

UNITED COLORS  
OF BENETTON.

SIMAY ESMEK  
FB498

UNITED COLORS  
OF BENETTON.

Italy Based

52 Years old (founded in 1965)

Fashion Brand

Global Brand

1.529 billion € revenue (2015)

🌐 [www.benettongroup.com](http://www.benettongroup.com)

Clothing Shoes Bags Accessories

Shock-advertising

social responsibility

ethical brand (in terms of concept)

0/090 manufactured in Europe

Benetton Group.

awareness

UCB (flagship brand)

Killer Loop (sportsw)

Sisley (trendy)

playlife (sportsw)

The hip style (new)

Benetton Group.

open

UNITED COLORS  
OF BENETTON.

benetton.

## UNITED COLORS OF BENETTON.

about

### Benetton Group

## UNITED COLORS OF BENETTON.

Type	Società a responsabilità limitata
Industry	Fashion
Founded	Ponzano Veneto, Italy (1965; 52 years ago)
Founder	Luciano Benetton
Headquarters	Ponzano Veneto (TV), Italy
Area served	Worldwide
Key people	Luciano Benetton (Founder) Francesco Gori (Non-executive Chairman of the Board of Directors) Marco Alroldi (CEO & Managing Director) Marco Alroldi (Director) Tommaso Barracco (Director) Alessandro Benetton (Director) Christian Benetton (Director) Franca Bertagnin Benetton (Director) Sabrina Benetton (Director) Fabio Buttignon (Director) Christian Coco (Director) Francesco Gori (Director) Alfredo Malguzzi (Director) Francesco Panfilo (Director)
Products	Clothing Shoes Bags Accessories
Revenue	1.529 billion Euro (2015)
Number of employees	7.714 (2015)
Website	<a href="http://www.benettongroup.com">www.benettongroup.com</a>

The name of the company comes from Benetton family.

Benetton offers genuine fashion, quality at reasonable prices.

OVER 6,500 stores in 120 COUNTRIES  
# Europe's largest clothing manufacturer & world's largest buyer of wool in garment sector. (2012)

### CORE VALUES

- globally responsible & concerned company in social, environmental and economic terms (Unison model)
- committed to present and future generations, growing together with society
- human dignity & change of society

# UNITED

# PRODUCT RANGE analysis

Women



men



girls & boys



Since it is an image campaign the product range represents the regular product range

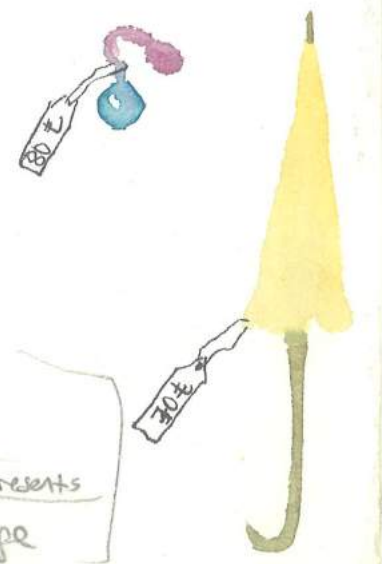
# TARGET CUSTOMER.

analysis

Knows multiple language &



girls & boys



represents  
erpe

Demographic Information	
Age or age range	30-50
Gender	any LGBT or any
Geographical location	Europe / America Suburbs of a Big City
Level of education	Higher Education, english
Type of occupation (or specific occupation)	Creative work fields, Service sector (investor, real estate...) upper level jobs (not entry)
General income level	60,000 - 70,000 + \$ per year
Family structure	Same sex marriage couple adopted and wants to support or supports LGBT community and married or not married
Lifestyle and Hobbies	
Free time activities	Cycling, Decoration, Walking the dogs, nature walks, trekking
Eating and health habits	Organic food consumer, healthy vegetables (avacado, broccoli.), home cooked meals, wine and coffee lover
Smoking and drinking	Occasionally drinks alcohol and rarely smokes
Clubs and organizations they belong to	LGBT support communities, gender equality platforms, PETA, Born This Way foundation
Places they frequent	Corner Coffee Shop, Wine house, Boutique Kitchen, Market, Summer Village
Morals and Values	
	Against animal products, gender equality, respectful to older people, anti crime

## LOGO DESIGN analysis



"punto maglia"  
Knit stitch

the emblem  
rebranded after 1990s



Since, earlier, company was famous for colorful sweaters and sweaters are knitted, makes sense.



## UNITED COLORS OF BENETTON.

Readable, trapped  
in a rectangle shape.

The idea behind the logo was distinguish the brand from other brands by using hard to handle and deform, rectangle shape.

### Benetton Sans | Font

which is a customized sans serif & serif font family designed by Joe Finocchiaro for Pentagram. The Benetton Sans is very similar to Gill Sans, which was used previously by the brand logo. Key differences from Gill Sans include the normalized proportions of the caps, a straight-leg 'R', and more contemporary shapes for 'j', 's', 'y'.

