Optimizing Workflows:

A Digital Guide for tomtom Growth and Creative teams

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Strategic design project on the experience at
tomtom B.V., to facilitate and streamline the working
method within the two teams

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abstract

Starting from the analysis of digital marketing and growth hacking, this thesis aims to explore the modus operandi and strategies pursued in the aforementioned sectors within companies, evaluating the impact and success that growth can have in consumer marketing. It then investigates how visual experimentation is carried out by Growth Teams, who the key figures are and what the interdependencies are with other teams within companies, such as the Creative team. Based on the in-house experience at tomtom B.V., a new strategy is proposed transcribed in the form of a digital guide to make the workflow more efficient and innovative with a focus on 4 different areas, starting from the reorganisation of material to the use of templates for performance campaigns.

CONTENTS

04. experimentations and tests

05. project

~beginning~

1.

introduction - be

introduction
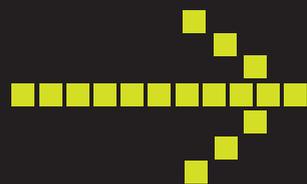
In the academic year 2023-2024, an internship experience was carried out at the company tomtom B.V based in Amsterdam. The entire internship experience focused on working alongside the key figures of the Growth and Creative teams, learning the inner workings and the basis of

Although there are points of contact between the two teams, the two experiences were quite different, as the former focused on the quantity and time of realisation of content, the latter on quality. The experience, on the whole, brought to light workflow issues which then served as the basis for the thesis project presented here.

the strategies adopted, creating digital content: tests and visual experiments for the Growth team, static and animated content in line with the brand for the Creative team.

internship
experience

experiments
and tests

definition
of areas of
action

desk
research

dialogue
with
manager
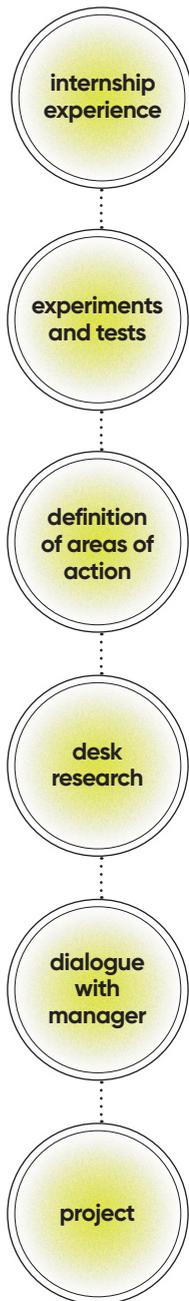
project

Thus, the aim of the thesis project is to assess the internal workings of the two teams with an external and critical eye, as taught by organisational design, which focuses on the inner workings of companies, trying to solve the problems that lie in the working methods by means of a new strategy, therefore going deeper and deeper, eventually leading to strategic design.

However, in order for a valid and functioning strategy to be proposed, desk research was carried out on the definition of the growth teams, their work processes, the people who make them up and the relationships they have with other teams within a company. A similar approach was also carried out with regard to Creative teams, in order to fully understand their functioning and points of contact with Growth teams.

It must also be said that the manager of the growth team at tomtom was crucial, as she provided valuable insight into the research topics. In fact, there was monthly dialogue to get deeper into the tomtom world and to understand the points of contact and detachment with the other growth teams.

Before analysing the research and the project in detail, it is necessary to spend a few words about the host company, tomtom B.V.

tomtom B.V. is one of the pioneers in the field of maps, founded in 1991 and headquartered in Amsterdam. It released its first generation of satellite navigation devices to market in 2004. As of 2019 the company has over 4,500 employees worldwide and operations in 29 countries throughout Europe, Asia-Pacific, and the Americas.

vision

"Map the world in real time"

The Amsterdam office specialises in several areas, among which are IT, product egineering, HR and marketing, both B2B and B2C. In particular, the former works with partners in the automotive market, the latter focuses on user product advertising.

Fig 2, 3, 4, 5, 6:
All photos shown here come from the tomtom photo archive regarding the opening of the new headquarters in Amsterdam in November 2023. They show both the interior and exterior.

Both the Growth and the Creative team are part of the digital marketing sector. This sector includes other teams, such as sales, PR*, CRM**, social media and project management.

*PR stands for public relations
**CRM stands for customer relationship management

mission

"Inspire innovation with the world's most useful map"

Growth teams who?

2.

context - context
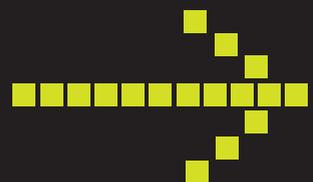
GROWTH TEAMS 101

What are growth teams for Chat GPT?

"Growth teams are dedicated groups within companies focused on driving user and revenue growth through data-driven strategies, experimentation, and optimization across various marketing channels. These teams often leverage a combination of marketing, product development, data analysis, and user experience to achieve their goals."

Taking into account the definition given by Chat GPT, it can be said that the key point of Growth teams is to have the task of growing the business and directing the growth of the company through experiments and collecting data from them in order to optimise the overall marketing performance. The benefit of Growth teams is that they help companies overcome customer acquisition challenges and achieve sustainable, scalable growth. Therefore, growth teams encourage a culture of continuous improvement, a customer-centric mindset, and a focus on achievable, incremental goals.

⟶ Parameters

The work of a growth team resembles a scientific experiment and, as such, must be:

scalable

it should lead to objective results

repeatable

it should be replicable at different times

measurable

using the appropriate metrics

EVOLUTION OF GROWTH TEAMS

The growth team originated in Silicon Valley. Facebook's Chamath Palihapitiya piloted the first official growth team in 2007.
Instead of isolating the efforts of the product, sales, and marketing teams, he proposed forming a new team that bridged all three departments. This approach was hugely successful. Other Silicon Valley giants like Uber, Airbnb, and Pinterest have since adopted and adapted the growth team concept, achieving significant growth through these efforts.

" What do you call this thing where you help change the product, do some SEO and SEM, and algorithmically do this or that?
I don't know, I just call that, like, Growth, you know, we're going to try to grow. I'll be the head of growing stuff. "

- Chamath Palihapitiya

Chamath Palihapitiya

In the history of the most successful growth teams we find, as already mentioned, first of all, that of Facebook and then also those of Spotify, Airbnb, Dropbox, and Uber. For each of them, key parameters were identified that allowed and still allow the team to stand out.

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Fig 7:
A reunion of the most important employees of Facebook, including Chamath Palihapitiya and Mark Zuckenberg

Fig 8:
Chamath Palihapitiya talking in a debate

FACEBOOK   →   first growth team ever

✦ **Network effect**
Facebook capitalized on the network effect where the platform's value increased as more users joined. Features like friend suggestions drove user acquisition and retention.

✦ **Data driven optimization**
Data analytics allow to understand user behavior, preferences, and trends. The ability to serve advertisements based on user data contributed to its revenue growth.

✦ **Strategic acquisition**
Facebook strategically acquired companies like Instagram, WhatsApp, and Oculus VR. These acquisitions expanded Facebook's product portfolio.
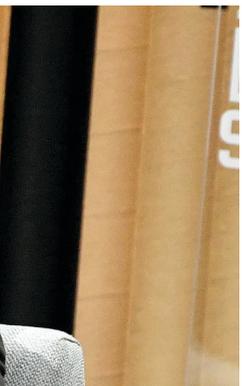
✦ **Mobile first approach**
Facebook successfully transitioned to a mobile-first strategy optimizing its platform and developing mobile apps to cater to the increasing number of users accessing the platform.

✦ **Continuous innovation**
The introduction of new features and innovations keep users engaged while the introduction of advertising tools for businesses enhanced Facebook's appeal to marketers.

✦ **Partnership**
Facebook developed an ecosystem by allowing third- party developers to create apps and games on the platform through the Facebook Developer Platform

Fig 9:
Some screenshots on the
Spotify app

Fig 10:
Discover Weekly and Release
Radar are an example of the
application of the strategy
devised by Spotify's growth
team

SPOTIFY

✦ **Personalised recommendations**
Spotify's growth team relies on algorithms and preferences to analyze user behavior and to offer recommendations. Launched in 2015, Discover Weekly playlist is a prime example of this strategy.

✦ **Partnership**
Strategic partnerships with various companies, like Starbucks, Hulu, and Uber, enhanced its service reaching a wider audience.

✦ **User centric approach**
The user-centric approach focuses on enhancing the user experience. They continuously innovate by introducing new features and functionalities based on user feedback.

✦ **Data driven decision making**
A constant iteration and improvement cycle based on user data allows Spotify to adapt quickly to changing user preferences and market dynamics.

✦ **Localised contents**
Spotify tailors its content and playlists based on geographical regions and local music preferences.
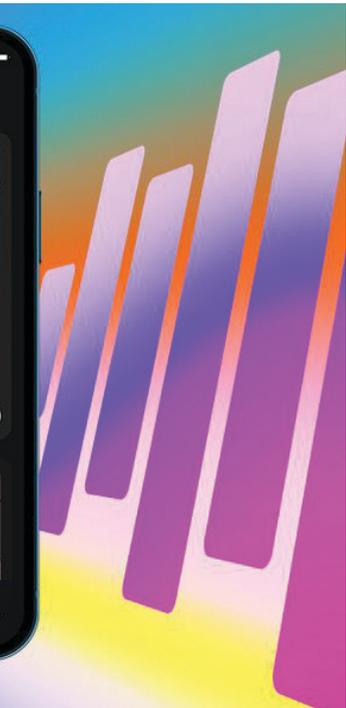
AIRBNB

✦ **Referral programs**
Airbnb implemented a successful referral program that incentivized existing users to refer friends and family. Both the referrer and the referee received travel credits.

✦ **Localised marketing**
Airbnb personalized its offerings by tailoring experiences and accommodations to local preferences

✦ **SEO and content strategy**
Airbnb created high-quality content, including guides, blog posts, and destination-specific information to improve their search engine visibility and attract more hosts and guests.

✦ **User experience**
The platform focused on enhancing user experience by providing secure payment systems, robust verification processes for hosts and guests, and reliable customer support.

✦ **Community approach**
The company established a sense of trust and belonging among its users by emphasizing community engagement, reviews, and user-generated content.

✦ **Partnership**
Airbnb formed strategic partnerships with companies like American Express, offering benefits to cardholders, and integrated their services into other platforms, expanding their reach.

Fig 11:
Screenshot from the Airbnb app

Fig 12:
Lifestyle photo of a rentable home on the Airbnb app with brand logo

9:41

▶ 🔊 💬

Meet your Superhost

📍 Little Rock, Arkansas

🪧 3 years of hosting experience

🏠 Myranda's house is rated ★4.96
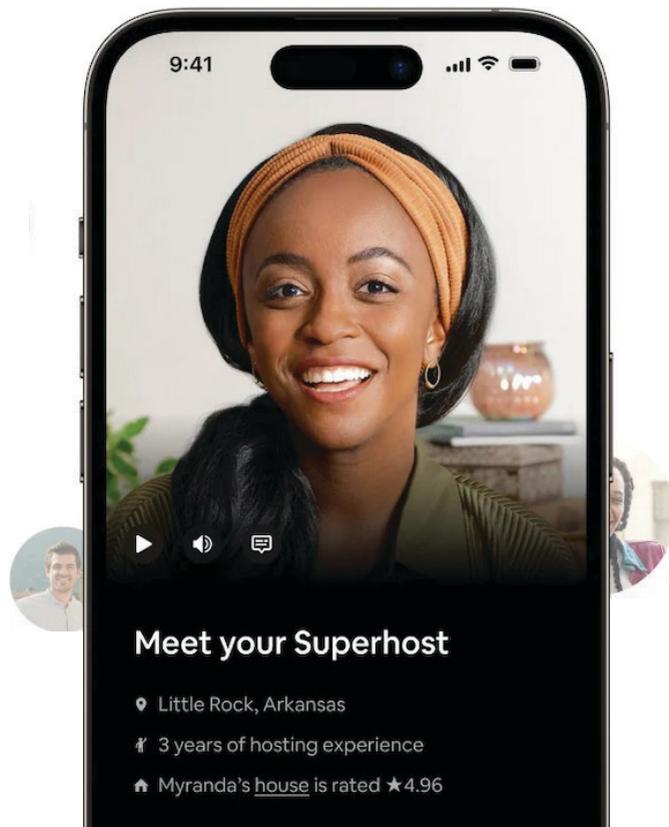
Airbnb Product - focus on features for non-users

- ☀ Last-minute booking
- ☀ Resolutions Tool
- ☀ Photo Tool
- ☀ Lantern
- ☀ Help center
- ☀ Product Email
- ☀ Referrals
- ☀ Homepage
- ☀ Booking Flow
- ☀ Calendar
- ☀ Managed Listing
- ☀ Listing page
- ☀ Verified ID
- ☀ Privacy settings
- ☀ Marketing Emails
- ☀ Stories

- ☀ Search
- ☀ Wish-list
- ☀ Dashboard
- ☀ Neighbourhoods
- ☀ Groups
- ☀ Your Reservations
- ☀ Account
- ☀ List your Space
- ☀ Messaging
- ☀ Check-in
- ☀ Reviews
- ☀ Profile
- ☀ References
- ☀ Mobile web
- ☀ Blog
- ☀ Hospitality

It must be added that Airbnb, disruptor in the hospitality industry, created a dedicated growth team that helped optimise the user experience and accelerate the company's growth globally. Growth Teams often simplify the value proposition to activate untapped customer segments. This is what Airbnb's Growth Team did. They analyzed all the features, and from 30+ prioritized just six, just the ones that inactive or non-users might look at. Focusing on these provided a fast track to access untapped areas of value and achieve scale faster.

DROPBOX

Dropbox benefited from adopting a growth team model, which enabled faster innovation and better problem solving. The Dropbox growth team has evolved as the company and strategy have evolved.

✦ **Referral program**
Dropbox's growth was significantly boosted through a referral program offering extra storage space to users who referred friends, thereby expanding their user base rapidly.

✦ **User-friendly program**
Dropbox offered a straightforward and user-friendly cloud storage solution. Its simplicity and ease of use attracted a wide user base.

✦ **Freemium model**
The "freemium" model offered users a free basic plan with limited storage space and provided options for paid plans with additional features and storage.

✦ **Enterprise solutions**
Dropbox pivoted from being a consumer-focused product to offering solutions for enterprises. The expansion into the business sector allowed Dropbox to tap into a new market segment.

✦ **Continuous innovation**
Dropbox continued to innovate by introducing new features and functionalities. They expanded beyond just file storage and sharing, integrating tools for project management.

✦ **Partnership**
Partnerships with companies like Microsoft, Adobe, and Salesforce enabled Dropbox to expand its reach and provide enhanced functionalities to users within those ecosystems.
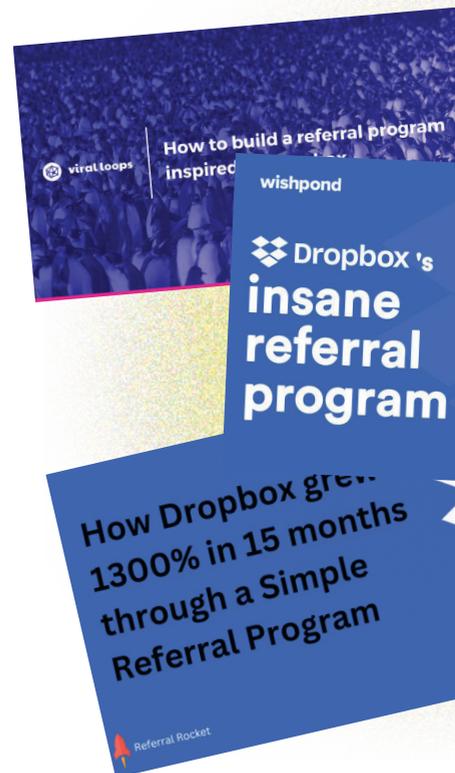
Fig 13, 14, 15:
Articles, Blogs and Web pages that use the exaple of the Referral program of Dropbox as a boost of growth

Fig 16:
A car with Uber logo

UBER

✦ **Rider and driver incentives**
The referral program offered discounts or free rides to new users referred by existing users, stimulating user acquisition and retention.

✦ **Localised marketing**
Uber tailored its marketing campaigns and strategies to fit the local market dynamics and cultural nuances.

✦ **Dynamic pricing**
Uber's use of dynamic pricing, allows to adjust fares based on demand, ensuring a balance between supply and demand during peak hours or high-traffic periods.

✦ **Data-driven decision**
Uber leveraged data analytics extensively to optimize routes, pricing, and driver allocation. This data-driven approach helped in making informed decisions to improve user experience.

✦ **Mobile experience**
Uber revolutionized the transportation industry by introducing a user-friendly mobile app that allowed users to seamlessly book rides, track drivers, and make cashless transactions.

✦ **Partnership**
Uber formed strategic partnerships with companies like Spotify and Starbucks to enhance the rider experience, allowing users to play their own music during rides or earn rewards

In addition, for Uber it must be said that when it was launched in the US, Uber's core value proposition was all about enabling cashless transactions. However its user base in India was extremely small. At that time, most people in India didn't have credit cards, so for Uber to grow, it had to find a way to expand beyond its existing customer base. The team experimented with a cash payment option's impact on growth and retention. These experiments succeeded. So even though this deviated from the product team's cashless vision, it made sense to support cash in India.
Moreover, they boosted rider-to-driver conversion metric by providing economic incentives for drivers to pick Uber over competitors and focusing efforts on building a loyal driver ecosystem.

Fig 17:
Some of the partnerships
between uber and other brands

strategy

The strategy is based on four key principles to rapidly accelerate growth: experimentation, iteration, optimization, and working in sprints.

1.

Experimentation

Growth teams use preliminary data, marketing research, and experience to hypothesize efforts that might achieve massive growth. The only way to know for sure is to execute.

2.

Iteration

Experimentation without iteration is guessing. After each experiment, the team analyzes the new data to understand what worked, what didn't, and why. Once the team has the answers to those questions, they will set a new hypothesis, and then run a new experiment that builds on the results of the first.

3.

Optimization

Efforts that work well are refined to work exceptionally well. The team identifies and addresses friction points in the sales and marketing funnel.

Fig 18:
14-day scheme of the sprint working methodology for tomtom's digital marketing team, including growth team, creative team and the other components of the entire B2C sector

1. Scrum is an agile project management framework that helps teams structure and manage their work through a set of values, principles, and practices. Much like a rugby team (where it gets its name) training for the big game, scrum encourages teams to learn through experiences, self-organize while working on a problem, and reflect on their wins and losses to continuously improve.

4.

Working in sprints

Growth teams rely on sprints as a core strategy. These sprints usually span monthly or quarterly periods, enabling teams to swiftly implement changes, test outcomes, and adjust strategies as necessary in subsequent sprints. Focusing on sprint planning, this approach is rooted in Scrum[1], a primary methodology in Agile marketing. Sprints are defined timeframes where teams aim to complete specific workloads. This cycle allows teams to handle smaller tasks within each sprint and deliver iterative releases. The short duration of sprints facilitates frequent adjustments to action plans every few weeks.

Working in sprint methodology for the digital marketing team in tomtom

	ongoing	day 1	day 1-2	day 3	day 3-4	day 4-5	day 5-13	day 14
task	idea sharing	discuss ideas	draft assets	qualitative testing	qualitative feedback	iterations	in-campaign testing	performance feedback
lead	everyone from marketing team	everyone from marketing team	growth and creative team	growth team	growth team	growth and creative team	senior digital marketer	senior digital marketer

by
UsabilityHub, Brainsight and UserTesting

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AGILE MARKETING

Agile marketing is an approach that leverages agile methodologies, emphasizing self-organizing, cross-functional teams engaging in frequent tests and iterations with continuous feedback. It requires a strategic vision, tools to expedite outputs, and short, medium, and long-term marketing planning. Agile methodologies in project management involve several phases, fostering constant collaboration and dialogue with stakeholders throughout planning, execution, and evaluation stages.

what is agile marketing?

teamwork and collaboration

data-driven decision making

rapid, iterative realease

Teams employing agile methods consist of multidisciplinary experts working towards a common goal, managing individual daily tasks alongside project responsibilities to support sprint progress efficiently. Agile marketing promotes teamwork, collaboration, data-driven decision-making, and rapid, iterative release.

Three popular agile marketing frameworks include scrum, kanban[2], and scrumban[3] (a blend of kanban and scrum). Scrum, initially developed for agile software development, establishes a culture of transparency, inspection, adaptation, and focuses on high-priority tasks through timeboxing. Key practices within Scrum include Sprint planning, Daily Standup (or Daily Scrum), Sprint review, and Sprint retrospective.

2. Kanban is a popular framework used to implement Agile and DevOps software development. It requires real-time communication of capacity and full transparency of work. Work items are represented visually on a kanban board, allowing team members to see the state of every piece of work at any time.

3. The Scrumban methodology combines the best features of Scrum and Kanban into a hybrid project management framework. It uses Scrum's stable structure of sprints, standups, and retrospectives. Then it adds Kanban's visual workflow and work-in-progress limitations. The result is a truly flexible method for managing projects of any size.

Daily standups and Sprint demo are those pursued by the tomtom growth team.

Daily Standups

Daily Standups, also known as the Daily Scrum, ensure team synchronization with updates on yesterday's achievements, today's plans, and any obstacles, keeping meetings brief and motivating. This meeting shouldn't last longer than 15-30 minutes because otherwise it wastes time. It helps to have everyone standing up to motivate to keep things nice and short.

Sprint Demo

Sprint Demo (or Sprint review) concludes each sprint with a presentation of completed work to stakeholders, ensuring transparency and accountability in project progress. This meeting isn't useful if only the Scrum team attends, because they have been working together for weeks on these tasks.

Fig 19:
Diagram representing the union
of the two methodologies
scrum and kanban leading to
the definition of the scrumban
methodology, the meeting
point between the two

Fig 20:
A representation of the kanban
board with the division of tasks
into to do, in progress, and
completed

scrum methodology

kanban methodology

scrumban
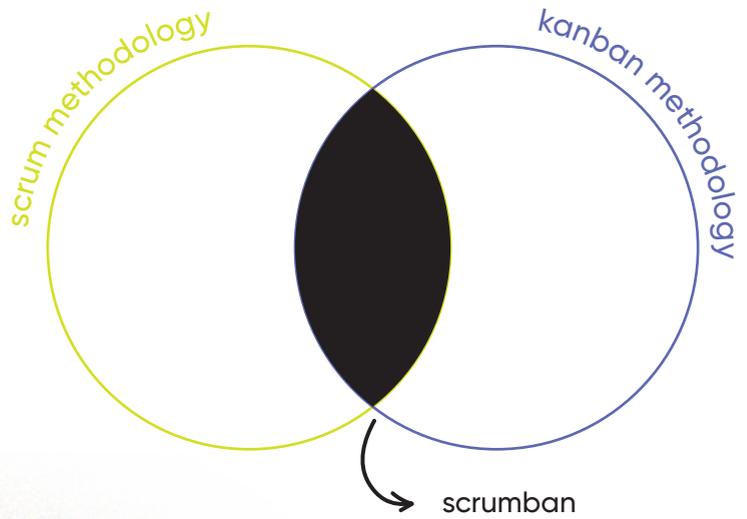
GROWTH TEAMS AGENDA

After outlining key moments for sharing experiment progress with the team — specifically, the daily standup and sprint demo — here are the additional steps integral to a growth hacker's agenda:

1	2	3
brainstorm session	ranking and refinement	sprint planning

the aim is to gather a high number of ideas

in this phase ideas are ranked and refined following the previous frameworks

the aim is to pick up the best ideas and to agree on the task that should be completed in the following 2 weeks

4	5	6
daily standup	sprint demo	retrospective session

in this meeting everyone is kept up-to-date on the progress of the tasks

when the analysis and the results of the experiments are shown

the aim is to look back at the sprint planning and analyse what went well or not and what can be improved

Process

The approach adopted by Growth teams is the G.R.O.W.S. process, a five-step loop designed for growth hackers to execute experiments. Developed by Growth Tribe in 2016, this process establishes a structured approach to work.

G — gather ideas

R — rank ideas

O — outline experiment

W — work, work, work

S — study data
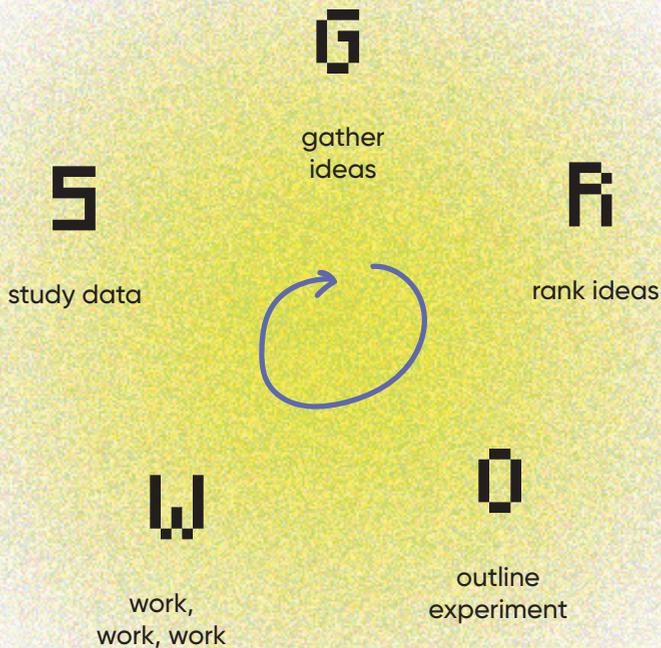
✳ G stands for gathering ideas

This phase begins with brainstorming a wide range of experiment ideas to explore potential solutions. Quantity of ideas is prioritized over quality at this stage, forming a backlog of ideas. Methods for generating new experiments include:

→ Reviewing customer service complaints
→ Conducting live user testing
→ Analyzing competitors' funnel approaches
→ Studying case studies from various industries
→ Brainstorming with diverse teams
→ Interviewing funnel dropouts or loyal customers
→ Analyzing heatmaps

✳ R stands for ranking ideas

With a long list of experiment ideas, prioritization is essential due to time constraints. Two common frameworks for prioritization include B.R.A.S.S. for acquisition channels and P.I.E. or I.C.E.S. for conversion, retention, or referral experiments.

The I.C.E.S. framework is particularly favored in tomtom:

I	C	E	S
impact = **volume**	**confidence** = **data driven**	**effort** = **team imput**	**scalability** = **opportunity**
Looking at AD Manager[4], it is possible to understand what is the traffic about a certain asset. From this data, a ranking is developed in a scale from 1 to 5.	Confidence is expressed through the link between the asset and the acquisition phase. A percentage shows the success of the Ad. This percentage makes it possible to determine a score from 1 to 5.	It depends on the working hours that are required to create an asset. If it is a low-fi content, it is going to score 5 since it requires less people and less time on it. When there is a high effort the rank will be low.	When the asset is successful it can be implemented into other countries. The following step is the ranking between 1 and 5.

The idea with the highest score is going to be developed first. If this experiment fails, the following step is to proceed with the next experiment on the list with the second highest score.

$$I \times C \times E \times S = N$$

score of the experiment
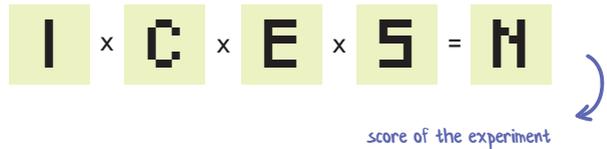
Fig 22:
Graphical representation to demonstrate the process by which the final score of the experiment is obtained

O stands for outlining experiments

Before implementation, detailed planning is crucial to avoid wasting time and resources. Key questions include:

⟶ **Duration:**
Determining how long the experiment should run based on traffic requirements
⟶ **Feasibility:**
Ensuring technological capabilities and necessary tools are in place
⟶ **Stakeholders:**
Identifying and involving relevant teams such as marketing, sales, and IT
⟶ **Skills:**
Assigning appropriate team members, from developers to designers
⟶ **Tracking:**
Establishing metrics to measure experiment success and intermediate steps
⟶ **Success criteria:**
Defining what constitutes a successful experiment upfront
⟶ **Kickstart time:**
Allowing no more than two business days to set up the experiment

W stands for work, work, work

Implementing tasks using a kanban board with 'to do', 'doing', and 'done' columns for clear task management.

S stands for studying outcomes

Concluding experiments involves verifying data.

4. see the section "tools" in "data-driven decision making" paragraph

PLATFORMS AND TOOLS

Each step of the G.R.O.W.S. process relies on the use of platforms and tools.

Below are those used by the Growth team at tomtom.

In order for everyone to be aware of how the experiment was outlined (step O of the G.R.O.W.S. process), the Hive platform comes to the rescue.

HIVE
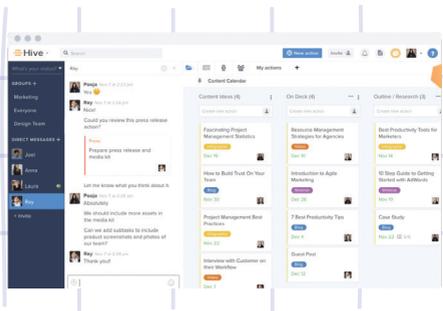
strengths:
• facilitates daily task tracking
• enables instant feedback through chat

weaknesses:
• relatively new to the company, still undergoing discovery

Hive serves as a project management tool that not only offers comprehensive task or project descriptions but also plays a crucial role in daily stand-ups by displaying ongoing, upcoming, and completed projects. Project stakeholders initiate detailed briefing tickets to provide in-depth project explanations to the executing team. Additionally, it functions similarly to a Gantt chart.

Fig 23:
Screenshot of the HIVE platform

Regarding step W of the G.R.O.W.S. process—referred to as "work, work, work"—additional platforms are indispensable, particularly for usability testing and scaling efforts. For usability testing, platforms like Usability Hub, Brainsight, and UserTesting prove invaluable. It's important to note that these tools are used primarily to gauge user comprehension and feedback, rather than to make final design decisions.

USABILITY HUB
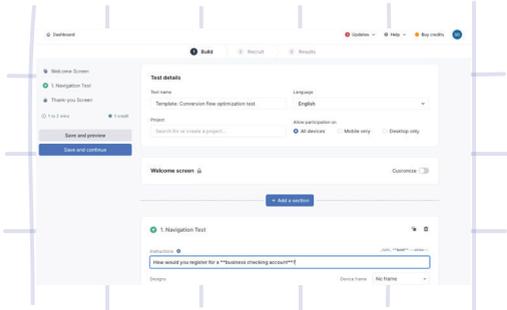
→ strengths:

• rapid testing turnaround
• clear, step-by-step test setup instructions
• ability to target specific demographics

→ weaknesses:

• limited to five test options

Usability Hub, for instance, is a remote user research platform enabling diverse test types to identify usability issues. It supports uploads of design versions and gathers qualitative feedback from a large pool of testers, available on-demand at a pay-per-answer rate within hours. Users can conduct various tests such as first-click tests, design surveys, preference tests, and five-second tests.

USER TESTING
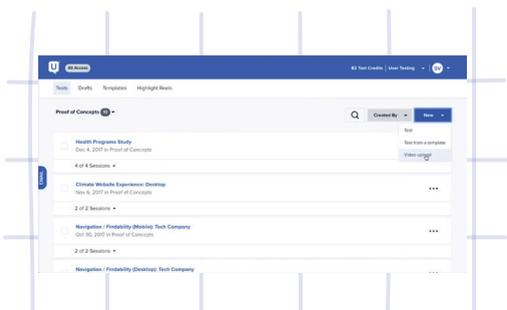
→ strengths:

• testing flexibility throughout project stages
• detailed analysis of videos and metrics

→ weaknesses:

• participants are often experienced testers rather than typical users
• higher cost compared to Usability Hub

UserTesting allows teams to observe and interact with customers as they navigate websites, applications, or prototypes in moderated sessions. It emphasizes user interviews and offers extensive video and metric analysis capabilities.

BRAINSIGHT

strengths:

• predicts audience attention with 94% accuracy
• provides insights into viewer engagement

weaknesses:

• limited compatibility
• steep learning curve

Brainsight employs AI to predict viewer behavior and optimize advertisements, UX designs, and video content. Predictive heatmaps help assess design elements' attention and distractions without extensive user research.

CREATOPY
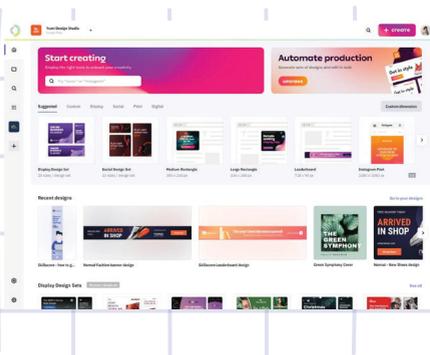
strengths:

• supports HTML5, Flash, JPG, GIF, PNG, and MP4 formats
• offers a wide range of templates

weaknesses:

• inability to collaborate simultaneously with team members
• imited image manipulation capabilities

For scaling needs Creatopy serves as a cloud-based platform for creating banner ads, supporting various formats and facilitating ad scaling using Excel files.

Fig 24, 25, 26, 27:
Screenshots of Usability Hub, User Testing, Brainsight and Creatopy

data-driven decision making

Having defined which platforms come to the rescue of growth hackers, we would like to focus on the aspect of data-driven decision making, which is crucial to collect and select the right data. Indeed, it allows one to understand what the data wants to communicate and is often based on the theory of uplifting, i.e. drawing conclusions only if there is a high number of users.

crucial to collect the right data

what is the data saying?

The more mechanical and quantitative part involves scoring the experiment to understand whether the content is relevant or not. This score is given by the sum of the engagement rate ranking, how many people interact with the content created, for the quality ranking the relevance that is measured on the ads through feedback, for the conversions rate ranking, given by the ratio of how much is spent and how many installs are obtained.

The first step is to analyse data from the Ad Manager, which is the tool that allows calculating the confidence level. Each experiment has the same budget. Subsequently if the test is inconclusive the design is going to be changed and tested again. If it is an absolute fail, the idea is going to be dropped and another is going to be picked up. The final check is not only about the statistics but also about what happens in reality.

how much spent
how many istallations

how many people interact

| engagement rate ranking | x | quality ranking | x | conversions rate ranking | = | Ӈ |

relevance measured on
ads (feedback)

score of the experiment which determines if an
asset is relevant or not
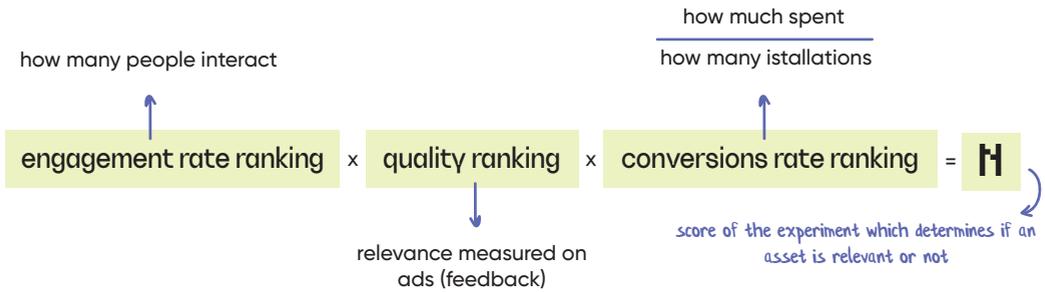
✳ Tools

Leaving aside for a moment the more creative side of the growth team, and considering instead the side closer to marketing, it has been said that one aspect of the strategy pursued by the growth team is that of data-driven decisions. In order to come to successful conclusions, not only experience is required, but certain tools come to the rescue.

Below are those used at tomtom.

⟶ acquisition

⟶ activation

analytics and
testing of
Google Play

Ads manager

Play console

Appstore connect

analytics
and testing
of Appstore

Adjust

Appfigures

main tool used for
FB or similar social
media that shows
the confidence level*

mobile
measurement
partner: it
makes internal
dashboards

Mixpanel — for onboarding

Adjust

Purchasely — for onboarding

Leanplum — for push
notifications

Airship — used by CRM

*the confidence level can be
obtained also through other
generic A/B testing tools

Fig 28:
Graphical representation to show the process to obtain the final score from the engagement rate ranking, quality ranking and conversions rate ranking to understand whether an experiment is relevant or not

IDs

To ensure effective growth within a growth team, specific key roles are essential, each interdependent yet diverse in expertise — referred to collectively as growth hackers:

☀ **Growth Project Manager** → Leads the experiment roadmap with entrepreneurial spirit, leadership, and adaptability to pivot strategies and explore new avenues.

☀ **Growth Engineer** → Executes experiments with technical proficiency, making critical technical decisions.

☀ **Growth Marketer** → Specializes in specific channels such as SEO[5] or Email Marketing, focusing on enhancing search rankings and managing subscriber content.

☀ **Growth Data Analyst** → Extracts insights from experiments and datasets to develop actionable strategies for marketing teams and stakeholders.

☀ **Growth Designer** → Prioritizes rapid implementation over pixel-perfect design, contributing to iterative experimentation phases.

---

5. SEO (search engine optimisation) marketing is the process of optimising a website and its content for visibility. SEO consists of several elements that help search engines like Google and Bing determine what a website is about and how it should rank on a search engine results page (SERP).

The graph presented here shows the roles within a growth team described in the previuos page and their interdependence in the activities of the outermost circle.

definition of an idea

creative making

scaling

testing and analysing

✳ How to read the graph:

activities

relationships between growth hackers

growth hackers

Growth Project Manager	Growth Engineer	Growth Marketer	Growth Data Analyst	Growth Designer
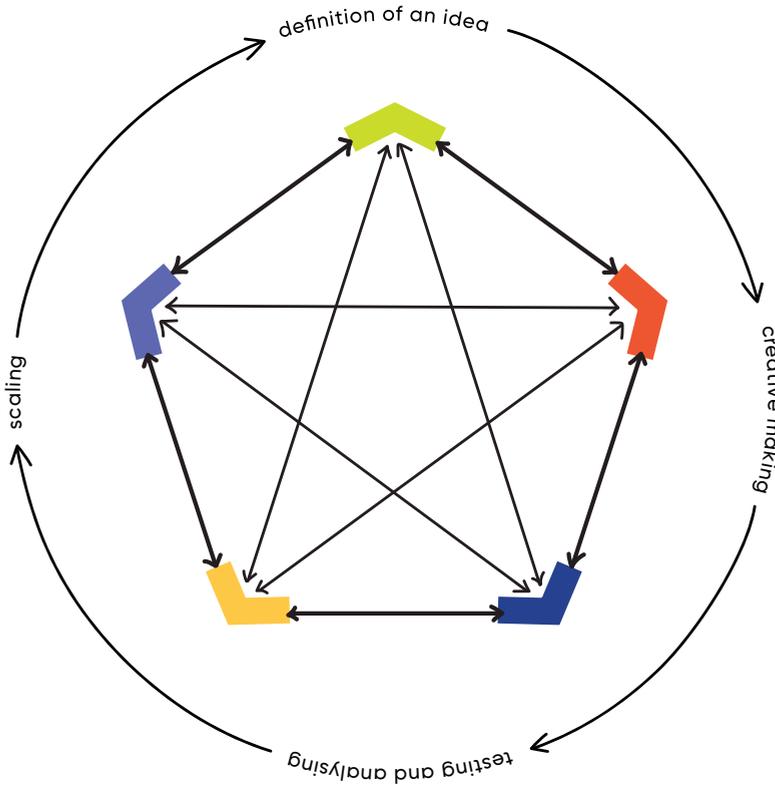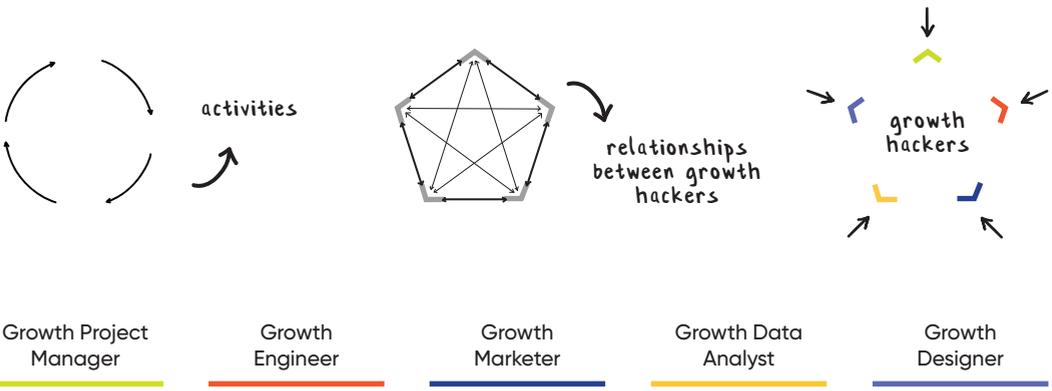
digital marketing vs growth hacking

There is often some confusion between marketers and growth hackers. One includes the other, i.e., as was shown earlier, within the growth team it is possible to find marketers. The difference lies in the attention and focus placed on the funnel level.
In fact, it is necessary to know that both digital marketing[6] and growth hacking refer to a funnel made up of 6 stages depending on the relationship and the desired result with the users. This funnel is called the pirate funnel or also AAARRR funnel, where the steps are:

6. Digital marketing encompasses the tools and technologies employed to promote brands, companies, products, and services that cater to consumer needs. These activities primarily occur online, leveraging various digital channels on the web. Given the extensive time people spend online, businesses are keen to deploy effective digital marketing strategies to connect with both current and potential customers, thereby facilitating sales across diverse online platforms.
In contrast to traditional marketing methods, digital marketing campaigns possess the capability to reach a broad global audience while also enabling precise targeting of specific demographics. Additionally, online platforms offer enhanced capabilities for tracking and assessing the efficacy of digital marketing efforts. Compared to traditional marketing avenues such as television advertising, digital marketing proves more cost-effective, with expenses redirected towards online banners or promotional videos.

```
            ┌─────────────────────────┐        ┐
            │        awareness         │        │
            └─────────────────────────┘        │ marketer
                        ↓                        │
            ┌─────────────────────────┐        │
            │       acquisition        │        ┘
            └─────────────────────────┘
                        ↓
            ┌─────────────────────────┐        ┐
            │        activation        │        │
            └─────────────────────────┘        │
                        ↓                        │
            ┌─────────────────────────┐        │
            │        retention         │        │
            └─────────────────────────┘        │ growth hacker
                        ↓                        │
            ┌─────────────────────────┐        │
            │         revenue          │        │
            └─────────────────────────┘        │
                        ↓                        │
            ┌─────────────────────────┐        │
            │         referral         │        │
            └─────────────────────────┘        ┘
```
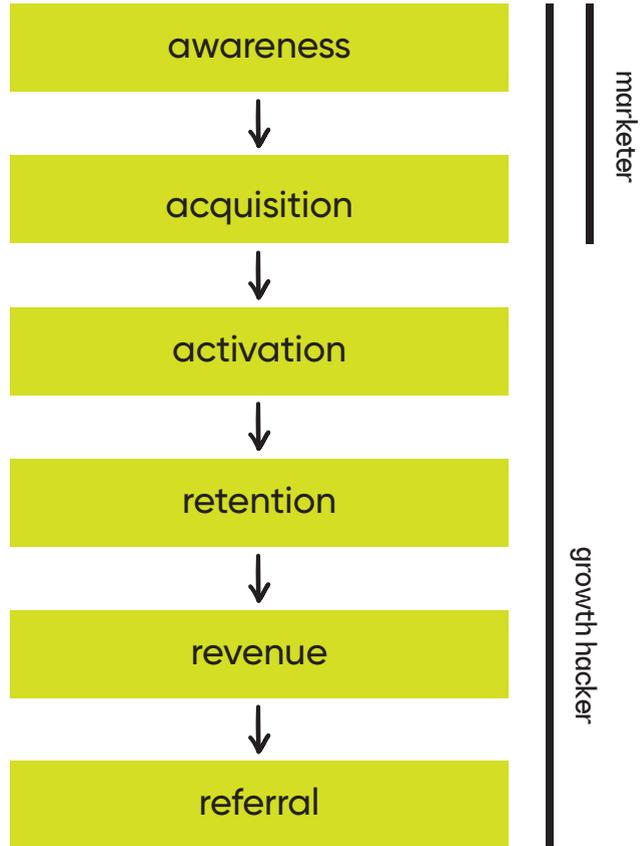
Fig 29:
Graphic representation of the
AAARRR funnel in relation to the roles
of a growth hacker and a digital
marketer

So while the marketer is only interested in the first two levels of the funnel, awareness and acquisition, the growth hacker acts on all 6 steps.

