

**PIZ
BUIN**

BERLIN + MOBILITY

Vanessa Choi



INTRODUCTION

Design Ethnography In Berlin



















As part of a sponsored project for Johnson & Johnson, we spent two months on-site in Berlin conducting ethnographic studies and research for the European sun care market.

We used the research to better inform a branding and packaging re-design for their European sunscreen brand, Piz Buin.

Each team was asked to frame their initial research through a different lens – sports, health and wellness, music, fashion, or mobility.

The following showcases the research portion of our project, conducted from the perspective of studying mobility in Berlin and how it relates to sun care and, of course, Piz Buin.

HOW IS BERLIN'S MOBILITY DIFFERENT?

	Preferred	Accepted	Rejected
LOS ANGELES		 	 
TOKYO NEW YORK MILAN	  	  	
BERLIN	    		



The Bottom Line

Since Berlin caters so easily to so many forms of mobility,
there's no limit to how you can get around.

BERLIN + MOBILITY

From tourist rickshaws to customized bicycles, mobility offers Berliners a way of thinking about how we **move**, how we **connect**, how we **explore**, and how we **evolve**.





Move




Explore



Connect



Evolve

MOVE  kinetics energy portability agility





Getting from Point A to B
in Berlin, by any means



Getting from Point A to B
in Berlin, by any means



Linie Ziel Abfahrt

U8 Hermannstraße**1 Ruhleben verkehrt als Ersatz die**

Gleis 1

U8 Hermannstraße

15

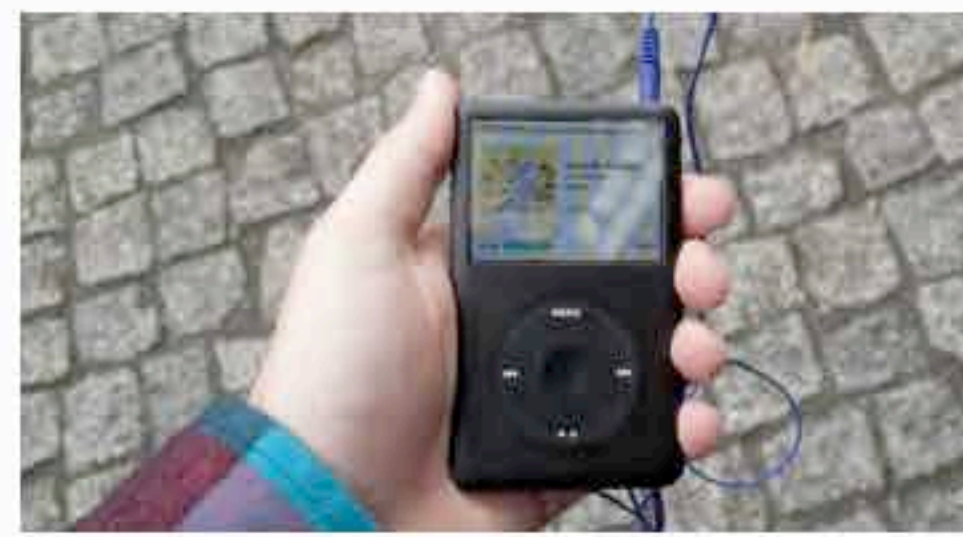


Getting from Point A to B
in Berlin, by any means



PORTABILITY

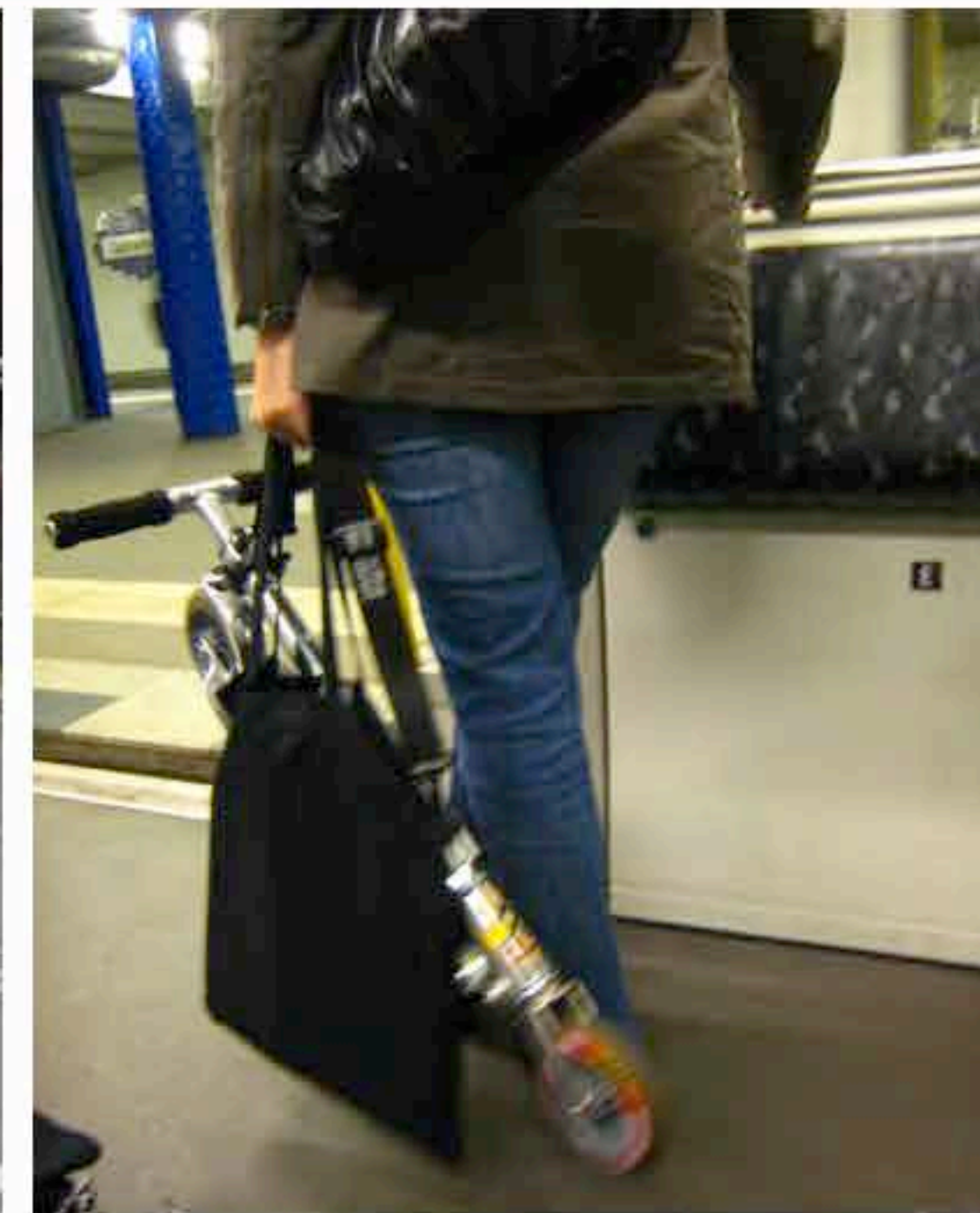
What do Berliners take with them and how do they take it?



PORTABILITY

What do Berliners take with them and how do they take it?

- Creatively finding a way to carry what you can with what you've got.
- Combining one mode with another to create more flexibility.



EXPLORE EX

adventure

discovery

thrills

fun!