-LOGO HISTORY-

UNITED COLOR  
OF BENETTON  
*Logo History*



1965



1971



1972



1989



1996



Tavola del manuale di identità visiva. (1996)  
*Table from the Corporate Image Manual.*



2011



Confronto tra il carattere del 1996 e quello del 2011.  
*Comparison of the 1996 and 2011 text.*

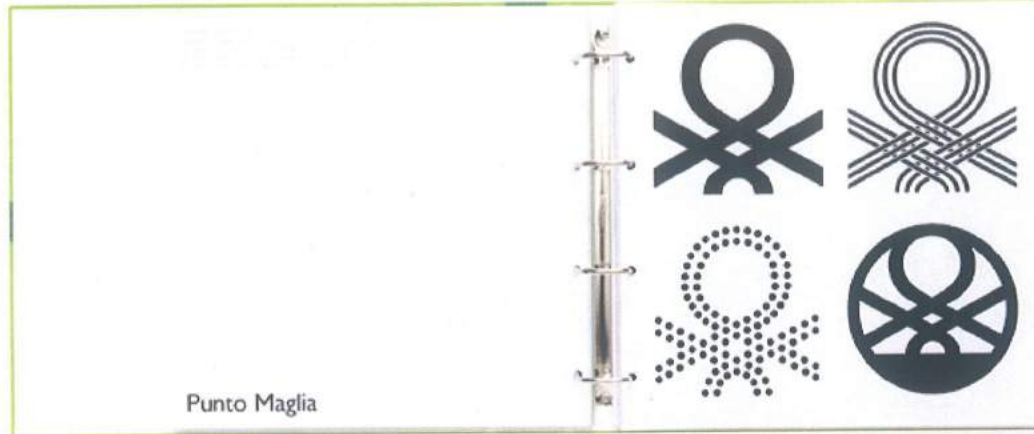
ther  
and

ins serif & serif  
oe Finocchiaro for  
n Sans is very similar  
used previously by  
ferences from Gill Sans  
proportions of the  
nd more contemporary

# UNITED COLORS OF BENETTON.

## - EMBLEM HISTORY -

when it comes to creating a mascot-like new face/emblem for the brand, rather design a new bunny image, the designers used the negative spaces of the stitch symbol to form the arms and legs of the figure. And by recycling the insignia, they upheld the new system of "consistency" *The Benetton was all Benetton*  
Bunny

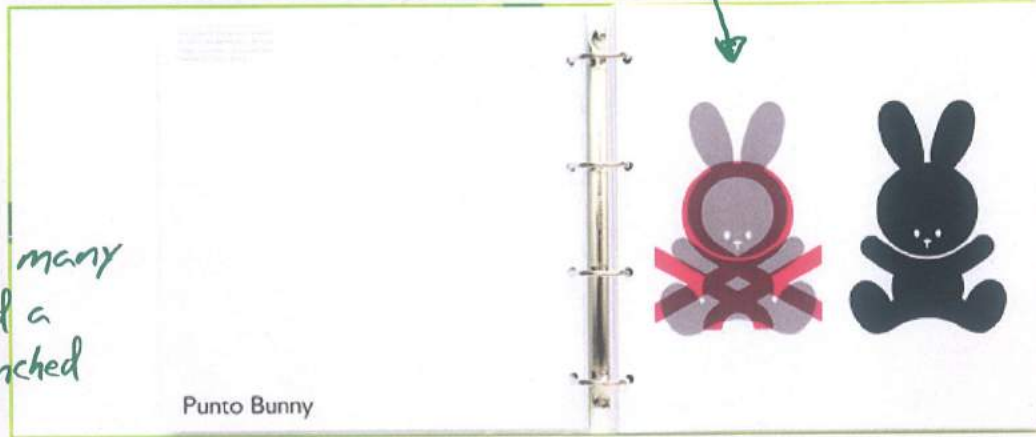


the insignia, they upheld the new system of "consistency" *The Benetton was all Benetton*  
Bunny

Beirut Weil improvised emblem into "punto bunny"

Pages from the visual identity manual of Benetton 1995, Logo museum, Milano

the redesign was so seamless, many customers did not have noticed a significant change when it launched in June 2011.



Punto Bunny



for the brand,  
spaces of the  
recycling  
and the  
"cy"  
"netton"

blem"  
unny"

↳ logo used on the very corner (so it means, sometimes on windows, it is acceptable)

UNITED COLORS  
OF BENETTON.