It's important to note that digital marketing strategies aim to enhance brand visibility and engage customers to facilitate immediate or future purchases. These objectives, commonly referred to as awareness and acquisition, focus on attracting and engaging customers. In contrast, growth hackers concentrate on rapidly experimenting with new ideas across all six stages of the funnel to achieve substantial growth quickly and efficiently.

So if on the one hand for the growth team the goal is the growth rate, the team is cross functional and the process is based on data-driven experiments, on the other hand for the marketing team the goal is awareness and acquisition, the team consists of marketers only and the process follows campaign planning.

Creative
teams who?

3.

context - context
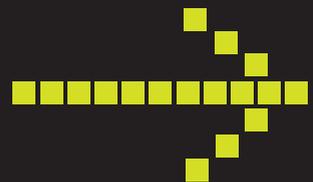
creative teams 101

What are creative teams for Chat GPT?

"Creative teams in companies are groups of professionals who work together to generate, develop, and execute innovative ideas, designs and content often related to marketing, advertising, product design, and brand development. These teams are essential in industries where creativity and innovation drive success, therefore they are vital for companies because they drive innovation and keep the brand relevant, enhance customer engagement through compelling content and experiences, differentiate the brand from competitors and support strategic business goals through effective marketing and communication."

Considering the definition of ChatGPT, creative teams play a crucial role in generating imaginative and visually engaging content that aligns with broader marketing objectives. Their primary responsibility involves shaping a brand's identity, including its visual aesthetics and tone of voice, to resonate effectively with the intended audience and differentiate it from competitors. While creative teams are commonly associated with agencies, many large companies also maintain in-house creative teams. Some brands adopt a hybrid approach, utilizing in-house talent for a deeper brand understanding and agencies for innovative perspectives and novel concepts.

→ Parameters

Key aspects crucial for working within a creative team include:

innovation

staying up-to-date of market developments is essential for shaping projects

attention to detail

creative teams emphasize meticulous attention to detail, which can distinguish a brand from its competitors

non-linear thinking

creative teams are known for their unconventional approaches and solutions, exploring new possibilities by thinking outside the box.

collaboration

collaborative efforts among team members are pivotal during brainstorming and ideation sessions to foster constructive feedback

EVOLUTION OF CREATIVE TEAMS

The concept of a "creative team" as we understand it today, groups of specialized professionals collaborating on marketing, advertising, and product development, evolved over time, with roots tracing back to the early 20th century. The first formalized creative teams were born out of the early advertising agencies in the late 19th and early 20th centuries. However, the modern concept of a creative team, particularly the pairing of copywriters and art directors, was pioneered by agencies like DDB[7] in the mid-20th century. This structure has continued to evolve with the advent of digital marketing, incorporating new roles and expertise to address the changing landscape of media and consumer engagement.

To date, some of the most influential and renowned creative teams include:

7. DDB (Doyle Dane Bernbach): In 1949, Bill Bernbach co-founded Doyle Dane Bernbach (DDB), where he revolutionized the industry by pairing copywriters with art directors, allowing them to work together as a team. This duo approach became a standard in the industry and greatly enhanced the creative process, leading to some of the most memorable ads of the 20th century, like the Volkswagen "Think Small" campaign.

Fig 30:
Posters from the 'Think different' campaign launched by Apple in 1997 featuring famous people

Fig 31:
Poster from the 'Just do it' campaign launched by Nike featuring Serena Williams

APPLE

Apple's in-house creative team is legendary for its sleek, minimalist approach and powerful storytelling. Led by a series of talented creative leaders over the years, Apple's team has consistently delivered iconic campaigns like "Think Different", a campaign celebrating innovators and thinkers, and "Shot on iPhone", showcasing the capabilities of the iPhone camera through user-generated content.

Girls from Compton don't play tennis. They own it.   ✔ Nike   Just do it.

NIKE

Nike's in-house team, often collaborating with agencies like Wieden+Kennedy[8], has produced some of the most memorable and impactful marketing campaigns. Their ability to connect emotionally with consumers through powerful storytelling and innovative digital marketing is unparalleled. Some remarkable campaigns are: "Just Do It", one of the most iconic slogans and campaign strategies in advertising history and "Dream Crazy" featuring Colin Kaepernick.

8. Wieden+Kennedy is known for its iconic and groundbreaking work, blending creativity with strategic insight. Their digital marketing teams have produced memorable campaigns for brands like Nike, Coca-Cola, and Old Spice.

GOOGLE

Google Creative Lab is an in-house team that works on innovative projects and campaigns to promote Google's products and services. They are known for their experimental and boundary-pushing work. It should be remembered "Year in Search" an annual campaign that highlights the most searched topics globally.

Fig 32:
Posters from the 'Year in a search' campaign launched by Google

Fig 33, 34:
Poster from the 'Taste the feeling' and 'Share a coke with...' campaigns launched by Coca Cola

Share a Coke, with Friends

COCA COLA

Coca-Cola's in-house creative team has consistently created content that resonates on a global scale. Their focus on happiness, sharing, and global unity has produced campaigns that are both memorable and effective. Famous campaigns are: "Share a Coke" personalized Coke bottles that encouraged social sharing and user engagement and "Taste the Feeling", a global campaign that emphasizes the simple pleasure of drinking a Coke.

IN-HOUSE VS OUT-SOURCING

As demonstrated by the examples above, numerous successful creative teams are integrated within the company itself, yet this does not preclude collaborations with external agencies.

in-house creative team

external creative agency

hybrid model
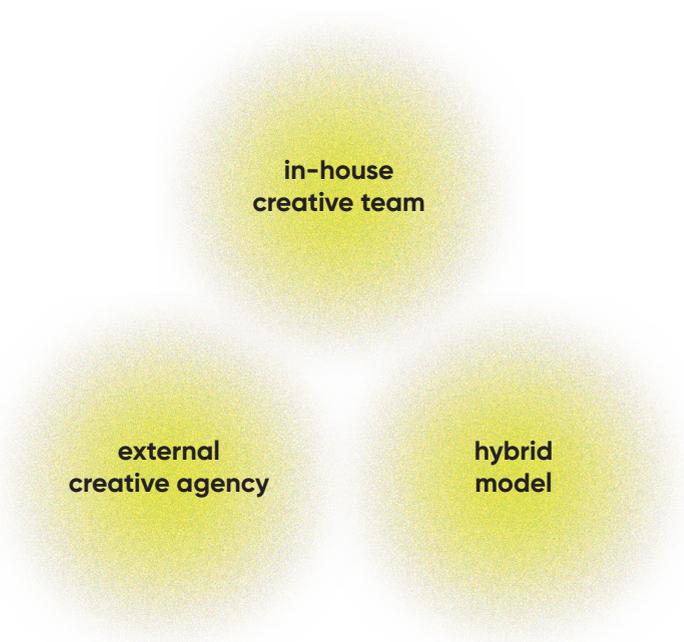
Traditionally, brands turn to specialized agencies for their creative advertising needs, selecting them based on their ability to pitch effectively. Businesses often prefer agencies with a proven track record and an impressive portfolio of creative campaigns.

Moreover, an external perspective can provide valuable insights into a product or brand, leveraging the agency's extensive experience to optimize campaign effectiveness. However, creativity is not confined solely to agencies. In-house creative teams are gaining popularity, with many businesses adopting an agency-like structure internally.

The decision to maintain creative functions in-house varies widely among brands. Factors such as cost-effectiveness, dedicated team commitment, or confidence in the brand's proposition all play roles in this decision-making process. Some brands opt for a comprehensive in-house approach, while others employ a hybrid model that blends internal expertise with external resources.

For instance, some brands generate ideas internally but utilize external expertise for execution. Google exemplifies this approach by leveraging its top-tier in-house creative capabilities while occasionally seeking external agencies for fresh perspectives. This hybrid approach often strikes a balance that suits many brands, emphasizing the importance of effective communication and cohesive collaboration among all parties involved.

In a similar vein, tomtom maintains a robust in-house creative team responsible for most market campaigns, from conception to launch across social channels. Nonetheless, it frequently partners with external agencies, particularly for major campaigns, ensuring a dynamic and adaptable creative strategy.

105

Creative teams are typically composed of individuals with diverse skills and expertise, enabling them to approach challenges from multiple perspectives and devise innovative solutions. The specific roles and functions within creative teams can vary based on the industry and objectives of the company. Here are some of the key roles commonly found within a creative team:

☀ Creative director

→ Leads the creative team, sets the overall direction for their work, provides a creative vision, offers constructive feedback, and ensures that the team's output aligns with the brand's marketing strategy. Creative directors also serve as a bridge between the creative team and project stakeholders.

☀ Graphic Designer

→ Focuses on the visual aspects of the team's work, using color, imagery, typography, and layout to enhance the brand message in a visually compelling manner.

☀ Copywriter

→ Responsible for crafting the text used in marketing materials and creative content, ensuring that the brand or campaign message is communicated clearly, persuasively, and in alignment with the brand voice.

These roles collaborate synergistically within creative teams to deliver cohesive and effective marketing campaigns and creative projects.

☀ Project Manager → Coordinates the team's activities, manages timelines, and oversees project budgets to ensure timely and within-budget completion of projects.

☀ Photographer / videographer → Creates visual content such as photos and videos to support marketing and branding initiatives.

☀ UX/UI Designer → Ensures that digital products and websites are user-friendly and visually appealing, focusing on optimizing the user experience.

Process

Considering the (working method,) there are no real fixed processes as far as creative teams are concerned, but there are certainly common steps that are shared globally. These include:

✳ Brainstorming

The team comes together to brainstorm ideas and concepts. This collaborative session encourages free-thinking and creativity

✳ Project scoping

From the brainstorming session, the team refines their ideas into more concrete concepts into briefing documents. They might be provided by other teams or by the creative team itself and they usually present the objectives, goals, and requirements for the project. This includes target audience information, key messages, assets to use, and timelines.

✳ Work

This is where creativity is unleashed. If necessary, a little market research is carried out and then the actual execution begins using the most common tools of the graphics world such as the Adobe suite, Figma, etc.

brainstorming

↓

project scoping

↓

work

↓

feedback reception

↓

refinement of assets
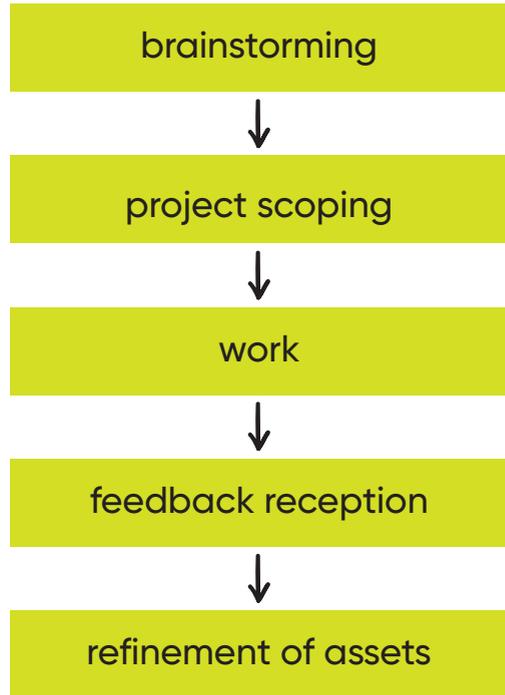
Fig 35:
Graphical representation of the
steps of the creative team's working
method

✳ Feedback reception

The initial concepts are presented to stakeholders for
feedback.

✳ Refinement of assets

The creative team then refines the concepts based on
the feedback received, iterating on designs, copy, and
strategies until the stakeholders are satisfied.

experi

4.

experimentation and test
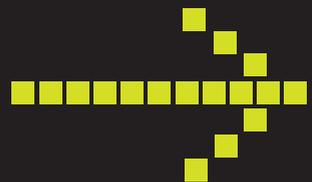
With the aim of investigating in real life what the relationship is between the work breakdown processes of a company's growth team, the experiments and tests carried out and the reactions of the users, an ==internship experience== in the role of creative designer was undertaken within the Growth and Creative teams of the Digital Marketing sector.

In this chapter, the tests and experiments carried out during these months of internship are analysed accordingly, referring to the various iteration processes, the feedback obtained and personal reflections. Therefore, in conclusion, both the internship and the analysis were preparatory for the subsequent development of the actual thesis project.

BRiEFiNG

In order to get a performing outcome and save time and money, each team spend time setting the scene, realising **briefing documents** that can be read through by everbody.

The areas cover:

- Overall scope and ambition for the brief
- Budget
- Timescale, milestones
- Target audience
- Objectives
- Mandatory deliverables
- Background
- Competitor
- Marketing considerations
- Creative style guidance.

In the following page 18 personal briefing questions needed to develop each test have been collected. They were not always analysed all at the same time, especially as each test differs from the other. Nevertheless they were defined at the outset in order to obtain an exhaustive number of information.

✸ 1. What is the purpose?

✸ 2. What is the message to communicate?

✸ 3. Is there a theme?

✸ 4. What are the features to emphasise?

✸ 5. Who is the audience?

✸ 6. What is the asset format?

✸ 7. What type of asset should be used?

✸ 8. Which channels should it be made for?

✸ 9. What are the specifics?

✸ 10. Which OS has it to be made for?

✸ 11. Is it going to be tested? If yes, what is the hypothesis?

✸ 12. What is the success metric?

✸ 13. Is localisation needed? Which country should it be made for?

✸ 14. Who are the teams involved?

✸ 15. What is my role?

✸ 16. What do competitor and market analysis show?

✸ 17. What is the expected impact?

✸ 18. What are next steps?

my briefing questions

✳ ✳ ✳

All test presented here were realised under the guidance and supervision of Tom Tom Growth and Creative teams.

✳ ✳ ✳

MY TEST

demo video Playstore - Appstore	**I.**	appstores
appstores screenshots Go Ride - coloured background - winter theme	**2.**	
Appstore header	**3.**	
promo previews fuel prices - parking stations availability - truck discount	**4.**	
Facebook adv	**5.**	social media
Meta campaigns truck demo video	**6.**	
trucks.nl	**7.**	partner
truck product page	**8.**	website

The tests above have been divided into categories. However, they do not have proper names but refer to the purpose for which they were carried out. In the following pages, the tests are presented: each one is analysed in detail following the definition of the information obtained through the briefing document and finally presents personal reflections on what worked and what did not work, highlighting successes and failures.

august

september

october

Appstore header
working time: one month

Facebook adv
working time: one week

**truck discount
promo preview**
working time: one week

Playstore demo video
working time: three months

truck.nl
working time: one month

fuel prices promo preview
working time: one week

Go Ride screenshots
working time: one week

speed camera Meta campaign
working time: one month

Here, a timeline is presented with all the experiments and visual tests that were carried out from the beginning of the placement in August 2023 until its end in January 2024. It can be seen that in most cases, the tests were carried out simultaneously It should be mentioned that on the following pages, the projects have not been described according to the timeline but rather according to the subdivision by themes and purposes.

L i H E

november

december

january

parking stations promo preview
working time: one month

coloured screenshots
working time: one month and half

Appstore demo video
working time: one month

winter screenshots
working time: one week

truck demo video Meta campaign
working time: two months

reels Meta campaign
working time: five days

truck product page
working time: two days

I.

demo video *

Tailored navigation app
for car & truck drivers

tomtom
GO Navigation

demo video for Playstore (landscape)

☀ **1. What is the purpose?**

bring to life premium features of Go Navigation by showing the product in use

☀ **3. Is there a theme?**

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation

☀ **4. What are the features to emphasise?**

the most important of Go Navigation such as tailored routes both for cars and trucks, lane guidance, Car play, speed camera and traffic informations and vehicle based navigation

☀ **6. What is the asset format?**

video, landscape for Playstore (1920x1080), portrait for Appstore (1080x1920)

☀ **7. What type of asset should be used?**

videos from tomtom library

☀ **8. Which channels should it be made for?**

Appstore and Playstore

☀ question 2 and 5 were skipped as they are not essential to develop this project

demo video
for Appstore
(portrait)

Tailored navigation app
for car & truck drivers

tomtom
GO Navigation

✳ 9. What are the specifics?

Appstore: *https://developer.apple.com/app-store/app-previews/*
Playstore: *https://support.google.com/googleplay/android-developer/preview-video*

✳ 10. Which OS has it to be made for?

both iOS and Android

✳ 11. Is it going to be tested? If so, what is the hypothesis?

yes and the hypothesis is that videos which show the app in use can have a different impact on people's willingness to download the app

✳ 12. What is the success metric?

# of downloads

✳ 13. Is localisation needed? Which countries should it be made for?

yes if the test performs well. It needs to be made for IT, UK, CZ, DN, NL, FN, FR, DE, HU, NO, PO, PT, RO, SP, SE and TR

✳ 14. Who are the teams involved?

Growth, Creative for design check and BUC Product Marketing for translations

⁕ 15. What is my role?

Full ownership of the project

⁕ 16. What do competitor and market analysis show?

With regard to competitors, although Google Maps and Waze are the most direct, they do not present any demos neither on Playstore nor Appstore, so for this analysis *Transit*, *Sygic*, *OsmAnd* and *Coyote* were presented, from the ranking of GPS navigation and maps.

1. TRANSIT

strengths:
• dynamic
• every function in use in the app is showed

weaknesses:
• too long
• there is much to read

definitely to avoid

Fig 36:
Screenshots of the demo video of transit

2. SYGIC

strengths:
• effective and short copy
• clear association between use in app and use in reality

weaknesses:
• no video from reality, only rendered computer videos

it does not catch the attention

Fig 37:
Screenshots of the demo video of sygic

3. OSMAND
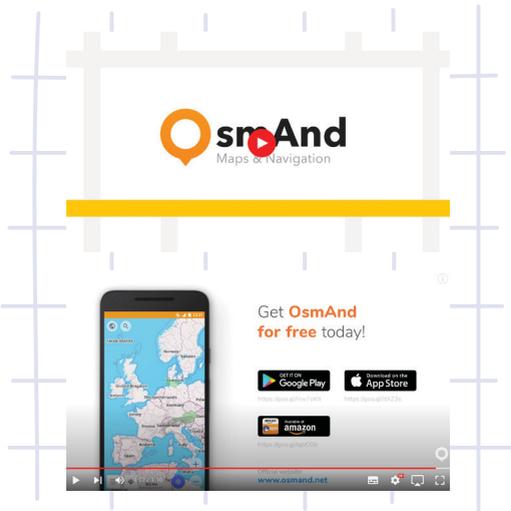
→ strengths:

• fun
• detailed

→ weaknesses:

• too long
• there is much to read

better to keep it sweet and short

3. COYOTE
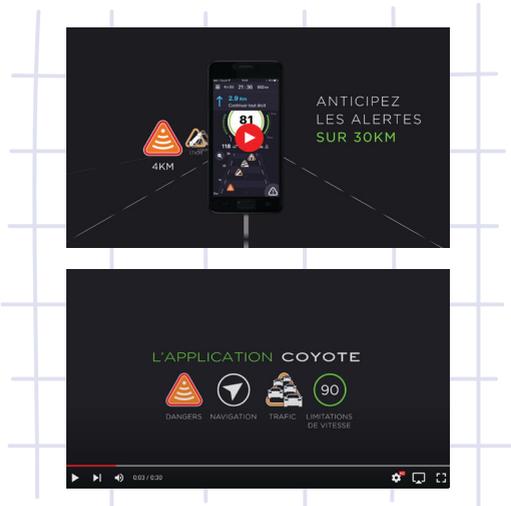
→ strengths:

• excellent use of motion graphics in combination with screen recordings showing the app in use
• short and effective copy

→ weaknesses:

• the audio does not match with the type of video
• some scenes last too short

✦ Design choice

When considering the current demo videos of tomtom new versions are essential because to date they do not bring the features of Go Navigation to life. For a clear understanding, supporting screens can be found below.
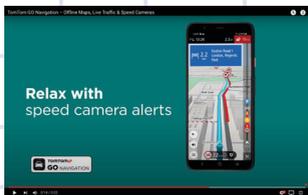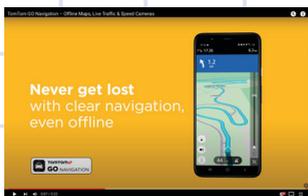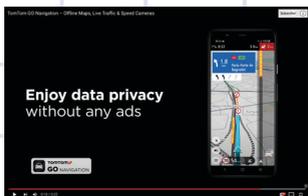
PLAYSTORE DEMO VIDEO:

⟶ strengths:

The current video is clear, quiet and cite all the features

⟶ weaknesses:

The plot is always the same and the copy has more relevance than the screens of the app so the user has no demonstration of how the app works

Fig 40:
Screenshots of the current demo video of tomtom on Playstore

74

what if using a screen recording?

Avoid traffic
with smart routes around delays

TomTom
GO NAVIGATION

Enjoy data privacy
without any ads

TomTom
GO NAVIGATION

the storyline is always the same and it is not catchy at all. After few seconds the user lose the attention

Never get lost
with clear navigation, even offline

TomTom
GO NAVIGATION

Relax with
speed camera alerts

TomTom
GO NAVIGATION

Make every turn with
easy lane guidance

TomTom
GO NAVIGATION

✳ ✳ ✳
need to show the app in use

TOMTOM

The aim of the project is to make the video more dynamic showing features in action and catching more attention. The message that needs to be conveyed is that Go Navigation has premium features compared to other GPS apps: to achieve this goal, screen recordings and tomtom videos from the library have been used to show the real use of the app and how the user can benefit from it. This choice has been crucial to speed up work, saving time and using already high-performance contents. Considering the examples of competitors, it has been preferred a more lifestyle theme than motion graphic animations

!! the length of the video is OK, but it can last also 30 sec

not essential in every scene

that's the old logo. Needs to be refreshed

Get trusted traffic information

Follow the blue line for lane guidance

Get speed info & speedcam alerts

Compatible with Apple CarPlay

⟶ strengths:

The current video provide clear informations and demonstrate the main features of Go Navigation. The user is aware of how the app works also thanks to the setting of the scene.

⟶ weaknesses:

The transitions between one scene to the other are too sudden and not all the features are displayed. Both at the beginning and at the end the tomtom logo is shown but not the one of GO Navigation.

Fig 41:
Screenshots of the current demo video of tomtom on Appstore

maybe
better
to show
the GO
Navigation
logo for
the intro

tomtom

Get trusted traffic information

The aim of the project is to refresh the Appstore demo video showing all the features in action. The message that needs to be conveyed is that Go Navigation has premium features compared to other GPS apps: to achieve this goal, screen recordings and tomtom videos from the library have been used to show the real use of the app and how the user can benefit from it. This choice has been crucial to speed up work, saving time and using already high-performance contents. Considering the current demo video and all the requirements from Apple, it has been preferred to give more importance to the screen recordings with motion graphic to support.

the info
have the
same
relevance
Different
thicknesses
may help

Follow the blue line for lane guidance

Get speed info & speedcam alerts

Compatible with Apple CarPlay

tomtom

30 sec length
is fine

what if
using the
coloured
version of
the logo??

✦ Iterations and feedback

The video underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

--→ **First Draft**

animated icons to make the video more dynamic

first thing first: show the initial screen of the app

copy about features

screen recording when possible to show the app in use

semi-bold and regular to hierarchize information

Make every turn
with easy lane guidance

Relax
with speed camera alerts

Avoid traffic
with smart routes

exisiting videos from tomtom library

--→ **Second Draft**

maybe better to show the initial screen since the loading phase

brand and product name added

Make every turn
with easy lane guidance

Relax
with speed camera alerts

--→ **Final**

the features are clearer now

who is the target of this app? Better to say it is both for cars and trucks

Tailored navigation app
for car & truck drivers

Clear lane guidance

Complete speed info

78

Legend:

● personal notes

● feedback from the team and personal considerations

tomtom

even though the video is shown in the app page, it is always better to show the brand logo

feedback from the team and personal considerations:

- The video is too fast so that it doesn't allow to have time to read text and watch video at same time

- It doesn't show all the important features of Go Navigation

!!!

make the video longer from 15 sec to 30 sec

feedback from the team and personal considerations:

- It is still no clear what are the main features. Better to edit the copy

new scenes with more features added

Enjoy
the CarPlay feature

Custom
truck routing

Avoid traffic
with smart routes

tomtom

the order of the scenes has changed to have a smoother storyline

instead of a plain background like the current video, background images make the app more real and concrete

Routes around traffic

Apple CarPlay

Vehicle based navigation

Vehicle Profile

tomtom
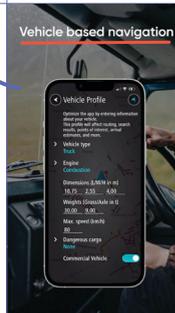
✦ Outcome

During the process, App store has rejected the video file due to the fact that requirements were not matching completely with the video itself. Therefore it has been thought to make a version for Playstore as there are less restrictions in terms of contents and a new version, completely different, for the Appstore.

every scene shows a Google Pixel device instead of a iPhone

!!!

showing the phone in the centre puts emphasis on it and makes it the real protagonist of the scene

in order to obtain a catchy storyline, scenes from reality alternate with scenes of screen recordings

animated icons on the left or right to make the video more dynamic
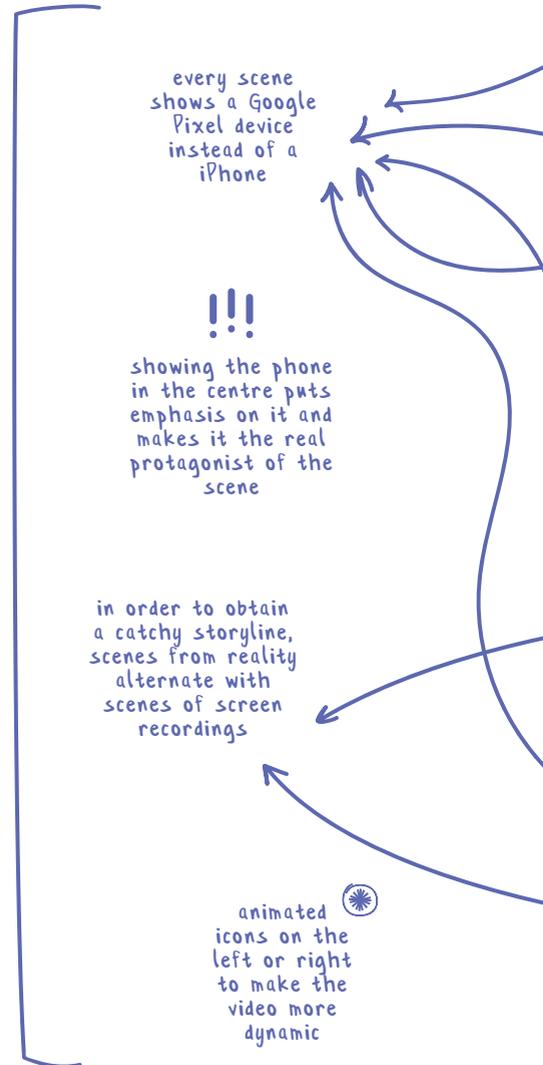
The changes that have been made essentially concerning the changing of devices, from iPhone to Google Pixel, and the feature of Car play into Android auto. Regarding the layout, there have been minor changes, mostly due to the shift from portrait to landscape format, but in general the videos and other visual elements have remained the same.

Playstore version

Tailored navigation app
for car & truck drivers

tomtom
GO Navigation

Tailored navigation app
for car & truck drivers

Clear Lane guidance

Complete speed info

Routes around traffic

Android Auto

Vehicle based navigation

tomtom
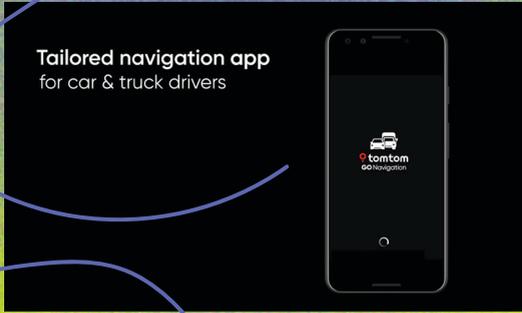
Appstore version

since the Appstore has a lot of requirements it has been decided to use only screen recordings and show the app in use

Tailored navigation app
for car & truck drivers

tomtom
GO Navigation

Enter an address or name
Rotterdam

Rotterdam
Netherlands

Drive

Clear lane guidance

A12 E25

100 81 km/h

Complete speed info

70 83 km/h

N230 Zuilense Ring

70 83 km/h

Routes around traffic

Hoofdweg

s104 Bos en Lomm

Bos en Lommerplein

50 20 km/h

110

Apple CarPlay

190 m

Haarlemmerweg

14:39 1:01 73
arrival hr km

Vehicle based navigation

Vehicle Profile

Optimize the app by entering information about your vehicle.
This profile will affect routing, search results, points of interest, arrival estimates, and more.

Vehicle type
Truck

Engine
Combustion

Dimensions (L/W/H in m)
20 2,55 4,00

Weights (Gross/Axle in t)

Cancel   Done

1   2   3

tomtom

animated icons to make the video more dynamic

!!!

better to avoid to show the phone and focus more on the product in use

✦ Learnings

The Playstore findings show how, once the test was launched in the UK on October 13, it initially performed at the same level as the current video, and then slightly decreased day by day until October 16, when installations slightly increased in number towards the current video. In fact, it can be seen that the installations of the current video are 611 while those of the new video are 595, slightly less than the previous one.

Once 24 days have passed, it is possible to note that the trend of the new video has more or less remained in line with the current one, but still with a slightly lower number of installations, respectively 4085 for the current one and 4021 for the new one.

working time:

four months

tools:

Premiere Pro, Adobe After Effects, Play console, Creatopy

Fig 42:
Playstore findings of the comparison between the current and the new demo videos after the first week and after 24 days

	audience	installers	performance (confidence interval)	
current video	50%	1222	–23,1%	+17,3%
new video	50%	1190		

current video   new video
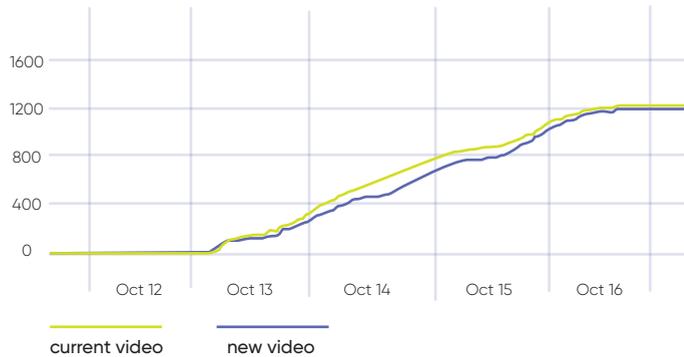
	audience	installers	performance (confidence interval)	
current video	50%	8170	–7,3%	+41%
new video	50%	8042		
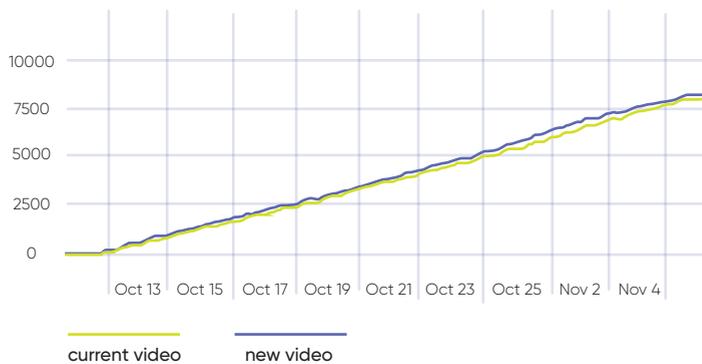
current video   new video

Since a continuous renewal of the app's assets (ASO) is necessary, the decision is to keep it live and scale it to launch it in other countries

!!!

Although the video has not generated a higher number of downloads, it is still a performing video.

83

✦ Scaling

Below there are 15 different translations made with the Creatopy platform that uses .csv files to streamline the process time. On these pages it is possible to see the application of the same process to the demo video made for Appstore.

cz

de

dn

fn

fr

hu

it

nl

no

po

pt

ro

se

sp

tr

cz

de

dn

fn

fr

hu

it

nl

no

po

pt

ro

se

sp

tr

✳ 17. What is the expected impact?

a good App Preview video can increase conversions by up to 25%

✳ 18. What are the next steps?

since there is the need to refresh the contents on playstores for ASO and there were no negative impacts, the videos are going to be updated

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing		●	
2. Possibility of using content for other purposes		●	
3. Asset availability	●		
4. Number of iterations and feedback			●
5. Collaboration with stakeholders	●		
6. Tools used			●
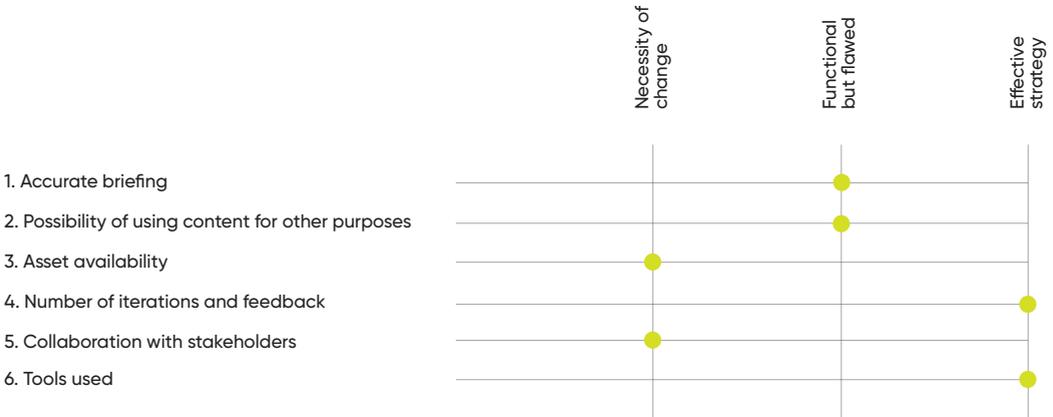
1.

An accurate briefing regarding the creation of assets for the CPP (custom product page) related to Appstore, would have saved time on the first idea, not having to wait for feedback from Apple to make a new product demo video. Certain requirements are not mentioned on the Apple page, but nevertheless constitute a problem that prevents the video from actually being published. It would be useful to have a single person in charge of making assets for both Appstore's CPP and Playstore's CSL (custom store listing).

2.

As much as it is always better to have new assets to optimise and explore new creative barriers for ASO (Strelcova et al., n.d.), the realisation of two completely different demo videos, resulted in more time. However, the style and setting of the video realised for Appstore may already be a starting point for a future Playstore demo.

relevance of the parameter

3.

A better organisation of the assets within the tomtom's library would have allowed the scenes with screen recordings to be realised more quickly. In fact, some screen recordings were not already in the library, and it was therefore necessary to ask for help from a stakeholder outside the Growth team to continue the editing phase.

4.

For this visual experiment, the number of feedbacks obtained, roughly from three people, was sufficient to understand whether the demo video really worked: this prevented the work from slowing down too much by following everyone's opinions and made it possible to fix some scenes, where necessary, in a quicker time.

5.

In this test, the creative team was little involved except for the final approval. As the creative team is the only team in charge of branding, they should be part of the brainstorming phase to have more confirmation of the next steps and avoid making corrections later. However, all the elements used in the video have been in branding from the beginning.
In favour of this point, it is considered useful for the future, the presence of an expert to refer to for branding, such as a graphic designer in the middle between the Creative team and the Growth team. So it is assumed that the Growth team designer and this expert should always be in dialogue from the brainstorming phase to the final check, preventing excessive workloads for the creative team.

6.

What worked well was the use of the Creatopy tool to realise 15 different translations of the demo video in about three working days: in fact, by entering the .csv file into the platform, it was possible to realise the required localisations in just a few steps. Although sometimes limited in the possibility of inserting graphic elements, this kind of tool is fundamental to perform more automatic than creative actions by exploiting AI.

appstore screenshots ✳

2.1 Go Ride

THRILLING ROUTE PLANNING

3 DIFFERENT ROUTING MODES

UP TO 150 WAYPOINTS

BEST IN CLASS TURN-BY-TURN NAVIGATION
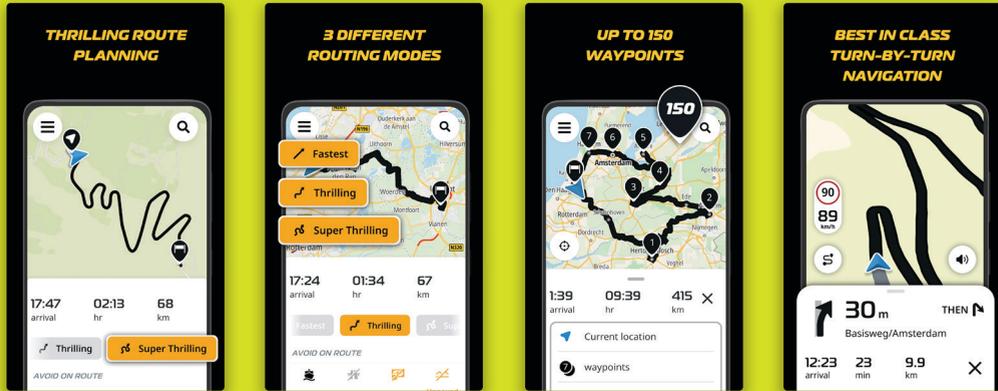
✳ **1. What is the purpose?**

refresh the Playstore screenshots following the stye of Go Navigation screenshots

✳ **3. Is there a theme?**

feature focused: plain background using Go Ride branding elements

✳ **4. What are the features to emphasise?**

like in the current screenshots, the focus is on route planning, routing modes, waypoints, turn-by-turn navigation, routes saving, speed limits, routes sharing and GPX routes importing

✳ **5. Who is the audience?**

motorcyclists, since Go Ride is an app aimed at this target

✳ **6. What is the asset format?**

portrait (1080x1920)

✳ **7. What type of asset should be used?**

screenshots from tomtom library made on purpose for Go Ride

8. Which channels should it be made for?

Playstore

9. What are the specifics?

Playstore: *https://support.google.com/googleplay/android-developer/screenshots*
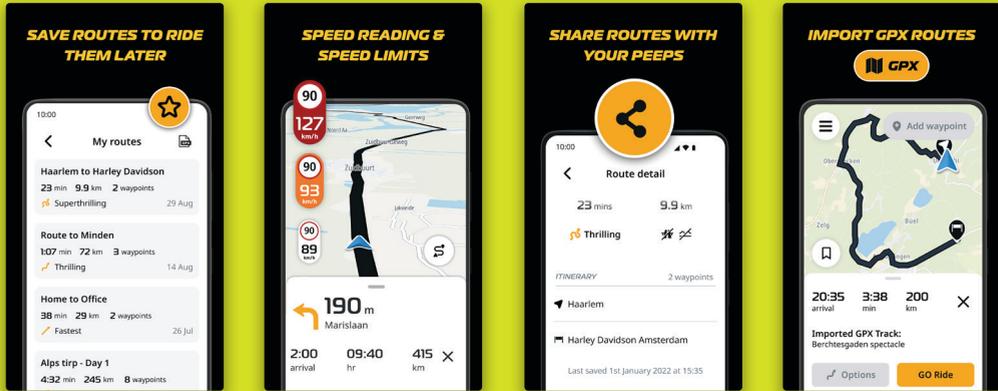
10. Which OS has it to be made for?

Android

11. Is it going to be tested? If so, what is the hypothesis?

yes and the hypothesis is that by using feature focused assets, as it has been done for Go Navigation, there will be an uplift in downloads

12. What is the success metric?

# of new installs

14. Who are the teams involved?

Growth, Creative for design check

⁂ 15. What is my role?

Full ownership of the project

⁂ 16. What do competitor and market analysis show?

In this case, the hypothesis has been determined by the succes of feature focused screenshots of Go Navigation screenshots. It is possible to go through them in the following pages. With regard to competitors, *Calimoto*, *Riser* and *Detecht* have been considered from the ranking of GPS navigation by motorbike.