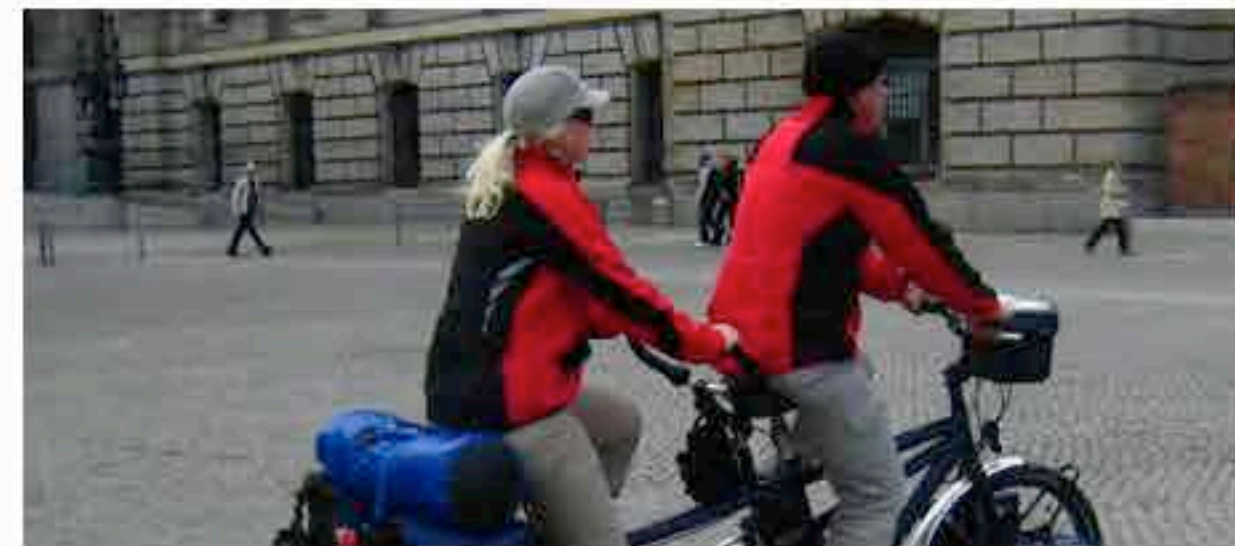
uren bis
0 Personen

Trabi
safari

vos ++ Events ++ Gruppenreisen ++ Teambuilding ++ Sightseeing



Berlin sightseeing and fun with mobility





CONNECT



accessibility efficiency unification sharing



ACCESSIBILITY

Creating accessible paths



PEDESTRIANS

DIVIDER

BICYCLES

CT SHARING

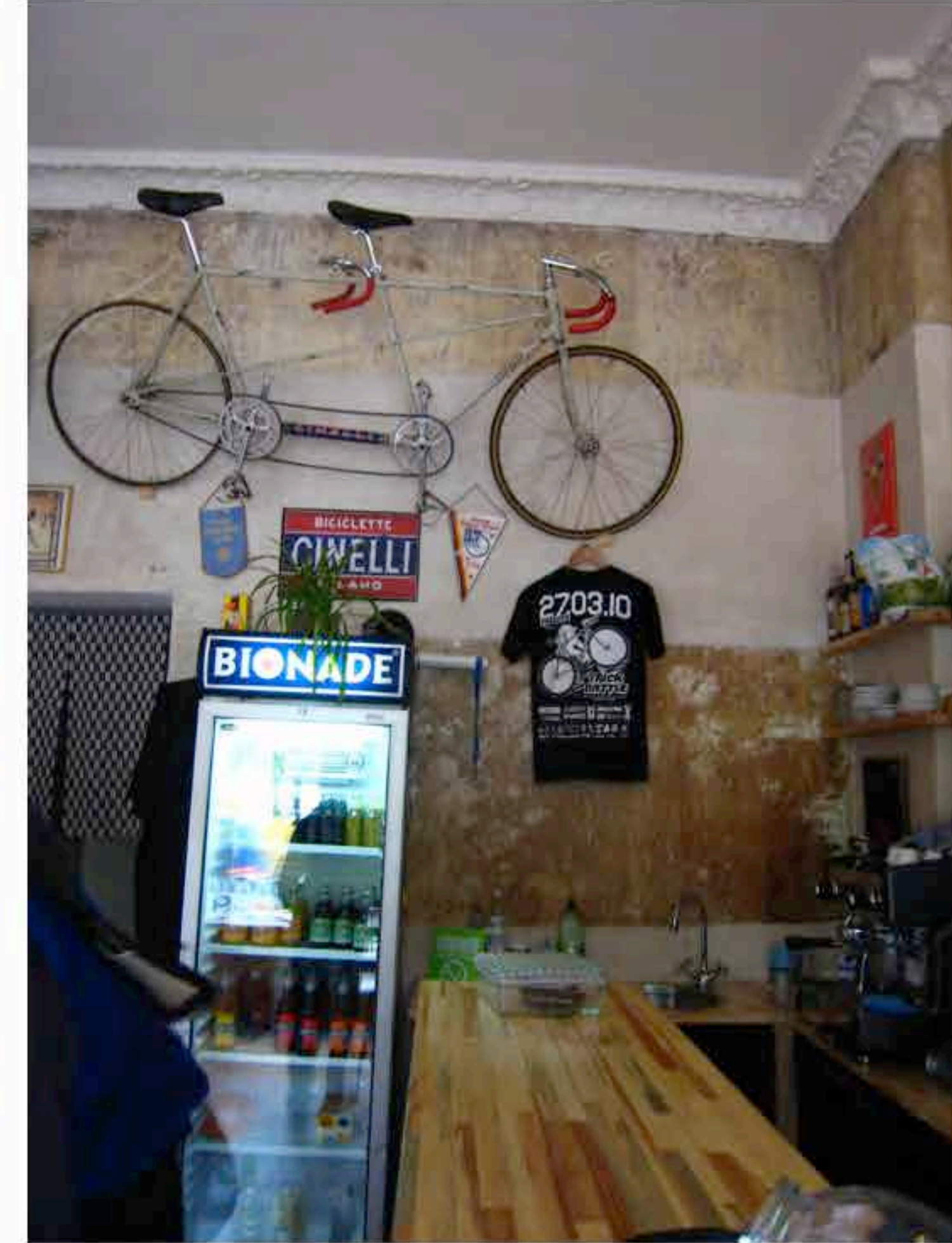
Well-defined road sharing between cars, bikes, and pedestrians



CT CULTURE

Case Study: Keirin Cycle Culture Cafe, Kreuzberg

- A multi-use space mixing cafe, pub, bicycle shop, and repairs
- Creating a community where enthusiasts can shop, chat, meet, and or hang out with other enthusiasts





Berliners' emotional connections to their vehicles

HAVE YOU SEEN MY



TALLBIKE???

IT'S BIG, RED AND TRAVELLED
ALL THE WAY FROM INDONESIA TO
HERE. CYCLOWNS@GMAIL.COM

01799435894
THANKS

VERMI

- Koga Miyata
- 12-Gang Shimano
- rot-schwarzer R
- schwarzer Dreieck
- Felge
- Rahmen
- vor ca. 1 Monat in
- Kontakt f.
- 0175 7093550
- matt. 2@gmx



Using the train as more than
just transportation



EVOLVE EV

adventure
discovery
thrills
fun!