KADIN ERKEK KIZ ÇOCUK ERKEK ÇOCUK MAĞAZALAR MARKA KİMLİĞİ → brand identity



← clean  
background  
visual

WEBSITE  
analysis

minimal font  
↓

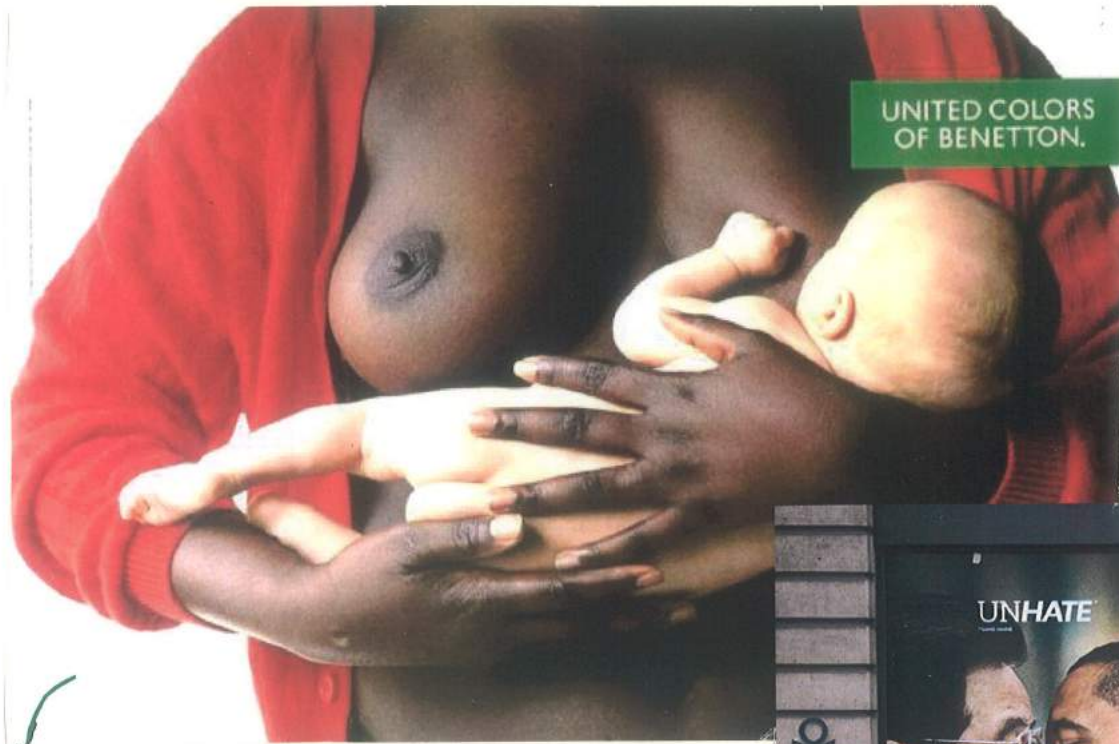
montlar  
çocuk koleksiyonu

DAHA FAZLASI



CAMPAIGN  
analysis

"shock advertising" → deliberately, rather than inadvertently, strattes and <sup>\*</sup>offends <sup>\*</sup> its audience by violating norms for social values and personal ideals.



shock, opposite political leaders making-out!

one of the most awarded image on benetton campaigns  
unifying - anti racism



and \* offends \*  
ting  
alves  
-

ical  
mat for - out!

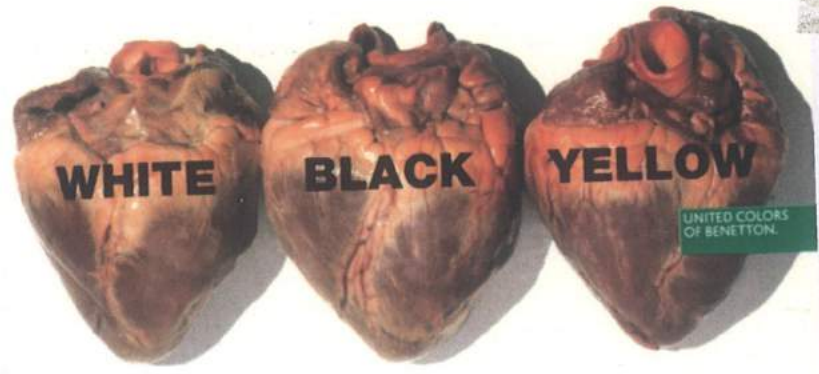


Usually benetton campaigns:

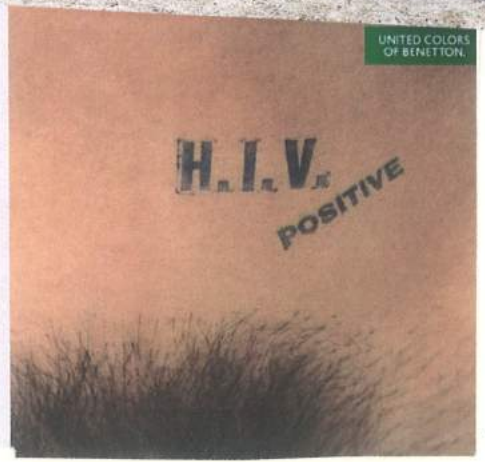
- grabs attention by "shock advertising"
- draws public attention to issues like AIDS, Racism, homophobia..
- creates a distinctive, unforgettable images
- creates/aims social conscious marketers