1. CALIMOTO
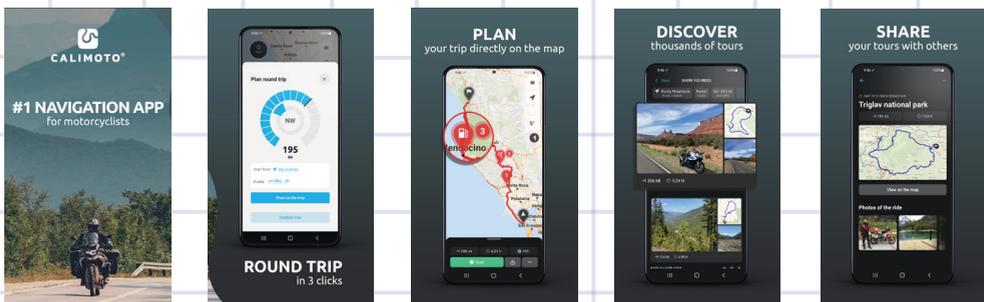
strengths:

• feature focused screenshots to get straight to the point
• every function in use in the app is showed
• highlight on key points

weaknesses:

• no consistency in all of them
• strong claim for positioning

definitely
to avoid

Fig 43:
Screenshots of Calimoto on Playstore

90

3. RISER

strengths:

• feature focused screenshots to get straight to the point *x 2*
• every function in use in the app is showed

weaknesses:

• splitting mockups into different screenshots creates disturbance

no need to try that

Fig 44:
Screenshots of Riser on Appstore

3. DETECHT
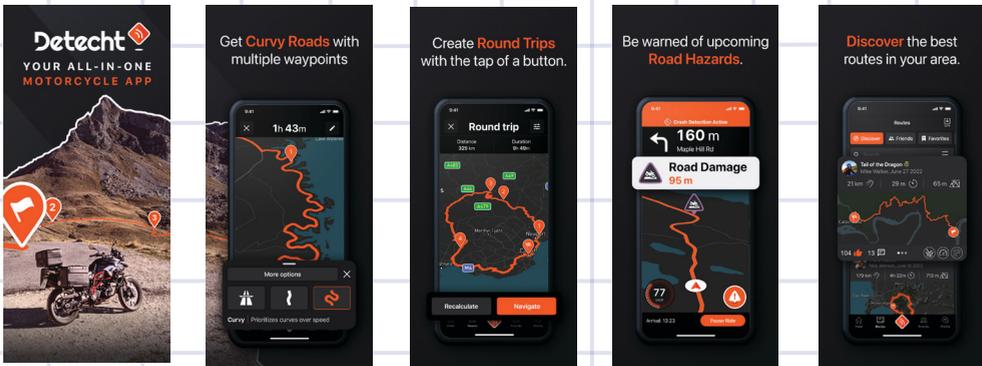
strengths:

• feature focused screenshots to get straight to the point *x 3*
• every function in use in the app is showed
• highlight on key points and copy

no lifestyle screenshots

Fig 45:
Screenshots of DeTecht on Playstore

✦ Design choice

When considering the current Go Ride screenshots it is possible to notice that they follow a lifestyle theme, which, until now, has been in line with the relative target. For a clear understanding, supporting screens can be found below.
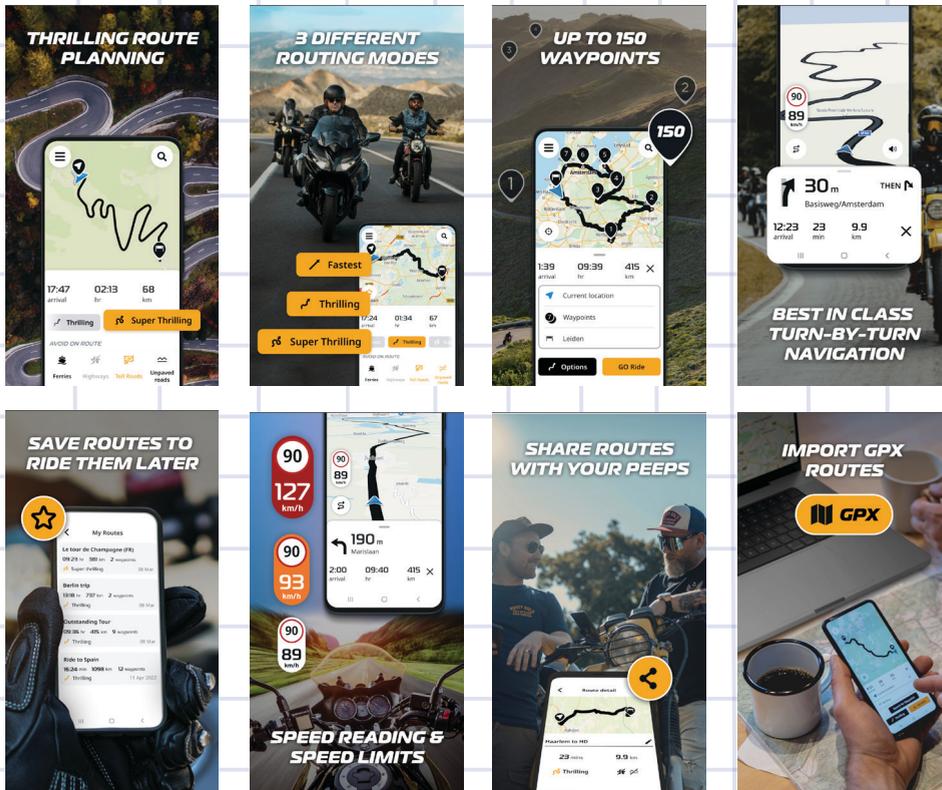
Fig 46:
Current screenshots of tomtom GO Ride on Playstore

PLAYSTORE SCREENSHOTS:

⟶ strengths:

The current screenshots create a link between the feature in consideration and its actual use in reality, making it immediate and clear.

⟶ weaknesses:

There is no consistency in the mockups above: sometimes the whole phone is shown, sometimes only part of it.

is it possible to keep consistency?

THRILLING ROUTE PLANNING

3 DIFFERENT ROUTING MODES

BEST IN CLASS TURN-BY-TURN NAVIGATION

SAVE ROUTES TO RIDE THEM LATER

SHARE ROUTES WITH YOUR PEEPS

IMPORT GPX ROUTES

UP TO 150 WAYPOINTS

SPEED READING & SPEED LIMITS
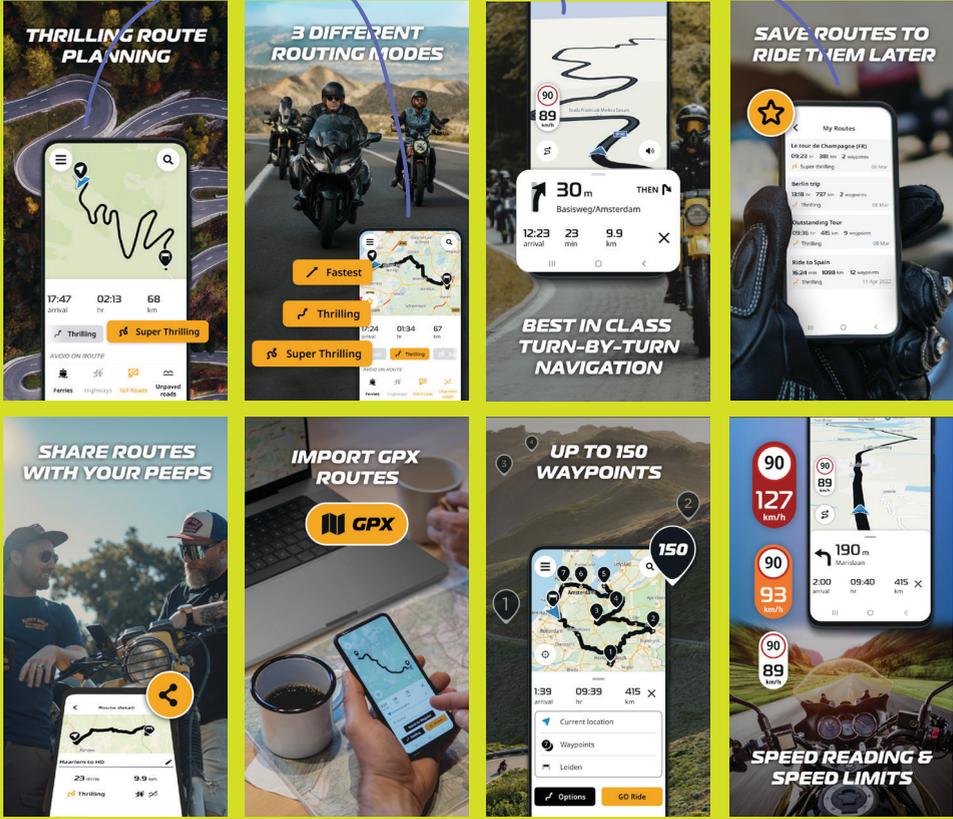
how about avoiding a lifestyle theme?

✳ Go Navigation feature focused screenshots to keep in mind ✳

The aim of the project is to refresh the Playstore screenshots emphasising the feature itself and not what is in the background. Moreover, it has been thought that it is better to maintain consistency in the layout to make reading clearer and more immediate. To achieve this goal, it has been chosen to use a plain background as it is in Go Navigation screenshots and some UI elements to highlight the key points. Only elements from tomtom library have been used to speed up work, saving time and using already high-performance contents.

✦ Iterations and feedback

The screenshots underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

First Draft

THRILLING ROUTE PLANNING

yellow background as it is Go Ride main colour

3 DIFFERENT ROUTING MODES

Go Ride font

UP TO 150 WAYPOINTS

same copy from current ones

BEST IN CLASS TURN-BY-TURN NAVIGATION

exisiting screenshots from tomtom library

Second Draft

THRILLING ROUTE PLANNING

maybe better to emphasise the screenshot

3 DIFFERENT ROUTING MODES

there isn't so much contrast between the UI elements and the background

UP TO 150 WAYPOINTS

BEST IN CLASS TURN-BY-TURN NAVIGATION

Third Draft

yellow copy to make it readable

THRILLING ROUTE PLANNING

a black background helps to have more contrast with the UI elements

3 DIFFERENT ROUTING MODES

UP TO 150 WAYPOINTS

BEST IN CLASS TURN-BY-TURN NAVIGATION

Legend:

- personal notes
- feedback from the team and personal considerations

feedback from the team and personal considerations:

- It isn't clear that the focus should be on the mockups and not on the other UI elements

SAVE ROUTES TO RIDE THEM LATER

are they relevant in this way?

SPEED READING & SPEED LIMITS

where should the focus be?

SHARE ROUTES WITH YOUR PEEPS

IMPORT GPX ROUTES

highlight on key points

feedback from the team and personal considerations:

consistency between the UI elements

- There is still no consistency between the screenshots. The mockups are arranged differently

SAVE ROUTES TO RIDE THEM LATER

SPEED READING & SPEED LIMITS

SHARE ROUTES WITH YOUR PEEPS

IMPORT GPX ROUTES

feedback from the team and personal considerations:

the mockups are on the bottom of the screenshots like the others

- Better to have a sanity check if users understand all the features

SAVE ROUTES TO RIDE THEM LATER

SPEED READING & SPEED LIMITS

SHARE ROUTES WITH YOUR PEEPS

do motorcyclists understand what is this feature about?

IMPORT GPX ROUTES

✦ Outcome

After all the iteration steps, the result achieved can be seen on the next page. It has been tried as much as possible to exploit elements already present in tomtom's library and to give more prominence to the features, always keeping the Go Ride branding in mind.

all the mockups are big enough to show the feature in the clearest way

!!!
a black background makes the feature stand out

all the UI elements do not take attention away from the mockup and emphasise the key points of the feature
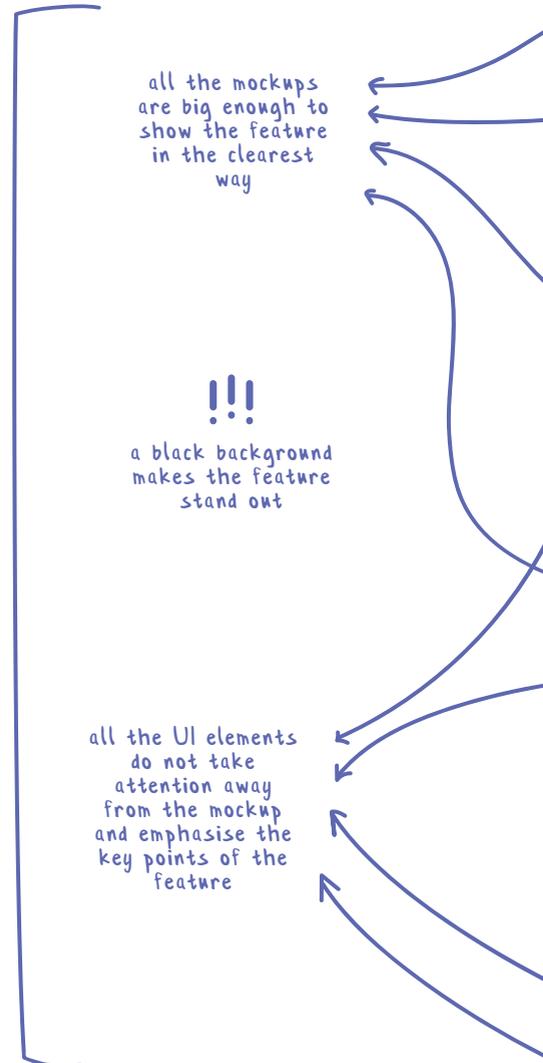
To sum up, the key points were: to emphasise the feature by eliminating a lifestyle background and using a neutral background according to the Go Ride colours; to increase the size of the mockups since they are the real protagonists; to give consistency to the mockups with regard to both layout and UI elements.

Final version

THRILLING ROUTE PLANNING

17:47 arrival | 02:13 hr | 68 km

Thrilling | Super Thrilling

AVOID ON ROUTE

3 DIFFERENT ROUTING MODES

Fastest
Thrilling
Super Thrilling

17:24 arrival | 01:34 hr | 67 km

Fastest | Thrilling | Sup

AVOID ON ROUTE

UP TO 150 WAYPOINTS

150

1:39 arrival | 09:39 hr | 415 km

Current location

waypoints

BEST IN CLASS TURN-BY-TURN NAVIGATION

90 km/h
89

30 m   THEN
Basisweg/Amsterdam

12:23 arrival | 23 min | 9.9 km

SAVE ROUTES TO RIDE THEM LATER

10:00
My routes

Haarlem to Harley Davidson
23 min 9.9 km 2 waypoints
Superthrilling   29 Aug

Route to Minden
1:07 min 72 km 3 waypoints
Thrilling   14 Aug

Home to Office
38 min 29 km 2 waypoints
Fastest   26 Jul

Alps tirp - Day 1
4:32 min 245 km 8 waypoints

SPEED READING & SPEED LIMITS

90
127 km/h

90
93 km/h

90
89 km/h

190 m
Marislaan

2:00 arrival | 09:40 hr | 415 km

SHARE ROUTES WITH YOUR PEEPS

10:00
Route detail

23 mins   9.9 km

Thrilling

ITINERARY   2 waypoints

Haarlem

Harley Davidson Amsterdam

Last saved 1st January 2022 at 15:35

Delete route

IMPORT GPX ROUTES

GPX

Add waypoint

20:35 arrival | 3:38 min | 200 km

Imported GPX Track:
Berchtesgaden spectacle

Options   GO Ride

✦ Learnings

The (Playstore) findings show how, once the test was launched in the UK on August 25, it initially performed at the same level as the current screenshots, and then slightly decreased day by day until September 20, when the test was stopped. In fact, it can be seen that the installations of the current screenshots are 830 while those of the new ones are 676.

	audience	installers
→ current screenshots	50%	830
→ new screenshots	50%	676

current screenshots   new screenshots
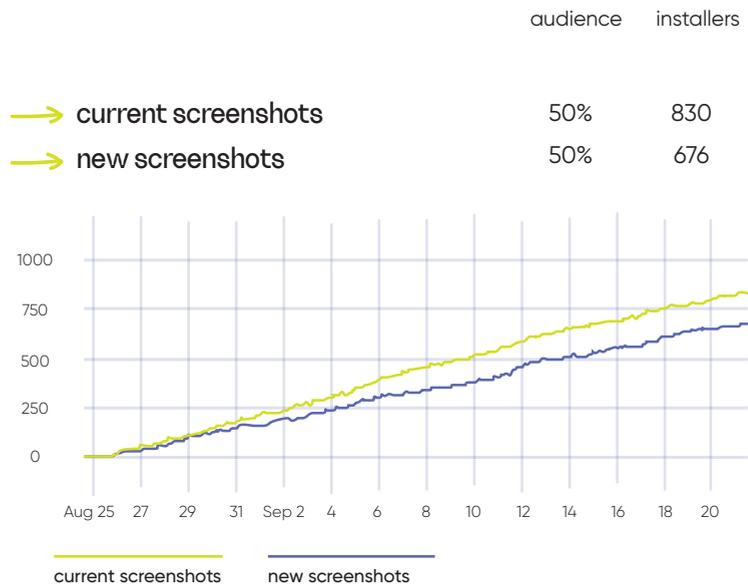
working time:

one week

tools:

Adobe Photoshop, Adobe Illustrator, Play console

Even if a continuous renewal of the app's assets (ASO) is necessary, the performance of these screenshots is too bad to push it live and scale it

!!!

While for Go Navigation feature focused screenshots worked well, for Go Ride lifestyle screenshots work better due to the audience

✸ 17. What is the expected impact?

from Go Navigation screenshots, it has been thought that feature focused screenshots for Go Ride would have generated an uplift in downloads but this result was not achieved. Perhaps it could be because the target audience of Go Ride is different from that of Go Navigation. The lifestyle theme seems to be more appealing, generating more installations.
However, from the market analysis it is to be considered that most competitors follow the option of feature focused screenshots.

✸ 18. What are the next steps?

since the test did not really work and the expected results were not reached, the team will relook at how to optimise these existing screenshots.

Fig 47:
Playstore findings of the comparison between the currrent and the new screenshots for GO Ride

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes	●		
3. Asset availability	●		
4. Number of iterations and feedback			●
5. Collaboration with stakeholders	●		
6. Tools used		●	

1.
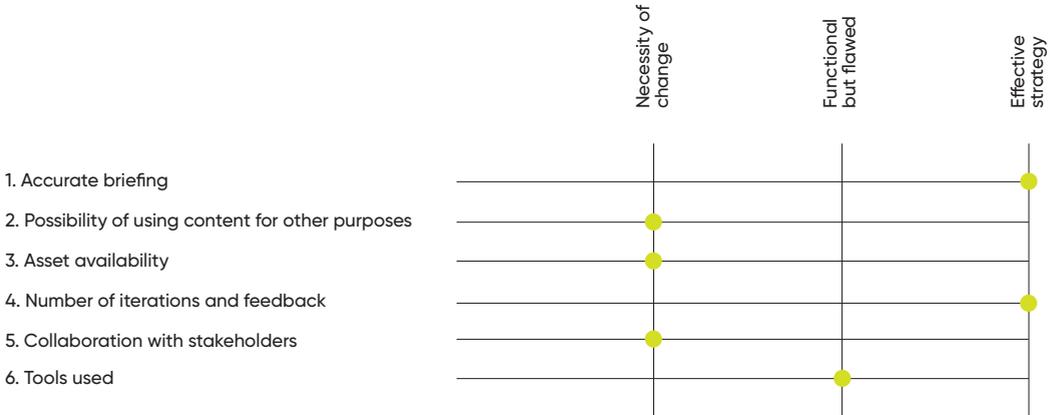
The briefing part was very thorough, reference links were provided to check the Playstore requirements and screenshots to follow as a basis for Go Navigation.

2.

Having to base this test on the performance of the screenshots made for Go Navigation, it is thought that the realisation of a template, exploitable on different occasions, would have made it clearer from the outset what was to be achieved.

3.

Although the test was completed in a short time, finding the necessary content to carry out the test was rather problematic. Since the starting the open file was missing, therefore a new one had to be created from scratch, as well as some UI elements. In addition, it was a bit of a challenge trying to adapt the new mockups to the existing ones, as it is thought it would have been better to start from scratch for the latter as well, rather than exploit the few existing ones. All in all, a better organisation of the material within the library would have made it possible to streamline execution times.

4.

Three iteration phases led to the final definition of the assets. This is considered to be an appropriate number to be able to control the level of the assets without interrupting the work. However, feedback only came from people within the Growth team.

5.

From the very beginning, only the Growth team was aware of the test, which then led to complications with the creative team at the moment of final approval. In fact, the latter was already carrying out a rebranding operation for the entire Go Ride app, so the two projects overlapped without any dialogue. If there had been better communication, there would have been no internal discussions and the end result would probably have performed better.

6.

The tools used, Photoshop and Illustrator, were appropriate for the amount of work of the test.

relevance of the parameter

appstore screenshots ✳

↳ **2.2 coloured background**
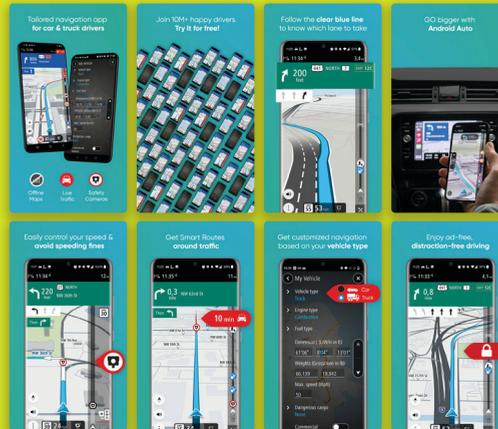
screenshots
for Playstore

✳ **1. What is the purpose?**

change the style of appstore screenshots following the Q4 restyling of performance assets

✳ **4. What are the features to emphasise?**

like in the current screenshots, the focus is on tailored navigation, free trial, lane guidance, integrated navigation, speed limits, routes around traffic, customised navigation and free ads navigation. Moreover, for Appstore there are two more about RouteBar and offline maps.

✳ **6. What is the asset format?**

For Playstore 750x1334 px, while for Appstore 1242x2208 px (5.5'' inch), 1242x2688 px (6.5'' inch) and 1290x2796 px (6.7'' inch).

✳ **7. What type of asset should be used?**

screenshots from tomtom library

✳ **8. Which channels should it be made for?**

Playstore and Appstore

✳ question 2, 3 and 5 were skipped as they are not essential to develop this project

screenshots for Appstore

✳ **9. What are the specifics?**

Playstore: *https://support.google.com/googleplay/android-developer/screenshots*
Appstore: *https://developer.apple.com/app-store/product-page/*

✳ **10. Which OS has it to be made for?**

Android and iOS

✳ **11. Is it going to be tested? If so, what is the hypothesis?**

yes and the hypothesis is that by following the style of performance assets, the appstores presence will be optimised and user acquisition and retention will increase

✳ **12. What is the success metric?**

# of new installs

✳ **13. Is localisation needed? Which countries should it be made for?**

yes if the test performs well. It needs to be made for IT, UK, NL, US, FR and DE

✳ **14. Who are the teams involved?**

Growth, Creative for design check and BUC Product Marketing for translations

✳ 15. What is my role?

Full ownership of the project

✳ 16. What do competitor and market analysis show?

With regard to competitors, *Google Maps*, *Waze* and *Sygic* were considered since they are the most direct because of the features. They all come from the ranking of GPS navigation and maps.

1. GOOGLE MAPS

→ Appstore
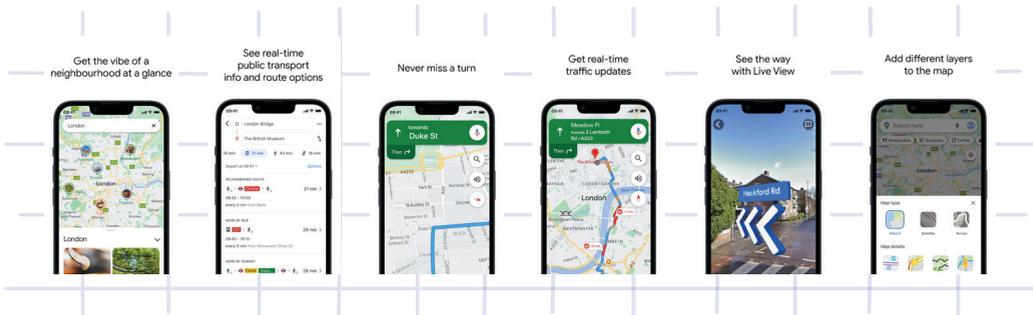
→ Playstore
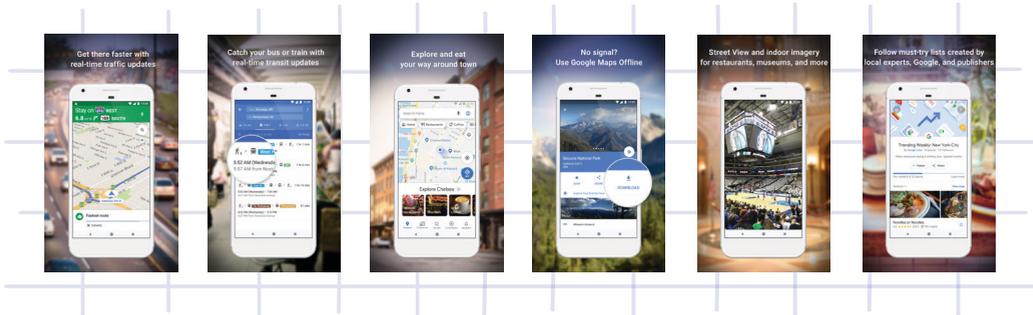
→ strengths:

• feature focused screenshots for Appstore to get straight to the point
• highlight on key points for Playstore

→ weaknesses:

• no weight difference for typeface
• no highlight on key points for Appstore

definitely to avoid

Fig 48:
Screenshots of Google Maps on Appstore

2. WAZE

| Stay on the fastest route with real-time updates | Feel safer on the road with enhanced safety features | Enjoy unique navigation voices & more | Get real-time updates from other drivers | Share real-time updates with other drivers |
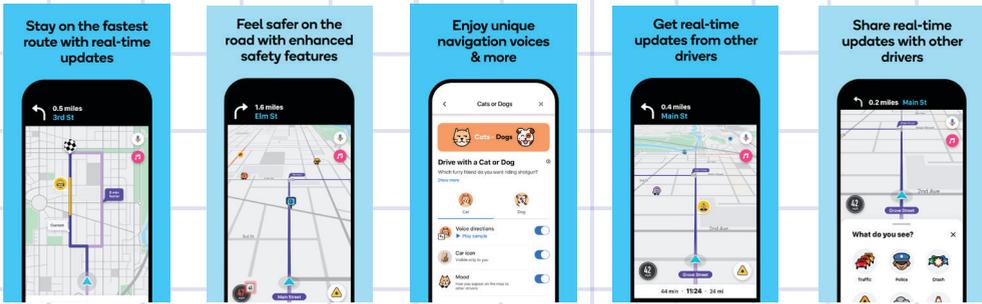
strengths:

• feature focused screenshots for Appstore to get straight to the point   x 2

weaknesses:

• no weight difference for typeface
• no highlight on key points

[improving these will make reading clearer]

Fig 49:
Screenshots of Waze on Appstore

3. SYGIC

| Speed Cameras and Real-time Traffic | Android Auto | Augmented Reality | Live Fuel Prices | Faster Route Assistant |
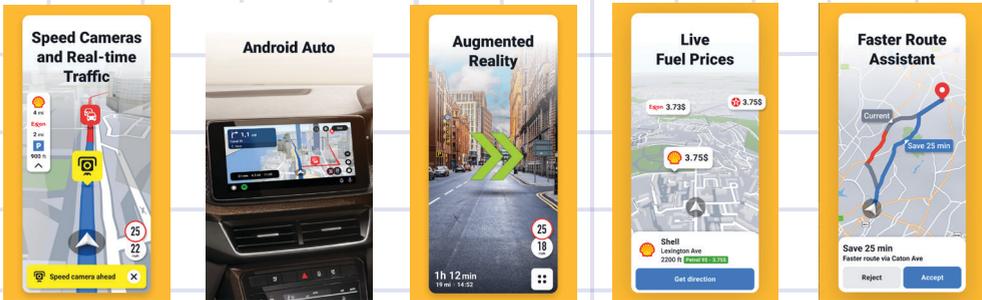
strengths:

• feature focused screenshots for Playstore to get straight to the point   x 3

weaknesses:

• no weight difference for typeface
• the device is not shown

Fig 50:
Screenshots of Sygic on Playstore

✦ Design choice

When considering the current Go Navigation screenshots, they are already clear and readable. From previuos tests, it is also known that they already performed well in terms of installations since they put the focus on the feature itself. For a clear understanding, supporting screens can be found below.

PLAYSTORE SCREENSHOTS:
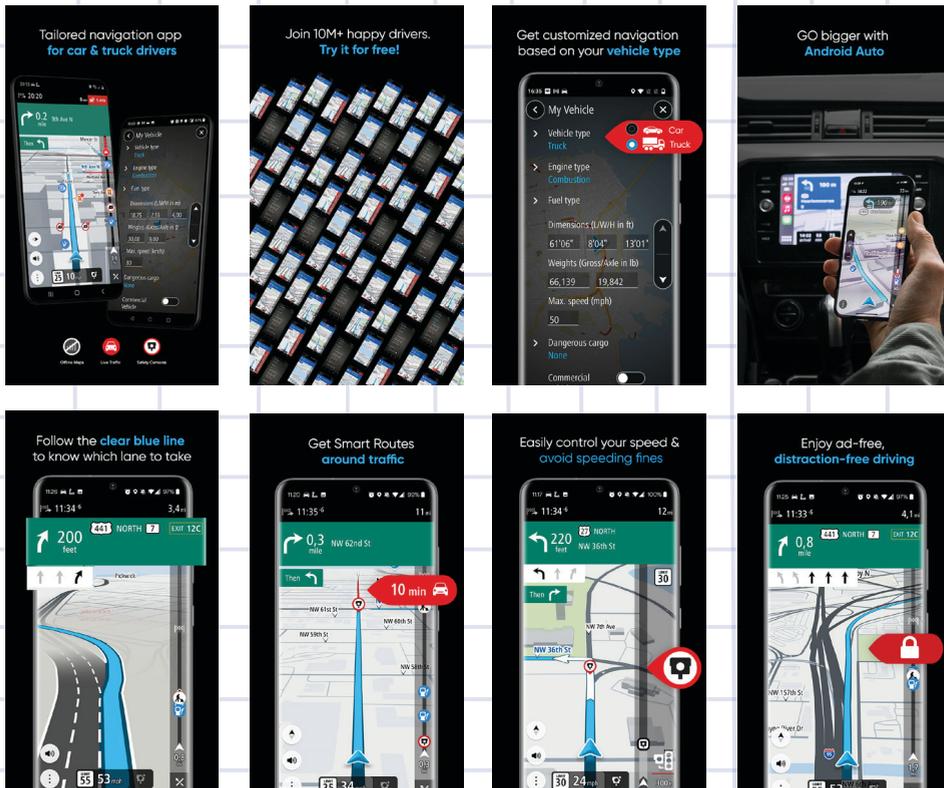
→ strengths:

Thanks to a neutral background, the feature is highlighted and stands out more

→ weaknesses:

The current style deviates slightly from that used for Meta's performance assets

Fig 51:
Current screenshots of tomtom GO Navigation on Playstore

black is the predominant colour

Tailored navigation app
for car & truck drivers

Join 10M+ happy drivers.
Try it for free!

Get customized navigation
based on your **vehicle type**

GO bigger with
Android Auto

Follow the **clear blue line**
to know which lane to take

Get Smart Routes
around traffic

Easily control your speed &
avoid speeding fines

Enjoy ad-free,
distraction-free driving
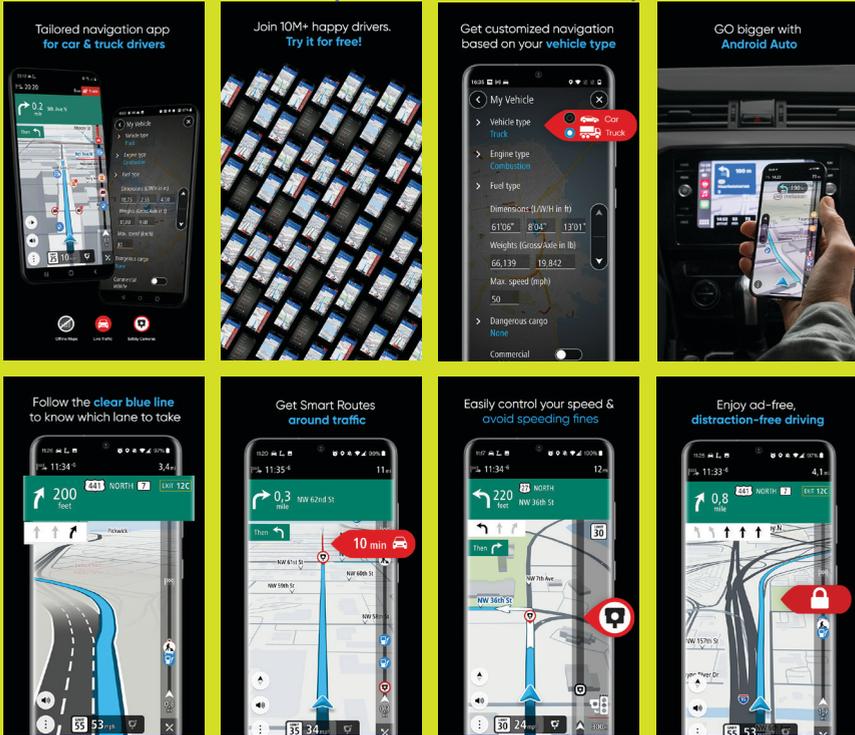
blue-green gradient background

the contrast between these colours is relevant

product and lifestyle focused assets

Heading goes here three lines

CTA button

GO Navigation   tomtom

Subheading
Heading goes here three lines

CTA button

GO Navigation   tomtom

Heading goes here three lines

CTA button

GO Navigation   tomtom

Heading goes here across three lines

CTA button

GO Navigation   tomtom

Meta's performance assets to keep in mind

Despite the fact that the current screenshots are winning assets, the aim of the project is to refresh the appstores screenshots following the same style both for performance assets, templates and screenshots so that the user can easily recognise the link with the tomtom's brand; this association can also lead to more downloads. In addition, considering the templates for performance assets, it is possible to notice the presence of the colour red on a blue-green gradient background: since it generates a relevant contrast, it has been suggested to use it with parsimony.

✦ Iterations and feedback

The screenshots underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

⇢ First Draft

red ellipse like in the performance asset

same copy from current screenshots

exisiting screenshots from tomtom library

⇢ Second Draft

too small, difficult to read

maybe better to use only the blue-green gradient
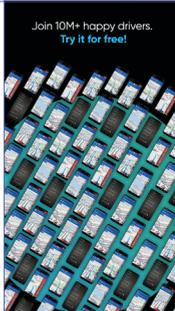
it isn't easy to keep the same layout here

⇢ Final

white copy to make it readable

only blue-green gradient background

better readability

Legend:

• personal notes

• feedback from the team and personal considerations

feedback from the team
and personal considerations:

• The contrast between the gradient background and the red circle generates disturbance
• Too many elements are on the screen so that the focus on the screenshot itself is lost

highlight on key elements

feedback from the team
and personal considerations:

• There is no consistency between the screenshots
• The gradient circle does not add value. In some cases it is misleading

the copy in bold has different colours due to the background

✦ Outcome

After all the iteration steps, the result achieved can be seen on the next two pages. In the end, it has been tried as much as possible to keep the screenshots clean without too many graphic elements that could disturb the attention and at the same time to create an association with performance assets and templates.

all the mockups come from tomtom's library

!!!
a blue-green gradient background to refresh the style of the screenshots and make the user focus on the feature itself

highlights on key elements to direct attention and provide clear indications immediately
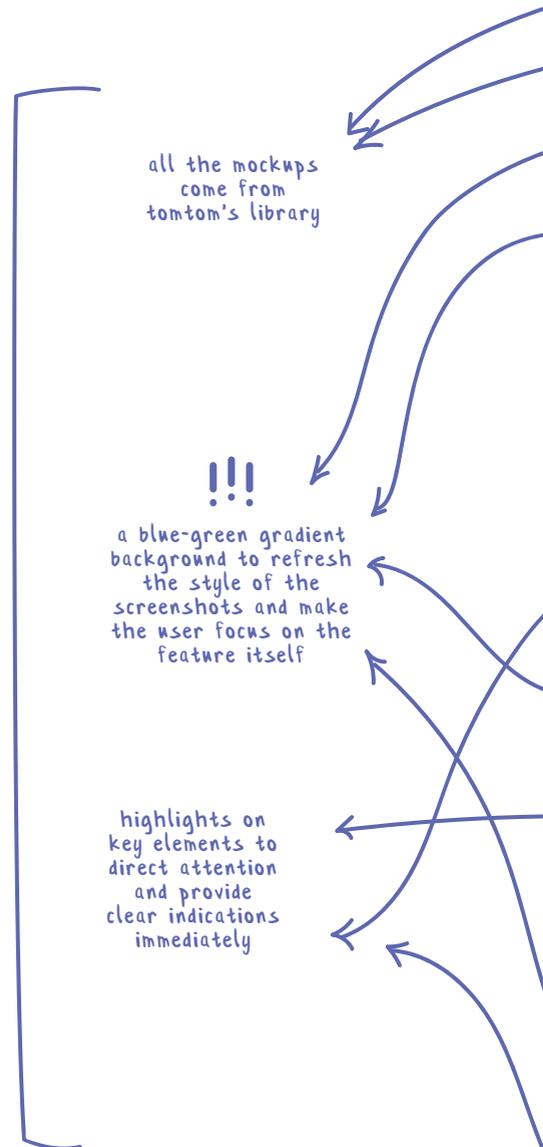
Overall, the design choices behind this project focused on having a neutral background that would recall the new style realised in Q4 with a blue-green gradient and at the same time maintain the winning layout of feature focused screenshots. The same principles have been applied then to Appstore screenshots.

Playstore version

Tailored navigation app
for car & truck drivers

Offline Maps Live Traffic Safety Cameras

Join 10M+ happy drivers.
Try it for free!

Get customized navigation
based on your **vehicle type**

‹ My Vehicle
Vehicle type
Truck
Engine type
Combustion
Fuel type
Dimensions (L/W/H in ft)
61'06" 8'04" 13'01"
Weights (Gross/Axle in lb)
66,139 19,842
Max. speed (mph)
50
Dangerous cargo
None
Commercial

Car
Truck

GO bigger with
Android Auto

Follow the **clear blue line**
to know which lane to take

441 NORTH 7 EXIT 12C
200 feet

Get Smart Routes
around traffic

0,3 mile NW 62nd St
10 min

Easily control your speed &
avoid speeding fines

220 feet NW 36th St
27 NORTH

Enjoy ad-free,
distraction-free driving

441 NORTH 7 EXIT 12C
0,8 mile
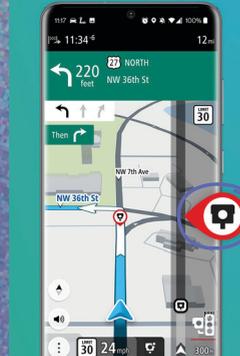
Appstore version

!!!

Appstore requires 10 screenshots rather than 8 as Playstore

these have been realised on Creatopy where is not possible to use bold on certain words. That's the main difference with Playstore screenshots

Tailored navigation app for car & truck drivers

Join 10M+ happy drivers. Try it for free!

Get customised navigation based on your vehicle's type

GO Bigger with Apple Carplay

Know the road ahead with the TomTom RouteBar™

Follow the clear blue line to know which lane to take

Easily control your speed & avoid speeding fines

Get smart routes around traffic with real-time alerts

Save your mobile data with offline maps

Enjoy ad-free, distraction free driving
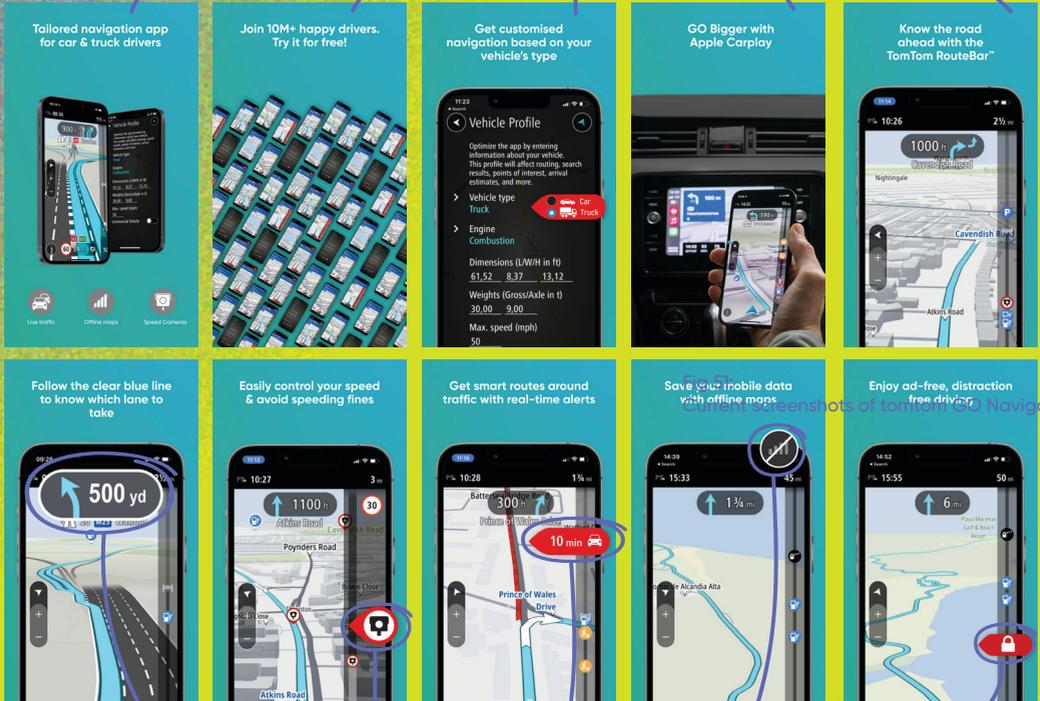
Fig.51
different screenshots of tomtom AGO Navigation on Playstore

highlights on key elements to direct attention and provide clear indications immediately

all the assets kept the blue-green gradient background

✦ Learnings

The Playstore findings show how, once the test was launched in the UK on November 22, for the first few days it did not perform at all, but then it started to achieve better results little by little, almost maintaining the same level of the current screenshots. From the data it is known that on November 28, the number of installations from the new screenshots was slightly more than the current ones, namely 702 for the coloured background against 694 for the black background.

	audience	installers	performance (confidence interval)	
current screenshots	50%	968	−29,4%	+24,8%
new screenshots	50%	950		

	current	694
	new	702

current screenshots   new screenshots

Since a continuous renewal of the app's assets (ASO) is necessary, the decision is to keep it live and scale it to launch it in other countries

Since the beginning the new screenshots have performed as highly as the current

!!!
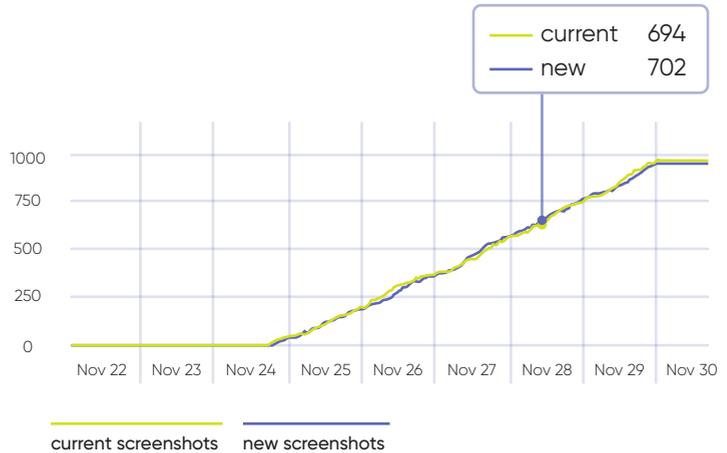
working time:

one month and half

tools:

Adobe Photoshop, Adobe Illustrator, Play console, Creatopy, Figma

Fig 52:
Playstore findings of the comparison between the current and the new screenshots

✦ Scaling

Below there are 6 different translations made with the Creatopy platform that uses .csv files to streamline the process time. On the these pages it is possible to see the application of the same process to the coloured screenshots made for Playstore and Appstore.

PLAYSTORE LOCALISATIONS:

nl

uk

us

fr

de

it

## APPSTORE LOCALISATIONS:

nl

uk

us

fr

de

it
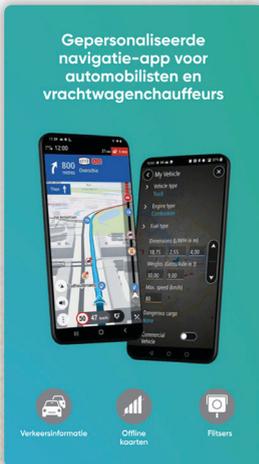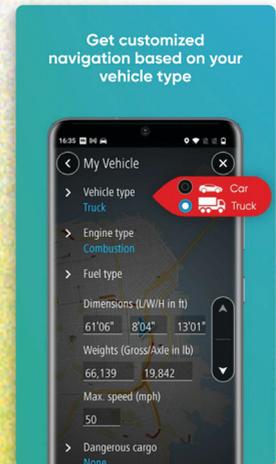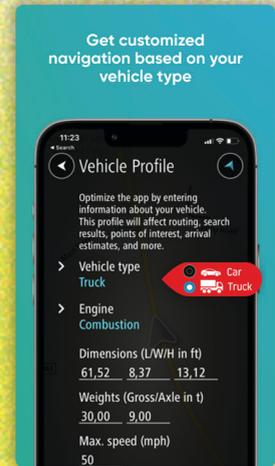
✳ **17. What is the expected impact?**

the user will find a connection between Meta's performance asset and appstores assets which leads him to download the app more willingly

✳ **18. What are the next steps?**

since there is the need to refresh the contents on appstores for ASO the screenshots are going to be updated

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability	●		
4. Number of iterations and feedback		●	
5. Collaboration with stakeholders		●	
6. Tools used			●

1.

