



2007 Catalyst Award

Bank of America "Keep the Change"

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Credit: IDEO and Bank of America

Client(s): Bank of America

The "Keep the Change" program grew out of a research project that sought to understand how Bank of America could improve service to baby-boomer women with children. As the study demonstrated, these consumers had strong concerns about money, but faced significant obstacles to saving that could be overcome with a well-designed program. The research team arrived at a solution that uses existing habits to reinforce the association of money and banking in consumers' minds and encourages them to save. Ultimately dubbed "Keep the Change," the service rounds up purchases made with a Bank of America Visa debit card to the nearest dollar and transfers the difference to a savings account. The program attracted 2.5 million customers in less than one year to open more than 700,000 new checking accounts and one million new savings accounts. With a 95 percent retention rate, "Keep the Change" helps hundreds of thousands of customers build long term savings while ensuring a loyal customer base for Bank of America. "Keep the Change" is an example of design used to drive social change. It builds opportunities and encourages active participation. This is service design at its best and it makes a true difference!" -- Annette Schömmel, CEO, arthesia AG "It's wonderful to see design employed to encourage positive changes in human behavior. In this case, Bank of America used design to study, map, understand and ultimately inspire people to save." - Keith Yamashita, Chairman, Stone Yamashita Partners





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Pangea Organics

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Credit: IDEO and Pangea Organics

Client(s): Pangea Organics

In 2005, Pangea Organics already offered a line of organic body-care products free of genetically modified organisms, preservatives and chemicals. As the market grew more crowded, however, consumers became suspicious of the apparent hype surrounding claims of “organic” products. Pangea Organics needed a new brand strategy to assure consumers that their products truly promoted environmental sustainability. The design team envisioned a packaging solution to provide consumers the product information and corporate transparency they desired. The strategy relied on viral marketing, fueled by intensive product education at the point of sale. For example, the company employed an environmentally friendly screen-printing process rather than glue-on labels, and included information on the package itself to explain how this change reduced the product’s environmental footprint. Since the re-launch of its line in October 2005, Pangea Organics’ revenue has grown seven-fold and distribution has expanded exponentially. The new line is now carried by the nation’s largest natural food retail chains, Whole Foods Market and Wild Oats Marketplace, as well as luxury retailers such as Saks Fifth Avenue and progressive spas. “Pangea Organics overlooked nothing and left nothing to chance. With this commitment to detail, the company created a bold and beautiful statement. Strict attention to every nuance of design - including the brand visual language, accessibility and environmental impact - helped this product stand out in a cluttered, crowded marketplace.” - John R. Hoke III, IDSA, VP, Nike Footwear Design + Innovation “There are some companies





that are truly enlightened about design. Pangea Organics is clearly one of them. Design informs every facet of their work to create new value for consumers while also protecting Mother Earth.” - Keith Yamashita, Chairman, Stone Yamashita Partners

2007 Honorable Mention



LifePort® Kidney Transporter

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Credit: IDEO and Organ Recovery Systems

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protecting the tissue and preserving the gift of life. The object itself is a wonderful fusion of form and function. The unit offers a beautiful, compelling expression of rugged utility combined with the delicacy of a precision instrument.” - John R. Hoke III, IDSA, VP, Nike Footwear Design + Innovation “In the field of medicine innovation can save lives. LifePort has analysed the entire chain from donor to recipient and improved form and function for every step. The result combines high precision with simple form and usability.” -- Annette Schömmel, CEO, arthesia AG

2007 Honorable Mention



Master Lock Titanium Series Padlock





new sales categories. Products in a variety of colors, sizes and bumper shapes allow the line to meet diverse practical and psychographic needs. Packaging replete with lifestyle imagery and coordinated color schemes help consumers associate Master Lock's products with their own interests. Since its release, the Titanium Series has helped Master Lock increase market share to 75 percent. "The design of the new lock retains the beauty and simplicity of its predecessor while improving form and function. An intense study of the original icon led the team to create a lock that is respectful of the past but deliberately focused on the future. A new icon is born." - John R. Hoke III, IDSA, VP, Nike Footwear Design + Innovation "The designers on this endeavor found new ways for Master Lock to create value. Based on solid design research methods and practices, they packaged and sold the products right next to the items consumers want to protect. The result? Impressive new sales and growth. Sometimes design is about recasting a company's own view of how they see opportunity. This is certainly the case here." - Keith Yamashita, Chairman, Stone Yamashita Partners

2007 Honorable Mention





Because of its high performance and an industry-changing price model, the design of the interior and user interface had to be as innovative, functional and luxurious as the exterior in order to attract buyers and satisfy passengers. The company worked with a multidisciplinary design team to ensure simplicity, usability and attractiveness in the jet's instrument panel, lighting system, cockpit and cabin. In addition to field work, the design team generated system rationales that explained the design of each component. As the design of the interior evolved, these rationales provided a critical reference for understanding how any changes might impact other systems - such as how moving a control a half inch would eliminate the storage space for a fire extinguisher. The team was able to achieve a layout for the instrument panel that is more intuitive, less cluttered, less fatiguing and more motion efficient. Taking cues from the automobile industry, the Eclipse 500 also has a fully integrated exterior and interior design with a consistent design language. This user-centered approach made a positive impact on the overall performance, usability and desirability of this groundbreaking aircraft, and set the tone for Eclipse Aviation's ongoing design, manufacturing and marketing practices. To date, Eclipse has sold more than 2,500 jets—worth a record-breaking \$3.8 billion. “This project demonstrates how expansive design can be, rethinking the aviation industry from the ground up. Lightweight and durable materials promote





fuel economy. The enhanced range capacity and ease of operation begin to lay the groundwork for a revolution in the air taxi system. Clean, simple and smart design surrounds the plane from the inside out.” - John R. Hoke III, IDSA, VP, Nike Footwear Design + Innovation “This company uses design to create a completely different flying experience, with different economics and less hassle. Along the way, they’re using materials that increase fuel efficiency and have a gentler impact on our planet. This program has created enormous economic value by using design in strategic ways.” - Keith Yamashita, Chairman, Stone Yamashita Partners