"a big idea"

Controversial



straight forward

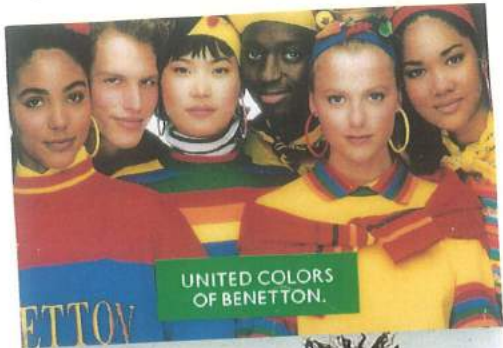


↓  
makes you feel  
uncomfortable

↘ no shame  
no censor

after 2010, ad campaigns

90's ad campaigns



→ saturated, warm colors,  
less negative space  
more models

more cool, desaturated colors,  
more negative space, bold minimal fonts,  
less human figures.

2



"We fought so you can be in charge of your own body."  
A COLLECTION OF  
**US**  
5 GENERATIONS OF KNITWEAR  
5 GENERATIONS OF STORIES

LIMITED COLORS OF BENETTON

WE BENETTON WOMEN PROGRAM

A COLLECTION OF

**US**

5 GENERATIONS OF KNITWEAR  
5 GENERATIONS OF STORIES

WE BENETTON WOMEN PROGRAM

"Common use of pronouns on claims or short claims like "unhate" "



Benetton also has social awareness campaigns, especially for women  
supports stronger women figure, encourages them to become more powerful and independent.  
is against injustice?

al fonts,

Benetton special day campaign example for valentine's day



www.BENETTON.COM  
THE POWER OF LOVE



a simple claim



three similar colours  
soft sweet effect

bold green.



Valentines Day

UNITED COLORS OF BENETTON.



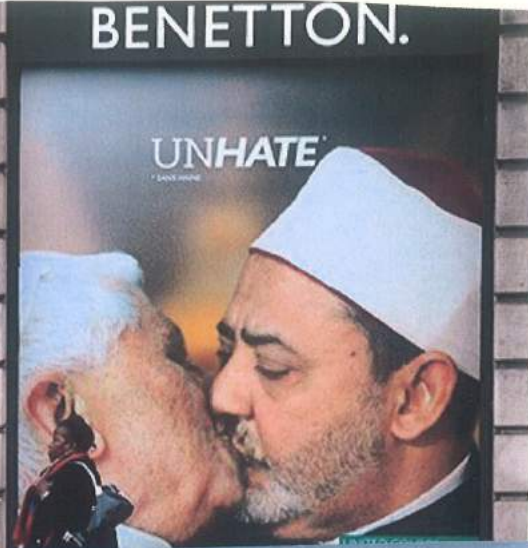
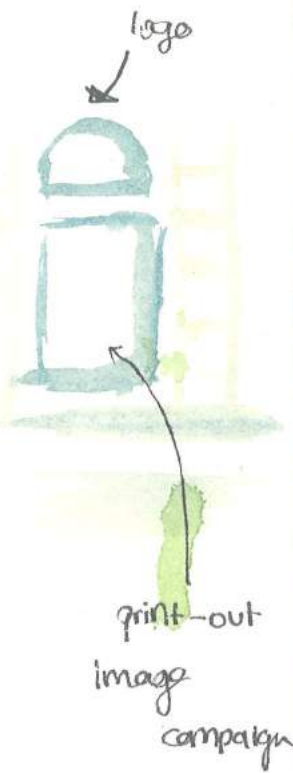
different than

1990s  
benetton.



normal campaign visual used directly on the window display as a print-out

Valentines Day  
hearts  
flowers  
other  
decor.