The briefing part was very thorough: reference links were provided to check the appstores requirements and screenshots to follow as a basis for Go Navigation. Finding the performance assets was also easy and straightforward as they are in a Figma file accessible to anyone in tomtom

2.

Since this test is the result of combining the style of the performance assets and tomtom's best-performing screenshots, it can be said that a very good mix and match has been carried out in order to obtain functioning and quality assets in a short time. In fact, the aim of creating templates for performance assets was to have a graphical reference layout for any kind of non-organic assets, in this case for the new screenshots of the appstores for Q4, in order not to have to constantly ask the creative team to intervene in the realisation of these. Therefore, in general, using templates really helps in this kind of assets that do not require much creative intervention.

relevance of the parameter

3.

Also for this test, it must be emphasised that the organisation of the files and the retrieval of these turned out to be rather complicated and complex, since the open file of the Playstore was requested from the B2B agency, external to the marketing department, and the open file of the Appstore, on the other hand, had to be reconstructed because it had been lost previously. Furthermore, due to the project's expiry date, which was very close to the start date, the Appstore does not yet have an open file made on Photoshop, like the Playstore's, but rather on Creatopy, which is more complicated to manage when it comes to inserting additional graphic elements. Needless to say, an action in this area is necessary, for example using a platform or server similar to Dropbox, accessible to all, where once uploaded the files can be directly updated without having to continually download and re-upload them once finished

4.

Although trying to set a maximum number of 3 iterations, since these were the new screenshots for the appstores a lot of feedback was received regarding the test. The most relevant ones were presented and those that were subsequently pursued, relating to the growth team and the creative team. All others were temporarily left out as otherwise the fine-tuning work would have gone on indefinitely. A big lesson was to select the most relevant feedback and make own decisions to pursue where comments were simply a way of expressing a subjective point of view from somebdy outside the project

5.

The collaboration with the different stakeholders, Growth team, Creative team and BUC, was correctly established for this test. However, the creative team was only updated on the stylistic choices at the end.

6.

The use of the Creatopy tool to realise 6 different translations of the screenshots for both appstores has helped to speed up the work: in fact, by entering the .csv file into the platform, it was possible to realise the required localisations in just a few steps. Although sometimes limited in the possibility of inserting graphic elements, this kind of tool is fundamental to perform more automatic than creative actions through AI.

appstore screenshots ✳

↳ 2.3 winter theme
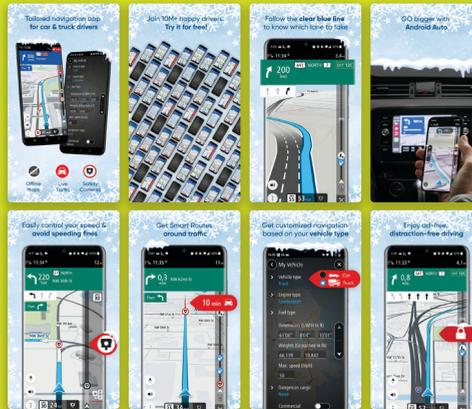
screenshots for Playstore

✳ **1. What is the purpose?**

update the style of appstore screenshots following the winter season

✳ **3. Is there a theme?**

yes, to use UI elements to make a winter edition of the screenshots

✳ **4. What are the features to emphasise?**

like in the current screenshots, the focus is on tailored navigation, free trial, lane guidance, integrated navigation, speed limits, routes around traffic, customised navigation and free ads navigation. Moreover, for Appstore there are two more about RouteBar and offline maps.

✳ **6. What is the asset format?**

For Playstore 750x1334 px, while for Appstore 1242x2208 px (5.5'' inch), 1242x2688 px (6.5'' inch) and 1290x2796 px (6.7'' inch).

✳ **7. What type of asset should be used?**

screenshots from tomtom library

✳ **8. Which channels should it be made for?**

Playstore and Appstore

✳ question 2 and 5 were skipped as they are not essential to develop this project

screenshots for Appstore

9. What are the specifics?

Playstore: *https://support.google.com/googleplay/android-developer/screenshots*
Appstore: *https://developer.apple.com/app-store/product-page/*

10. Which OS has it to be made for?

Android and iOS

11. Is it going to be tested? If so, what is the hypothesis?

yes and the hypothesis is that by changing the background into a winter theme during the winter season they will have a positive impact on GO Navigation installs

12. What is the success metric?

of conversion installs

13. Is localisation needed? Which countries should it be made for?

yes if the test performs well. It needs to be made for IT, UK, NL, US, FR and DE

14. Who are the teams involved?

Growth, Creative for design check and BUC Product Marketing for translations

✳ **15. What is my role?**

Full ownership of the project

✳ **16. What do competitor and market analysis show?**

No market research was carried out for this project. Having already done the same test last year and having received a high number of installations (+6,2%), it was decided to repeat the test for this year

✦ **Design choice**

Last year, the screenshots tested had a white background, as can be seen below.

PLAYSTORE SCREENSHOTS:
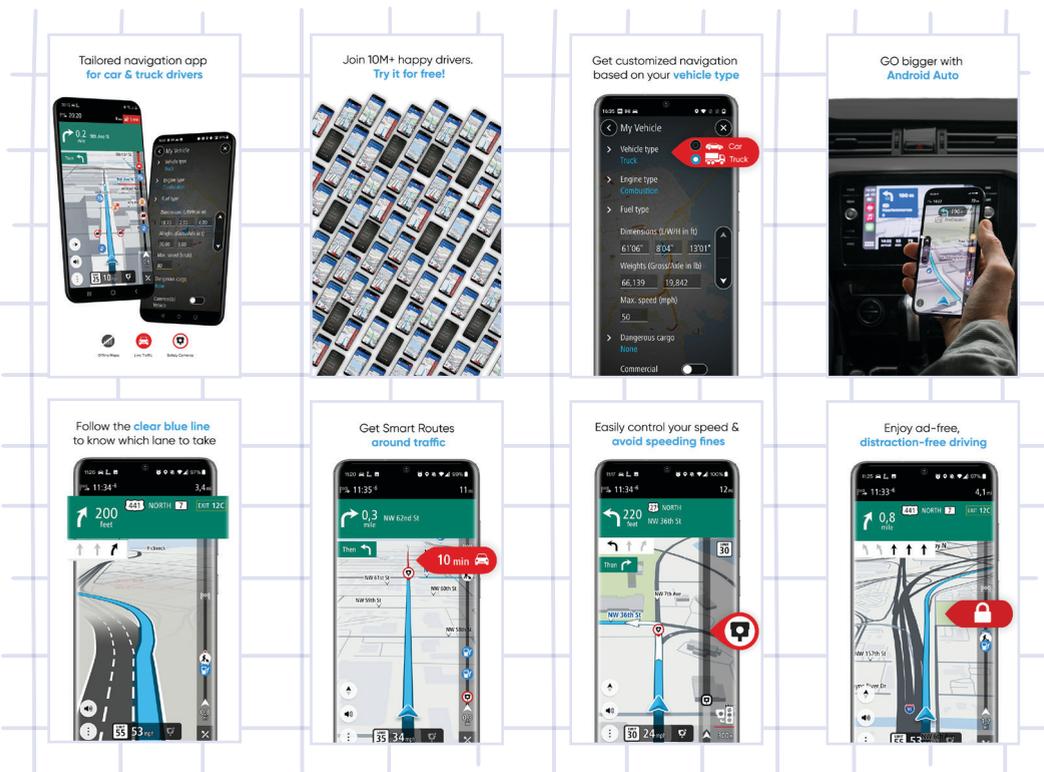
➤ **strengths:**

The white colour reminds the winter season

➤ **weaknesses:**

Some UI elements could have been used to support the creative idea

white is the predominant colour
due to the winter season theme

Tailored navigation app
for car & truck drivers

Join 10M+ happy drivers.
Try it for free!

Get customized navigation
based on your **vehicle type**

GO bigger with
Android Auto

Follow the **clear blue line**
to know which lane to take

Get Smart Routes
around traffic

Easily control your speed &
avoid speeding fines

Enjoy ad-free,
distraction-free driving
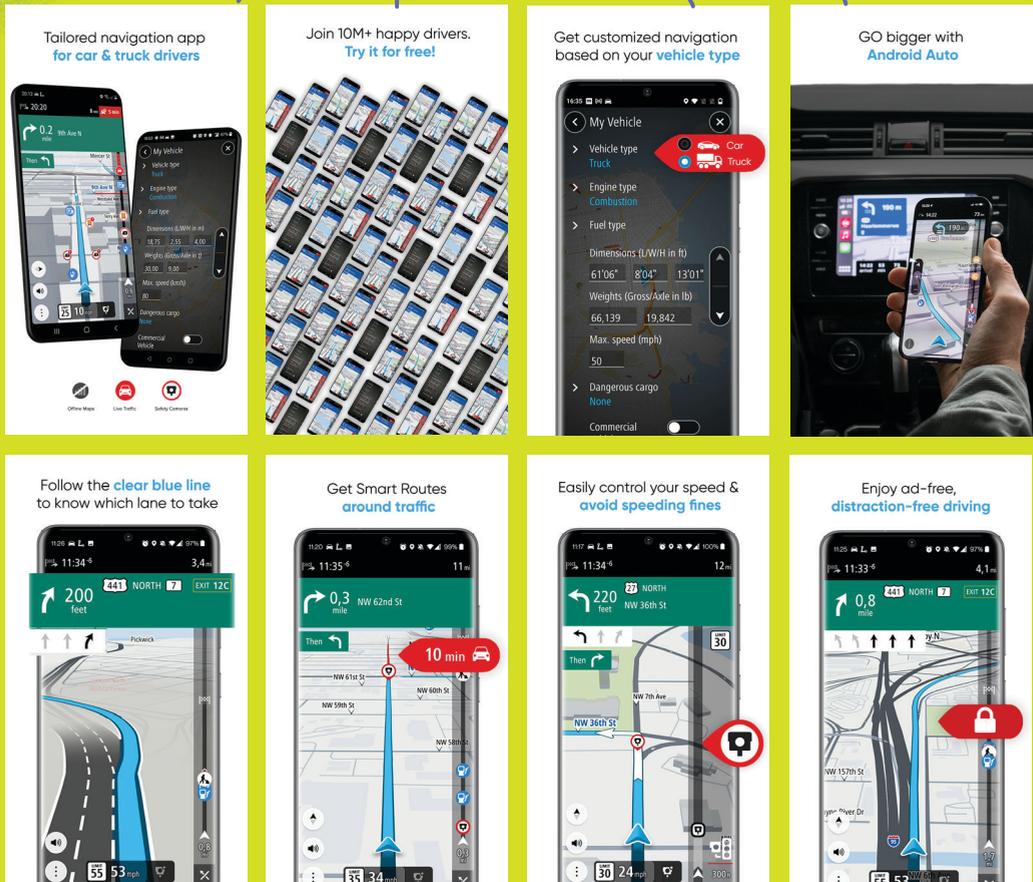
only the colour of the background has
changed from the always-on screenshots

the copy in bold has
been kept with the
light-blue colour

Following last year's test win, the aim of this test is to refresh the appstores
screenshots for the winter season, maintaining the winter/Christmas theme, trying
to add where necessary or possible, some UI elements .
The same mockups from tomtom library have been used to speed up work, saving
time and using already high-performance contents. Therefore, what needed to be
changed was essentially the background.

Fig 53:
Old winter theme screenshots of tomtom GO Navigation on Playstore

✦ Iterations and feedback

For this test three concepts were made: developing them on just one screeenshot would has speeded up the work. The proposals can be found below:

⇢ Draft 1

Follow the **clear blue line** to know which lane to take

the white colour for the copy doesn't allow a good reading

winter theme with snow and trees in the background

feedback from the team and personal considerations:

• The contrast between the background and the white copy generates disturbance

all the mockups have additional UI elements that suggest the winter theme

⇢ Draft 2

Join 10M+ happy drivers. **Try it for free!**

the copy stays the same

too much related to Christmas?

feedback from the team and personal considerations:

• The presence of many decorations draws the attention away from the main subject, which is the mockup

screenshots from tomtom's library have been used as a basis

⇢ Draft 3

Tailored navigation app for car & truck drivers

winter UI elements to remind the winter theme

better readability than before

Legend:

● personal notes

● feedback from the team and personal considerations

✦ Outcome

→ Playstore version

Tailored navigation app
for car & truck drivers

Offline
Maps

Live
Traffic

Safety
Cameras

Join 10M+ happy drivers.
Try it for free!

Get customized navigation
based on your **vehicle type**

GO bigger with
Android Auto

Follow the **clear blue line**
to know which lane to take

Get Smart Routes
around traffic

Easily control your speed &
avoid speeding fines

Enjoy ad-free,
distraction-free driving

Overall, the choice has been easy: in the end, it has been tried as much as possible to keep the screenshots clean without too many graphic elements that could disturb the attention, using the better developed winter theme that somehow is "on brand" with TomTom guidelines.

Appstore version

these have been realised on
Creatopy where is not possible
to use bold on certain words.
That's the main difference
with Playstore screenshots

!!!

Appstore
requires 10
screenshots
rather than 8
as Playstore

Tailored navigation app for car & truck drivers

Join 10M+ happy drivers. Try it for free!

Get customised navigation based on your vehicle's type

GO Bigger with Apple Carplay

Know the road ahead with the TomTom RouteBar™

Follow the clear blue line to know which lane to take

Easily control your speed & avoid speeding fines

Get smart routes around traffic with real-time alerts

Save your mobile data with offline maps

Enjoy ad-free, distraction free driving

highlights on key elements to direct attention
and provide clear indications immediately

124
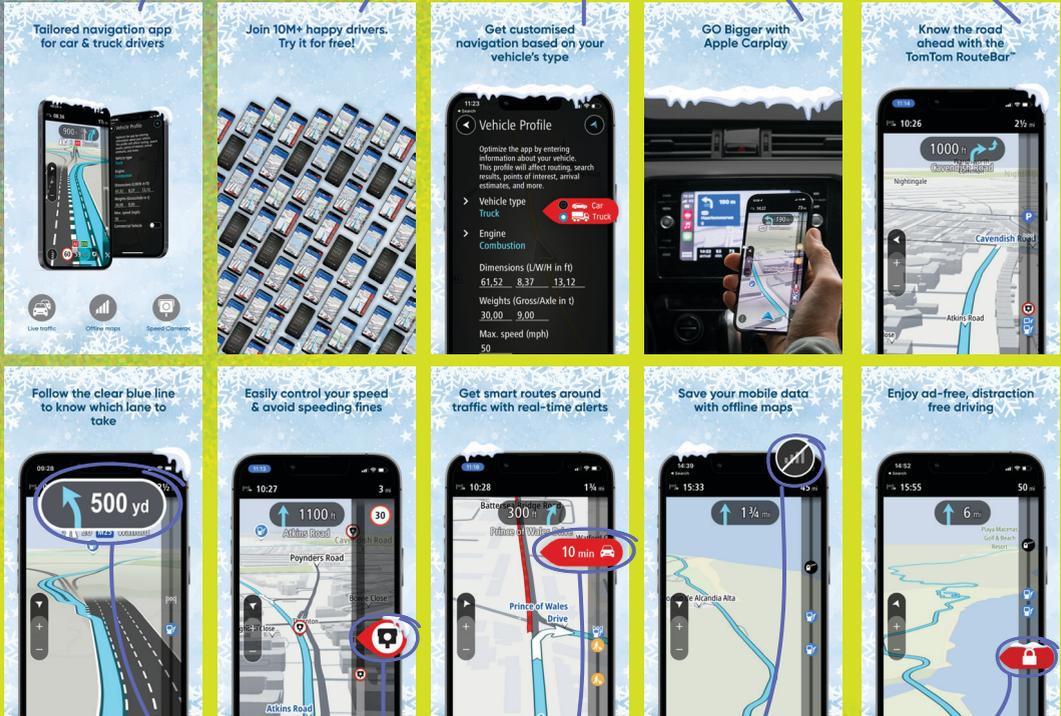
✦ Learnings

The Playstore findings show how, once the test was launched on January 2024, the two different screenshots almost maintained the same level of installers until the end of February. From the data it is known that on March, the number of installations from the winter theme screenshots was slightly more than the current ones, namely 14.338 for the winter theme ones against 13.892 for the current ones.

	audience	installers	performance (confidence interval)	
current screenshots	50%	13.892	–3,5%	+10,6%
winter theme screenshots	50%	14.388		

current screenshots   winter theme screenshots
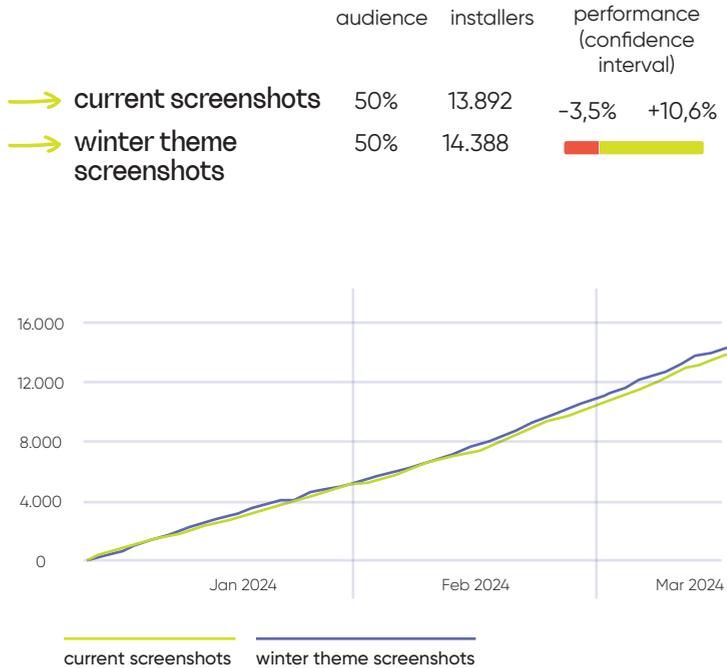
working time:

one week

tools:

Adobe Photoshop, Adobe Illustrator, Creatopy

Fig 54:
Playstore findings of the comparison between the current and the new winter theme screenshots

✦ Scaling

Below there are 6 different translations made with the Creatopy platform that uses .csv files to streamline the process time. On the these pages it is possible to see the application of the same process to the winter theme screenshots made for Playstore and Appstore.

PLAYSTORE LOCALISATIONS:

nl

uk

us

fr

de

it

APPSTORE LOCALISATIONS:

nl

uk

us

fr

de

it
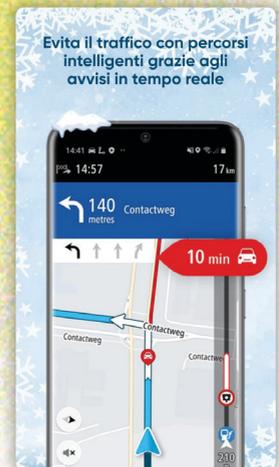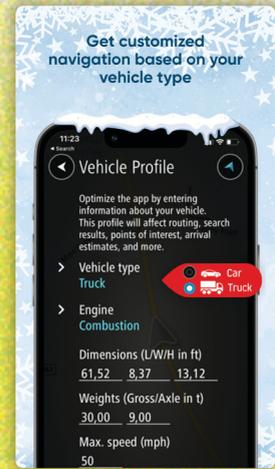
✳ **17. What is the expected impact?**

a constant update of the assets in the appstores which will result in an increase in installations

✳ **18. What are the next steps?**

since there is the need to refresh the contents on appstores for ASO the screenshots are going to be updated

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability	●		
4. Number of iterations and feedback			●
5. Collaboration with stakeholders		●	
6. Tools used			●

1.

The briefing part was very thorough: reference links were provided to check the appstores requirements and screenshots to follow as a basis for Go Navigation.

2.

Considering that these assets were created on the basis of existing screenshots, it will also be possible in the future, for the coming winter season, to rethink slightly modifying the background in order to have assets that still perform according to the ASO rules. This process can also be carried out for the spring or summer season, depending on the needs and tests to be carried out.

3.

Since this test was carried out later than the previous one (→ see coloured screenshots), finding the files was less difficult than usual, but only by luck since the tests were carried out more or less at the same time. Therefore, it is recommended to reorganise the tomtom libraries in order to facilitate access to the files, also by better renaming.

4.

Although less feedback than usual was obtained, approximately 2, this allowed for a faster time for the launch of the assets with only one week left. Regarding the iteration process, this was replaced by the presence of three different concept proposals. Although the process was slightly different than usual, the test was nevertheless completed

5.

For this test, it was decided to maintain close contact exclusively with members of the Growth team. Once the desired result was achieved, it was then shared with the creative team for a final check and approval. In the brainstorming phase, however, the creative team was involved in order to have a clearer idea of what was to be achieved.

6.

The use of the Creatopy tool to realise 6 different translations of the screenshots for both appstores has helped to speed up the work: in fact, by entering the .csv file into the platform, it was possible to realise the required localisations in just a few steps. Although sometimes limited in the possibility of inserting graphic elements, this kind of tool is fundamental to perform more automatic than creative actions through AI.

relevance of the parameter

3. appstore header *

✳ **1. What is the purpose?**

make the product page header less anonymous

✳ **2. What is the message to communicate?**

explaininig the functionalities of the app and its premium features that make Go Navigation stands out in the field of navigation

✳ **3. Is there a theme?**

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation

✳ **6. What is the asset format?**

image, 4320x1920 px. Apple requires also the Photoshop working file

✳ **7. What type of asset should be used?**

logo and icons from tomtom library

✳ **8. Which channels should it be made for?**

Appstore

question 4, 5, 12, 13 and 17 were skipped as they are not essential to develop this project

✳ 9. What are the specifics?

Appstore: *https://help.apple.com/asc/appspromoart/#/itc8ff78da56*

✳ 10. Which OS has it to be made for?

iOS

✳ 11. Is it going to be tested? If so, what is the hypothesis?

no, due to App Store requirements

✳ 14. Who are the teams involved?

Growth and Creative for design check

✳ 15. What is my role?

Full ownership of the project

16. What do competitor and market analysis show?

With regard to competitors, the majority present a header, although not all are significant. On these pages, *Google Maps*, *Moovit*, *Mapstr*, *Transit* and *Coyote* were analysed, as they feature in the ranking of the best navigation apps. Only the Appstore has been taken into consideration.

1. GOOGLE MAPS

15:12   50⚡

Google Maps

⟶ strengths:

• clear and simple
• the logo is well included among the illustrations
• every icon shows the key features of the app

it's clear POIs are a strong suit of the app

Fig 55:
Appstore header of Google Maps

2. MOOVIT

17:15   99⚡

moovit

⟶ strengths:

it's about the means of transport

• simple and effective
• every icon shows the key features of the app

⟶ weaknesses:

• the background is not really visible

Fig 56:
Appstore header of Moovit

3. MAPSTR

strengths:

• simple and effective
• icons show the key feature of the app — POIs
• map in the background to remind it's related to navigation

Fig 57:
Appstore header of Mapstr

3. TRANSIT

strengths:

• the background suggest it's an app related to maps

weaknesses: — better to avoid

• key features are not underlined
• the logo is not well included

Fig 58:
Appstore header of Transit

4. COYOTE

strengths:

• the icons suggest it's a navigation app and the related features

weaknesses:

• the background is a bit dark so map recognition is not immediate
• the logo is not well included

Fig 59:
Appstore header of Coyote

✦   Design choice

When considering the current header of tomtom, a new version is essential because to date it does not bring the features of Go Navigation to life; moreover it seems very anonymous. For a clear understanding, supporting screenshots can be found below.
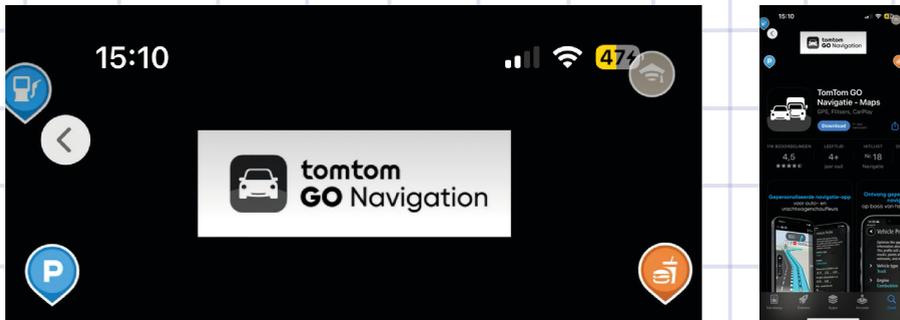
⟶ strengths:

the use of black as main colour is on "brand"

⟶   weaknesses:

•POIs seem to be the most important feature of the app since they are the only elements present in the scene
• the app's logo in the header is different from the currrent Go Navigation logo
• the white tag in the middle does not add value to the header in general

Fig 60:
Current Appstore header of tomtom GO Navigation

POIs seem to be the most important or even the only feature present in the app
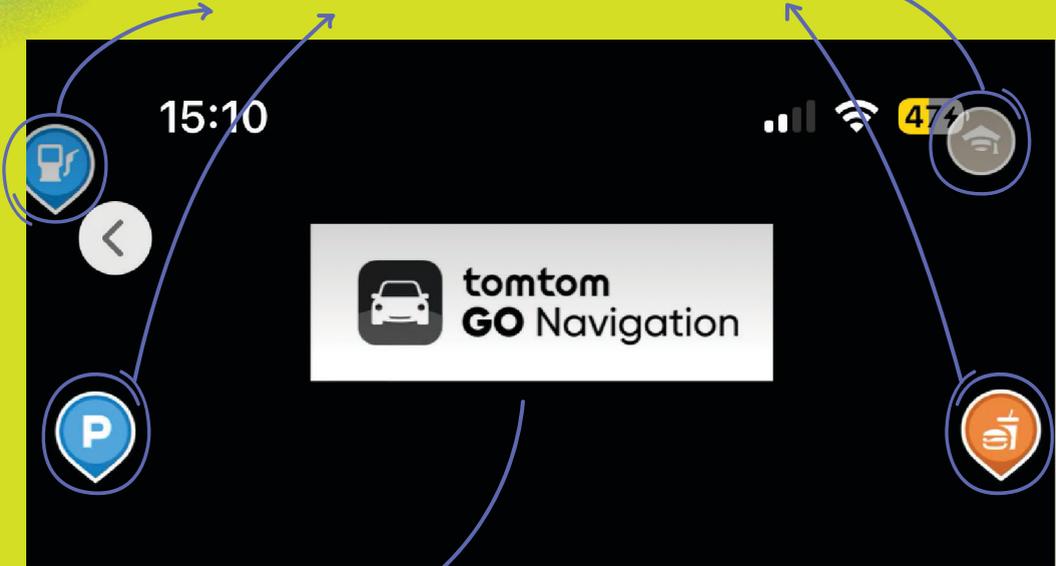
the logo is the old one which makes the user confused

! definitely to avoid to use tags behind the logo

❋ previous attempts that have been rejected by the Appstore ❋

The aim of the project is to make the Appstore header less anonymous and let it stand out among other navigation apps. The message that needs to be conveyed is explaininig the functionalities of the app and its premium features: to achieve this goal, icons and other UI elements from the app have been used but not focusing too much only on POIs, since the app is not only about them. Moreover, it has been thought to add a map on the background to remind the user that the app is about navigation. Some examples of competitors have been taken into consideration.

✦ Iterations and feedback

The header underwent an improvement process through the feedback received from the teams involved. The most relevent iteration phases can be found below:


⇢ First Draft

old logo

not centered

exisiting icons from tomtom library with on brand colours

map in the background with a gradient to let icons pop out more

even if the lane guidance is showed, it seems that POI are still the key feature

---

⇢ Third Draft

pin from tomtom logo

is it confusing to have two different logos?

! it isn't wrong but it's still anonymous and doesn't really show it's a navigation app

UI elements from the drop-down menu of the app

⇢ Fifth Draft

map in the background to show it's a navigation app

what if using a blur in the background?

current Go Navigation logo

is it clear it's an app by tomtom?

UI elements from the app

Legend:

● personal notes

● feedback from the team and personal considerations

◅┅╳┅► Second Draft

old logo

too many elements on the screen that make users loose attention on the screenshots

the illustrations are not on brand and can't be used for Go Navigation

illustrations from tomtom library to keep it user-friendly

◅┅╳┅► Fourth Draft

the style seems a bit old

old logo

too many elements on the screen that make users loose attention on the screenshots
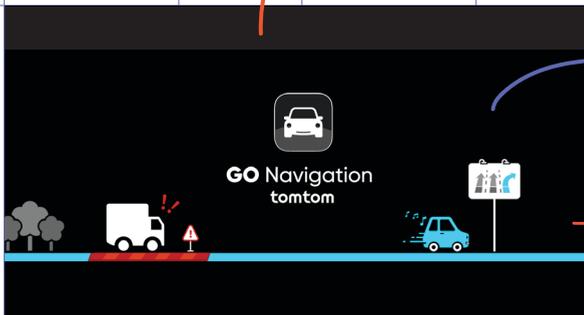
illustrations from tomtom library to keep it user-friendly

this is very similar to a previous attempt which has already been rejected so better to change the style

---

◅┅╳┅► Final

very soft dark blur between the map and the logo

Tom Tom logo

like in the example of some competitors, the icons on the road add liveliness to the map in the background

✦ Outcome

After all the iteration steps, the result achieved can be seen on the next page. In the end, it has been tried as much as possible to keep the header <u>clean</u> without too many graphic elements that could disturb the <mark>attention.</mark>

tomtom logo in the header and Go Navigation as app logo to remind it's an app by tomtom

!!!

icons from the app have been used to suggest it's a navigation app

map with a blur in the background
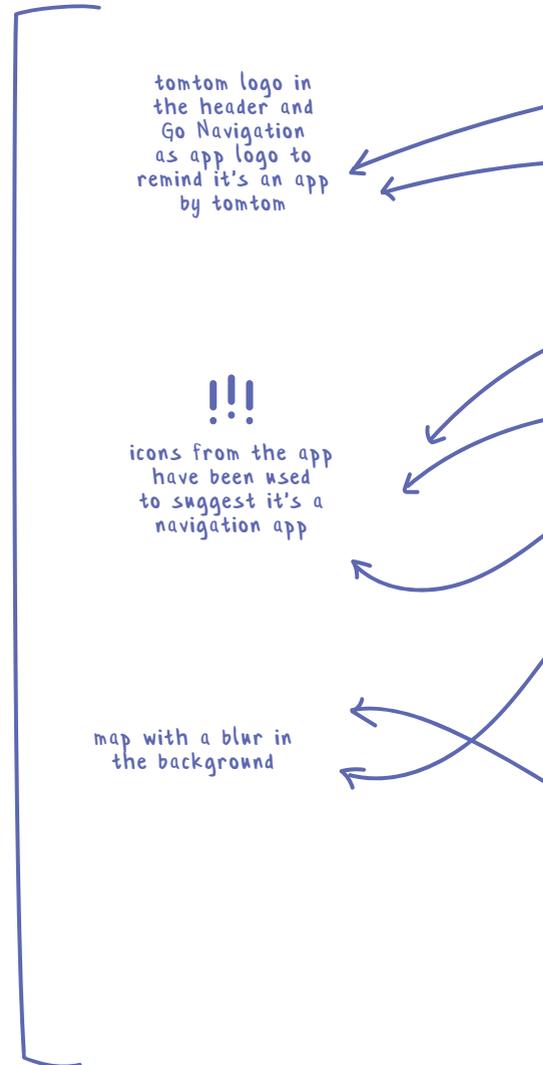
Starting from the basis of the <u>discarded headers</u>, numerous attempts were made to reach the final result. Although the requirements were consulted, they were unclear, and in order to avoid wasting time waiting for approval from the appstore, it has been tried as much as possible to pursue simplicity, enhance tomtom name and suggest that the app is a navigation app.
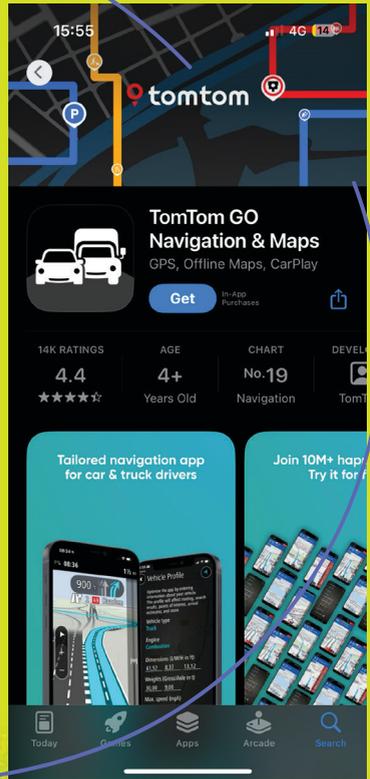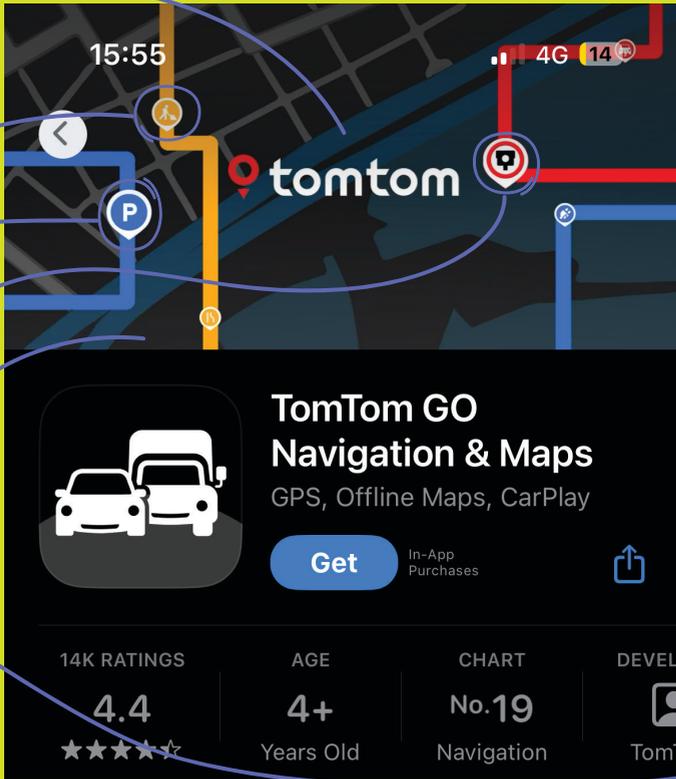
✦ Learnings

This experiment was essentially carried out to replace an old and outdated element. There are therefore no learnings as it was not compared with anything, nor did it undergo a quality test. In fact, it cannot even be called a real experiment, but more a project to make nicer the UI of the product page on the Appstore (CPP).

working time:

one month

tools:

Adobe Photoshop, Adobe Illustrator

✳ 18. What are the next steps?

since it was necessary to change the header because it did not help th app to stand out, once it approved by the Appstore it will be immediately replaced

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing	●		
2. Possibility of using content for other purposes		●	
3. Asset availability		●	
4. Number of iterations and feedback	●		
5. Collaboration with stakeholders			●
6. Tools used		●	
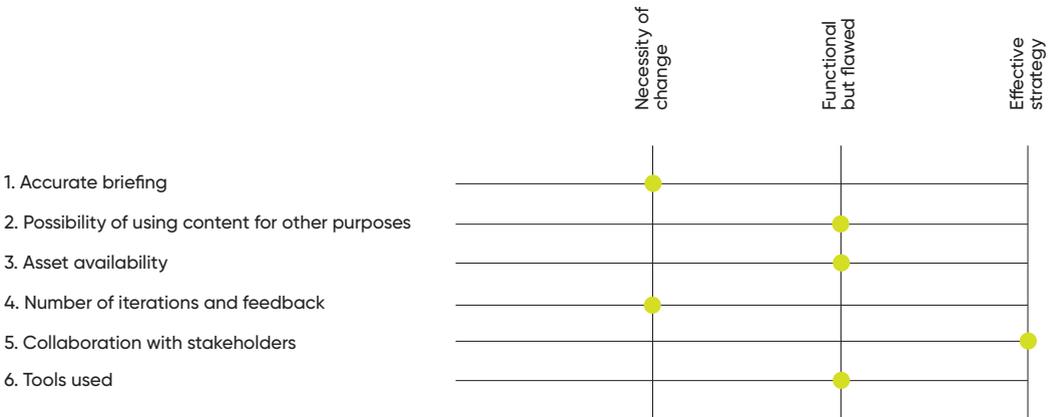
1.

For this project, the briefing questions were not enough: they are quite in-depth and range over various areas, but as this was one of the first tests tackled, the answers obtained were rather vague. In fact, this resulted in very long lead times, not only because of the initial doubt as to where to start, but also because the style to be pursued was unclear. On the pages in which the various iteration steps were presented, some steps were omitted, as they were very distant from what was to be achieved and not really in keeping with the requirements of the Appstore. In addition, only at a later stage were the previous attempts shown, which could have been done previously in order to have in mind what needed to be avoided. Gathering all the knowledge from previous tests into a deck to easily demonstrate what might or might not work, according to past experience, would have speeded up the work.

2.

Although they were discarded, all the concepts produced for the header in question can be used as inspiration for future assets. In fact, the .ai file was used as a playground, but nothing prevents it from being used for other purposes in the future. However, everyone should always consider the reflections presented here (→ see iterations and feedback from Appstore header)

3.

In this case, it was quite easy to find within the tomtom library what was then used as the basis for the different concepts, i.e. icons, illustrations, logos, etc.. Folders were already present, renamed for easy retrieval and use. In addition, the presence of a Figma file accessible to all certainly facilitated this phase. Only the open files of the previous tests were missing, but not essential for the continuation of the experiment.

4.

Given the complexity of the test, it was necessary to ask several stakeholders, both internal and external to the Growth & Creative team, to provide feedback on the concepts, not only to see if they were ideas that complied with the brand rules, but also whether it was appropriate to use certain graphic elements rather than others and how dated they were compared to the latest app updates. The result, however, was an exaggerated number of both iterations and opinions, which prolonged the realisation time. At the end of the course, it was first considered how best to avoid such a trend in the future because it does not make the work any easier, and then to limit the iterations to a functional number for the completion of the test.

5.

From the very first moment there was a strong collaboration with the Creative team from the briefing phase to the final approval. Many hours were exploited on reasoning and discussion, which however did not prove to be in vain. Therefore it is recommend this kind of interaction with internal stakeholders for the future

6.

The tools used, Photoshop and Illustrator, were appropriate for the amount of work of the test.

relevance of the parameter

PROMO PREVIEWS *

↳ 4.1 fuel prices
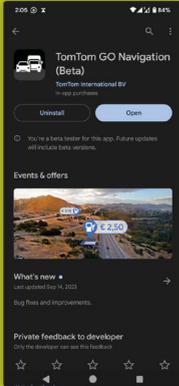
landscape format

✳ 1. What is the purpose?

create a cover for a major update on fuel prices

✳ 2. What is the message to communicate?

warning users of an update of the app with regards to fuel prices, therefore app icons related to that should be present

✳ 3. Is there a theme?

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation

✳ 4. What are the features to emphasise?

fuel prices only available on Android

✳ 6. What is the asset format?

image, landscape (1920x1080) and square (1080x1080)

✳ 7. What type of asset should be used?

images and graphic elements that do not have to belong to the tomtom's library

square format

8. Which channels should it be made for?

Playstore

9. What are the specifics?

Playstore: *https://support.google.com/googleplay/android-developer/answer/12929944?s-jid=6267300551078942138-EU#image_requirements&zippy=%2Crequirements*

10. Which OS has it to be made for?

Android

14. Who are the teams involved?

Growth and Creative for design check

15. What is my role?

Full ownership of the project

question 5, 11, 12, 13, 17 and 18 were skipped as they are not essential to develop this project

❋ 16. What do competitor and market analysis show?

No market research was carried out for this project since the final aim is just to have a cover for the event.

✦ Design choice

An example of major update on Playstore can be found below. It was about the launch of the feature of lane guidance so therefore it has been tried to emphasise it with the support of graphic elements.


⟶ strengths:

Thanks to the use of graphic elements, the feature is well emphasised

TomTom GO Navigation - apps on Google Play. (n.d.-b). https://play.google.com/store/apps/details?id=com.tomtom.gplay.navapp&hl=en_US

The aim of this visual experiment is to provide a cover for a major update event in the Playstore. No logos or copy are allowed, therefore the picture has to communicate the message, adding where necessary or possible, some UI elements For this kind of visual experiments, it is preferred not to necessarily resort to images already in tomtom's library so that there is always a new style avoiding to use the same pictures.

✦ Iterations and feedback

The promo preview underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

╍╍→ Draft 1

map from the app in the background with the cursor and fuel stations

there's a weird shadow behind the cursor

fuel stations with fuel prices aren't really visible
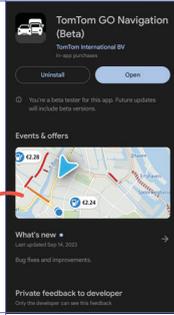
feedback from the team and personal considerations:
- nice that the app is showed but what if using a view of a real street with fuel stations?

╍╍→ Draft 2
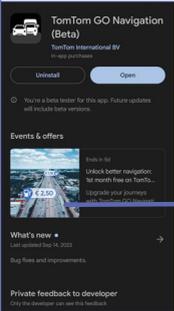
A bird eye view of a city to show different fuel stations

it doesn't seem an european city

the fuel station in the back is not reaally visible
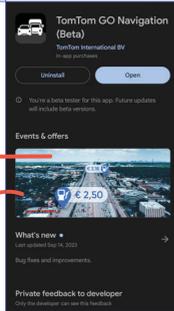
feedback from the team and personal considerations:
- better to change the city in the background with a a more European environment since the event will be launched only in EU

╍╍→ Final

european highway in the background
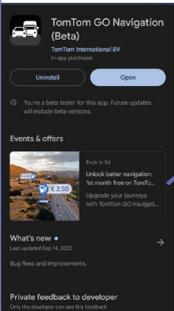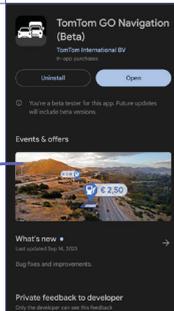
icons of fuel stations above real fuel stations to let the user find immediately the connection

Legend:
- ● personal notes
- ● feedback from the team and personal considerations

✦ Outcome

european
background since
the event will be
for EU

!!!
fuel station are the
main character in the
scene

After all the iteration steps and the feedback received, the result achieved can be seen on the next page.

for this cover only
icons belong to
tomtom's library, for
the rest everthing
is new and fresh

working time:

one week

tools:

Adobe Photoshop, Adobe
Illustrator
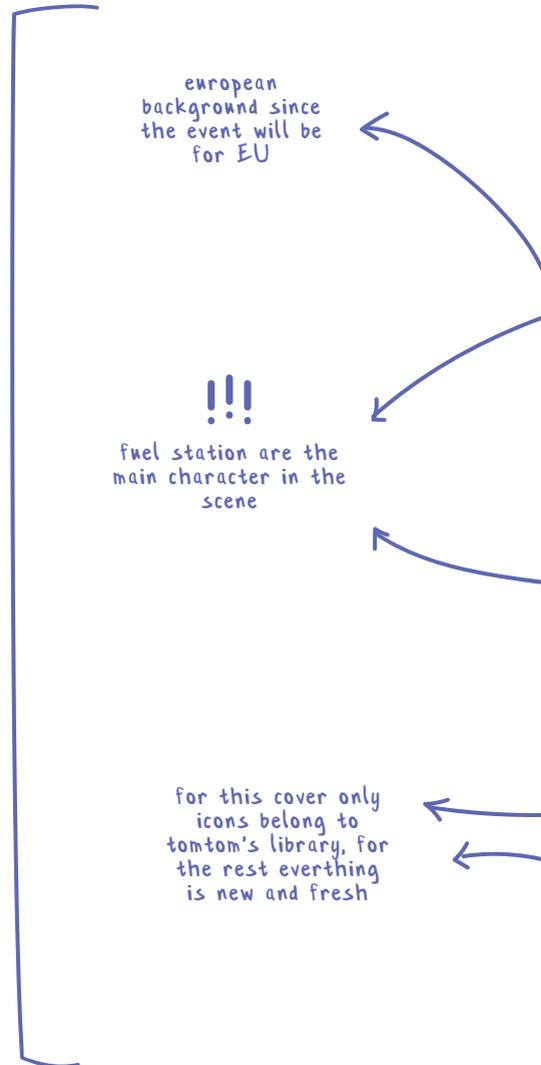
This visual experiment tries to highlight as much as possible the feature it wants
to emphasise, in this case the presence of fuel stations and their prices. In order to
achieve this, the new function of Photoshop using AI was used. The process was
therefore speeded up and the result produced is unique

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability		●	
4. Number of iterations and feedback			●
5. Collaboration with stakeholders		●	
6. Tools used			●

1.

