

problem

To accurately convey the nature and benefits of NeedScope, the new website needed to be dynamic, and emotionally engaging. However it also needed to work within the existing context and design of TNS's corporate website – a website that had been developed with a very different brief and purpose. The design also needed to incorporate NeedScope's own existing brand and brand assets. This combination of requirements presented a significant design challenge!

solution

The new NeedScope website, designed and built by LTW, managed to satisfy the diverse requirements of all of the stakeholders. To convey the distinctive nature of each of the NeedScope archetypes, LTW integrated a flash demonstration into the website.

“ Developing the new NeedScope website posed a number of challenges. We needed to find a way to communicate emotion simply but powerfully and we had to work within the confines of an existing corporate site - but Lee ter Wal were well up to the task at every stage. Right from interpreting the brief through the ongoing development to the final execution they were a delight to deal with – professional, enthusiastic and highly expert in their field. Furthermore we found them very willing to share their expertise with us so we too learned much in the process.”

– Roz Calder, Founder and Director, NeedScope International

benefit

TNS staff are now able to confidently demonstrate the components and benefits of NeedScope to potential users around the globe. The flash demonstration is uniquely able to convey the dynamism and energy that differentiate the NeedScope archetypes from other frameworks in the area of brand development.

To view the NeedScope website and flash demonstration, go to www.needscope.com and click on the coloured oval image.

