

# 10 TAKE AWAYS FROM

# MARKETING

VS

# DESIGN

# WHICH MATTERS MORE?

## KATIE RODEN

- 1 Design is marketing – and vice versa. It's not about two separate departments or sets of skills. They need to work together.
- 2 Don't be complacent. We mustn't denigrate new players' efforts – they may be taking share in a market where price trumps both design and marketing.
- 3 Marketing gets people to you, design draws them in, but neither work unless what you're offering is bloody good. You need to understand who your readers/fans are and what they care about. You must work hard to make them feel something.

## MATT HASLUM

- 4 Don't 'reveal' – don't just present a design solution without fully explaining the background thinking behind it.
- 5 Play where the puck is going to be – anticipate, plan, research and use your intelligence.
- 6 Stick to what you're \*amazing\* at.

## MARK ECOB

- 7 Most of the time designers are under-used. We have so much more to offer than just talking about our design.
- 8 Designers can brief, produce artwork, and become brand guardians.
- 9 Outsourcing creates the most crossover between design and marketing in book publishing. But why can't it be 'in-sourced'? In-house teams tend to only discuss things properly when an external designer/partner is involved. It would be beneficial for publishers to create mixed teams early on instead of working in silos.

## EMC DESIGN

- 10 The brief is king – the better collaboration with marketing, design and editorial, the better the outcome. Loosely defined briefs cause frustration, cost money and reduce the likelihood of an exceptional result.

emcdesign