The briefing part was very thorough: reference links were provided to check the Playstore requirements and previuos covers to follow as a basis have been showed.

2.

Since a legally downloaded background image from Unsplash was used, the tomtom image library will be expanded and enriched. This allows more material to be chosen where needed for other visual tests and experiments that need to be carried out quickly.

3.

For this visual experiment, finding icons was very easy thanks to the cooperation of the Creative team. In contrast to the usual, icons and graphic elements are more well arranged and accessible than other.

4.

In order to conclude the experiment quickly, an attempt was made to limit the number of iterations to a maximum of three listening to feedback only from the Growth team. In fact, given the low relevance of the project, this turned out to be a winning choice.

5.

Considering the project stakeholders, the Creative team was involved for a final check. The collaboration worked more in the sharing of key graphic elements

6.

This experiment is the first where Photoshop AI was used. The tool made it possible to speed things up a lot and define exactly what was wanted, which was difficult to find on the web

relevance of the parameter

PROMO PREVIEWS *

4.2 parking stations availability
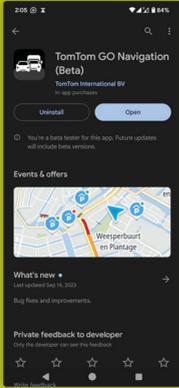
landscape format

⁕ 1. What is the purpose?

create a cover to show the feature of parking lots availability

⁕ 2. What is the message to communicate?

warning users of a promotional content in the app with regards to parking stations availability, therefore app icons related to that should be present

⁕ 3. Is there a theme?

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation

⁕ 4. What are the features to emphasise?

parking stations availability only available on Android

⁕ 6. What is the asset format?

image, landscape (1920x1080) and square (1080x1080)

⁕ 7. What type of asset should be used?

images and graphic elements that do not have to belong to the tomtom's library

square format

✳ 8. Which channels should it be made for?

Playstore

✳ 9. What are the specifics?

Playstore: *https://support.google.com/googleplay/android-developer/answer/12929944?s-jid=6267300551078942138-EU#image_requirements&zippy=%2Crequirements*

✳ 10. Which OS has it to be made for?

Android

✳ 14. Who are the teams involved?

Growth and Creative for design check

✳ 15. What is my role?

Full ownership of the project

✳ question 5, 11, 12, 13, 17 and 18 were skipped as they are not essential to develop this project

✳ **16. What do competitor and market analysis show?**

No market research was carried out for this project since the final aim is just to have a cover for the event.

✦ **Design choice**

An example of major update on Playstore can be found below. It was about the launch of the feature of lane guidance so therefore it has been tryed to emphasise it with the support of graphic elements.


⟶ strengths:

Thanks to the use of graphic elements, the feature is well emphasised

TomTom GO Navigation - apps on Google Play. (n.d.-b). https://play.google.com/store/apps/details?id=com.tomtom.gplay.navapp&hl=en_US

The aim of this visual experiment is to provide a cover for a major update event in the Playstore. No logos or copy are allowed, therefore the picture has to communicate the message, adding where necessary or possible, some UI elements For this kind of visual experiments, it is preferred not to necessarily resort to images already in tomtom's library so that there is always a new style avoiding to use the same pictures.

✦ Iterations and feedback

The promo preview underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

┄┄➤ Draft 1

parking lot in the background to show that the feature is related to them

seems to be the ad of a parking lot or that the app refers to a parking app

the icon is not really the same one of the app

feedback from the team and personal considerations:

• showing a picture of a real parking lot can make the user confused on the features of the app

┄┄➤ Draft 2

it seems that the icons are independent, as if they have no relationship with the city in the background

A bird eye view of a city to show the availability of parking stations

the icons are not the right ones

feedback from the team and personal considerations:

• although this bird view perspective worked for the fuel stations cover, in this case better to focus on a screenshots from the app

┄┄➤ Final

right icons that show the availability of parking lots

screenshot from the app to let the user understand the feature better

Legend:

● personal notes

● feedback from the team and personal considerations

✦ Outcome

After all the iteration steps and the feedback received, the result achieved can be seen on the next page.

working time:

one month
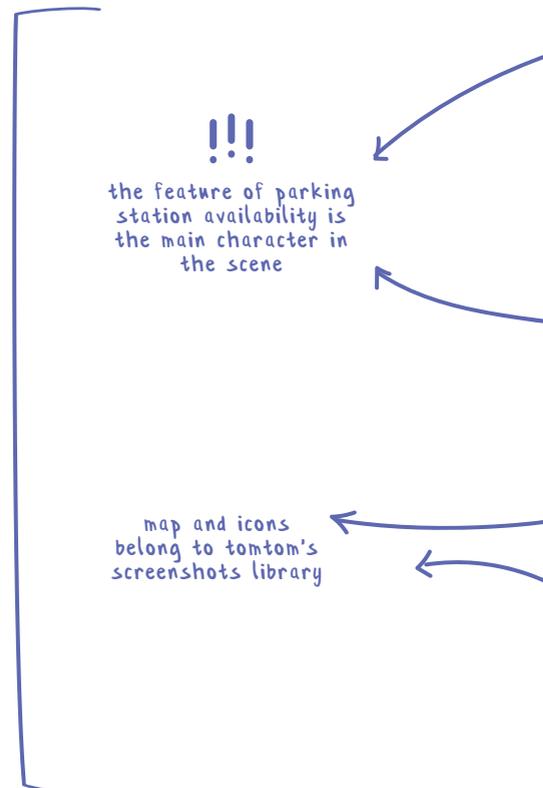
tools:

Adobe Photoshop, Adobe Illustrator

!!!
the feature of parking station availability is the main character in the scene

map and icons belong to tomtom's screenshots library

This visual experiment tries to highlight as much as possible the feature it wants to emphasise, in this case the availability of parking stations. In order to achieve this, it has been chosen to use screenshots from the app, doing little tweaks on the cursor and the amount of parking stations in the map.

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability		●	
4. Number of iterations and feedback			●
5. Collaboration with stakeholders		●	
6. Tools used		●	

1.

The briefing part was very thorough: reference links were provided to check the Playstore requirements and previuos covers to follow as a basis have been showed.

2.

A screenshot from the screenshot library was eventually used for this experiment. Although this is not a new element, the fact that it was used for this cover demonstrates that screenshots are easily reversible and adapt well to any type of request.

3.

For this visual experiment, finding the screenshot was very easy since the screenshots library for Android is well arranged.

4.

In order to conclude the experiment quickly, an attempt was made to limit the number of iterations to a maximum of three listening to feedback only from the Growth team. In fact, given the low relevance of the project, this turned out to be a winning choice.

5.

Considering the project stakeholders, the Creative team was involved for a final check. It is not really the best type of colloboration but it worked due to the fact that the relevance of the cover is not that high.

6.

The tools used, Photoshop and Illustrator, were appropriate for the amount of work of the test.

relevance of the parameter

PROMO PREVIEWS *

4.3 truck discount

* **1. What is the purpose?**

create a cover for a 20% truck discount offer

* **2. What is the message to communicate?**

warning users of a promotional content in the app with regards to a 20% discount for trucks

* **3. Is there a theme?**

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation. Trucks should be in the foreground

* **4. What are the features to emphasise?**

vehicle dimensions

* **6. What is the asset format?**

image, rectangular (4320x1080px)

* **7. What type of asset should be used?**

images and graphic elements that do not have to belong to the tomtom's library

mockup

✺ 8. Which channels should it be made for?

Appstore

✺ 9. What are the specifics?

Appstore: *https://help.apple.com/asc/appspromoart/#/itcd652e8704*

✺ 10. Which OS has it to be made for?

iOS

✺ 14. Who are the teams involved?

Growth and Creative for design check

✺ 15. What is my role?

Full ownership of the project

✺ question 5, 11, 12, 13, 17 and 18 were skipped as they are not essential to develop this project

✳ **16. What do competitor and market analysis show?**

No market research was carried out for this project since the final aim is just to have a cover for the event.

✦ **Design choice**

Two examples of special event on Appstore can be found below. The one on the left was about a 7-day trial, emphasised by a graphic elements; the one in the middle was about traffic and the one on the right was about the lane guidance.
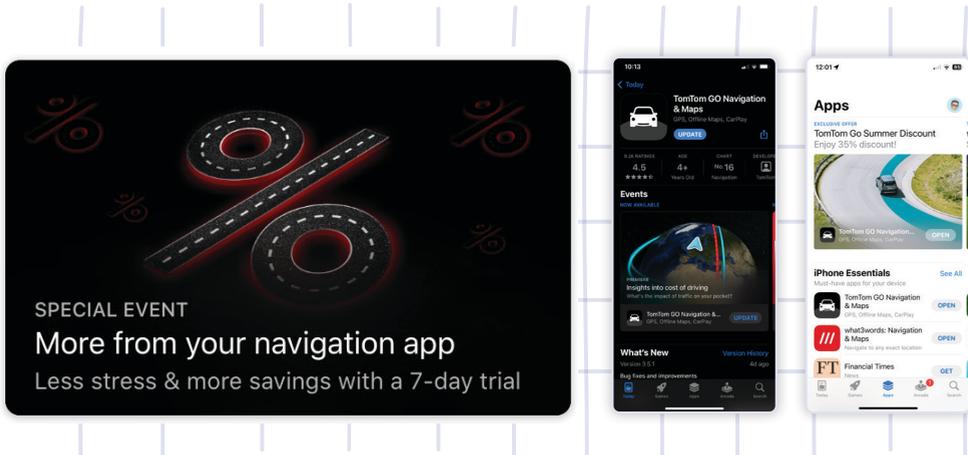
➡ strengths:

Thanks to the use of graphic elements, the features are well emphasised and the message is clear

App Store. (2016, February 11). TomTom GO Navigation & Maps. App Store. https://apps.apple.com/nl/app/tomtom-go-navigation-maps/id884963367?l=en-GB

The aim of this visual experiment is to provide a cover for a discount offer in the Appstore. No logos or copy are allowed, therefore the picture has to communicate the message, adding where necessary or possible, some UI elements
For this kind of visual experiments, it is preferred not to necessarily resort to images already in tomtom's library so that there is always a new style avoiding to use the same pictures.

Fig 61:
Screenshots of some examples of special event covers on Appstore

✦ Iterations and feedback

The promo preview underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

--⊱ Draft 1

trucks in the foreground to emphasise the subject of the discount

overall the quality of the pic is not that high

feedback from the team and personal considerations:

• even if trucks are showed, it is a bit difficult to recognise them from this point of view

--⊱ Draft 2
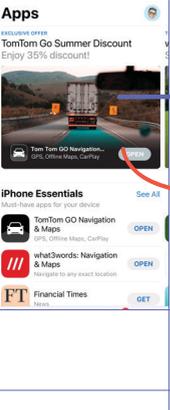
different point of view of a truck in the foreground

supporting graphic elements

feedback from the team and personal considerations:

• it is confusing to look at the truck from behind. Better to change the pic

--⊱ Final

the brand of the truck has been removed to avoid to advertise it

truck in the centre with a frontal view

Legend:

● personal notes

● feedback from the team and personal considerations

163

✦ Outcome

After all the iteration steps and the feedback received, the result achieved can be seen on the next page.

**working time:**

one week

tools:

Adobe Photoshop, Adobe Illustrator

!!!

frontal view of
a truck in the
foreground to suggest
the discount is about
trucks

This visual experiment tries to highlight as much as possible the feature it wants to emphasise, in this case an in-app discount for trucks. In order to achieve this, it has been chosen to use a picture downloaded from the net, doing little tweaks such as adding the light-blue lane guidance.

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability		●	
4. Number of iterations and feedback			●
5. Collaboration with stakeholders		●	
6. Tools used		●	

1.

The briefing part was very thorough: reference links were provided to check the Appstore requirements and previuos covers to follow as a basis have been showed.

2.

As new images showing trucks have been searched on the internet, these can then be used for other purposes. In general, in this way the tomtom image library can expand

3.

No existing assets from the library were used

4.

In order to conclude the experiment quickly, an attempt was made to limit the number of iterations to a maximum of three listening to feedback only from the Growth team. In fact, given the low relevance of the project, this turned out to be a winning choice.

5.

Considering the project stakeholders, the Creative team was involved for a final check. It is not really the best type of colloboration but it worked due to the fact that the relevance of the cover is not that high.

6.

The tools used, Photoshop and Illustrator, were appropriate for the amount of work of the test.

relevance of the parameter

5. Facebook adv ✳

Lacking what you require?
Behold, the city's new superhero, by your side

GO Navigation   tomtom

✳ **1. What is the purpose?**

to challenge the users mindset to use Go Navigation rather than other free navigation apps through a Facebook adv

✳ **2. What is the message?**

thanks to its premium features, Go Navigation provide everything users need when it comes to car and truck navigation, showing that it is the best on the market. It should not be expressed explicitly tho

✳ **3. Is there a theme?**

not exactly, better to be as creative as possible while respecting the values and features of tomtom and Go Navigation

✳ **5. Who is the audience?**

even if the target audience of Go Navigation is between 40 and 65, with this adv the aim is to involve also younger generations, increasing the level of awareness. This is why it has been chosen to use Facebook as a means: it is the most effective and easiest way

✳ **6. What is the asset format?**

image, square (1080x1080)

question 4, 9 and 13 were skipped as they are not essential to develop this project ✳

✳ 7. What type of asset should be used?

images and graphic elements that do not have to belong to the tomtom's library

✳ 8. Which channels should it be made for?

Facebook

✳ 10. Which OS has it to be made for?

iOS

✳ 11. Is it going to be tested? If so, what is the hypothesis?

yes, initially only in the USA and the hypothesis is that thourgh this kind of adv
brand awareness and the number of app downloads can also be increased with
a younger target group

✳ 12. What is the success metric?

# of downloads

✳ 14. Who are the teams involved?

Growth, Creative for design check and BUC Product Marketing for translations

✳ 15. What is my role?

Full ownership of the project

✳ 16. What do competitor and market analysis show?

No market research was carried out for this project. Indeed, it has been thought to test if the adv is understood and has the chance to perform well through Usability Hub, the tool where it is possible to check users opinion.

✦ Design choice

Also in this case, no previous adv were consulted. The aim was to try to remain as creative as possible without being influenced by other assets

The aim of this test is to find a new way to convince people to download Go Navigation as it is an app that has a lot of potential due to its premium features especially when compared to other free navigation apps. To do so, complete freedom was given, using material already in the tomtom library as well as new: images or vector graphics make no difference, anything is possible.
Being a test, it has been advised not to dwell too much on the perfection of the result, since it is unknow whether it will be successful or not, but rather in the time of realisation: the quicker it is, the sooner it is possible understand whether it can be launched on the market for real.

✦ Iterations and feedback

The screenshots underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

⇢ Draft 1
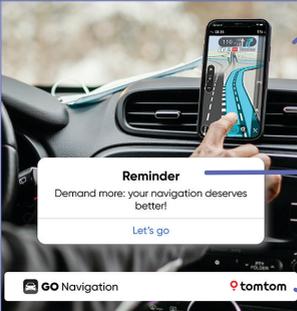
pic of a person using Go Navigation in his car (lifestyle theme)

the brand font (gilroy) has been used for the copy

banner with both tomtom and Go Navigation logos

! the idea is to underline that Go Navigation offers more than other free navigation apps

→ feedback from the team and personal considerations:

• even if the reminder theme is well appreciated among tomtom users, it would be better to experiment a new style

Reminder
Demand more: your navigation deserves better!
Let's go
GO Navigation   tomtom

⇢ Draft 2

What do a Polaroid, your father's leather jacket and Tom Tom GO Navigation have in common?

They are worth more than you expect!
GO Navigation   tomtom

playful copy to suggest that as some products of the past are having success in this period, such as polaroids and turntables, also Go Nav, which is not in the head of people now, it could become more appreciated in future thanks to his premium features

Go Navigation is the main character

both tomtom and Go Navigation logos

→ feedback from the team and personal considerations:

• Go Navigation should be the real hero of the adv

• maybe the users won't get the message

⇢ Final

Lacking what you require?
Behold, the city's new superhero, by your side
GO Navigation   tomtom

comic style

Go Navigation is the hero

playful copy in rhyme

! as suggested in a previous feedback, the idea is to make Go Navigation the hero, using a comic style, leveraging a specific type of audience

Legend:
● personal notes
● feedback from the team and personal considerations

✦ Outcome

After all the
iteration steps
and the feedback
received, the
result achieved
can be seen on
the next page. It
was decided to
go for something
really new and
a style that
had never been
pursued before,
trying to focus
on creativity and
the use of vector
graphics rather
than images.

!!!

new style linked to
comics appealing to
the younger generation
and attracting a
certain type of fans

adv based mostly on
vector graphics to
make it more funny
and playful
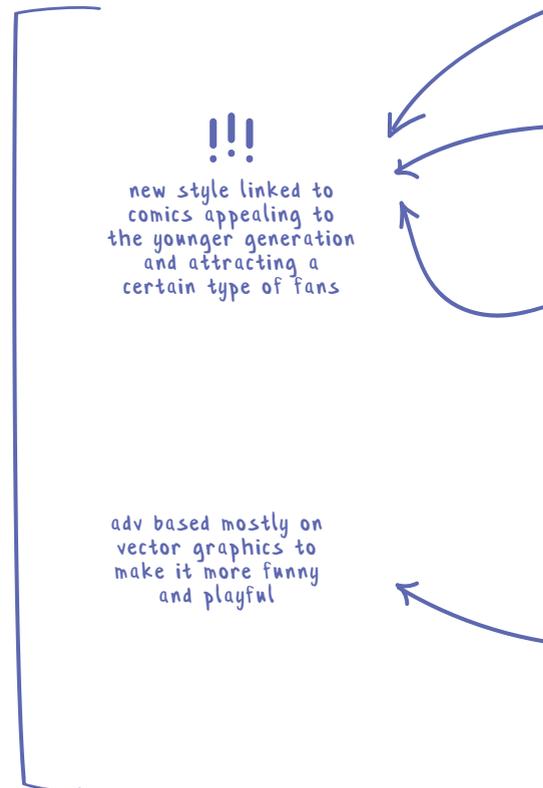
This visual experiment tries to highlight as much as possible that Go Navigation can be considered as a superhero providing everything you need when it comes to navigation, both for cars and trucks. In the mockup it is showed a screenshot of lane guidance, since it is one of the most important feature, but it can be changed depending on the needs.

The inspiration came from one of the feedback received by the team, namely to insist that Go Navigation can really make the difference and become a superhero among many navigation apps that do not provide everything users need. Then a vector graphic that was already on the web was taken as a reference and modified according to what was needed to conclude the test.

Chat GPT was used for the copy in order to obtain effective help.

✦ Learnings

In these pages it is possible to see the results from the test launched on Usability Hub. In order to keep the test sweet and shot and still get the desired answers, 6 questions were asked to 10 random users in the USA.

When opening the test, users have the chance to see the adv for just 5 seconds, then the questions are asked: these cover topics such as what is the ad about, if they remember any peculiar element on it, if they are able to express the benefits that come from the use of the app, what is the message, what makes the app as a superhero and if they are willing to try the app and why. It took one day to obtain all the answers.

This is how the test look like:

The preview of the test can be found here: https://app.lyssna.com/preview/c7d37d4f6166

working time:

one week

tools:

Adobe Illustrator, Chat GPT, Usability Hub

You will see an ad in the next screen for 5 seconds. Please remember as much as you can.

view image for 5 seconds

Lacking what you require?
Behold, the city's new superhero, by your side

GO Navigation   ♀ tomtom

1. What is the ad about?*

2. What do you remember from the ad?*   short answer

3. Can you tell me the benefit of the app?*   short answer

4. Explain what the ad was trying to communicate*   short answer

5. What do you think makes the app the superhero?*   short answer

6. Please explain if you would try the app and why*   long answer

*required answer

Here are the results of the test:

→ They mostly understood the ad is about a navigation app. In particular 40% referred to tomtom

→ 60% audience remember the superhero theme, 60% tomtom and 10% the phone. So most stood out elements is superhero cape and TT logo

→ Some benefits of the app came out but they were linked to standard navigation

in order to make the user more aware of the benefits, more emphasis could be placed on the copy or subject represented

→ They mostly understood the message referring to a better system of navigation that comes to rescue

→ 20% believe the app stand out from the others due to its features

→ The willingness to try the app is high. In particular 20% feels more motivated because of the ad

! *even though they assumed there are standard benefits, they all thought Go Nav is better than other standard navigation app yet*

✳ **17. What is the expected impact?**

it was expected that somehow the different style of the adv could generate more interest towards Go Navigation. From the results it seems like benefits do not stand out/come across clear but when it is asked if users are willing to try the app they replied that they would. Therefore, after all, what was predicted more or less happened

✳ **18. What are the next steps?**

since the test did not really work well and the creative team does not really appreciate this kind of style because it is very far from the brand guidelines, the team will relook at how to optimise the whole test, even though there are some learnings through the experiment.

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing		●	
2. Possibility of using content for other purposes		●	
3. Asset availability		●	
4. Number of iterations and feedback			●
5. Collaboration with stakeholders	●		
6. Tools used			●

1.

Regarding the briefing, not too many details were given initially, other than the format of what was to be realised and the starting idea in general. On the one hand, this was done in order to encourage more creativity, almost giving a blank sheet and seeing what could be the result. On the other hand, this slowed down the first phase a bit, since it was not clear what was to be realised, and there was a lot of indecision as to whether to use one type of image rather than vector graphics, or how to insert a striking copy, etc. However, it must be specified that as it was one of the first projects, the briefing questions had not yet been defined, which once outlined, they helped particularly during the start-up phase of each test or visual experiment

2.

It is considered that this type of content is difficult to reuse as it is very specific and tailor-made for this type of adv.

3.

No existing assets from the library were used

4.

The number of iterations for this test was 3: this allowed the content to be realised in a short time and to intervene specifically where necessary. With regard to feedback, it was decided to keep the idea between two members of the Growth team and let the users show their level of interest and full understanding through the Usability Hub test. An effective way as these are people coming into contact with the tomtom brand for the first time and therefore take nothing for granted.

5.

This test resulted in some misunderstandings with the Creative team, as they were not aware of the project before launching the test on the Usability Hub platform. Once the results of the test were shared, although quite positive about the willingness to download the Go Navigation app, the Creative team showed their disagreement with the brand guidelines that had not been met, thus rejecting the idea. It is clear that if there had been more dialogue between the two teams, neither resources nor time would have been lost in completing the experiment, so to increase collaboration, it is recommended adding a further step between the briefing part and the execution part in which, through meetings or decks or briefing documents to be shared between the two teams, both parties are kept up-to-date to encourage more participation in the project.

6.

Although, on the one hand, mainly graphics programmes such as Adobe Illustrator were used, on the other hand, AI was consulted to help define the copy, through Chat GPT. In fact, where necessary, this acts as a considerable help in defining concepts and revising any language errors

relevance of the parameter

META CAMPAIGNS ✳

6.1 truck demo video

narrow streets

low bridges
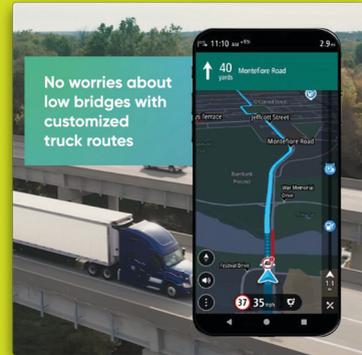
✳ **1. What is the purpose?**

to create well-made and informative demo videos for truck campaigns

✳ **2. What is the message?**

thanks to its premium features, Go Navigation provide everything users need when it comes to truck navigation, showing that it is the best on the market.

✳ **3. Is there a theme?**

yes, it is essential to use the performance assets video template for Meta, making some tweaks where necessary

✳ **4. What are the features to emphasise?**

3 main features: the the ability to cross low bridges, narrow streets and see truck POIs in advance. All these features have to be summarised then in a video of 30 seconds.

✳ **6. What is the asset format?**

videos, square (1200x1200)

✳ question 5 and 9 were skipped as they are not essential to develop this project
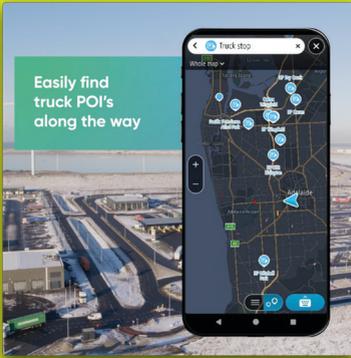
truck stops (POIs)

30 sec

✳ **7. What type of asset should be used?**

best performing videos and screen recordings from tomtom library and templates

✳ **8. Which channels should it be made for?**

Meta

✳ **10. Which OS has it to be made for?**

AND

✳ **11. Is it going to be tested? If so, what is the hypothesis?**

yes and the hypothesis is to understand which one of the creatives work better

✳ **12. What is the success metric?**

# of installs and CPI (cost per installation)

✳ **13. Is localisation needed? Which countries should it be made for?**

yes if the test performs well. It needs to be made for IT, UK, NL, ES, FR and DE

✳ **14. Who are the teams involved?**

Growth, Creative for design check and BUC Product Marketing for translations

✳ **15. What is my role?**

Full ownership of the project

✳ **16. What do competitor and market analysis show?**

With regard to market analysis, a general look has been taken at how video demos are made for Meta's performance assets. *Sygic* and *Coyote* were analysed as direct competitors and *Skyscanner* as a brand to take inspiration from.

1. SYGIC

strengths:
‼ • screen recordings to show the app in use
• <u>uniform background</u> to make the brand instantly recognisable

weaknesses:
• 3D vector graphic makes the app like a game — *definitely to avoid*

Fig 62:
Screenshots of a Sygic performance video coming from Facebook Ads Library

2. COYOTE

strengths:

- data and percentages to create links with a feature
- it is clear to understand the purpose of the app
- lifestyle scene alternated with a promo in the app

why not using data as well to convince users?

Fig 63:
Screenshots of a Coyote performance video coming from Facebook Ads Library

3. SKYSCANNER
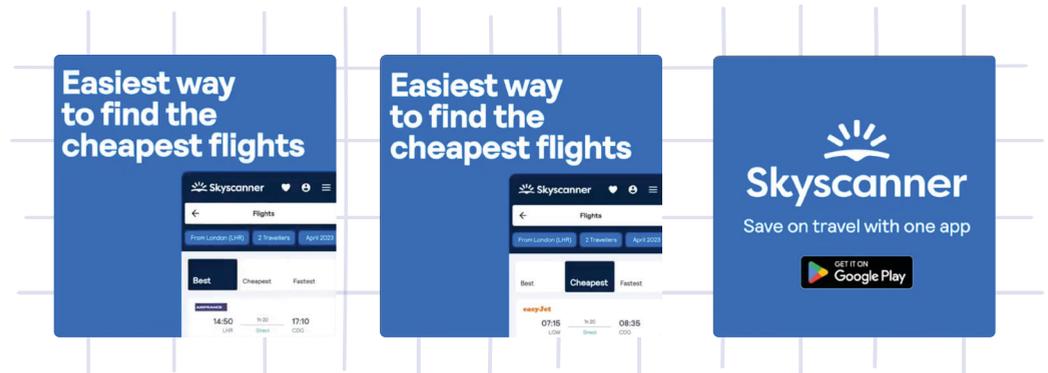
strengths:

- feature focused ads to get straight to the point
- uniform background to make the brand instantly recognisable
- effective copy, easy to read and does not distract the attention from the demo

nice to keep the copy sweet and short

Fig 64:
Screenshots of a Skyscanner performance video coming from Facebook Ads Library

✦   Design choice

Here are the video templates of Meta's performance assets which were taken as inspiration and starting point for creating the demo videos. For a clear understanding, supporting screenshots can be found in the next page.

⟶   strengths:

• 4 different options to adapt according to the content to be realised
• the blue-green gradient is always present to create a link with tomtom brand
• there is always space for a screenshot/screen recording
• they are short and concise in order to avoid to waste time for the beholder
• both in the beginning and in the end Go Navigation logo is shown

⟶   weaknesses:

can be easily solved

• the man in the last scene might resemble a construction man than a trucker

The aim of the project is to create the best performing and most explanatory demo videos for trucks to let Go Navigation stand out among other navigation apps. It must be known that the focus on Q4 has been mostly about trucks because firstly, they have never been valued with dedicated assets and also because they can become as a major source of income through installations and activations. The message that needs to be conveyed is explaininig the functionalities of the app and its premium features: to achieve this goal, dedicated templates have been used, following mostly a lifestyle theme, since we know that truckers like this kind of assets.

✳ each video has a different beginning in order to differentiate them better

FEATURE FOCUSED 1:

placeholder for headline

Go Navigation
tomtom

Heading goes here across three lines

Heading goes here across three lines

GO Navigation
tomtom
Download now

Go Navigation + tomtom logos

space for screenshot/screen recording

same ending with CTA

FEATURE FOCUSED 2:

GO Navigation
tomtom

Heading goes here across three lines
- point one
- point two
- point three

Heading goes here across three lines
- point one
- point two
- point three

GO Navigation
tomtom
Download now

blue-green gradient in the background

can this man be changed with a real trucker?

LIFESTYLE 1:

placeholder for headline with blue-green gradient

GO Navigation
tomtom

Heading goes here across three lines

Heading goes here across three lines

tomtom
GO Navigation
Download now

lifestyle video in the background

space for screenshot/screen recording

same ending with CTA

LIFESTYLE 2:

Go Navigation + tomtom logos

GO Navigation
tomtom

Heading goes here across three lines
- point one

Heading goes here across three lines
- point one
- point two

tomtom
GO Navigation
Download now

✦ Iterations and feedback

The videos underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

LOW BRIDGES

Draft 1

there is a finger snapping sound which is not in sync with the video

it feels like something is missing here
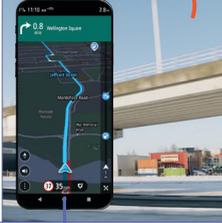
similar intro for each demo videos with Go Navigation logo

screen recordings of the feature with a lifestyle video in the bakground

same outro for each demo videos with CTA

NARROW STREETS

Draft 1

background video without recordings

only the background video changes following the topic

the copy says "avoid narrow streets" but then only narrow streets are shown. Better to change the copy

same outro for each demo videos with CTA

TRUCK STOPS

Draft 1

different background video

same outro for each demo videos with CTA

Legend:

- 🔵 personal notes
- 🔴 feedback from the team and personal considerations

⇢ Final

feedback from the team and personal considerations:

- If there is no additional copy it is better not to add screen recordings but rather background videos

---

⇢ Final

slightly different copy that matches better with the background videos

---

⇢ Final
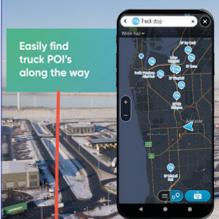
different copy, more easy to understand

✦ Iterations and feedback

The videos underwent an improvement process through the feedback received from the teams involved. Three iteration phases can be found below:

30 SEC DEMO

Draft 1

there is a finger snapping sound which is not in sync with the video

the copy here needs to change

Go Navigation logo to show istantly the name of the app

screen recordings of the feature with a lifestyle video in the bakground

video in the background to show the feature in action

scene of narrow sreet video and related copy

Draft 2
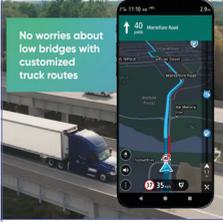
the intro is always the one of low bridges

the copy is too complicated and long

Draft 3
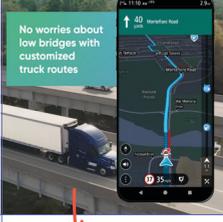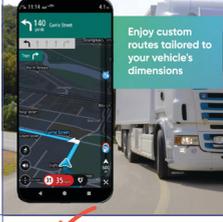
maybe the copy can change further since "no worries" and the subsequent "enjoy" are very similar

different copy to explain better the feature

Legend:
- personal notes
- feedback from the team and personal considerations

! the copy here needs to change

same outro of the shorter demo videos with CTA

scene of truck stops video and related copy

feedback from the team and personal considerations:

- In some scenes the copy is hard to understand or not 100% matching with the videos. Better to think about it more

slightly different copy that matches better with the background videos and more easy to understand

✦ Outcome

After all the iteration steps and the feedback received, the result achieved can be seen on the next pages. The previously made <mark>video templates</mark> were very useful to have a <u>narrative thread</u> to follow.

✳ end cards are always the same to keep consistency

intros are very similar to each other. What changes is the video in the background

!!!

body of the video with screen recording of the feature and supporting video to show the feature in reality
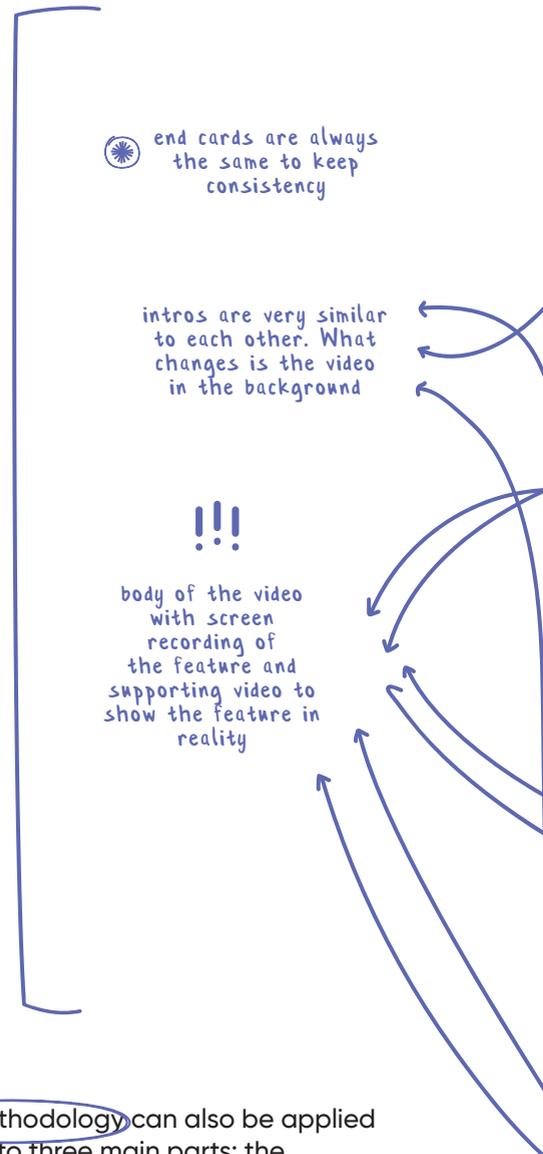
For this test, it is possible to see how the agile methodology can also be applied to video making. In fact, videos can be divided into three main parts: the beginning, also called the head, the middle part, also called the body and the end, the tail. Having from the templates 4 different heads, 4 different bodies and 1 end card in common, recombining these elements would have resulted in 16 videos all different from each other. This in fact is the aim of the test, which is to produce many more videos than usual in a short time, since these are the ones that perform better than the static assets.
Having said that, the videos explaining the functions of the app differ in topic: low bridges, narrow streets and truck stops, but have the same ending and a similar opening, always keeping a lifestyle theme.

Narrow streets demo video

Low bridges demo video
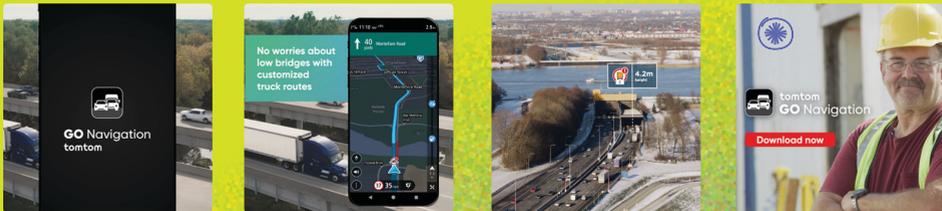
Truck stops demo video

30 seconds demo video

the storyline starts from low bridges scene

all the other scenes stay the same

little tweak on the copy

second part about narrow streets

final part about truck stops + end card

!!!

this video is the longest and aims to summarise all the precedent ones

✦ Learnings

On the right it is possible to see a summary of some data coming from the analysis of the demo videos with (Ads Manager). The daily budget spent on advertising for all the demos was the same, namely 35€, but the winning ad set is the one with the lowest cost per result (CPR), therefore the 30 seconds demo. Moreover, as it can be seen, the cost per impressions (CPI) is the lowest, which means that the ad is the chepest to keep live, and the click-through rate (CTR) has the highest percentage among all that corresponds to the ratio of how much was spent to how many installations were registered.

ad set*	app installs	reach	CPR	daily budget
truck stops	23	9897	€2,39	€35
low bridges	29	10248	€1,87	€35
narrow streets	27	11327	€2,04	€35
30 sec	40	12642	€1,39	€35
total	119	44360	€1,85	

*these results come from an analysis after 10 days from the date of the launch

→ truck stops
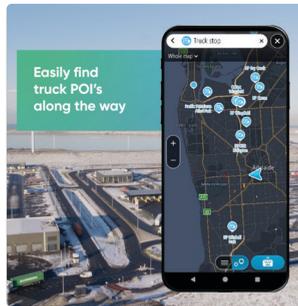
CPI = €1,88
CTR = 0,49%

→ low bridges

CPI = €1,86
CTR = 0,55%

working time:

two months

tools:

Adobe After Effects, Creatopy, Facebook Ads Manager

Fig 65:
Ads Manager findings of the tested demo videos
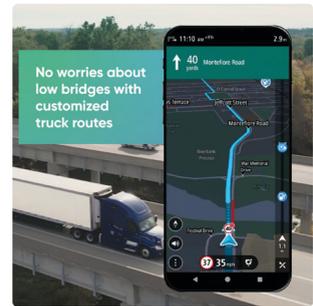
→ narrow streets

CPI = €2,19
CTR = 0,41%

→ 30 seconds

CPI = €1,24
CTR = 0,63%

!!! ↙

When there is the lowest CPI and the highest CTR, it is a winning asset

✦ Scaling

Below there are 6 different translations made with the Creatopy platform that uses .csv files to streamline the process time. They have been made only on the best performing demo video, which is the 30 seconds one.

de

uk

es

fr

de

it

✸ 17. What is the expected impact?

it was expected that 15 seconds videos would work better than the longer one, but actually the 30 seconds video has won clearly over the others. This result can help the Growth Team to build a strategy in the test history and always increase the number of installations

✸ 18. What are the next steps?

keep monitoring the impact of these assets and if they perform better, adding them in the always-on campaign

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes			●
3. Asset availability	●		
4. Number of iterations and feedback		●	
5. Collaboration with stakeholders		●	
6. Tools used			●

1.
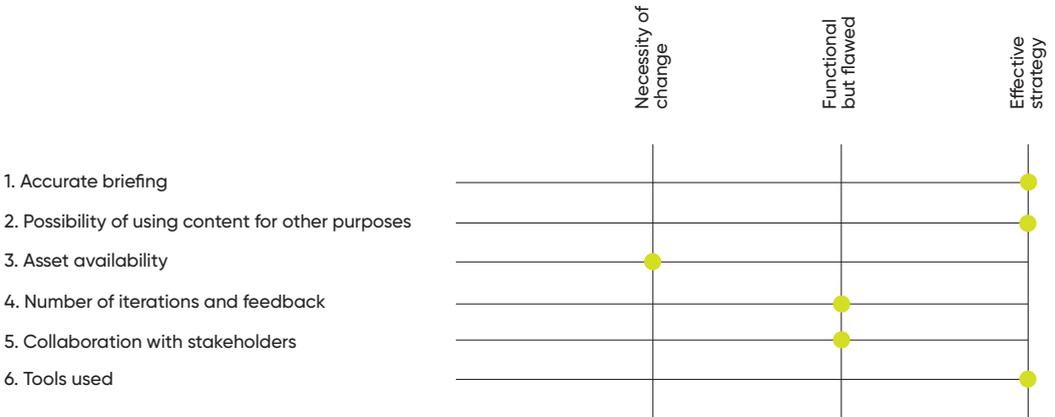
The briefing part worked very well as it was specified from the beginning to follow the templates to speed up the work. Furthermore, as it was a test for Meta, a short presentation was made explaining the theme and what was to be achieved so that everyone was aware of the test. This is indeed how it should go every time

2.

The realisation of the templates shows that some assets, if made along generic lines, can then, with minor modifications, be adapted to the test aim in order to speed up the work.

relevance of the parameter

3.

Although on the one hand templates were provided, on the other hand it has been difficult to find the background videos to be used. In fact in some cases, since there was no source file, the screen was recorded while the video was running; or for example, considering the demo video for the truck stops, some parts came from videos made by the B2B agency, since in the briefing was specified to use only videos from tomtom. Therefore, all the assets need to be reorganised, as, due to this reason, most of the time was spent more in researching the content than in actually making the video

4.

Regarding iterations, as can be seen from the previous pages, they mainly concerned the copy, as it was not entirely matching with the video. On average, there were 3 main changes, which allowed to be quick in making changes. On the other hand, a little more than 3 were received for feedback, where many, however, focused more on the copy: in the end it has been expressed to create a copy bible that could be consulted without being hindered by personal opinions

5.

In this case the creative team and the BUC were always present: from the briefing, where a meeting was also held to explain the purpose of the test, to the final check and the scaling step. However, it should be added that, due to minor discussions between the Growth team and the BUC concerning the copy, a copy bible was then produced

6.

The tools used for this test, namely Adobe After Effects and Creatopy for localisation, were more than effective in achieving the final result

7.

trucks.nl

feature focused
banners

✳ 1. What is the purpose?

provide a set of banners about trucks for the trucks.nl website

✳ 3. Is there a theme?

better to try to two styles: feature focused and lifestyle

✳ 4. What are the features to emphasise?

the focus is on the possibility to customize routes according to the truck type

✳ 5. Who is the audience?

truckers, since trucks.nl is a website to buy trucks

✳ 6. What is the asset format?

horizontal in 728x90 px, 790x90 px, 970x250 px, and vertical in 160x600 px, 300x250 px, 300x600 px

✳ 7. What type of asset should be used?

screenshots pictures and template layout from tomtom library

✳ question 2, 13 and 17 were skipped as they are not essential to develop this project

lifestyle banners

✳ 8. Which channels should it be made for?

partner website

✳ 9. What are the specifics?