Thinking outside the gas tank





Thinking outside the gas tank





Technology

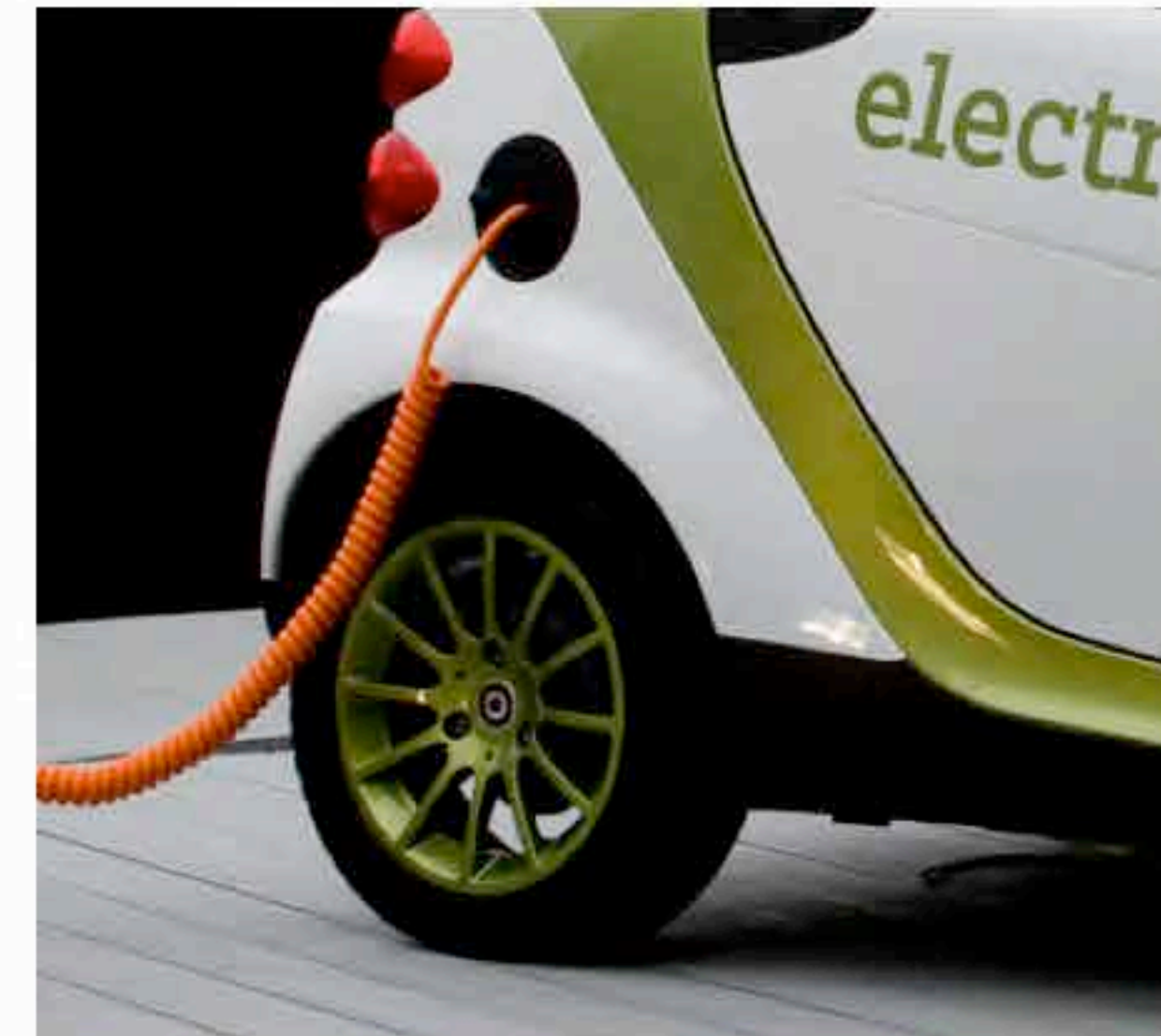
Case Study: E-City Berlin





E-City Berlin

- Mercedes Benz's F-CELL and Smart's ForTwo debut in Berlin
- Berliners well-equipped to accept other modes of transit because they're already exposed to many modes
- Equipping the city with charging stations
- Berlin: "the perfect playground to test pilot projects": urban microcosm