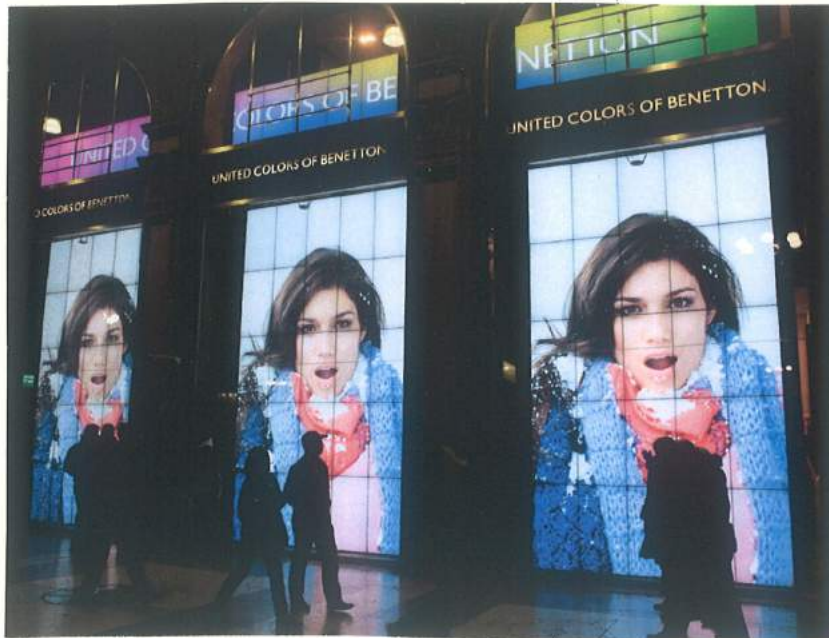
one of the flagship stores



window display analysis



gradient



interactive led screens, italy vomo



simple text

usually shows effective images



UNITED COLORS OF BENETTON.



hangers, colourful clothes

clean background walls



colorful merchandise

white floor

clean white cubes

VISUAL MERCH. & RD  
analysis

(interior)

lots of colors, gradient colours. mostly folded clothes on shelves or shoulder hangers. lots of visual materials on the walls. clean ~ white walls & floors. Deconstructed structure.



neutral light



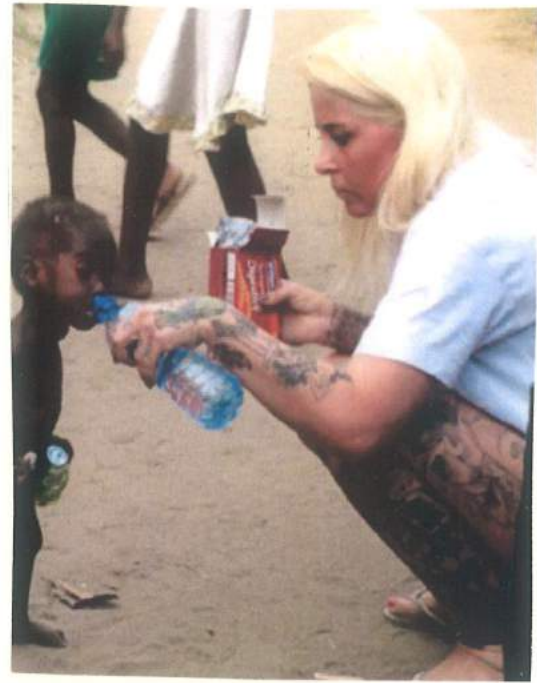
interesting objects  
catchy

even  
on mannequins

of visual



even on mannequins



### CONCEPT DEVELOPMENT

research

There are 3 concept ideas. 1st one is about "Nigerian kra" that made a huge impact on media in poorer countries of the world, especially Nigeria, there are some kids blamed as being "witch" since they born if there are some unlucky events happening.

After marked as "witch" they're abandoned and starved to death! They are forbidden to eat or drink anything and helping them is also a crime. Superstitions are killing children. To create a consciousness Benetton can handle this issue to break superstitions or even help them!

The claim comes from creating equality that those children lack their mothers.  
"Everyone deserves a mother"

campaign idea #1 application mock-up



nice topic

claim is not working

does not work

does not scream mother's day (It can be used on children's day)

UNITED COLORS OF BENETTON.

giving birth  
we all born like that (all mammals)



A moment  
we all share.

No matter who we are or how we look like, we are all the same, in terms of the moment we opened up our eyes to the life.

It is a unify concept that eliminates differences, ethnicity, races ....

We share that moment because of our mothers. For benetton, reflecting that moment "unfiltered" is beauty. "Giving birth" is beautiful, not disgusting. All the blood, all the details, they are the products of hard work, a miracle.

claim is not working

Rev

Conceptual images



the campaign may feature professional, labour moment photographers like Vanessa Mendez.