Google: *https://support.google.com/displayvideo/answer/10261241?hl=en*

✳ 10. Which OS has it to be made for?

iOS

✳ 11. Is it going to be tested? If so, what is the hypothesis?

yes and the hypothesis is that people visiting trucks.nl are the most relevant audience and therefore targeting them would lead to better results

✳ 12. What is the success metric?

activations and cost per acquisition (CPA)

✳ 14. Who are the teams involved?

Growth, Creative for design check

✳ 15. What is my role?

Full ownership of the project

✳ 16. What do competitor and market analysis show?

No market research was carried out for this project. On the other hand, examples were observed from the trucks.nl website and from some presets on Creatopy, the platform where the actual banners were then made. They are presented below:

1. TRUCKS.NL

strikes:
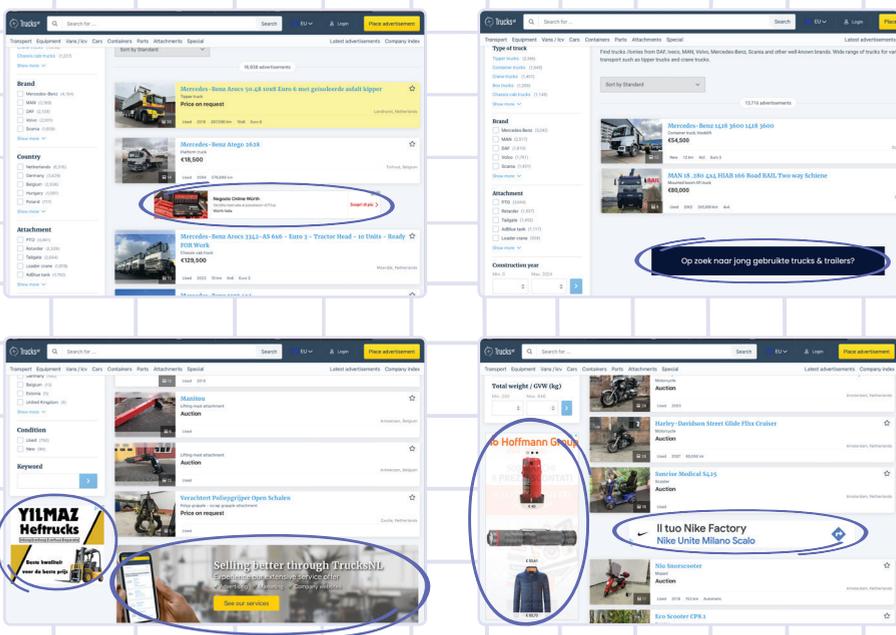
strengths:

• the banners appear between the advertisements so everybody can see them !!
• there is usually a big title and a CTA linking directly to the ad website

weaknesses:

definitely to avoid

• the website shows banners of various topics, also in different languages. This causes confusion and suggests that they could be spam
• the styles are very different, it is not easy to know what attracts more attention

Fig 66:
Current banners that can be find on trucks.nl

2. CREATOPY
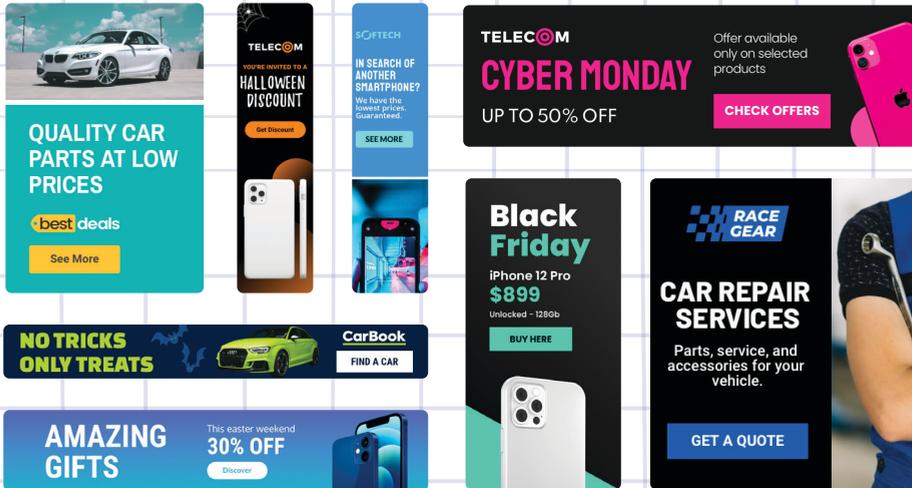
strengths:

good to use no more than 2/3 colours

• the ad topic is always clear thanks to the presence of supporting images
• the CTA in a different colour allows the user to understand where to click

weaknesses:

• when some ad present title and body copy, the reading of the body is often skipped because there seems to be too much text
• the styles are very different, it is not easy to know what attracts more attention

Fig 67:
Some examples of banners that can be find on Creatopy

✦ Design choice

Also in this case, no previous adv were consulted since it is the first time tomtom realises banners for a truck website. Some key features were mostly inspired by Creatopy.

The aim of this test is to find a new way to convince people to download Go Navigation for truck, through the collaboration with trucks.nl a website specilised in selling trucks. To do so, it has been suggested to use the most performing pictures of trucks from the tomtom library and to keep in mind the layout and the colours of the templates of performance assets.

✦ Iterations and feedback

The banners underwent an improvement process through the feedback received from the teams involved. The most relevent iteration phases can be found below:

First Phase

best performing assets of trucks from tomtom library with supporting icons

TomTom's trusted truck navigation now on your phone

the copy is not very visible

mockup of a phone with screenshot

Go Navigation logo

old plan

Get routes tailored to your vehicle's dimensions

3,5m

copy about the relative feature

where is the CTA?

too little

Get routes tailored to your vehicle's dimensions

12t

Know where you can refuel, park or rest

is it too much copy for a banner?

overall this banner doesn't work because it's too long and has a lot to read

Third Phase

1.

Altijd de juiste route voor jouw type truck

Probeer gratis!

option 1. truck in the background and mockup of the app in use

shorter and generic copy

updated and bigger logo

2.

Altijd de juiste route voor jouw type truck

Probeer gratis!

option 2. most performing asset about trucks in the background with a mockup of the app in use

CTA with shorter copy

3.

Altijd de juiste route voor jouw type truck

Probeer gratis!

option 3. plain background (from template) and mockup of the app in use

! what if keeping two options? the right plain background and the pic of a truck as a background

the colour of the gradient of the background is the wrong one

Legend:
- 🔵 personal notes
- 🔴 feedback from the team and personal considerations

→ Second Phase

1.

Always find the right route for your vehicle

Start 7 day free trial

tomtom GO Navigation

option 1.
truck in the background and mockup of the app in use

CTA
to click on it

the copy is too long

updated logo

2.

Always find the right route for your vehicle

Start 7 day free trial

tomtom GO Navigation

option 2.
black background and mockup of the app in use

the black background is a bit anonymous

feedback from the team and personal considerations:

- In the first phase what wasn't working is the fact that the banner was very long, having only one focus as in the second phase is better

- The banners of the second phase are better but not convincing 100%. What if using the background of the templates?

- The copy of the CTA is too long and little. Better to have a shorter one

-→ Final

1.

Altijd de juiste route voor jouw type truck

Probeer gratis!

tomtom GO Navigation

option 1.
feature focused bannner

underlining the word "truck" shows that the ad is about it

right colour of the gradient in the background

2.

Altijd de juiste route voor jouw type truck

Probeer gratis!

tomtom GO Navigation

option 2.
lifestyle banner

centered copy

feedback from the team and personal considerations:

- In this case it has been decided to keep the layout of the banners as the final version, but for other formats the elements need to be rearranged since the dimensions are different

✦ Outcome

During the process, it has been thought to provide the two different styles: the feature focused and the lifestyle one, and see through trucks.nl which one can really perform better.

working time:

one month

tools:

Creatopy

sometimes better to have the two logos splitted

!!!

background from the templates to make a link with all the assets

red CTA to make it visible and direct attention

small underlines to recall that the ad is for trucks
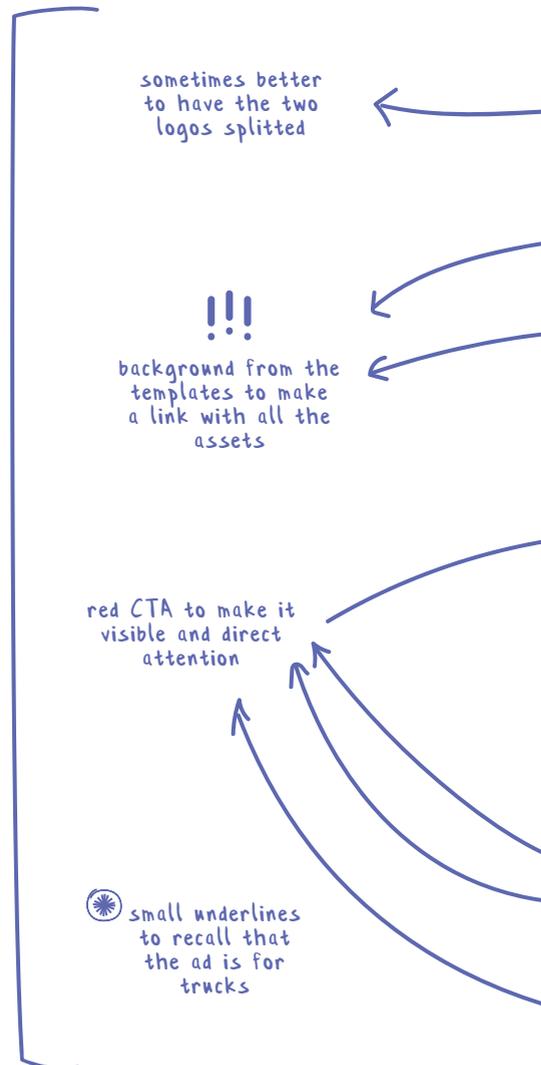
In order to let the meaning of the ad be clearly understood, it was decided to avoid an actual title but rather to have an easily readable description, both in the feature focused and lifestyle version. The same applies to CTA, logo and underlining. Mockups of iPhones with screenshots of the app in use were also included (in particular showing lane guidance as a feature). In the lifestyle version, on the other hand, a picture of a truck was added to make the adv immediately clear on the theme

Feature focused version
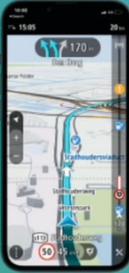
Lifestyle version

the biggest difference with feature focused ones is that there is not only a mockup with an iPhone but also a picture with a truck

!!!

all the other elements are pretty similar with feature focused ones

✦ Learnings

As can be seen from the results on the side, the entire campaign for trucks.nl, which also includes the newsletter, blog, and content for social media, as well as banners, is a bit of a failure. While it would have been thought that the collaboration with a site entirely consulted by truckers would have resulted in a high number of activations, this result was not achieved. As shown in the first table, in one month of advertising on the site, the total number of installations was 132, the highest being achieved by the newsletter. Looking at the second table, it can be seen that while total installations are 116, only 10 activations were achieved. However, while the banners did not lead to any activations, they still counted 452 clicks, the second highest number after the newsletter.

campaign*	impressions	clicks	installs	activation
newsletter	9	1313	125	14
display	9	90	4	1
banners**	13	452	3	0
blog	9	15	0	0
social	9	7	0	0
total	49	1877	132	15

campaign*	ad spend	installs	activation
AND	€234,38	95	1
iOS	€391,86	21	9
total	€626,24	116	10

*these results come from a month of active advertising on trucks.nl

**only feature focused banners have been used since they are the favourite of trucks.nl

Although the whole campaign is a failure, the banners managed to attract the attention of a fairly large audience

!!!
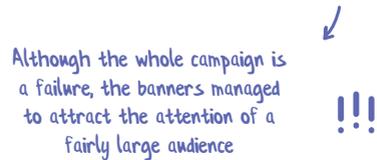
Fig 68:
Results from the whole trucks.nl campaign

✸ 18. What are the next steps?

the partnership with truck.nl will be terminated and new hypothetical buyers from other vendors will be explored

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing		●	
2. Possibility of using content for other purposes		●	
3. Asset availability	●		
4. Number of iterations and feedback	●		
5. Collaboration with stakeholders		●	
6. Tools used		●	

1.

From the very beginning, the brief was unclear. Although the specifics were provided from the outset, it was not clear what the result should look like in the end, perhaps because it is not very often that tomtom provides banners for other websites. Although the theme was clear, total focus on trucks, the material to be used and the style to be followed was defined in the process. If what was needed had been given earlier, and the objective had not been changed in the process, the test would have taken less time. It is also true that in a company it is not easy to expect always to have the time for long initial brainstorming between the different members of a team, but nevertheless, it is certainly necessary that whoever first implements a collaboration with a partner should also reflect on what can really be used to increase installations and activations.

2.

This test shows that if carefully chosen, certain assets can be used for other purposes. However, the format of these banners is rather unique, so it is not certain that they can be reused as they are.

3.

Again, it was difficult to find the assets used as they were located in different places in tomtom's server. Despite the fact that these were high-performance assets, they were not even exported individually, but had to be worked on the original files, further wasting time. Other assets were even only owned by some team members and not even uploaded to the server. Therefore, a person is needed for a general reorganisation, someone who is also familiar with past campaigns and their results.

4.

Despite the tight time schedule, many iteration steps were carried out, although only three have been reported on in the previous pages. Since the ideas were unclear, changes were made one after the other, mainly following personal opinions instead of more technical indications. It is believed that if the briefing is carried out thoroughly and the iterations kept within a maximum number of three, this can reach a very efficient level.

5.

For this test, the Creative team was only consulted at the final approval stage. More collaboration at an early stage would have led to better results.

6.

The test made exclusive use of the tool Creatopy, as it is capable of producing banners in HTML5 format for Google. Functional on the one hand, but slightly limiting on the other hand, as the tool does not allow much intervention in terms of graphics.

relevance of the parameter

8. TRUCK PRODUCT PAGE ✳
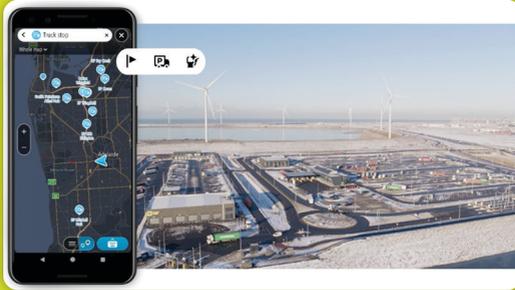
truck POI

custom routes

✳ **1. What is the purpose?**

create ad-hoc explanatory videos for the truck product page of Go Navigation

✳ **4. What are the features to emphasise?**

there are 3 main features to promote: the the ability to see POIs for trucks, to set routes according to the size of the truck, taking into account weight, height and substances transported (cargo)

✳ **6. What is the asset format?**

video, rectangular for Playstore (1280x720)

✳ **7. What type of asset should be used?**

videos, icons and pictures from tomtom library

✳ **8. Which channels should it be made for?**

website

✳ **9. What are the specifics?**

keep the phone on the left, playing the screen recording of the related feature and use a white background. Images can be chosen from a selection

cargo

✳ 10. Which OS has it to be made for?

Android

✳ 11. Is it going to be tested? If so, what is the hypothesis?

yes and the hypothesis is that pushing people through the web funnel can lead to better results as tracking is much easier and allow to eliminate store commissions

✳ 12. What is the success metric?

voucher redemption and revenue increase

✳ 14. Who are the teams involved?

Growth team

✳ 15. What is my role?

full ownership of the project

✳ question 2, 3, 5, 13, 17 and 18 were skipped as they are not essential to develop this project

✳ **16. What do competitor and market analysis show?**

No market research was carried out for this project. Indeed, this is the graphic part of a product page test, so the specifics did not allow much creative freedom

✦ Design choice

Also in this case, no previous examples were consulted. The aim was to provide short videos acting as small demos as they are showed in the car product page. For a better understing, they can be found below:
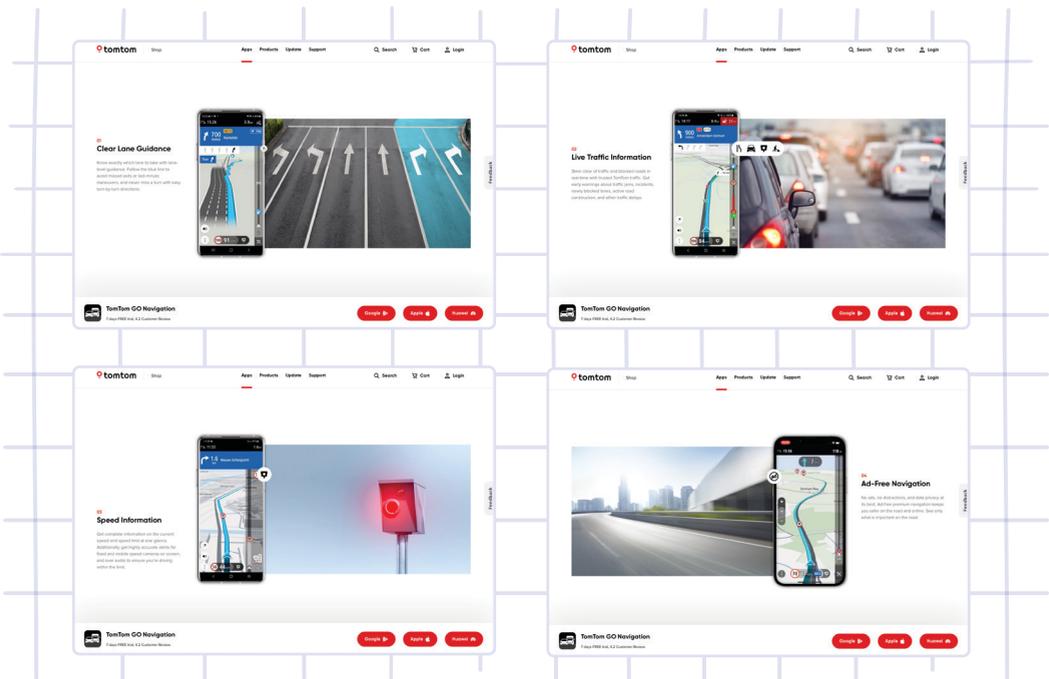
strengths:

• Clear video explaining the related feature
• Precise screen recordings
• Supporting icons to better understand how the feature works *definitely to keep*

Fig 69:
Screenshots of tomtom webpage

phone with screen recording
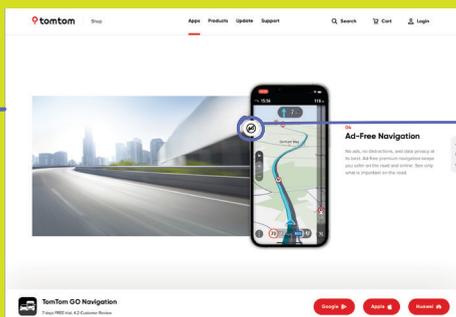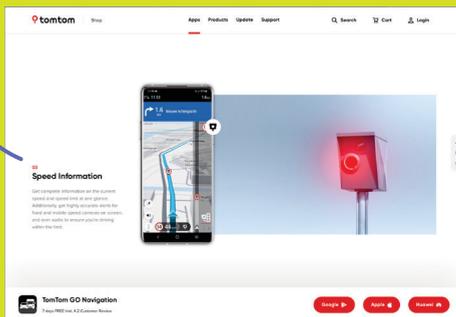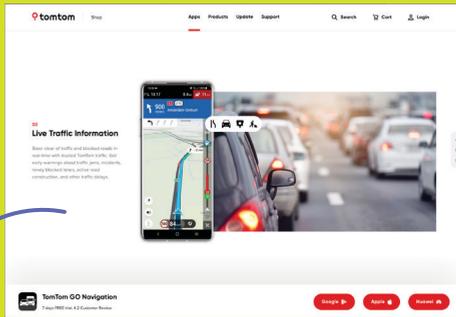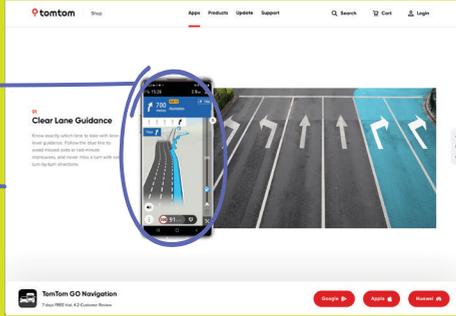
descriptive copy on the side (either right or left)

pictures on the side that explain the related feature

supporting icons

The aim of this test is to push people to visit the Go Navigation truck page after clicking on a Meta adv. Therefore, it is necessary to show the premium features of the app like the ability to see POIs for trucks, to set routes according to the size of the truck, taking into account weight, height and substances transported (cargo). To do so, it has been thought to create new short videos about the features, similar to those that already exists for the car product page: some pics and screen recordings were selected before by other members of the Growth team in order to obtain performing demos.

✦ Outcome

For this test, there were no iteration steps, nor was any feedback requested. The final result can be seen here on the side and meets all the requirements of the ==briefing document.==

for this test only Android devices were used

!!!

each new short video has the phone on the left and a supporting picture on the right, related to the analysed feature

✳

animated icons on the right of the phone to make the video more dynamic
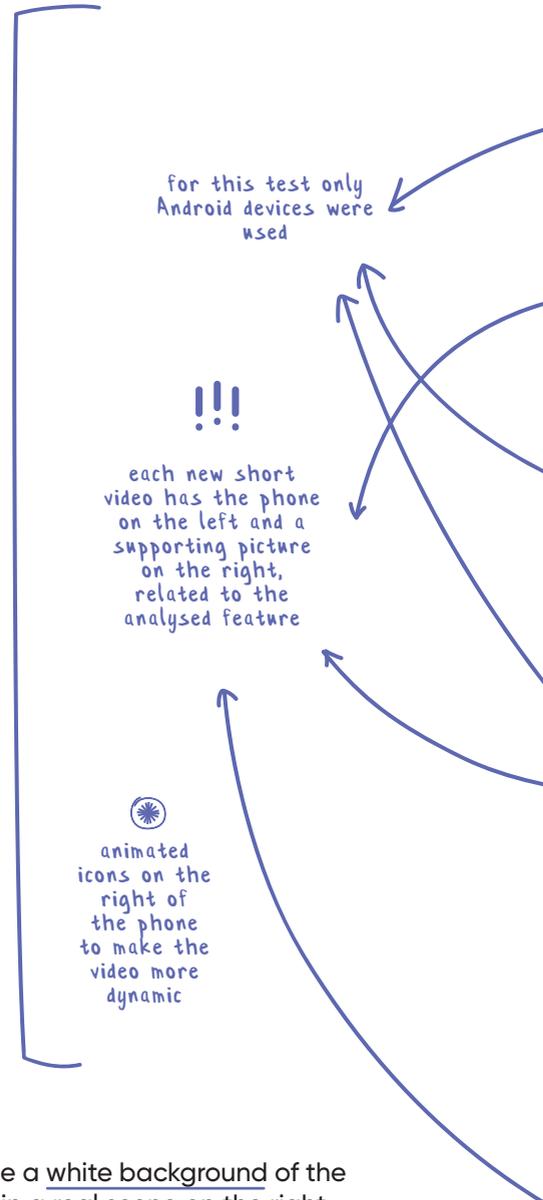
Overall, to achieve the goal, it was decided to: use a white background of the required size, add a photo to support the feature in a real scene on the right and a phone with the app's screen recording on the left. In addition, as per the reference, small animated icons help the user to get a clearer idea of the benefits of the feature.
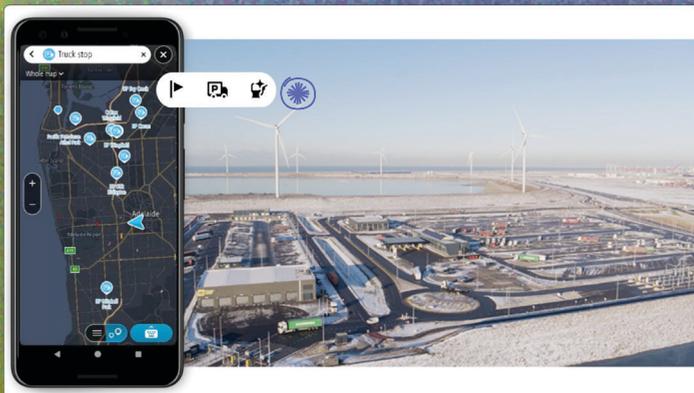
✦ Learnings

For this test there are no real results since it was essentially carried out just to show new videos on the truck product page. It can be specified tho how it was intended to be done.

In the diagram on the right, it is clearer that the process changes a bit: considering the new webflow, the steps through the appstores has been completely removed and rather replaced entirely with webpage referencing and consultation, allowing tomtom to turn users to their own website, generating more visits than downloading and doing the access on the app directly from the Appstore.

previuos web flow

FB adv   Appstore product page   Login during onboarding

new web flow

FB adv   TT.com truck PDP   TT.com promo page   TT.com checkout   Login during onboarding
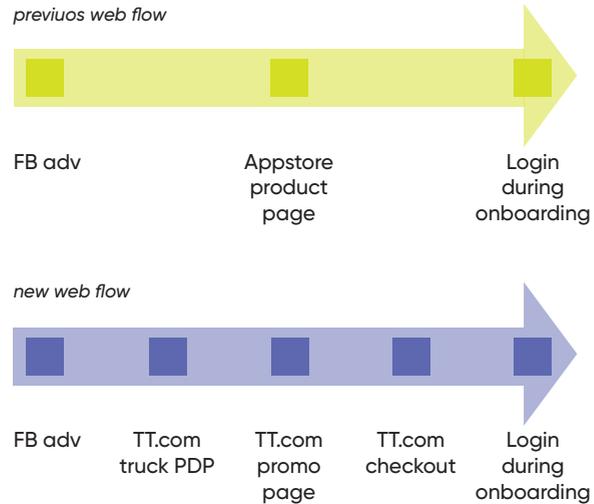
working time:

two days

tools:

Adobe After Effects, Adobe Illustrator

Fig 70:
Diagrams representing the comparison between the previuos webflow and the new one tested

✳ 18. What are the next steps?

since there are no similar assets to make up the website, these videos will be maintained to facilitate understanding of the app's features

✦ Conclusions

Finally, considering the process from a holistic point of view, the following conclusions have been reached. They have been summarised in the table below:

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes		●	
3. Asset availability			●
4. Number of iterations and feedback		●	
5. Collaboration with stakeholders		●	
6. Tools used		●	

1.

The briefing part was very thorough: reference links were provided to check the Appstore requirements and previuos covers to follow as a basis have been showed.

2.

This test demonstrates that if carefully chosen, certain assets can be reused for other purposes than those for which they were initially conceived, and this speeds up processing times by a long way because it is already known what to use. In fact, most of the elements used here, the images, screen recordings and icons, are all assets that are not entirely new but still perform well from previous campaigns

3.

Due to the need to finish the project as soon as possible in order to be able to already test it, a folder was provided with a short list of files that could be used. This can be taken as a starting point, since it made it possible to skip the usual step of searching for assets in the tomtom library.

4.

5.

6.

For this test, there were no iterations, nor was any feedback requested. The objective was already clear and these intermediary steps were not needed

There was also no collaboration with other stakeholders, not even internal to the Growth team. What was requested was returned a couple of days later exactly as expected

The tools used, After effects and Illustrator, were appropriate for the amount of work of the test.

relevance of the parameter

CONCLUSIONS

Is there a gap in tomtom's Growth team strategy?

From the conclusions of each visual test, the table below summarises all the considerations that emerged in order to understand where to intervene to optimise the strategy of tom tom's Growth Team.

The results reported here were obtained by means of a quantitative method, such as from an average of all the considerations derived from the parameters expressed on each test, but also according to a more qualitative method like personal reflections on the basis of which one parameter was deemed to be more in need of intervention than another. It should be emphasised that these reflections were only applied in cases where the average yielded intermediate results.

Fig 71:
Diagram showing the need for intervention or not for each parameter considered at the end of each test, from a holistic point of view.

	Necessity of change	Functional but flawed	Effective strategy
1. Accurate briefing			●
2. Possibility of using content for other purposes		●	
3. Asset availability	●		
4. Number of iterations and feedback		●	
5. Collaboration with stakeholders		●	
6. Tools used			●
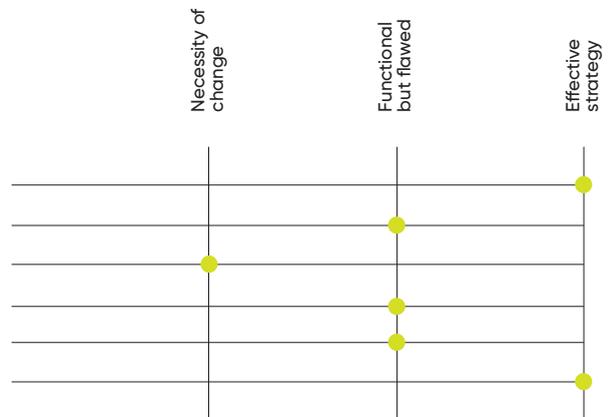
!!!
From this experience it is clear that something needs to be done here to streamlining and simplifying this phase

Even if it has emerged that there is a need to intervene in the availability of assets, here are some suggestions that could refine the content realisation phases for tests and visual experiments:

1. Accurate briefing

→ A designer responsible only for the creation of certain content, e.g. only for appstores, only for social, only for the website, etc.

how many people should exist inside the Growth team then?

→ An instruction manual realised by tomtom on how to make contents with old experiments in mind

→ Always include in the briefing examples of previous tests with what did and did not work

→ To avoid to waste time in the research, it can be considered to provide a folder with what should be used. A discussion with the creative director in the briefing phase is essential

2. Possibility of using contents for other purposes

→ Create templates not only for performance assets

e.g.
• for socials to be published every beginning of the month or week (both video and static)
• templates for appstore screenshots

→ Create seasonal assets with slight modifications to always have new contents and visibility through the ASO

3. Asset availability

→ Define a period to reorganise all files divided between server, library and Sharepoint

correct renamig

icons

library of screenshots and screen recordings

differentiating between the B2B agency and the B2C marketing department

subdivide according to success

using accessible Figma files

always uploading open files

ask everybody to upload files every day, following a deck with instructions on where and the naming

using a platform like Drobox without downloading and reuploading files but working directly on them

→ Define a day of the week to to do design research and content scouting. Old and non-performing ones must be deleted after one year to avoid gigantic library sizes.

4. Number of iterations and feedback

→ Define in the briefing a maximum number of 3 people to ask for feedback, both external and internal to the Growth team

→ Limitate the number of iterations to maximum 3

since it is about tests, the contents should not be perfect

→ Use platforms such as the Usability Hub more often since they give opinions from people outside tomtom, to find out if the contents really work or otherwise organise focus groups

5. Collaboration with stakeholders

→ Include the Creative team in the initial brainstorming and not only for the final check

→ Sharing the briefing document through Hive with all people who may be interested in it to make everyone participate or having a project scoping meeting to update everybody on the test

is everybody willing to do so?

→ Having an additional graphic designer in the Creative team who is always in contact with the Growth designer and specialises in branding

is there the budget for another graphic designer?

6. Tools used

→ Include more AI tools or having a personal AI within tomtom which exploits Machine learning to learn from past experiences

e.g.
• Midjourney
• Runaway for videos

→ Ask Chat GPT for help with the definition of copy since there is no copywriter

What has been proposed in these pages should not be taken as a project proposal but as a suggestion to go and solve those problems encountered during the Growth team's experience. Some of them show also reflections on the feasibility of the ideas, but are nevertheless presented as starting point to acknowledge that there is a problem. In any case, it is advisable to insist on the asset availability part because it is the most lacking to date.

conc

5.

project - con·cep

ept - project
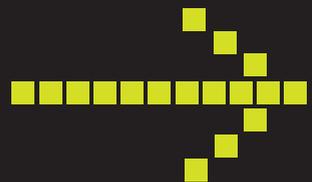
The conclusions resulting from the visual tests and experiments carried out in the Growth team brought to light some issues on which it is better to insist in order to facilitate the way of working in the graphic designer's task, whether in the Growth or Creative team. It was therefore decided to produce a digital guide, as nothing in tomtom is paper-based any more, to ensure that everyone is aware of the best strategy to adopt. A guide that can always be consulted by anyone, as it is on the intranet. Therefore, guidelines were initially defined to arrive at the concept definition. A moodboard then helped to define the steps to follow.

GUIDELINES

These guidelines are the starting point for the definition of the project. Although they may be general, they help to further clarify the direction to be taken for the project based on the findings of the visual tests analysed.
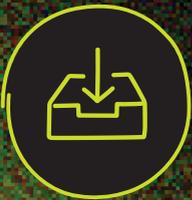
improve tidiness in storage

This guideline focuses on improving the tidiness in tomtom's storage systems in order to facilitate the search for assets and speed up this phase
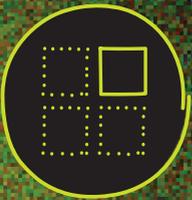
asset scalability

Having scalable assets allows to speed up execution time because it is already known the result that should be achieved after quick and easy changes

implementing more AI tools

The aim is to implement more tools that exploit AI in the execution phase to facilitate mechanical work but also to better stimulate creativity

increase cooperation

This guideline focuses on increasing co-operation between teams as it sometimes fails

speeding up execution times

Considering the time it takes to realise a project, the aim is to devote more time to the brainstorming phase, speeding the execution times up through the right tools and considerations

improved management

In this case, improved management means better organisation of material, team relations and project prioritisation. Being clear from the outset what the desired result is
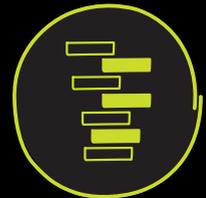
effective planning

A good and effective planning helps to always be clear about the progress of a project and how much work and people are needed to complete it
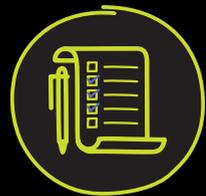
accuracy in briefing

The objective here is to try to have more specific and accurate briefing documents so that misunderstandings are not generated and the workflow is smooth and streamlined

CONCEPT

Improving the internal work processes of the Growth and Creative team of tomtom through a strategy to streamline work times, giving more time to the reflection phase than to the execution phase, also leading to the establishment of a deeper understanding of the roles and working methods of both teams through optimal collaboration.

from

chaos
order

to

moodboard

cooperation and
coordination

TIME
IS
PRECIOUS.

TIDINESS

*BLUE

The moodboard on the right is intended to evoke the principles of the concept described above. In some cases abstract concepts are showed with evocative pictures.

creativity

INNOVATION

*YELLOW

scalability

IMPLEMENTING AI

dynamism
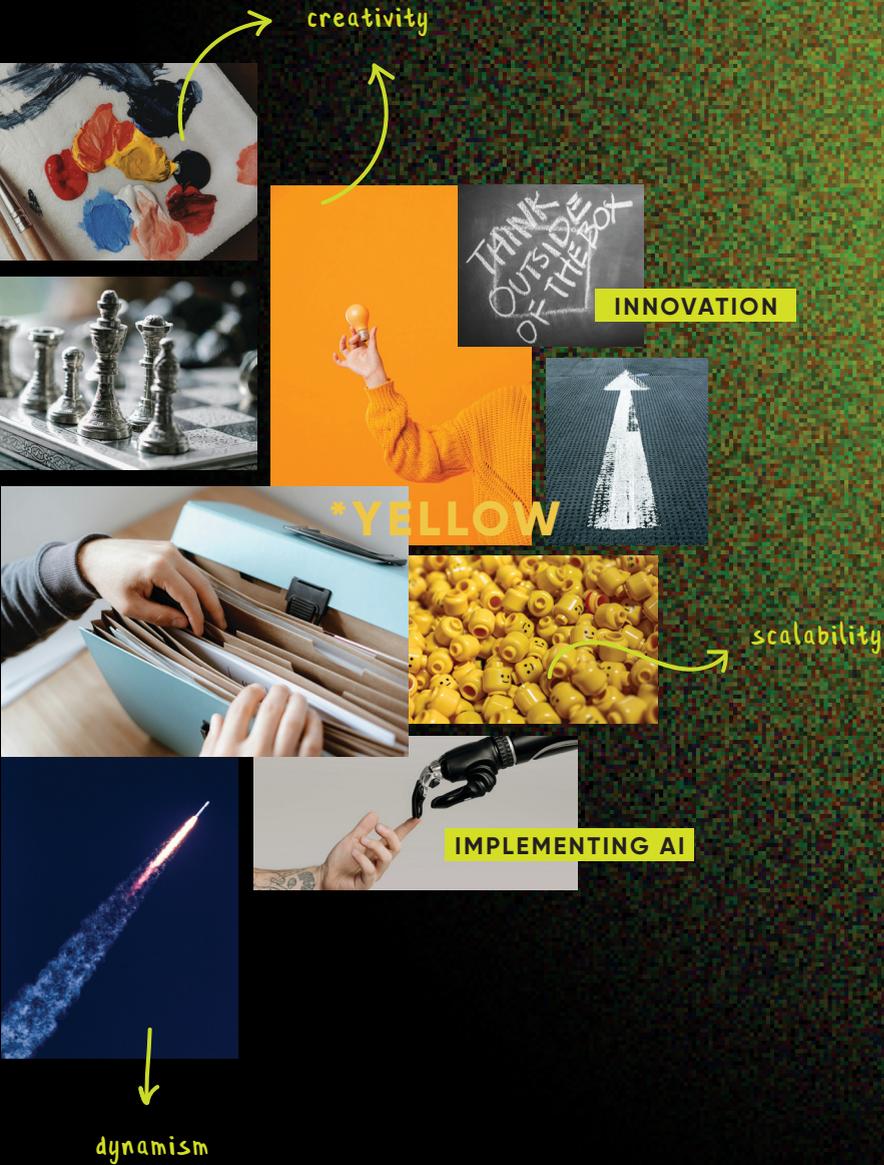
*blue is reminiscent of serendipty, yellow to energy and creativity

PERSONAS

User personas are a tool devised by American computer scientist Alan Cooper in 1999, with the goal of creating profiles of people who represent a particular group; they are not stereotypes, but archetypes based on real research (in this case drawn from the people around tomtom's Growth Team and Creative Team) and are useful for better understanding the needs of similar user groups.

The personas presented on the following pages are 4: the manager of the Growth Team, also a digital marketer, specialised mostly in the acquisition phase; a digital marketer of the Growth Team, specialised in the onboarding phase; the graphic designer of the Creative Team and the product manager of the Creative Team. These personas, as will be shown later, are interdependent on each other despite the fact that they have different skills and perform equally different activities.

1.
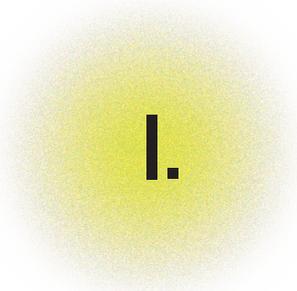
Sreeniza Bhamidi
Marketing manager of the Growth Team
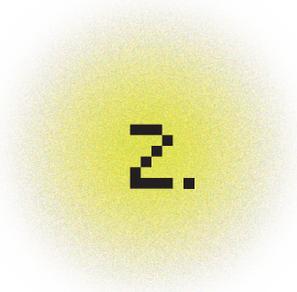
2.

Luca Germanò
graphic designer of the Creative Team
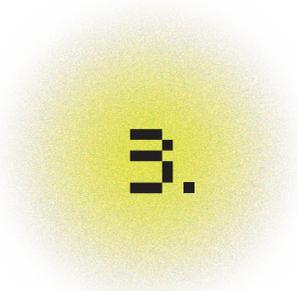
3.

Laia Wilson
creative director of the Creative Team
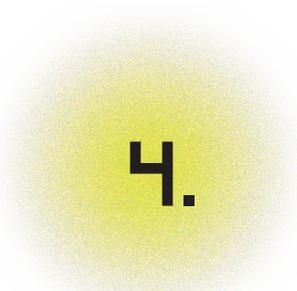
4.

Bjarne Aelbers
digital marketeer of the Growth Team

I. SREENIZA bhaMidi
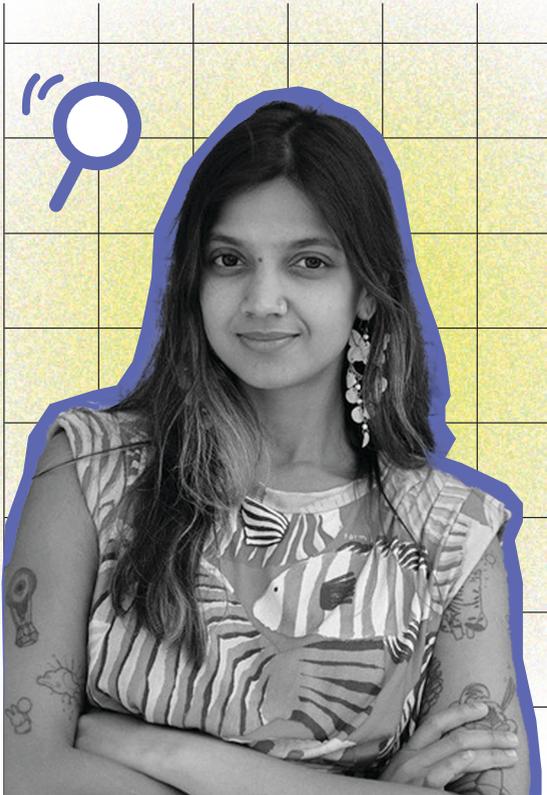
Age

30 years old

Nationality

Indian

Personality

introvert	◆	extrovert
rational	◆	creative
organised	◆	messy
impulsive	◆	patient
independent	◆	team player

☀ Bio

Sreeniza has a goal in life: to visit 30 states before she reaches 30. She almost made it, to tell the truth. She recently turned 30 while on a trip to the Maldives. Travelling could be said to be her life's motto, since even to get to the office she has to travel for an hour on the outward journey and an hour on the return journey by train. That's why she rarely comes to the office, maybe once a month, just to show some people that she still works for tomtom, but mainly because she can be much more efficient and not waste time by working from home. She is really brilliant at his job. You can tell he knows a lot about the world of marketing and more specifically about the growth sector, althought the Growth team was not his first team. She often has to argue with some members of the Creative team or the BUC about which experiments to carry out, but despite this he always manages to find a solution for everyone thanks to his intelligence. Sometimes she thinks it might be better to look for work elsewhere, where perhaps her ideas don't always have to be confronted with other stakeholders, but all in all she enjoys her time at tomtom.

✳ Role

Digital marketing manager

✳ Team

Growth team

✳ Pain points

→ The creative team often blocks visual experiments because they feel they are unnecessary when they don't know that it is good to update your assets

→ There are always a lot of decks to consult when it would be nice to try to gather essential data elsewhere

→ My manager would like me to be more present in the office even though I can't concentrate well when I'm there

→ I often find myself arguing with stakeholders

✳ Soft skills

design thinking   planning

critical thinking   communication

curiosity   problem-solving

✳ Needs

→ A graphic designer within the growth team would be needed because I am often the one who has to realise assets and I am not familiar with the programmes

→ Make the creative team understand that in order to obtain revenue from advertising campaigns it is necessary to give importance to the acquisition and retention phase because with awareness it is not certain that results will be obtained in a short time

→ Don't make every project a reason for quarrelling with other stakeholders

→ Don't feel guilty if I work from home

✳ Tools

Ads manager: ✦✦✦

Mix Panel: ✦✦

Appstore Connect: ✦✦✦

Creatopy: ✦✦✦

Playstore Connect: ✦✦✦

Usability Hub: ✦✦✦

Photoshop: ✦

PowerPoint: ✦✦

2.