KEY INSIGHTS

BERLIN: A COMPLETE NETWORK

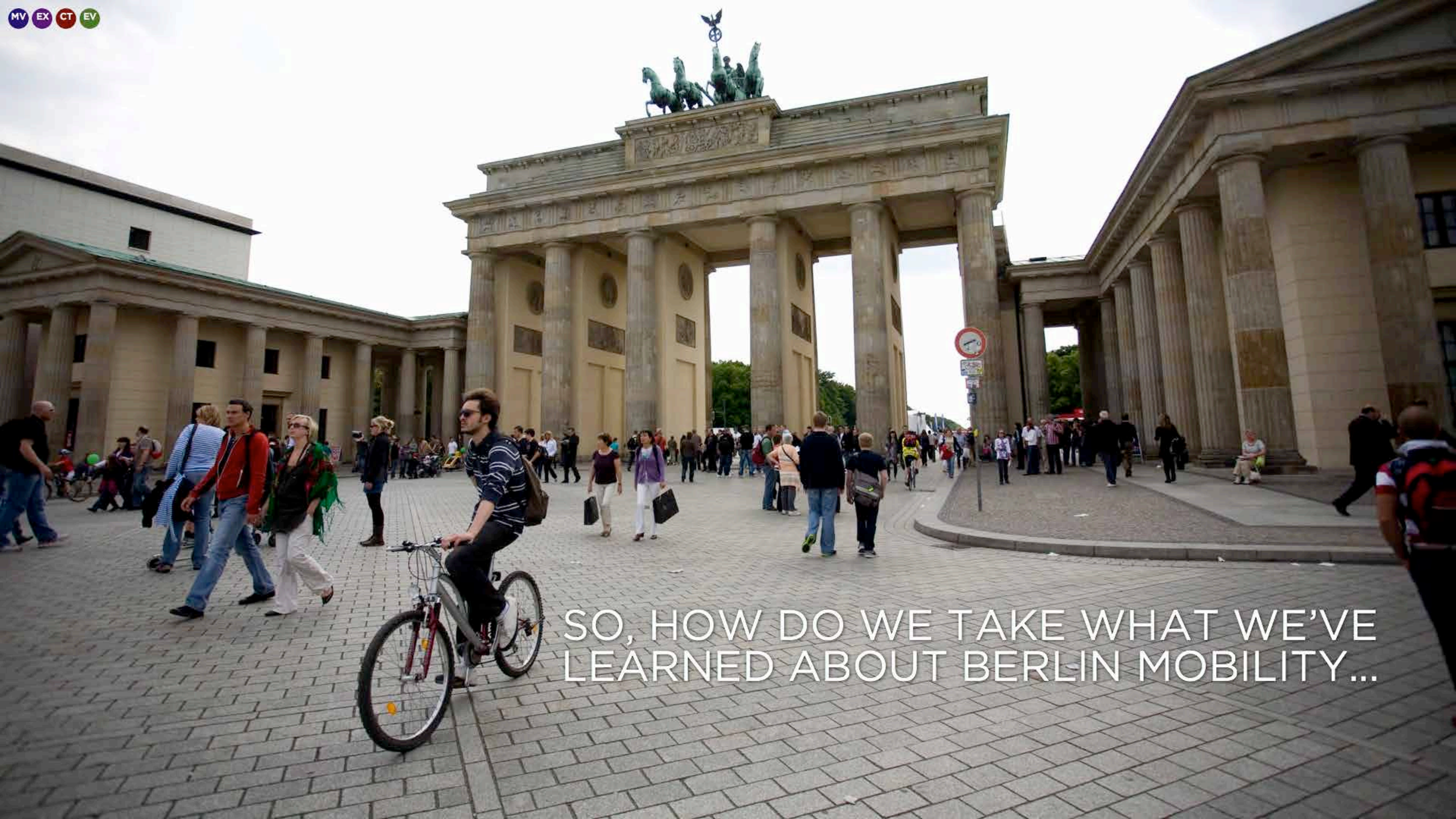
- Not only does Berlin have numerous options to get around, but they're networked as system: trains, subways, buses, light rails have coordinated ticket systems, stops, times
- Creates limitless possibilities for getting around the city.
- Travel extremely easily around the city and beyond.





Berlin's mobility is an
integrated system.

Each mode of transportation is
equally used, equally accessible.



SO, HOW DO WE TAKE WHAT WE'VE
LEARNED ABOUT BERLIN MOBILITY...

ping zid

...AND TRANSLATE IT
TO SUNSCREEN?

BRAND HERITAGE

- Piz Buin traces its origin back to the inspiration of Franz Greiter, a young chemistry student who suffered severe sunburns while climbing the eponymous mountain in 1938. He formulated a product that would protect the skin against the adverse effects of the sun, a product that would later become known as PIZ BUIN®.
- Piz Buin's brand image celebrated a luxurious lifestyle filled with beautiful women, trips to exotic locales, and the beauty of deep golden brown tans.



CORE VALUES

- Heritage: celebrating strong roots in scientific research and constant innovation
- Well-Being: providing you with the first line of defense between you and the sun
- Sustainability: being mindful about the effect the products and manufacturing have on environmental resources



VISION

- To promote an active, healthy, and positive lifestyle, wherever you may be.





Summer Suncare

The In Sun line provides the broadest range of sun protection for the traditional outdoor and sport activities. Their products include specific face, lip and body protection, as well as bronzers and products formulated for sensitive skin.



Mountain Suncare

The Mountain line is portable, high intensity and formulated with generally higher SPF values than their In Sun line to protect against snow and sunburns from reflected light.



After Sun

Piz Buin's After Sun line provides moisturizing, cooling and restorative care after the skin has spent prolonged time under the sun. Like the In Sun line, they provide products to enhance and retain your tan, as well as specific products formulated for the face.



Self Tan

Self Tan is a line to help you look the part without actually having to be under the sun. Not a particularly wide ranging degree of products, but with enough specialty to cater to different body areas.