The campaign is not chosen because Benetton already made similar campaign



because campaign



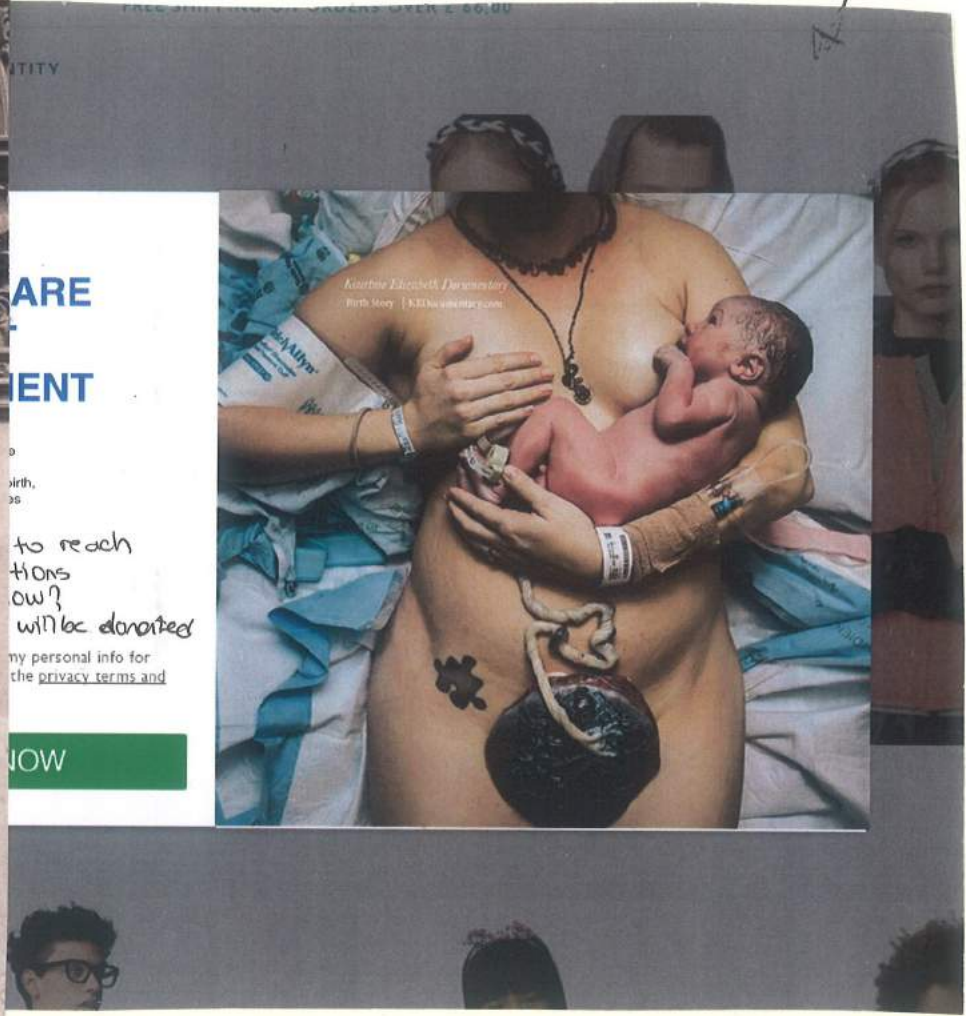
BENETTON.

WE ALL SHARE THE EXACT SAME MOMENT

UNITED COLORS OF BENETTON

Every livelihood owes their existence to the vast extra-tropical U.S. performance of the television birth to a

(not on the page banner, because benetton features products on banner) website application



ARE  
MENT

to reach  
tions  
ow?  
will be donated  
my personal info for  
the [privacy terms and](#)

NOW

← window display application (just like all benetton windows)

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#3

chosen concept

CAMPAIGN.  
development

• when we think about mother's day, we usually think about a "female" figure.

• Gender roles are loaded to sexes and appearances, genitals are defining our roles. It is "gender discrimination".

A person who has male genitals can have the roles of a mother in a family.

This thought is very valid when we look at "same sex marriages"

LGBT couples  
gender discrimination



LGBT couples and community, thanks, finally are accepted better compared to the past. To celebrate that and show "this is the new normal", benetton features same sex marriages and different mother figures.

LGBT community is not "reprobate". It is possible to have healthy members and relationships. But besides that, they're facing serious challenges. when they want to become a family, often they have to apply for adoption services. These services make investigations, finance check and many other problems comes with it, such as psychologk.

lgbt. foundation/ (biggest lgbt foundation that cares its member's health and lifestyles) offers help whom in need.

with this "socially responsible comprom"  
benetton will donate every purchase's %10 directly to lgbt. fundation/



anks, finally  
to the past.  
his is the  
same  
her figures.  
obate".  
members  
es that,  
ges.  
a family,  
adaptation  
investigations,  
r problems  
oleptic.  
foundation  
th and  
m in need.  
sible comprom"  
urchase's  
dation/

CLAIM, SLOGAN,  
ideas



**MOTHER  
INSTINCT.**

UNITED COLORS  
OF BENETTON.



**MOTHER  
INSTINCT.**

UNITED COLORS  
OF BENETTON.



**TWO  
MOTHERS  
ARE BETTER  
THAN ONE.**

UNITED COLORS  
OF BENETTON.



**IN A CHILD'S  
EYES, A  
MOTHER IS  
A GODDESS**

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TYPOGRAPHY.  
ideas

claim ideas  
grammar  
font

Helvetica one of  
the most legible fonts



Helvetica Lt Std Roman ✓

Helvetica Lt Std Bold ✓

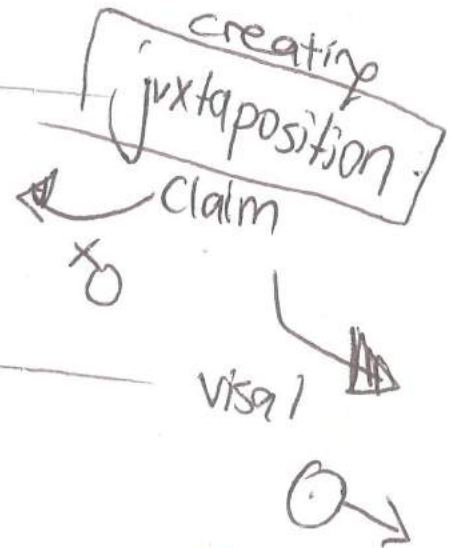
Futura Md BT Bold ~

It might be overused but  
there is a reason that it is like  
that. Researches proves that  
one of the fast read fonts  
include helvetica, and it is  
also said that, to convince an  
idea, it is effective.