LUCA GERMANÒ

◉ **Age**

28 years old

◉ **Nationality**

Italian

◉ **Personality**

introvert ——————◆ extrovert

rational ——————◆ creative

organised ◆—————— messy

impulsive ——————◆ patient

independent ——◆—— team player
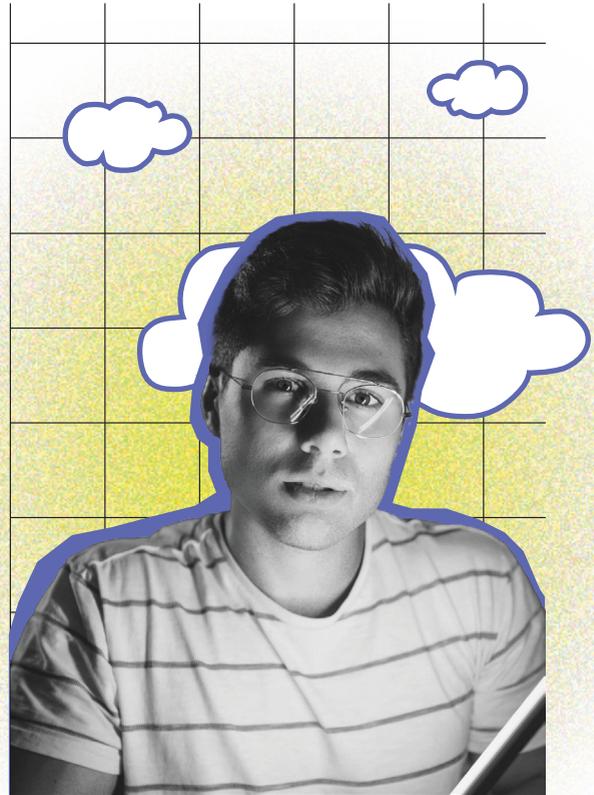
◉ **Bio**

Luca started ==working at tomtom== about two years ago, but since then he has always been loved by everyone for his humour and cheerfulness. He lives in Amsterdam but always dreams of returning to Italy, where the climate is more comfortable. He has been a graphic designer in the creative team for roughly a year, changing managers a couple of times since then. He tries to be present in the office every day because he knows it is the best way to meet new people, network and make connections. Because of this he has become close friends with Laia, his new manager and Eric, the creative manager of the B2B agency. You can see him every day sitting at his desk, from 8.30am, until about 4.30am. He likes to play sports, which is why he leaves early so that he can go running, swimming, cycling. When he has to think of a new campaign idea, he stands there with pencil and paper and starts sketching. "It's the best way to define my thoughts," he says. Unluckily, lately his mac stopped working, out of the blue, so Luca lost all the documents and files he had saved up to now, both tomtom's and personal ones.

✴ Role

Graphic designer

✴ Team

Creative team

✴ Pain points

→ I can never find the creative assets I need because between servers, libraries and sharepoints some files get lost

→ I sometimes receive too many assets to realise because I am the only official graphic designer in the whole B2C marketing sector

→ The growth team does not often update us on the results of the creative assets

→ Too many people too often express a subjective opinion on assets when they really don't have the right knowledge

✴ Soft skills

(design thinking)   planning

(curiosity)   communication

critical thinking   (problem-solving)

✴ Needs

→ Consult an organised system for creative assets to find resources instantly

→ Getting better at using AI for creative content

→ Receive more feedback from manager about the assets

→ Learning from my manager tips and tricks of some of Adobe's suite of programmes

✴ Tools

Indesign:
Id ✦

Miro:
✦

Illustrator:
Ai ✦✦✦

Creatopy:
✦

After Effects:
Ae ✦✦✦

Midjourney:
✦✦✦

Photoshop:
Ps ✦✦✦

Runway:
✦✦

3.   LAIA WILSON

✳ Age

32 years old

✳ Nationality

Australian

✳ Personality

introvert	——————✦——	extrovert
rational	————————✦	creative
organised	——✦————	messy
impulsive	—————————✦	patient
independent	——✦————	team player

✳ Bio

Laia is an ==ambitious designer:== at only 32 years old, she already has numerous experiences in the field of graphic design, for example at Swapfiets, Uber and Adidas. She knows all the programmes in the Adobe suite like the back of her hand. Her knowledge has enabled her over time to move from junior to senior, which is why she became manager of the Creative team in July. Since then, it is worth mentioning that the team has seen great successes thanks to her ideas. Tayla, her direct manager, is very pleased to have introduced her to the team.

However, for Laia there is much more behind the design world: she likes to make people laugh, in fact she is taking lessons to perform stand-up comedy in Amsterdam pubs. Having moved to the Netherlands a few years ago, she decided to take the Dutch citizenship, so she often goes to evening classes after work to learn the language. When Laia arrive at the office, she starts the day with her pain au chocolat and soy cappuccino at the office café. Sometimes, however, she prefers to stay at home: she recently bought one in the west and is very happy with it.

✳ Role

Creative director

✳ Team

Creative team

✳ Pain points

→ I am often not involved in the definition of creative experiments despite the fact that I could facilitate the work

→ I fail to show my team members that I am grateful and satisfied with their help

→ There are always many decks to consult when it would be nice to try to collect the essential data elsewhere

→ The growth team does not often update us on the results of the creative assets

✳ Soft skills

design thinking   planning

curiosity   communication

critical thinking   problem-solving

✳ Needs

→ Involving more young people into the world of tomtom through targeted advertising and appealing campaigns

→ Emphasising creativity, which seems to be somewhat neglected in the working environment

→ Having a more organised work process: things work, but making everyone aware of what they are doing would be preferable

→ Give as much importance to the awareness phase as the acquisition phase receives

→ Reward my team if a campaign works well

✳ Tools

Indesign:
Id ✦✦✦

Miro:
✦✦✦

Illustrator:
Ai ✦✦✦

Creatopy:
✦

After Effects:
Ae ✦✦✦

Figma:
✦✦✦

Photoshop:
Ps ✦✦✦

PowerPoint:
P ✦✦

4. bjarne aelbers

✳ Age

31 years old

✳ Nationality

Dutch

✳ Personality

introvert ——————◆ extrovert

rational ————◆ creative

organised ◆——————— messy

impulsive ——————◆ patient

independent ——————◆ team player

✳ Bio

Bjarne is getting married. Things have become official with his fiancée. Every now and then he visits his fiancée in Porto, Portugal, or she visits him in Holland. "It is a good compromise", he says. They will continue like this after marriage. So it happens that every other month he works from Portugal, but when he is in Holland he tries to come to the office as often as possible despite living in Eindhoven. He has to take a two-hour train ride every time, but he much prefers the days in the office to those at home. He likes to talk to everyone at work, about this and that or about work-related topics. Sreeniza and Bjarne get along very well with each other, even though they don't meet often but when they have meetings outside the office, they are always the last to stay, sipping whiskey and catching up on the latest happenings in their lives. Apart from work, Bjarne really likes his motorbike, a Harley-Davidson X500. He looks forward to using it on weekends to take rides here and there. However, when he is on a motorbike, he never uses tomtom Tom's Go Ride app, because it is not very efficient: Calimoto, a competitor, works much better.

✳ **Role**

Digital marketeer

✳ **Team**

Creative team

✳ **Pain points**

→ The onboarding phase of the app always has some problems despite the thousands of tests we do each time

→ It seems to me that the acquisition part of the Growth team is not very appreciated every time, although it is only fair that for the good of the company the focus is more on us than on the awareness part

→ There are always too many meetings that prevent me from completing tests in a short time or second planning

→ I would need an in-house graphic designer in the Growth team

✳ **Soft skills**

design thinking   (planning)

curiosity   (communication)

(critical thinking)   (problem-solving)

✳ **Needs**

→ It would be useful to use AI programmes to ask for help when needed or to have an internal AI system in tomtom

→ I'd like to have a functional tomtom app available when I go out instead of having to resort to competitor apps and having to pay a subscription fee

→ I'd like to have more months to work outside the Netherlands so I can see my girlfriend more often

→ We should use more platforms like the Usability Hub to solicit feedback from users who are not necessarily familiar with tomtom. This would help a lot in understanding how to make testing more effective

✳ **Tools**

Ads manager: ✦✦

Mix panel: ✦✦✦

Appstore Connect: ✦✦

Creatopy: ✦

Playstore Connect: ✦✦

Usability Hub: ✦✦✦

Purchasely: ✦✦✦

PowerPoint: ✦✦

This graph shows the relationships between the (4) personas previously analysed, to fully understand how they relate to each other, the tools they use and the activities they are involved in.
The aim is to show how it can change after having implemented the new concept.

Fig 72:
Graph showing the relationships between the personas, the activities they perform and the tools they use.

✳ How to read the graph:

activities

personas

tools

relationships between personas

1. Sreeniza Bhamidi

2. Luca Germanò

3. Laia Wilson

4. Bjarne Aelbers

research

launching campaigns

planning

brainstorming

meetings

content scouting

sharing feedback

testing

archiving

creating assets

I.

4.

2.

3.

Mix Panel
Ads Manager
Purchasely
Appstore Connect
Playstore Connect
Usability Hub

Internal hard disk
One Drive
Server
Sharepoint
Library

Slack
Outlook
Hive
Teams

Miro
After Effects
Figma
Creatopy
Photoshop
Illustrator
Power Point

areas of focus

Reorganise tomtom's working method, with a focus on files and the relative systems where to upload them

Include more AI tools or having a personal AI within tomtom which exploits Machine learning to learn from past experiences

Create templates to always have new content made with slight modifications and keep visibility through the ASO

Creating a digital guide for tomtom on how to make contents following the instructions described above

From test conclusions...

The guidelines presented here are aimed at improving the internal working process in the Growth Team of tomtom. They derive from the conclusions that emerged from the study carried out on the test and visual experiments and can be considered as the starting point to define the concpet of the project.

First area

With regard to the first, we refer to the problems encountered in the management sources, namely collaboration tools and storage ones. In particular, the focus is especially in finding files, as there is no rule when uploading a file, so the search can be difficult and time-consuming for the workers and, more specifically, the designers. As there are in fact five different platforms for uploading and saving files, the aim is to encompass all that is necessary in a single, or a couple streamlined and functional systems.

Second area

The second, on the other hand, involves making greater use of the various AI tools on the market, both in the actual realisation of the content, and in the analysis of the data obtained following a test, to then cross-reference with the marketer's experience. Exploiting an internal tomtom AI tool could also bring more advantages.

Third area

The third guideline insists on the creation of templates, which define key parameters that can then be easily modified at short notice and allow the continuous production of assets to achieve greater visibility. Templates may vary according to the format of the asset, static or video, and also according to seasonality. However, these should not limit the production of assets for more specific campaigns when necessary.

Fourth area

Finally, the fourth aspire to the creation of a short but effective digital guide containing all the instructions explained above. This guide must then be accessible to anyone inside tomtom's marketing team, precisely to facilitate the realisation of assets from time to time.

The graph which has been shown previously, can be broken down into the four different areas of focus described before, thus creating a link to the activities, actors and tools used. This makes it easier to understand the focus areas and how they can influence the current situation.
It can be noticed that the forth area of focus, the one of the manual, involves somehow all the activities done by the personas.

Fig 73:
Graph showing how the focus areas lie in the relationships between the personas, the activities they perform and the tools they use.

✳ How to read the graph:

activities

personas

tools

relationships between personas

1. Sreeniza Bhamidi
2. Luca Germanò
3. Laia Wilson
4. Bjarne Aelbers

FOURTH AREA OF FOCUS

research

launching campaigns

planning

SECOND AREA OF FOCUS

FIRST AREA OF FOCUS

brainstorming

meetings

content scouting

sharing feedback

testing

archiving

creating assets

THIRD AREA OF FOCUS

I.

Mix Panel
Ads Manager
Purchasely
Appstore Connect
Playstore Connect
Usability Hub

4.

Internal hard disk
One Drive
Server
Sharepoint
Library

Slack
Outlook
Hive
Teams

2.

Miro
After Effects
Figma
Creatopy
Photoshop
Illustrator
Power Point

3.
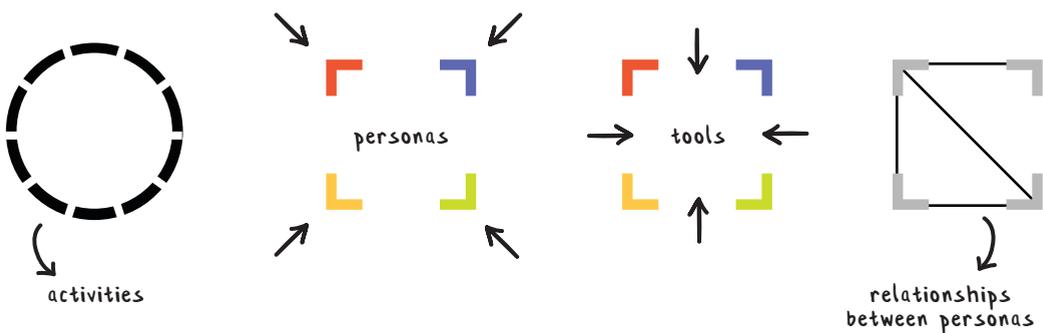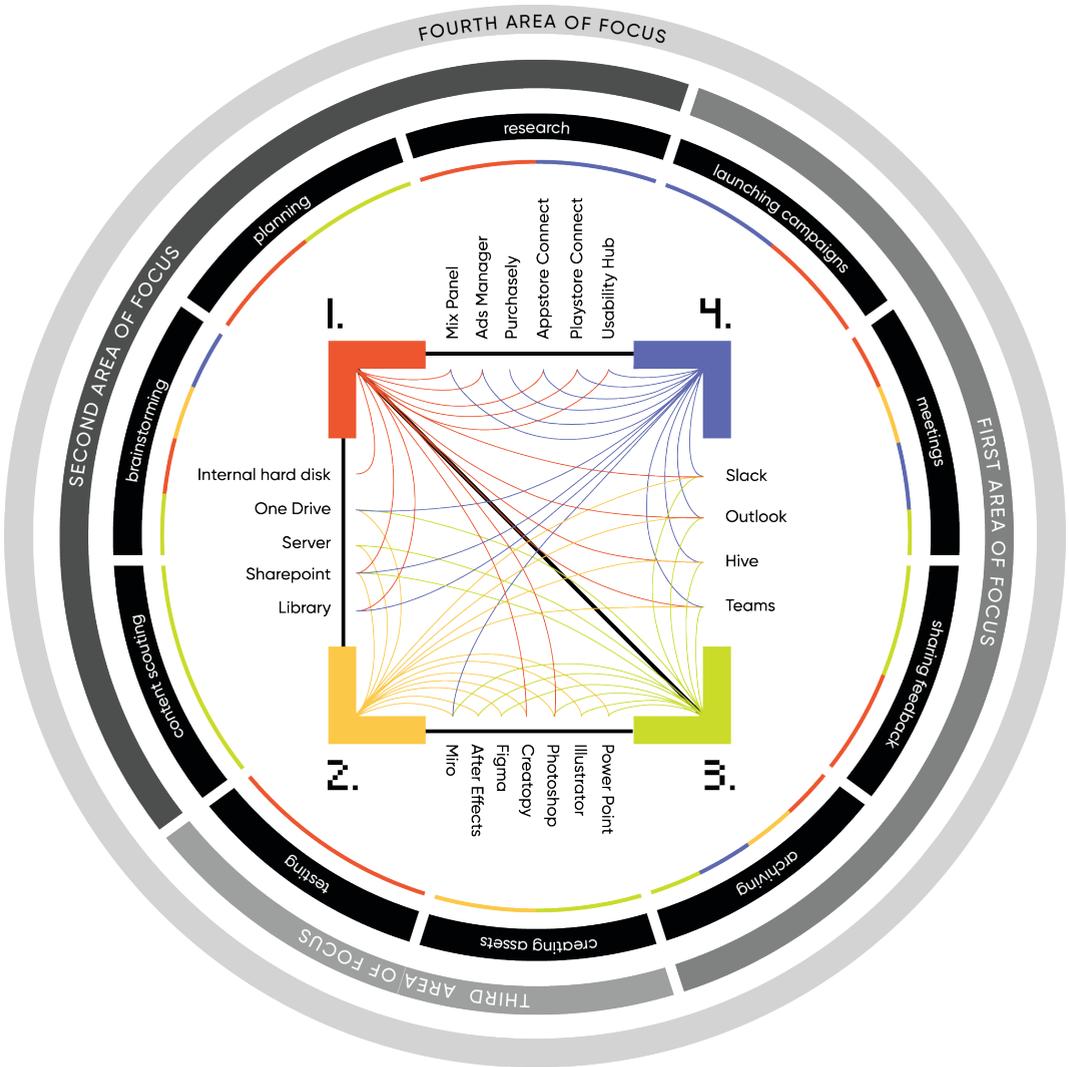
→ **FIRST AREA OF FOCUS:** Reorganisation

→ **SECOND AREA OF FOCUS:** AI tools

→ **THIRD AREA OF FOCUS:** Templates

→ **FOURTH AREA OF FOCUS:** Guide

✦ First area of focus

PLATFORMS

Although tomtom refers to an intranet, a centralised digital repository that can serve as a single source for storing, organising and sharing documents or other corporate files, avoiding wasting time searching for documents or information and facilitating consistency between departments, it must be specified that there is general confusion due to the fact that several systems are used simultaneously, as it can be seen from the following pages.

87%
increase in employee retention in organisations that implemented social intranets.

72%
rate their intranet tools as fair to poor

57%
of employees see no purpose in their company intranet

30%
companies that implemented a dedicated internal communication platform

29%
of intranet fail due to unclear governance, making it the reasons number one intranets don't succeed within organisations

Intranets, in fact, if not well managed, can present a number of problems, for example:

☀ Poor user experience

☀ Poor interaction due to the platform used or the presence of multiple platforms

☀ Irrelevant information, as a lot of information about the company is contained, but not all employees want or need to know everything

☀ Directory difficult to use due to renaming or because it is out of date

☀ Accessibility only from computers, as is mostly the case with own domain sever

Certainly for tomtom, problems 2, 3 and 4 are the most keenly felt, so the goal is to look for ways to make the sharing and archiving processes more streamlined, in order to facilitate communication and the exchange of information between teams.

→ Currently

Collaboration tools

Slack → quick messages and sometimes files

Outlook ← only for emails

Hive ← Gant diagrams to scan projects over time and attach finished files

Microsoft Teams → only for calls

Storage

Server → where sensible files and data are stored

Microsoft Sharepoint → file management to keep them at hand

Library → website where pictures and basic UI elements are uploded

Microsoft OneDrive ← personal online hard disk

Internal hard disk

what's uploaded on Teams goes directly on SP

Legend:

Microsoft suite

Accessible to everybody

Access through invite

Fig 74:
Diagrams showing the before-and-after comparison of the reorganisation of the tools to be used for collaboration and storage. Left shows the before, right the after

From the diagram above, it can be seen that the tools used for collaboration and file storage systems are innumerable. The question therefore arose as to whether they were all necessary, since programmes often have similar functionalities. Their presence make the processes unwieldy and it may even happens that files are lost. Every worker within tomtom, not just the Growth Team members, could benefit from this analysis in order to have less programmes to consult and to use.

→ After

Collaboration tools

Slack → quick messages and sometimes files

Outlook ← only for emails

Hive ← Gant diagrams to scan projects over time and attach finished files

Microsoft Teams → only for calls

could be exploited more as a chat tool and to share quickly files

what's uploaded on Teams goes directly on SP

Storage

Server → where sensible files and data are stored

Microsoft Sharepoint → file management to keep them at hand

Library → website where pictures and basic UI elements are uploaded

Microsoft OneDrive ← personal online hard disk

Internal hard disk

they are not useful if everything can be stored in the server

Legend:

(Microsoft suite)	Microsoft suite
▉	Accessible to everybody
▉	Access through invite

This page shows what could happen if Teams was used as the sole tool for messaging, calls and fast file sharing. This would stop the use of Slack as an intermediate step. Furthermore, as far as storage is concerned, it is necessary to have a server for storing sensitive files, since platforms such as Sharepoint can be hackable, unlike the former. Nevertheless the use of Sharepoint is still considered useful since it is part of the Microsoft suite and can be easily linked to the other programmes, and because with the server there is a need for access with VPN, whereas from Sharepoint the access is easier and everywhere. One does not exclude the other, but certainly the library could easily be eliminated in favour of Sharepoint. Finally, to avoid storing files in personal memory, be it One Drive or the laptop's internal hard disk, a time machine function could be implemented in the server, to be able to overwrite files and always have the possibility of going back to previous versions.

NAMING

After defining which platforms to intervene on, to have a more streamlined work process, from 4 to 3 for collaboration and from 5 to 2 for storing, it is necessary to intervene on the name of individual files.

Since it is often complicated to find a file within the different filing systems, it is considered useful to intervene on the naming of these, starting with past files and ending with new ones yet to be created, so as to generate an order on the platforms.

A conventional model to be used for naming files is therefore proposed, with the intention of also intervening on past files.

First of all, it is necessary to define for which product the asset is created, i.e. Go Navigation Car, Go Navigation Truck, Go Ride, Amigo; subsequently the campaign behind the project is presented; the third step is the hook or feature highlighted and afterwards the operating system, whether iOS or AND, or sometimes for the website. Then the language in which the asset has been produced is expressed, and after it the size of the asset, usually between 1200x1200 (square), 1200x628 (landscape), 1200x1500 (portrait) or others. The structure and an example are presented on the side.

In this way, anyone is aware of the order of the denomination parameters and can therefore easily search for the file with the search bar, whether it is Sharepoint or the server.

It may seem a somewhat lengthy process since the name takes several parameters into account, however, it is preferred to make a greater effort at this stage to facilitate the search later on. Furthermore, this taxonomy will be continuously updated as new projects and campaigns are added over time.

Fig 75:
New naming strategy for files in the next page.

Structure of future naming convention

product	campaign	hook	os	language	dimension
GO-Nav-CAR_	Always-on_	LaneGuidance_	iOS_	DE_	1200x1200
GO-Nav-TRUCK_	Reels_	Traffic_	AND_	EN-GB_	1200x1500
GO-Ride_	Peak-season_	CustomRoutes_	Both_	FR_	1200x628
Amigo_	Summer_	CarPlay_	Web_	IT_	1920x1080
	TruckinAwsm_	AndroidAuto_		PL_	1080x1920
	You+TomTom_	SpeedCams_		EN-US_	1080x1080
		SpeedInfo_		FI_	
		POIs_		ES_	
		RouteBar_		NL_	
		FuelStations_			
		EVStations_			
		Awareness15s_			
		Awareness30s_			

Example:

GO-Nav-Truck_	TruckinAwsm_	Awareness30s_	iOS_	NL_	1080x1080

GO-Nav-Truck_ TruckinAwsm_ Awareness30s_ iOS_ NL_ 1080x1080.jpg

Since it is essential to ensure that documents are accessible to everyone in the same business unit, when it comes to file naming conventions, usually there are some guidelines to follow since the name of each file must be unique within the directory in which it is stored (AIX 7.3, n.d.). They are:

- ✳ Maximum length of 255 characters with letters, numbers and underscores

- ✳ Case sensitiveness, since the operating system distinguishes between upper and lower case letters in file names

- ✳ Descriptive and meaningful file names

- ✳ Naming conventions also for directories

- ✳ Avoid using: / \ " ' * ; - ? [ ] ( ) ~ ! $ { } &lt > # @ & |

- ✳ The version number, if more than one version exists

- ✳ Underscore (_) instead of spaces between words

- ✳ Dots are used in front of name extensions to indicate file formats, such as .jpg and .doc, and their use in a name may cause file losses or errors.

However, it is mostly suggested to keep the length of the file name roughly around 100 characters to avoid compatibility and management problems (Russo, 2024). Therefore the proposal shown on the previous page could be a viable alternative since the legth does not exceed 80 characters.

As far as folders are concerned, it is good to proceed according to the rules of organisational categories. That is, going from the general to the particular.
The organisation should start from the product taken into consideration to make everything more immediate and easily recognisable:

+ Go Navigation
+ Go Ride
+ Amigo

Considering Go Navigation, it will be broken down further into Car and Truck. Then it goes to the campaign name which is a parameter constantly to keep up-to-date and finally the file format, such as:

+ Documents
+ Static images
+ Videos

It is possible to see it also from the file extension but having it split into folders can make search optimised and efficient.

Also directories must follow rules for naming, otherwise the work done on the files is in vain and useless. Therefore, regardless of the file name, some information can already be implemented via folders in order to reduce the length of the file name and at the same time have the files divided according to type.

→ In conclusion to the reflections on storage and naming, the use of the server is suggested for the storage of open files, since these are sensitive files that can be modified by anyone who has access to the server, while Sharepoint must be the tool for storing the finished and definitive assets, thus divided into folders as mentioned above. Both server and sharepoint follow the same naming rules.

Here it is shown how it will look like when this strategy will be implemented:
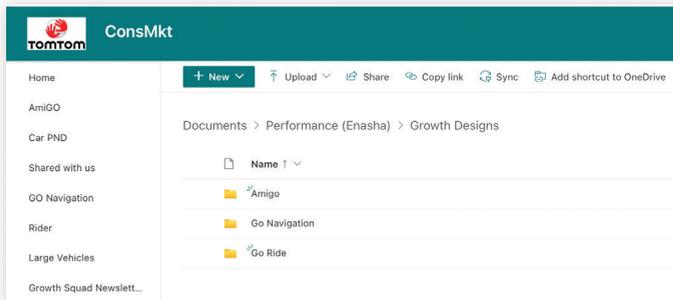
STEP 1:

Folders are subdivided according to the product under consideration.
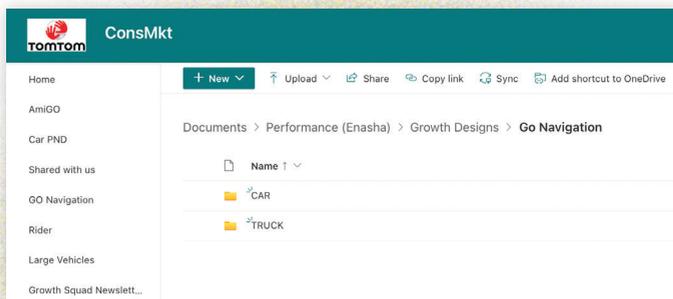
STEP 2:

Since the Go Navigation folder has been opened, it is possible to find the the further subdivision between car and truck, since they are different products.
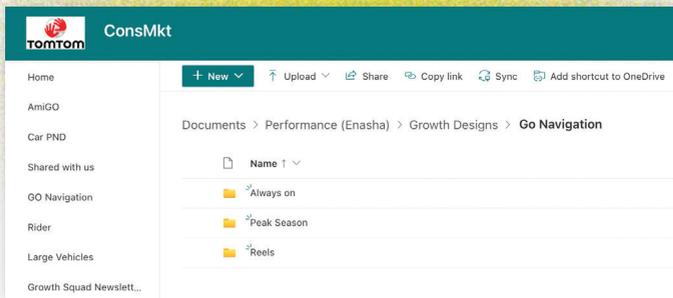
STEP 3:

Once either the CAR or TRUCK folder is open, further folders appear on the screen, divided according to the name of the campaign.
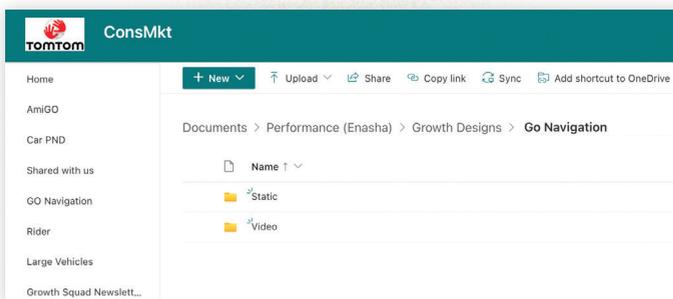
STEP 4:

Each campaign presents the assets divided into documents, videos or static images. In this one there are only the last two.

STATIC IMAGES

Once the folder of static images is opened, it is possible to consult a list of assets in this category, following the nomenclature that was recommended earlier. As it can be seen, the nomenclature does not present the file format as the final extension suggests its nature.
Overall, the length of the name allows the user to see if it is the asset he is looking for.
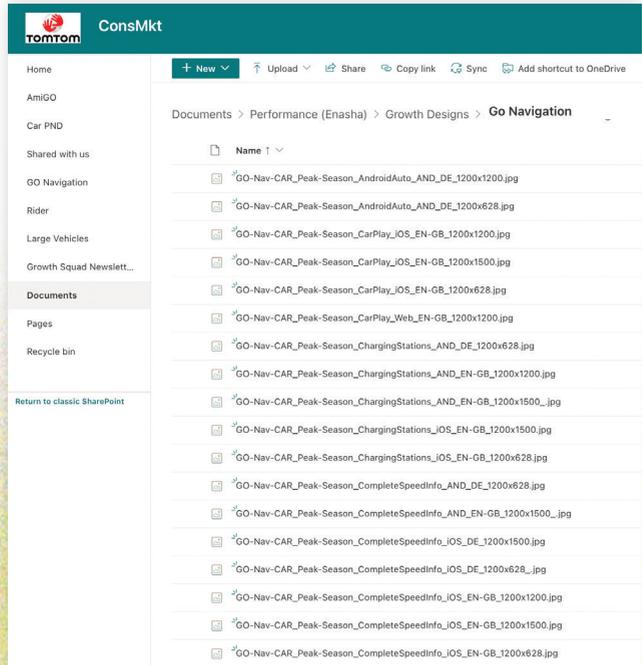
VIDEOS

Once the folder of videos is opened, it is possible to consult a list of assets in this category, following the nomenclature that was recommended earlier. As it can be seen, the nomenclature does not present the file format as the final extension suggests its nature.
In this example the video has been realised for both OS systems, this is why it is written "Both".
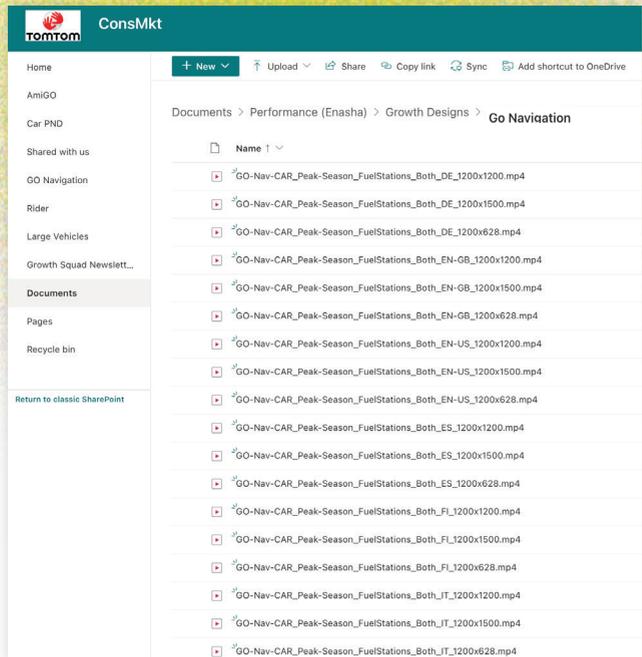
Fig 76:
Representation of how the directories will work on Sharepoint after implementing the new naming strategy.

SCREENSHOTS LIBRARY

There are some basic elements, such as icons and screenshots, which it is essential to keep in order in storage systems as they can greatly streamline execution times. A disorganised library, in fact, leads to confusion and the intervention of an additional stakeholder as well as wasted time. On these pages, it is intended to show how the two most commonly used archiving systems in tomtom, namely the server and Sharepoint, are currently organised and to present a working alternative.

Fig 77:
The following pages show the screenshots first in the server and then in the Sharepoint library. Finally, the new screenshot library on Sharepoint is shown with the new naming strategy.

✳ Server

the first step is to insert the credentials to do the access

a red dot help workers to recognise the directory immediately
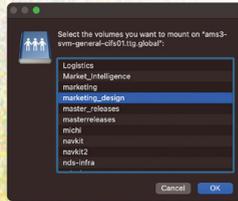
there is a folder only for the department of marketing
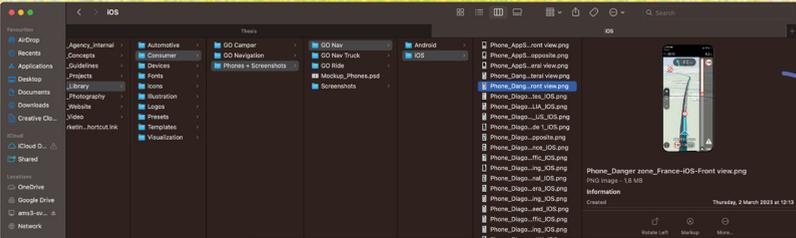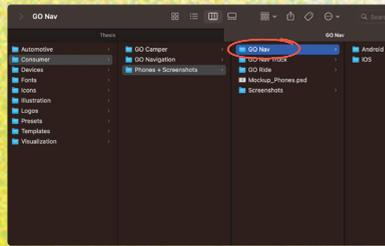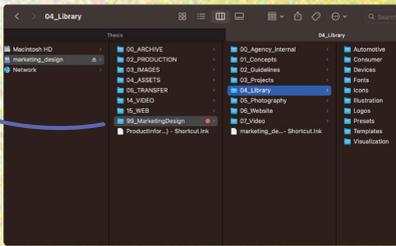
first way to get screenshots
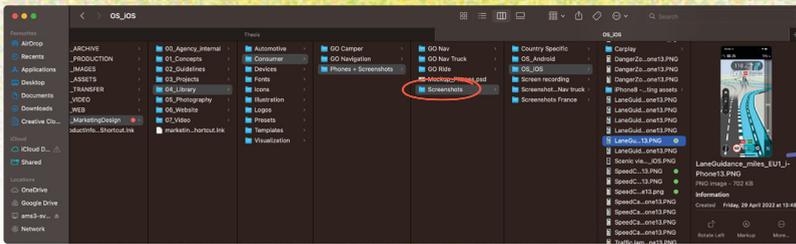
second way to get screenshots

As it is possible to see from the screenshots above, even the access to the server is not straightforward and when it comes to look for some assets, like screenshots in this case, many steps are required. Moreover, they are split into different folders so the search gets difficult and difficult. The file naming is not immediate and easy to understand as well, therefore a change is needed.

✳ Sharepoint

Currently

the folders are mixed with other contents and it is not clear what they contain

after three steps it is possible to consult screenshots

why some screenshots aren't inside the folders?

??
what's this?

recordings and screenshots are mixed

random naming

only here files are named and organised correctly

On this page it is possible to see that the organisation of the material is currently very chaotic. In this case, the Sharepoint screenshot library has been taken as a reference, but it should be pointed out that there is another one on the server that is exactly as disorganised as this one and also with a different logic to the one shown here. From the comments, it is possible to notice how there are different problems and how a change is urgently needed to facilitate the search not only for these assets but also in general.

After

folder for the product
of Go Navigation

different folders for
car and truck

different folders
for screenshots and
screen recordings

different folders for iOS
and AND

different folders following
the languages

screenshots for truck

Above it is possible to see how the entire screenshot organisation should look on Sharepoint, based on product, vehicle type, operating system and languages. It also fits well with the naming strategy and makes it easy to find what everyone needs. However, few other folders have been added from the strategy presented before since in the case of screenshots it is better to subdivide already the OS and the language in order to have everything well arranged and ready to be used. Moreover, it must be said that what it is seen above corresponds only to the frontal view of the mockup with the phone, but nevertheless a further subdivision of the files will have to be made.

✦ Second area of focus

In this part, some tools that exploit AI are analysed to facilitate work and speed it up as much as possible while maintaining high standards.

In the following pages, a number of tools in the field of marketing and graphic design are reviewed and tessellated, which can be quite useful for those who work in this field on a daily basis. It should be noted, however, that given the dynamic nature and rapid evolution of AI, tools based on it may quickly become obsolete or be superseded by more advanced or efficient solutions. This may be due to improvements in the underlying algorithm, the adoption of new techniques or paradigms, or changes in the operating environment or technological ecosystem, so it is acknowledged how this characteristic may influence the relevance and topicality of the research presented here.
It should also be remembered that the use of the tools presented here requires a thorough understanding of their functionality and their practical application requires time and effort on the part of the staff to be involved. A period of training and continuous updating on these tools is therefore necessary, as well as being willing to adapt one's skills accordingly.

Although there are innumerable tools that through AI enable certain functions to be performed more easily or faster, it is considered useful to implement some of the following as they are akin to the objectives of tomtom's marketing campaigns. They were evaluated according to four key parameters for the working method of tomtom's Growth and Creative Team, namely scalability, creativity, user-friendliness and collaboration. User evaluation[1] and pricing were then included, as the fees must in any case be within the company's budget. Since they already exist on the market, they could be implemented in workflows right away.

→ Limitations of AI

✸ Rapid evolution and dynamic nature

✸ Quick obsolescence

✸ Initial training and continuous updating

✸ Willingness to use

1. User evaluation was taken from the *Capterra.co.uk* and *G2.com* websites, which are platforms containing user reviews of programmes

2. Return on investment (ROI) is a performance measure used to evaluate the efficiency or profitability of an investment or compare the efficiency of a number of different investments.

3. API stands for Application Programming Interface. In the context of APIs, the word Application refers to any software with a distinct function.

4. Creatopy is an AI-driven creative automation platform that helps businesses and agencies easily create, personalize, scale, and serve effective ads. It streamlines the ad production and delivery process, helping designers and marketers maximize efficiency and achieve impactful results in their advertising campaigns.

1.
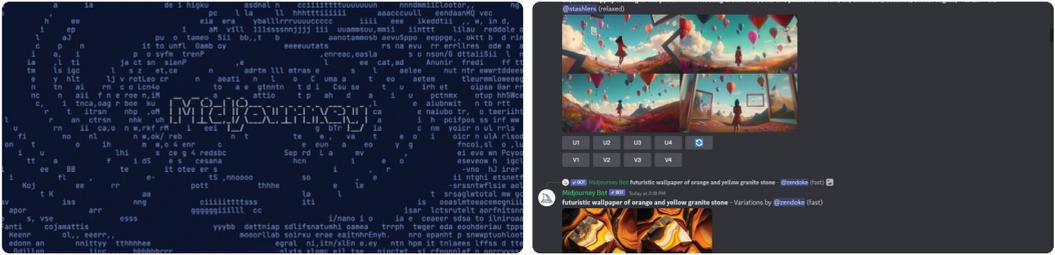
⁕ **Name**

Midjourney

⁕ **Description**

Midjourney is an independent research lab exploring new mediums of thought and expanding the imaginative powers of the human species. It provides text-to-image AI services online and users can use a chat application, Discord, to communicate with the bot to create images. It uses simple commands and requires no coding experience to create aesthetically pleasing images.

⁕ **Key features**

Text-to-image generation, artistic style, creative control, outpainting, background removal, object recognition, high image resolution

---

⁕ **Rate** (from 1 to 5)

4,4/5 ★★★★◄

⁕ **Pricing**

→ Annual subscription $8/month

→ Monthly subscription $10/month

⁕ **Parameters**

Scalability ◆——— Creativity ———◆

User-friendliness —◆— Collaboration ◆———

2.
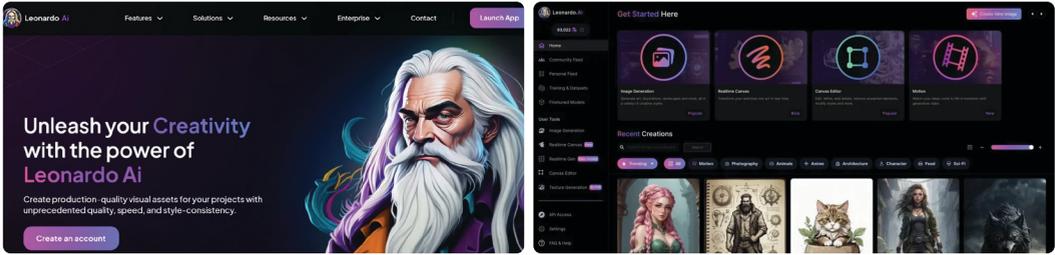
✳ **Name**

Leonardo.AI

✳ **Description**

With Leonardo AI, users can cultivate originality, simplify mastery, and turbocharge innovation, making it the perfect tool for various industries such as character design, game assets, concept art, graphic design, fashion, marketing, advertising, product photography, architecture, interior design, and so much more.

✳ **Key features**

Image Generation, AI Canvas, 3D Texture Generation

✳ **Rate** (from 1 to 5)

5/5   ✦✦✦✦✦

✳ **Pricing**

Free

✳ **Parameters**

Scalability   ✦————   Creativity   ————✦

User-friendliness ————✦   Collaboration   ✦————

3.
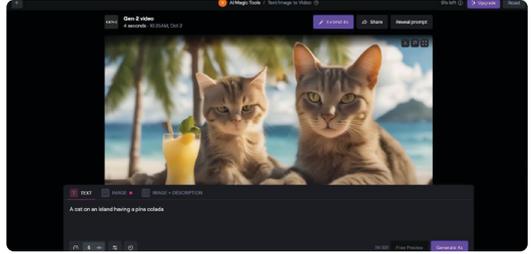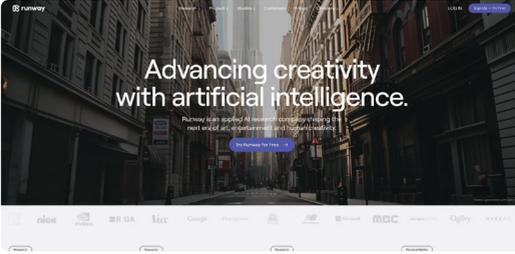
✳ **Name**

Runway

✳ **Description**

Runway is a multimodal AI system that can generate novel videos using text, images, or video clips as prompts. Runway effortlessly turns any image, video clip, or text prompt into a compelling piece of film. With various modes to choose from, it is possible to generate videos in any style imaginable.

✳ **Key features**

Text to Video, Text + Image to Video, Image to Video, Stylization mode

---

✳ **Rate** (from 1 to 5)

4/5 ✦✦✦✦

✳ **Pricing**

⟶ Basic free

⟶ Standard $12 per user/month

⟶ Pro $28 per user/month

⟶ unlimited $76 per user/month

✳ **Parameters**

Scalability ✦———

User-friendliness —✦—

Creativity ———✦

Collaboration —✦—

4.
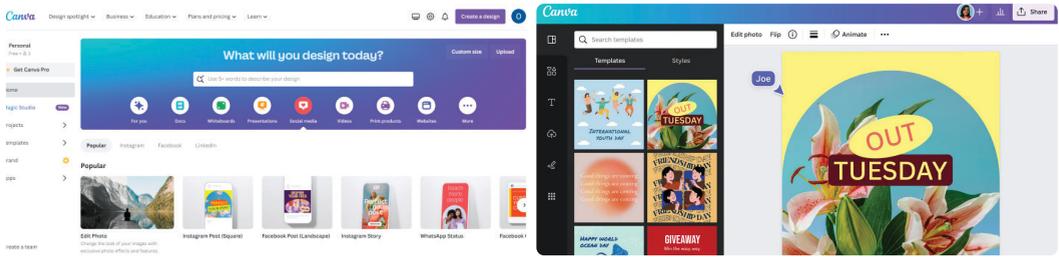
✳ **Name**

Canva

✳ **Description**

Canva empowers users to create social media graphics, presentations, posters and other visual content. Featuring a simple drag-and-drop user interface and a library of templates, fonts, illustrations, stock photography, video and audio content, it can also include content from the web such as Giphy and Google Maps. Canva is available on the web, iOS and Android.
It is a cloud-based solution with an intuitive and user-friendly interface without having to deal with complicated menus.