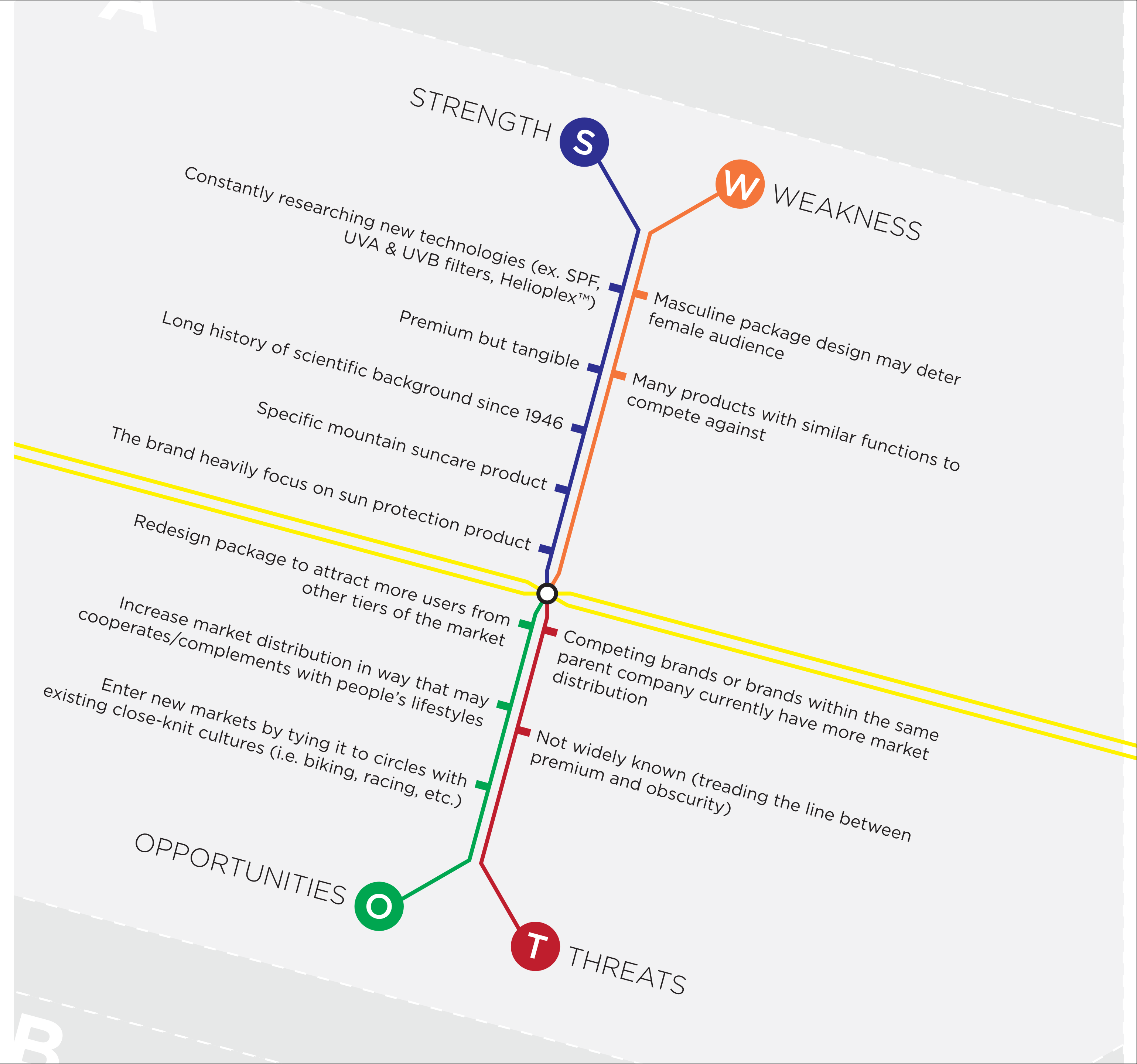


CURRENT MARKET

- Standing out in the sunscreen market can be a challenge—drugstore shelves are saturated with countless brands promising the same results. From the priciest dermatological brands to pharmaceutical approaches and cosmetic lines, the sunscreen market is bombarded with competition from every angle. So what sets one product apart from another?



SWOT ANALYSIS





RESEARCH ANALYSIS

Generating insights from mobility research to produce a new Piz Buin “Manifesto”



The modern traveler has evolved. Informed, sophisticated, and experienced, for them, traveling is not about jumping off the plane and making decisions on the fly. They're technologically savvy, plugged in to a network of knowledge and people, and keenly astute about their options. For them, traveling is about actively connecting, exploring and evolving.

Whether it's two weeks or two days, it's not simply about finding beautiful locations, but taking in the entirety of the journey and feeding the soul. Self-assured, confident, and always ready for the next thing, every day and every trip moves them one step closer toward their ultimate destination for self discovery.

Today's traveler desires the excitement, flexibility and the carefree change of pace of the 'getaway,' even if for the weekend. They harbor a passion for connecting with people, sharing experiences, exploring the unfamiliar and discovering a little bit about themselves... and Piz Buin's passion is to be there for every turn along the way.

Gear up and get moving. Piz Buin.