**MOTHER INSTINCT.**

**TWO MOTHERS  
ARE BETTER  
THAN ONE.**

**IN A CHILD'S  
EYES, A MOTHER  
IS A GODDESS.**

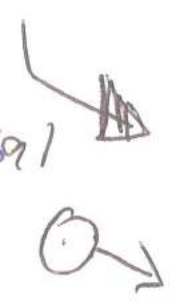


there are four variations

↪ flip through pages!




creating position.




(not on main banner, because benetton features product categories there)

PACKAGING & GIVE-AWAYS  
design

- thank you card will be given after purchase -

peel off   
take it off  
read the  
back side

  
it will allow customers to track  
their donation process



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UNITED COLORS  
OF BENETTON.



MOTHER  
INSTINCT

UNITED COLORS  
OF BENETTON.



CAMPAIGN DESIGN IDEA & APPLICATION



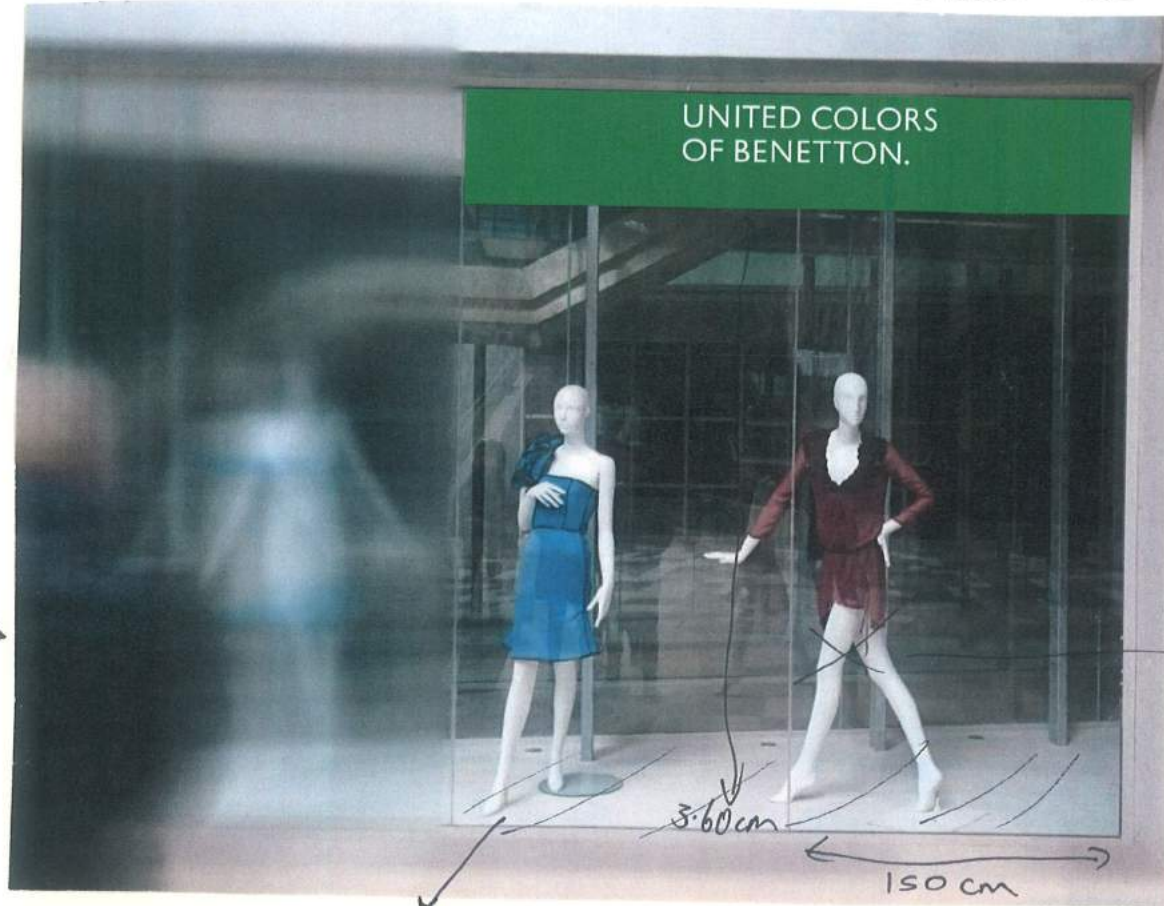
interactive  
video link

screen animation  
dynamic window  
design

WINDOW DISPLAY.

review

D block (security)

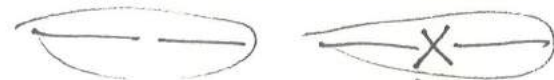


what is given



mannequins will be removed

floor design dirty



this place

E block



( )  
( )

one pins  
to be  
moved

all

window sketch #1



Too colourful  
/ africum  
↓

window sketch #2



lgbt fbp

MOTHER INSTINCT.  
 → claim of old observation  
 benetton  
 observation

Window sketch #3



Colors might  
fricon not be

add explanation  
campaign visual  
g/o to sketches

decided to use white items  
except the "campaign visual"  
since it is the star/strongest part of  
the design. Also when we observe  
real "highly commercial" benetton  
windows.



\*  
FINAL

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- finished window display -

signage Red why?



opposite of green

juxtaposition

mother (female?!) but male figures



%10 of every purchase donated to LGBT Foundation to support mothers of all walks of life.



A heart is like a diamond.

MOTHER INSTINCT.



80  
80  
60  
40



MOTHER INSTINCT.

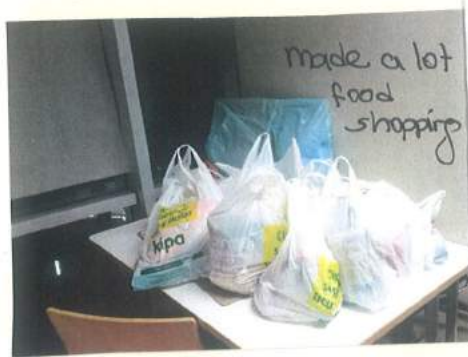
%10 of every purchase donated to LGBT Foundation to support mothers of all walks of life.

# UNITED COLORS OF BENETTON.

behind the pages  
- PROCESS -

food ♡  
beer ☹️

making work  
enjoyable



my layout plan for  
my board/panel



my board  
for inspiration



night-time is the best time to work



the reaction  
I want to get  
(she stared at my  
visuals for 15 mins)

plan for  
ad/pand

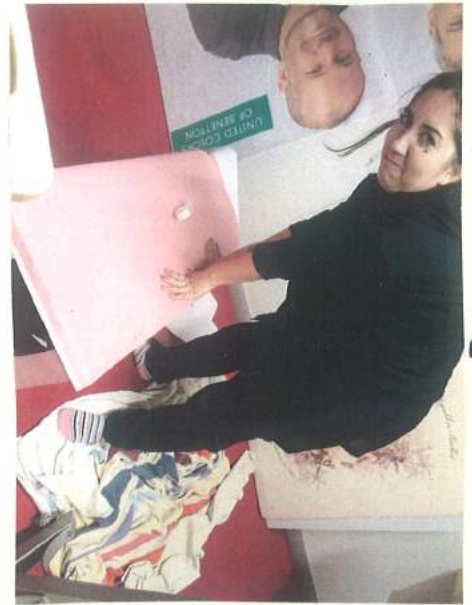


some instructor here explaining things



why do I have to cover them? :)

UNITED COLORS OF BENETTON.



having fun!



little helper



I will never wrap gifts anymore!  
I had enough :D



thanks my blanket for keeping cubes clean..

reaction  
to get  
red at my  
(15 mins)

UNITED COLORS  
OF BENETTON.



like a horror movie  
imagine carrying  
them down stairs  
without dirtying them.  
(they're heavy)



elevator fun



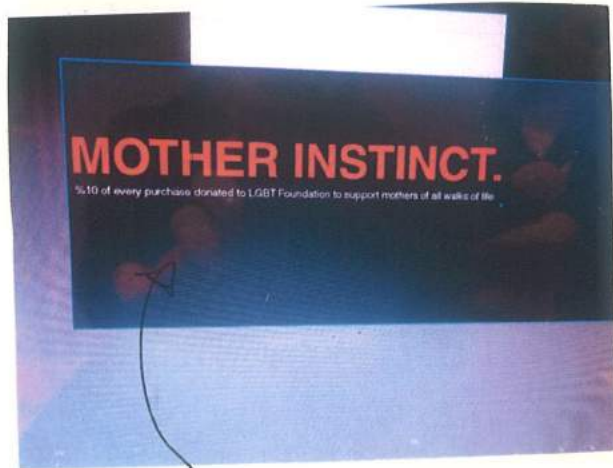
when there was  
no-one

I was there \*\*



laughed so much

of course  
no socks



scale scares me



there was  
e

here ☹️

red so much

orse  
socks  
☺️



what a coincidence  
same color



before my life  
sucked by this project



UNITED COLORS  
OF BENETTON.

after I realize  
shi\*t gets real!



more  
color

making some  
decisions



all white is better!

few  
is on  
the visual

END.