Key Insights: Travel Patterns in Berlin



Long Term



Short Term



In Berlin



Escaping to Santorini

- For three weeks: find a housesitter, start packing up a good part of your wardrobe, make reservations for hotels, buy guide books
- More planning, more packing, more products





Heading To Your Dacha Garden

- Just for the weekend: Finish work, head home to throw a toothbrush, an extra pair of pants and a couple shirts into your overnight bag
- Just looking for a quick breather outside the city limits





Riding From Mitte To Kreuzberg

- Out for the day: Visiting a friend for lunch in the park and some shopping in Kreuzberg, take whatever's in your bag
- Moving within the city, taking a bike and the U-bahn



THE CHALLENGE

- Our mission/challenge is to create a product that works across all three styles of travel with one a unifying concept.



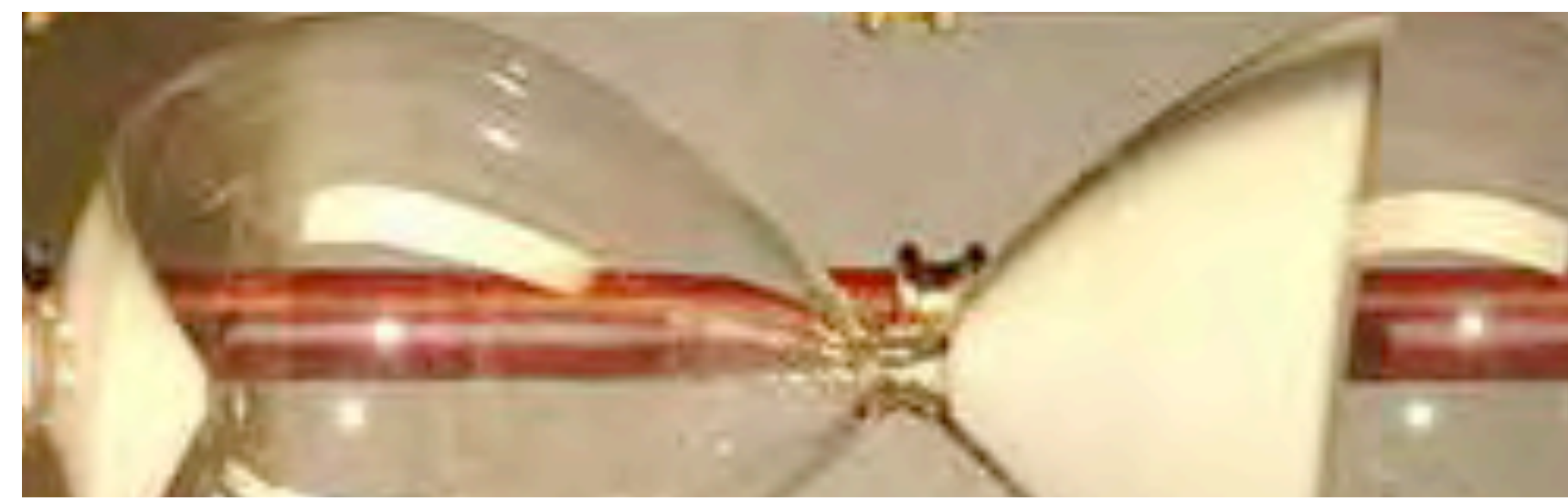
BRAND STORY

- What ties all these groups together:
- Traveling works as a cycle – a constant loop of coming and going out again, whether it's a few hours, a few weeks, or a few months in between.
- To keep the cycle going, every traveler needs to be rejuvenated and recharged from time to time.



BUSINESS OBJECTIVE

- Piz Buin seeks to be a travel companion that can be recharged and rejuvenated with you, ready for the next outing under the sun.



DESIGN OBJECTIVE 1

- To update the packaging of the current Piz Buin line to reflect a more youthful, modern, on-the-go feel.



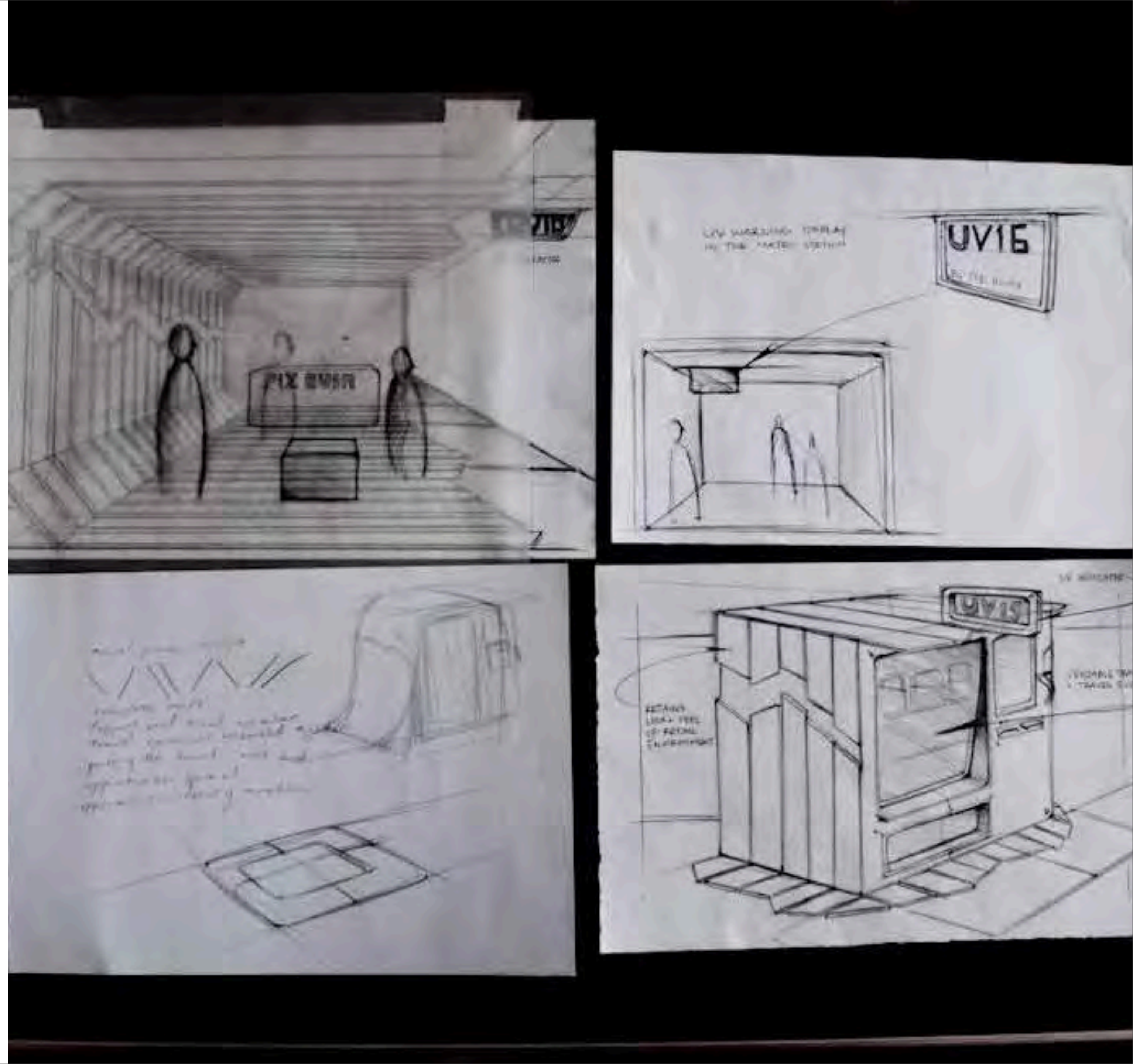
DESIGN STRATEGY 1

- Derive forms inspired from vehicles and their respective parts, reflective of movement, speed, and versatility.
- Create a youthful color palette, based off of Piz Buin's current signature dark brown, but including a lighter, more modern secondary palette to complement



DESIGN OBJECTIVE 2

- To design an environmental retail space that can heighten exposure of the Piz Buin brand name



DESIGN STRATEGY 2

- Place it in highly trafficked areas for people on-the-go
- Provide a service (not just a retail “flagship store”) to create brand trust between Piz Buin and the consumer
- Carry over form language from the packaging design to create unity between the visual language.
- Use raw materials, like recycled wood and metal, to keep an edgy Berlin feel and create less waste.



NEW PIZ BUIN IDENTITY

- To reflect the more youthful, modern, mobile demographic

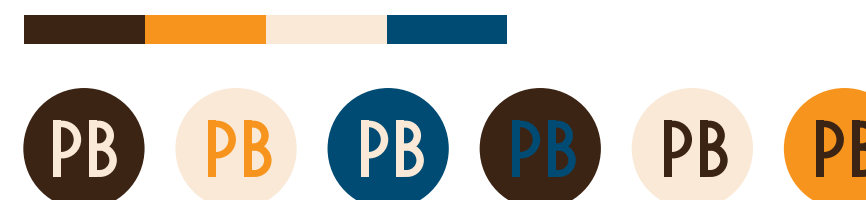
piz buin



piz buin



Piz Buin



Piz Buin



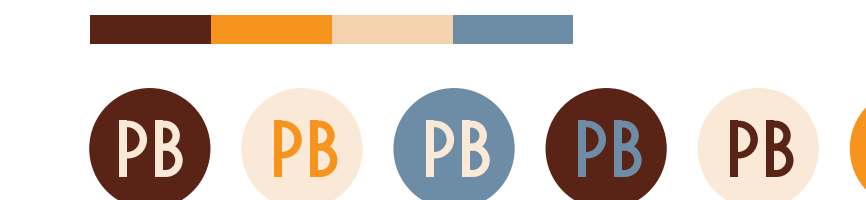
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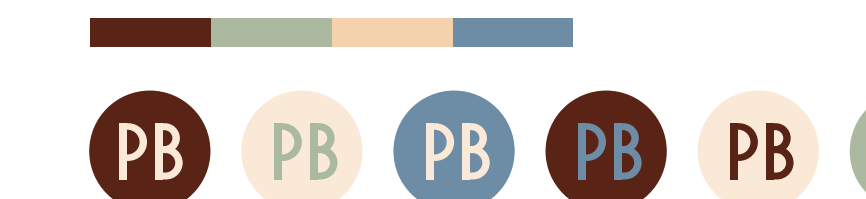
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