✳ **Key features**

Collaboration, photo editing and image enhancer, video editing, templates, graphics library, image generator

---

✳ **Rate** (from 1 to 5)

4,7/5   ✦✦✦✦✦

✳ **Pricing**

⟶ Basic free   ⟶ Teams 90€ per user/year

⟶ Pro 110€ per user/year

✳ **Parameters**

Scalability ——— ✦   Creativity ——— ✦

User-friendliness ——— ✦   Collaboration ——— ✦

5.

✳ **Name**

AdCreative.AI

✳ **Description**

AdCreative.ai generate ROI-focused ad creatives, videos, product photoshoots and texts that outperform your competitors with ease. It is the only generative AI specifically designed for advertisers, generating conversion-focused ad assets that truly deliver results. After having informed the AI about what the brand is selling, it generates conversion-focused ad creatives, texts, and audiences in seconds.

✳ **Key features**

Product photoshoot, ad creatives, template builder, social templates, competitor insights

---

✳ **Rate** (from 1 to 5)

4,3/5 ★★★★★

✳ **Pricing**

⟶ Startups Starter $29 user/month   ⟶ Startup Ultimate $99 2 user/month

⟶ Startups Pro $59 user/month   ⟶ Pro Starter $189 5 user/month

---

✳ **Parameters**

Scalability   ——✦——   Creativity   ——✦——

User-friendliness   ✦——   Collaboration   ——✦

6.
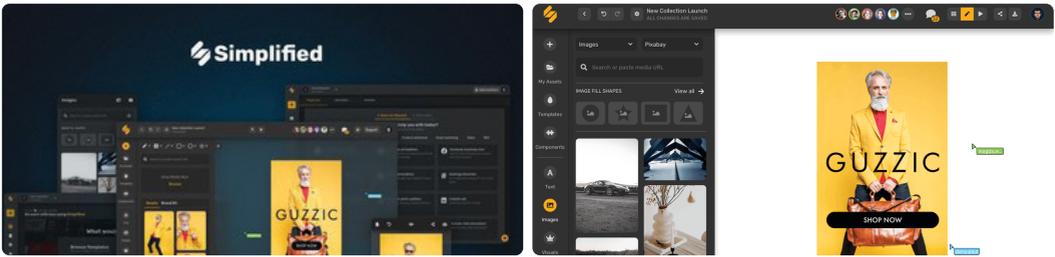
☀ Name

Simplified

☀ Description

Simplified is the app to create, collaborate, and scale marketing. Built for speed and simplicity, Simplified helps creators, marketers and businesses to scale their marketing, streamline their workflows, and get work done in a few clicks.

☀ Key features

No-code design editor, AI marketing copy, AI videos, collaboration, publishing to socials, brand kits, templates

☀ Rate (from 1 to 5)

4,6/5 ✦✦✦✦✦

☀ Pricing

→ AI Designer $14.99 user/month → AI Writer $18.00 words/month

→ AI Video $19.00 user/month → Social Media AI $30.00 7 account

☀ Parameters

Scalability ——✦ Creativity ——✦

User-friendliness ——✦— Collaboration ——✦—

7.
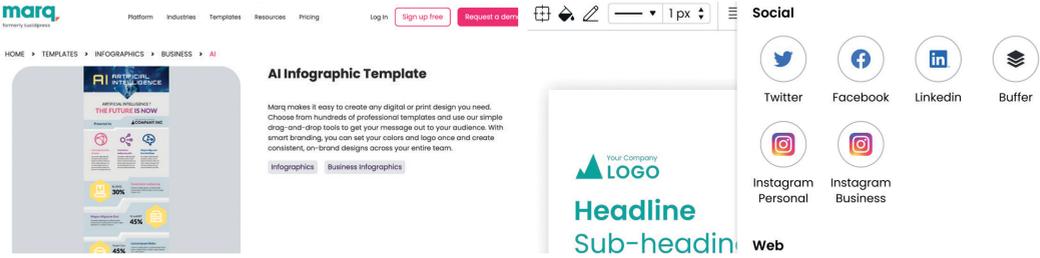
⁕ **Name**

Marq

⁕ **Description**

Marq is essentially desktop publishing software great for creating flyers, banners, posters, documents, and other print materials. The brand asset premium feature of the tool allows to easily create and store the brand guidelines and maintain consistency for future uses.

⁕ **Key features**

Collaboration, automation, supports Adobe InDesign

⁕ **Rate** (from 1 to 5)

4,4/5 ✦✦✦✦◂

⁕ **Pricing**

⟶ Basic free ⟶ Team $12 user/month

⟶ Pro $3 user/month

⁕ **Parameters**

Scalability ——◆—— Creativity ——◆——

User-friendliness ——◆—— Collaboration ——◆——

8.
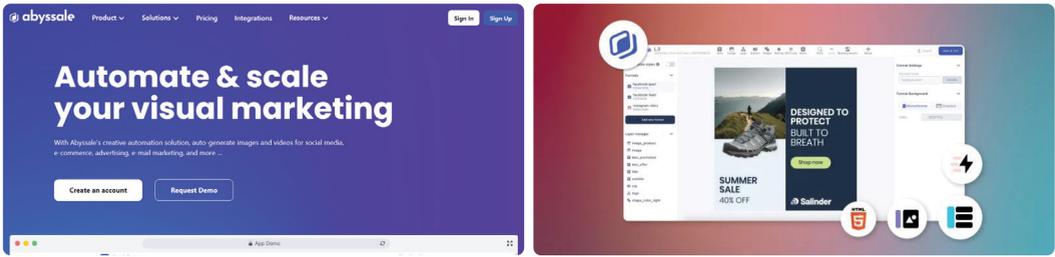
☀ **Name**

Abyssale

☀ **Description**

Abyssale revolutionizes marketing design, amplifying publishing speed and ROI[2]; boundless creativity, personalized solutions, and scalable production are unlocked. It generates thousands of visual assets (mp4, gifs, html5, jpg, pdf, ...) from a single template, streamlining workflows and empowering the team to achieve more in less time. Repetitive design work, endless back-and-forth, and inevitable human errors came to an end. Now creativity, personalization and scaling production are all in one platform.

☀ **Key features**

Banner and text resizing, video and images editor, collaboration, dynamic image, robust rest API[3], automation, template

☀ **Rate** (from 1 to 5)

4,7/5   ✦✦✦✦✦

☀ **Pricing**

⟶ Essential $39.00 user/month   ⟶ Premium $239.00 user/month

⟶ Advanced $63.00 user/month

☀ **Parameters**

Scalability ——————✦   Creativity ——————✦

User-friendliness ——————✦   Collaboration ——————✦

9.
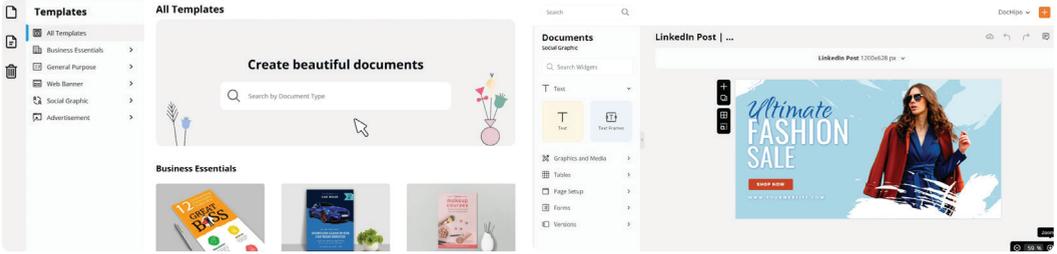

```
⁑   Name
```

DocHipo

```
⁑   Description
```

DocHipo is an advanced free design software tailored for entrepreneurs, marketers, and content creators. Whether it comes to design infographics, flyers, posters, presentations, or social media posts, DocHipo is a user-friendly platform for creating various marketing materials effortlessly. Using AI writer, AI translate, AI image generator, and other AI features, it can be designed the desired visuals at lightning speed

```
⁑   Key features
```

AI Writer, AI Translate, AI Image Generator, AI Background Remover, template library, collaboration

```
⁑   Rate (from 1 to 5)
```

4,4/5   ★★★★◄

```
⁑   Pricing
```

⟶   Basic free

⟶   Pro $10 user/month

```
⁑   Parameters
```

Scalability ——————✦   Creativity ——————✦

User-friendliness ——————✦   Collaboration ——————✦

	1. Midjourney	2. Leonardo.AI	3. Runway	4. Canva
AI Features	Text-to-image generation			
	Background removal	AI Canvas	Text to video	Image enhancer
	Outpainting	Image generation	Text + Image to video	Templates
	Object recognition	3D texture generation	Image to video	Image generator
	Artistic style			
Rate	4,4	5	4	4,7
Pricing	S	F	F / S	F / S

F free   S subscription

Creativity

Very High — Midjourney · Leonardo.AI · Runway
High — Canva

Scalability

Very High — Canva
Very Low — Midjourney · Leonardo.AI · Runway

Collaboration

Very High — Canva
Very Low — Midjourney · Leonardo.AI · Runway

User-friendliness

Low — Midjourney
High — Leonardo.AI
Medium — Runway
High — Canva

5.
AdCreative.AI

Template builder

Product photoshoot

Competitor insights

Ad creatives

4,3

S

6.
Simplified

Ai marketing copy

AI videos

Templates

4,6

S

7.
Marq

Automation

4,4

S

8.
Abyssale

Automation

Dynamic image

Templates

4,7

S

9.
DocHipo

Templates

AI writer

AI translate

AI image generator

AI background remover

4,4

F

S

In conclusion, as a result of the analysis presented here, it is considered appropriate to suggest that the following tools be implemented in the short term, as they can really facilitate the work of the members of the Growth and Creative Team who interface the most with the more practical side of marketing like the realisation of assets.

⟶ Midjourney

Although Midjourney was not born as a collaborative tool nor with scalable purposes, it stands out in the creative sphere. It scores slightly lower than Leonardo.AI, probably due to the interface, but nevertheless it must be said that some team members already know how to use the programme and often use it as a source of inspiration for brainstorming or even execution. This tool is therefore recommended because it is one of the best performing tools thanks to its various functionalities in the world of AI, and because it would result in a slightly shorter learning phase than other tools.

⟶ Runway

Runway is definitely fundamental in the field of video content creation, as it is the only one that can make videos from text or from images or from text and images. Collaboration and scalability are not the parameters that make the tool stand out, but creativity is certainly fostered. Again, some tomtom members know how to use this tool for personal purposes, so implementing it among those already present would make it possible to create storylines for campaigns in a more original and fast way.

→ DocHipo

Among the previously presented tools that pop out more for their collaboration and scalability features, DocHipo is the one that stands out the most for the possibility of working simultaneously among several users on the same file and for exploiting AI for both image generation and copywriting, which makes the use of tools such as Chat GPT for copy generation unnecessary.
Furthermore, among the other tools presented, DocHipo, as well as Creatopy[4], makes it possible to obtain translations automatically, saving a lot of time and making the assets scalable very easily.

Fig 78:
In the previuos pages an analysis is shown with all the information gathered on the AI tools in order to visualise all key points and to make comparisons

Therefore, with regards to the first tools, namely Midjourney and Runway, they do not necessarily replace those currently used, but rather can be used as a plus to achieve certain objectives.
Whereas for DocHipo the situation is somewhat different. It was found that compared to Creatopy, the tool that is currently used for scaling assets but also for the realisation of banners and performance campaigns, DocHipo has few more features that improve the process, so it could replace what is currently used.

✦ Third area of focus

Based on the experience of the visual tests carried out with the Growth team, the creation of seasonal templates is considered necessary, because it can allow easy and continuous production of assets not only for performance campaigns but also for the appstores and the others channels.

These templates, as already expressed above, should not, however, limit the production of assets for more specific campaigns when necessary, but can certainly serve to maintain a good position in the ASO[1] without necessarily having to resort to the intervention of the Creative team or an additional graphic designer. In fact, the peculiarity of these templates is that they can be realised by anyone within the Growth Team, even without the necessary graphic skills, since they are thoroughly described by guidelines in the manual.

A market research carried out via the Facebook Ads Mangers tool, in the field of performance campaign assets by competitors or brands with similar target audiences in order to be able to assess which are the strengths and weaknesses and where to insist on tomtom's. These were subdivided into macro-categories such as: competitors, car and truck brands, renting and sharing, banks, food delivery and technology.

1. App Store Optimization (ASO) is a tactic that improves an app's visibility in an app store. App stores rank each app based on a variety of factors.

MARKET ANALYSIS

* **Competitors**

1. SYGIC

2. COYOTE

video ad   static ad   static ad
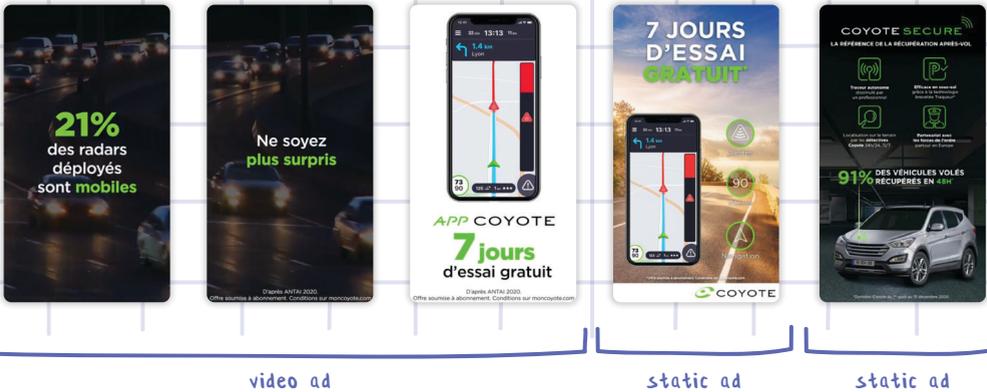
→ key points:

• product demos for Sygic to emphasise the most important features and show the app in use
• use of real data for Coyote to leverage people !!
• Sygic rely on product focus adv while Coyote prefers a lifestyle theme

Fig 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90:
Screenshots of performance assets coming from Facebook Ads Library of Sygic, Coyote, Lynk & Co., BMW, Harber Trucks, IVECO, MyWheels, Swapfiets, Revolut, ING, Just Eat, Microsoft

✷ Cars

1. LINK & CO. (50-64 years) ✷

2. BMW

key points:

• focus on the product both for Lynk & Co. and BMW
• Lynk & Co. shows the product from <u>different point of views</u> with backgrounds of <u>different colours</u> to make slightly variations

! the product is the main protagonist

✷ where the data was present, it has been underlined the age of the target audience to which the ad is addressed

280

✳ Trucks

1. HARBERS TRUCKS (18-65+ years) ✳

2. IVECO (20-65+ years) ✳

➔ key points:

• it is easy to see that there is the willingness to show both the product but also people to create a connection with the buyers
• Iveco wants to leverage its community through showing the app in use both with the phone alone or with one hand holding it
• Iveco uses a gradient in the background

these are two ways to show the product

✳ **Renting and sharing**

1. MY WHEELS (23–65+ years) ✳

10 dagen
2200 km
Incl. benzine
Opel Astra

€1000

€750

key points:

• for My Wheels the ad is based on a lifestyle picture and the relative copy on a plain background
• focus on the product and gradient background for Swapfiets !!

the aim is to call
the attion especially
on the promo

2. SWAPFIETS (18–65+ years) ✳

Swapfiets
Life's too
short to fix
your own bike.

GET ONE
MONTH FOR
FREE

Swapfiets
This ride can
be yours
today.

SUBSCRIBE
FROM £18.90
PER MONTH

!

the ad seems very
simple but the
strength is in showing
the essential elements
as the logo, the copy
and the product

✳   where the data was present, it has been underlined the age of the target audience to which the ad
     is addressed

Banks

1. REVOLUT (18-44 years) *
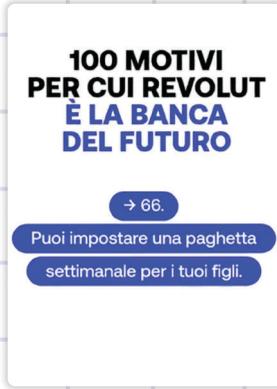
2. ING (18-65+ years) *

static ad   static ads   video ad

key points:

- basic animations that convert the static into video, making it more interactive
- motion graphics for Revolut
- ING wants to show its target audience through people's faces

create a link with people makes a strong bond with the brand

✳ **Food delivery**

JUST EAT (18–65+ years)✳

static ad   video ad

video ad

→ key points:
- different point of views of the phone → *can be exploited as well to show the phone in an unexpected way*
- creating a story for a few seconds makes the contents interesting
- showing both the people and the product makes the ad easier to remember

[*create a link with people makes a strong bond with the brand*]

✳ *where the data was present, it has been underlined the age of the target audience to which the ad is addressed*

Technology

MICROSOFT (18–65+ years)*

video ad

video ad

key points:

• testimonial ads are preferred in the field of technology to let the ad be less technical and more direct to buyers
• short and effective copy
• product, features and people are showed at the same time !!

GRAPHIC ELEMENTS

It was thought that in order to create effective templates, it is first necessary to define the basic elements that can then be modified and inserted into the template.
Below are the key elements:

❋ Logos

tomtom:

brandmark — [🔴 tomtom] — wordmark
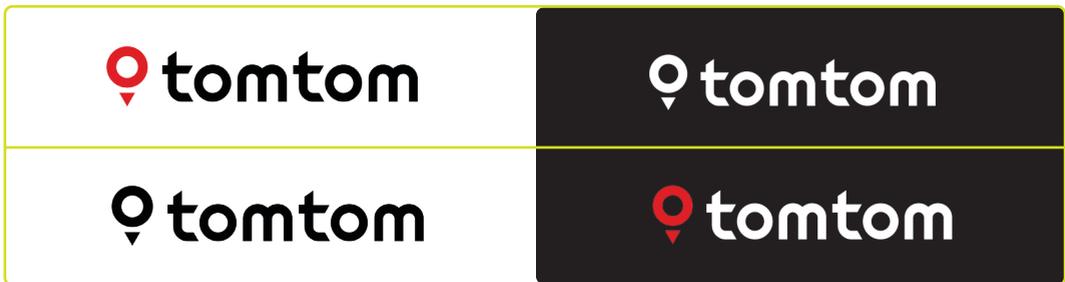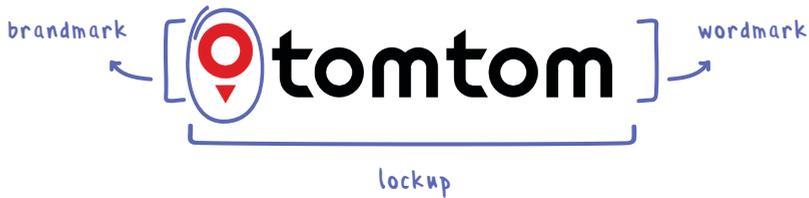
lockup

The minimum amount of space around the lockup logo is equal to the height of the O in the wordmark. This ensures that there is enough whitespace around the graphic.


✖ Do not use the old logo

✖ Do not change proportions

✖ Do not use different pin colors

GO Navigation:

GO Navigation
app icon — *wordmark*

tomtom
GO Navigation
app icon — *wordmark*

GO Navigation | **GO** Navigation
tomtom **GO** Navigation | tomtom **GO** Navigation

GO Navigation
❌ Do not use the old logo
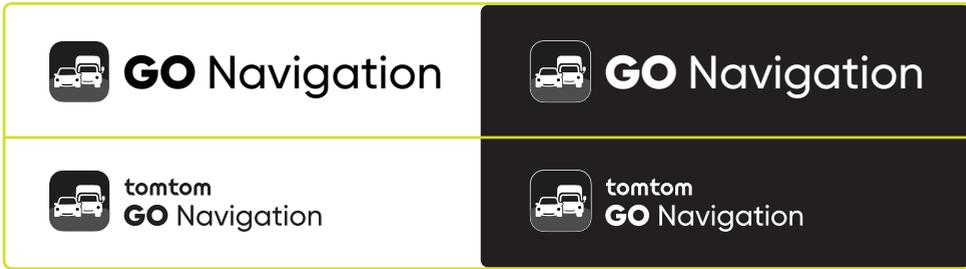
tomtom **GO** Navigation
❌ Do not use the old logo

✳ Colors

Primary colors:

Red is the primary brand color and should be included in everything. White should be dominant and black can be used for contrast.

| **Brand Red**	**Brand White**	**Brand Black**
Pantone: 2035 C	Pantone: White	Pantone: Black C
CMYK: 0 97 100 3	CMYK: 0 0 0 0	CMYK: 48 36 36 100
RGB: 223 27 18	RGB: 255 2552 55	RGB: 0 0 0
HEX: #DF1B12	HEX: #FFFFFF	HEX: #000000

⟶ Secondary colors:

The secondary color pallet is used for details and highlights but shouldn't be over-used on the same touchpoint.

Bright
Pantone: Bright Orange C
CMYK: 0 70 100 0
RGB: 255 93 0
HEX: #FF5D00

Cadmium
Pantone: 143 C
CMYK: 0 25 86 0
RGB: 253 197 48
HEX: #FDC530

Shamrock
Pantone: 7481 C
CMYK: 80 0 80 0
RGB: 0 166 94
HEX: #00A65E

Bolt
Pantone: 2995 C
CMYK: 80 8 1 0
RGB: 0 170 255
HEX: #00AAFF

Indigo
Pantone: 2154 C
CMYK: 90 52 0 40
RGB: 0 75 127
HEX: #004B7F

⟶ Colours balance:

The primary colors should take up 95% of the design, while secondary colors should only be used for details or highlights in the remaining 5%.

50% · 25% · 20%
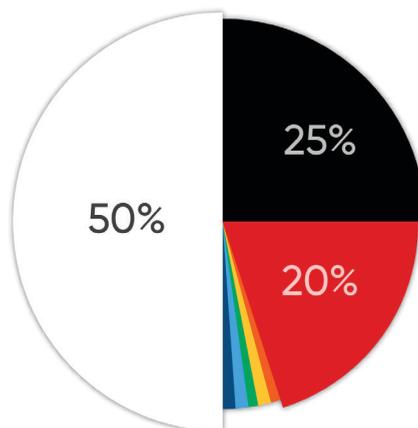
✳ Icons

Here are the icons that were predominantly used for the visual tests. The UI icons of the app have not been included specifically because they are reserved for the use of the UX team only.

fuel stations	parking stations	traffic	road works	speed camera	EV charging stations

offline maps	CarPlay	road restrictions	no transit for 12t trucks	no transit for 3,5m trucks	no transit for cargo

vehicle choice	traffic	no ads	speed camera

EU lane guidance	UK lane guidance	USA lane guidance

EU speed info	USA speed info

✳ Typography

➔ Headlines & body text:

Gilroy Bold

**aåbcçdðeéfƒghiïjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'"‒-;:)!?&©˚¨π®†≈◊™£¢∞§•**

Gilroy Medium

aåbcçdðeéfƒghiïjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'"‒-;:)!?&©˚¨π®†≈◊™£¢∞§•

➔ Alignment

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

✳ Photography and videography

It must be specified that for both photography and videography there are two major themes, namely the lifestyle theme, which is based on exalting the product in an environment where it is actually used or by emphasising elements of everyday life that recall the use of the product, as well as the appearance of the target user;
the other theme, the product focus, on the other hand, is based solely on the exaltation of the product, i.e. apps or the satellite navigator.
Below are the specifications for the two types of media.

➔ Photography

Resolution:
5000x3500px/3500x5000px
Bitrate: 16bit preferred
Color profile: sRGB

➔ Videography

Video codec: H.264
Frame rate: 25fps
Pixel dimensions: 1920 x 1080px
(1080p) or 3840 × 2160px (4K UHD)
Ratio: 16:9, 9:16, 1:1

→ Backgrounds

Background for all the Go Navigation Car assets and the peak season campaigns

Background for all the Go Navigation Truck assets and the "Truckin' awesome" campaign
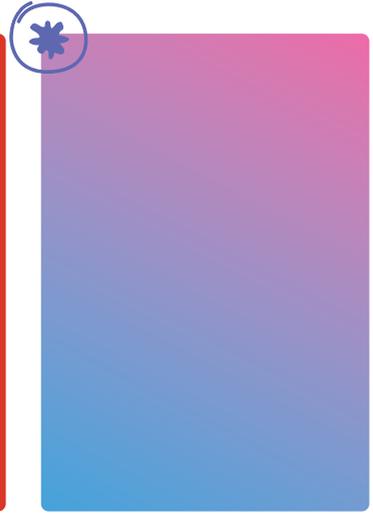
Background for all the Go Navigation performance campaign assets of Q1

Background for all the Go Navigation performance campaign assets of Q2

Background for all the Go Navigation performance campaign assets of Q3

Background for all the Go Navigation performance campaign assets of Q4

✳ these backgrounds have not yet been used but, based on the making of the Q4 background, they are a proposal from the author to tomtom

Mockups

Shown here are reference mockups to be used for both themes, product focus and lifestyle, in almost all campaigns. They are both for iOS and Android.

Intro card

Here are the 4 different intros that can be interchanged with the body and the end of the video to be made according to the chosen theme.

product focus theme 1

product focus theme 2

lifestyle theme 1

lifestyle theme 2

End card

Here are the 4 different end cards that can be interchanged with the body and the intro of the video to be made according to the chosen theme.


product

brand

testimonial truck 1

testimonial truck 2

PLATFORMS

This part indicates which of the graphical elements presented before can be recombined according to the platform requirements.
The dimensions that each platform requires for its contents are also indicated in order to make it easier for the emplyee to create the asset.

✳ Instagram and Tik Tok

→ Colors palette

brand black	brand red	brand white	bolt	shamrock

In this case, to make the content closer to the community and less 'branded', it is necessary to use as few recurring elements as possible, which would otherwise make the profile very standard, more fake and therefore less appreciated.
Certainly colours play a key role, which can help to recall the band, especially red, white, black and green, and light blue in reference to EVs.
It has been noted that after abandoning the creation of recurring posts according to a certain theme, the profile started to be more successful and have a higher engagement, so outside of colours, no other graphic element should be included

Dimensions:

• post: square (1080x1080)
• story/reel: (1080x1920)

✳ Facebook

→ Logos

GO Navigation

GO Navigation

tomtom
GO Navigation

tomtom
GO Navigation

Colors palette

brand red	brand white	brand black

Icons

fuel stations	parking stations	traffic	road works	speed camera	EV stations	CarPlay

road restrictions	no transit for 12t trucks	no transit for 3,5m trucks	no transit for cargo

Typography

Gilroy Medium

aåbcçdðeéfƒghiïjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'"–;:)!?&©˚π®†≈◊™£¢∞§•

Lorem ipsum dolor sit amet

Backgrounds

Go Navigation Car assets and peak season campaigns	Go Navigation Truck assets and "truckin' awesome" campaign	Go Navigation performance campaign assets of Q1	Go Navigation performance campaign assets of Q2	Go Navigation performance campaign assets of Q3	Go Navigation performance campaign assets of Q4

Mockups
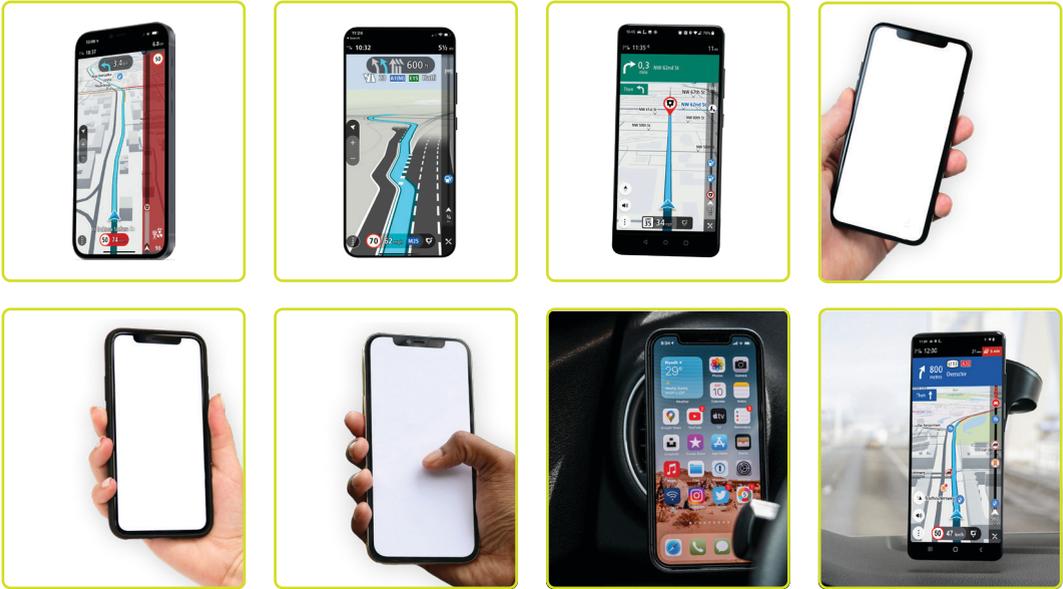
Intro card
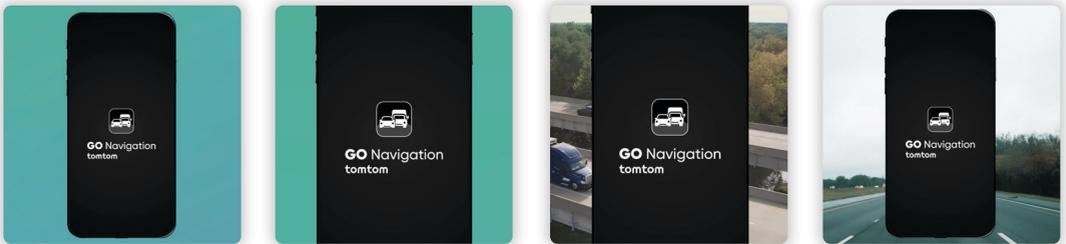
product focus theme 1	product focus theme 2	lifestyle theme 1	lifestyle theme 2

End card
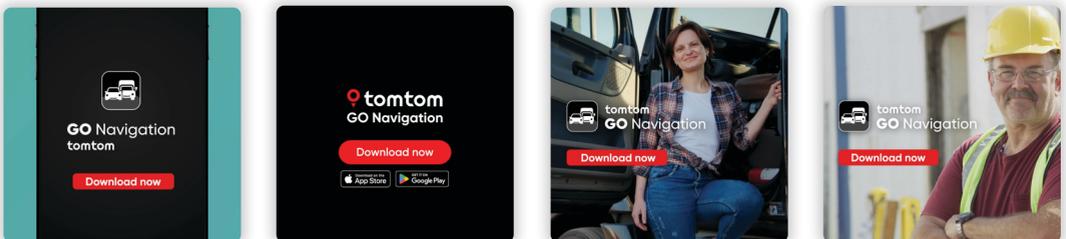
product	brand	testimonial truck 1	testimonial truck 2

As far as Facebook is concerned, there are essentially two types of assets published here: those for social like Instagram and Tik Tok and those for performance campaigns. So while the assets from Tik Tok and Instagram are the same and follow the before-mentioned guidelines, many more graphic elements are taken into account for performance campaigns. First of all, it is very important to show the logo the combined one of tomtom and GO Navigation or just the GO Navigation one. Depending on the case, it is possible to choose to use the black one on a white background or vice versa. The color palette focuses mainly on the brand's main colors, i.e. red, white and black.

It should be specified that icons are not always used, but in some cases they can serve as an accompaniment to the other graphic elements or are essential to make the aim of advertising a certain feature more immediate.

It is preferred to use the font Gilroy in the medium form and with left alignment.

Depending on the campaign and the product to be advertised, the backgrounds are different: the association is specified.

Most of the adverts are aimed at product sponsorship of the app, so there is complete freedom in the use of the mockups, whether product focus or lifestyle. For lifestyle, however, it is preferred to see the device in use in the car.

Finally, considering videos, as has already been mentioned in the previous chapters, there are four different types of intros and end-cards that can be interchanged according to the theme to be pursued, whether lifestyle or product focus. Therefore a large number of all different assets can be obtained from their combination.

Dimensions:

• square (1200x1200)
• landscape (1200x628)
• portrait (1200x1500)

✳ Appstores

➤ Colors palette
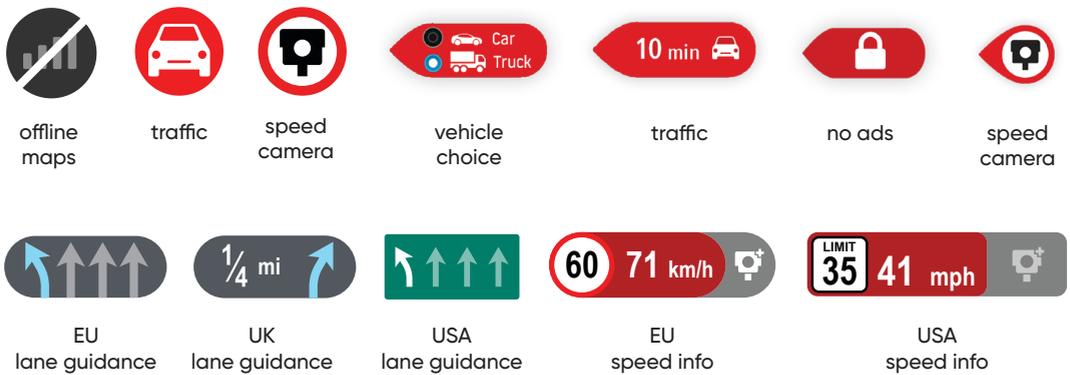
brand black	brand red	brand white	bolt	shamrock	bright	cadmium	indigo

➤ Icons

offline maps	traffic	speed camera	vehicle choice	traffic	no ads	speed camera

Car Truck

10 min

EU lane guidance	UK lane guidance	USA lane guidance	EU speed info	USA speed info

¼ mi

60 71 km/h

LIMIT 35 41 mph

➤ Typography

Gilroy Medium

aåbcçdðeéfƒghiïjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'"–;:)!?&©˚°π®†≈◊™£¢∞§•

Gilroy Bold

**aåbcçdðeéfƒghiïjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'"–;:)!?&©˚°π®†≈◊™£¢∞§•**

Lorem ipsum
dolor sit
amet

Backgrounds

Go Navigation Car and peak season screenshots	Go Navigation Truck screenshots	Q1 Go Navigation screenshots	Q2 Go Navigation screenshots	Q3 Go Navigation screenshots	Q4 Go Navigation screenshots

Mockups

Keeping an eye on the graphic elements that can be used for appstores templates, there are certainly all the colors of the tomtom palette, both primary and secondary, to allow freedom to generate screenshots for more special themes. For icons on the other hand, there are some shared with assets for performance campaigns, and others intended instead exclusively to be used for appstores screenshots. Depending on the language and nationality being considered, it is possible to see that some of the icons change, such as the ones for lane guidance and speed info. Copy, on the other hand, takes advantage of both medium and bold versions of the Gilroy font with a centered alignment to allow key concepts to jump out. Although major campaigns involve the use of black or red background, it may sometimes be necessary to make screenshots according to seasonality to create a direct match with the assets produced for performance campaigns. Finally, with regard to mockups it is preferable to use the device in the front-facing version, both for iOS and Android.

Dimensions:

+ Appstore
5.5'' (242x2208 px)
6.5'' (1242x2688 px)
6.7''(1290x2796 px)

+ Playstore
750x1334 px

GUIDELINES

In order to have a clearer understanding of how the templates work, wireframes are shown here for each platform in order to fully understand the arrangement of the graphic elements in space and their meaning.

It should be specified that the graphic elements presented earlier are modular, which means that they can change size depending on the campaign and the asset realised or can be used in several different platforms.

✳ Instagram and Tik Tok

➝ Layout

Since there is a fixed format (1080x1920 px) with spaces already occupied by UI elements from the platforms (in green), there are three main configurations with regard to the creation of stories and tik tok, marked by the colour purple: top centred text, middle centred text, bottom left aligned text, coinciding with the comments icon. The first two are mostly used with reels with little copy, the last is used when there is a story to tell. In addition, in each scene, it is preferred to have a maximum of two lines of copy in order to capture the user's attention.
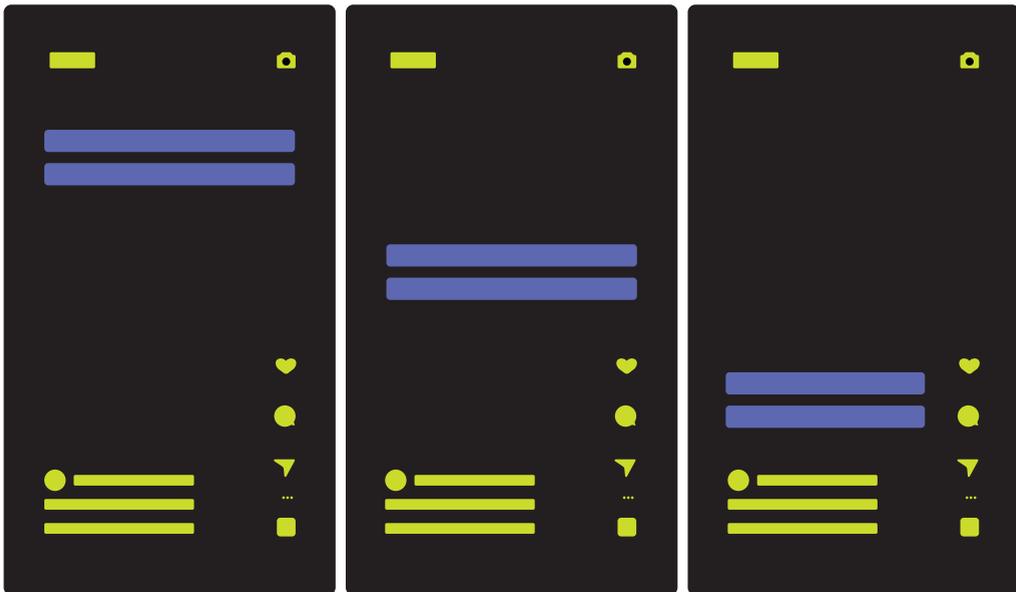
| centered copy in the top | centered copy in the middle | left aligned copy in the bottom |

these layouts are mostly used when there is little copy to insert

this layout is followed when there are more copy lines
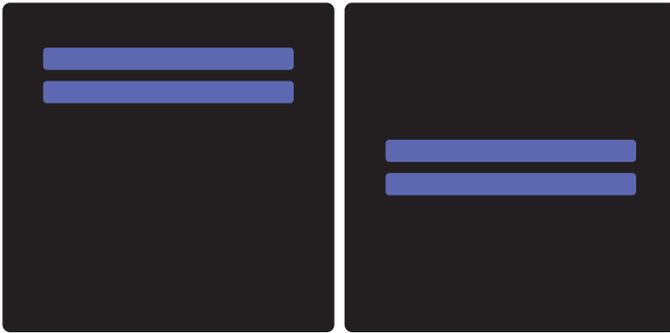
for posts it is preferred to keep the copy in the top or in the middle since these points are the best to catch the attention of the reader

For the posts (1080x1080 px) there is more freedom of space to act, but as the format is square, it is preferred to keep the copy either at the top or in the middle to facilitate reading.

Colors

As mentioned earlier, not all the colours of the palette are used for these platforms, but only the five shown below. Each colour has a meaning, starting with the contrast of red and green (shamrock) for the before/after emphasising the differences between one scene and another. Black and white, on the other hand, are often used when there is a story to be told, or when there are no specific themes. Bolt, on the other hand, is exclusively used for all content concerning electric vehicles.

brand black	brand white	brand red	shamrock	bolt

when there is a story to tell through the copy   *when there is a before/after or to underline differences*   *just for EV*

✳ Facebook
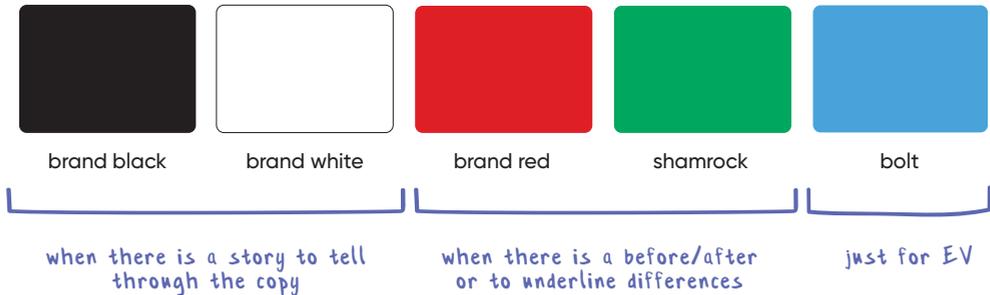
➡ Layout

1. STATICS

Square (12000x1200 px):

this layout is made as a
product focus adv

this layout is made as a
lifestyle theme adv

this is a second option for
the lifestyle theme adv

Landscape (12000x628 px):
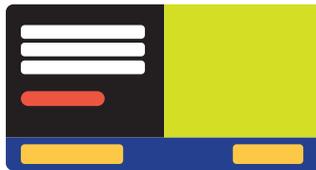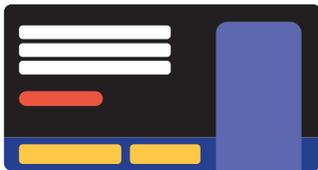
Portrait (12000x1500 px):
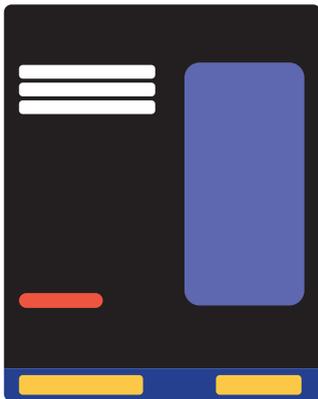
this layout is made as a
product focus adv
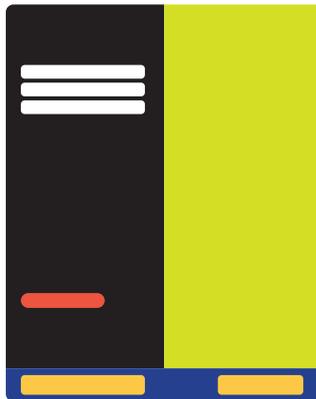
these layouts are two declinations
of the lifestyle theme

Legend:
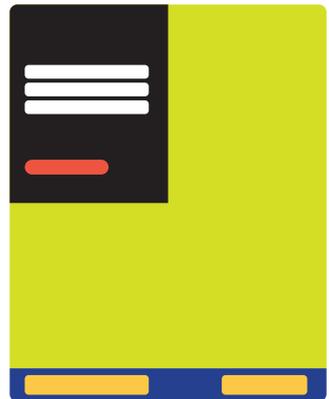
☐ copy   🟧 CTA   🟩 pics   🟨 logos   🟪 device   🟦 banner   ⬛ background

For performance assets there is a banner at the bottom (in dark blue) with the logos of GO Navigation and tomtom (in yellow) to the right and left. Overall it is always preferred to keep maximum three lines of copy (in white), the device under consideration on the right (in purple), and a CTA below the copy (in orange). The background (in black) is usually a flat colour or a gradient, while a lifestyle image is shown in green.

2. VIDEOS

Performance videos exploit intro and end cards, but in the middle they are customisabile. The beginning shows the device (in purple) and the GO Navigation logo (in yellow). Both in the beginning and in the end there's a video in the backgound, which can be either a flat color or a gradient or a lifestyle video. In the end there's also a CTA (in orange). For the middle it is preferred to keep maximum three lines of copy (in white). A green tag is used to support the text, to make it more visible.

Square (12000x1200 px):
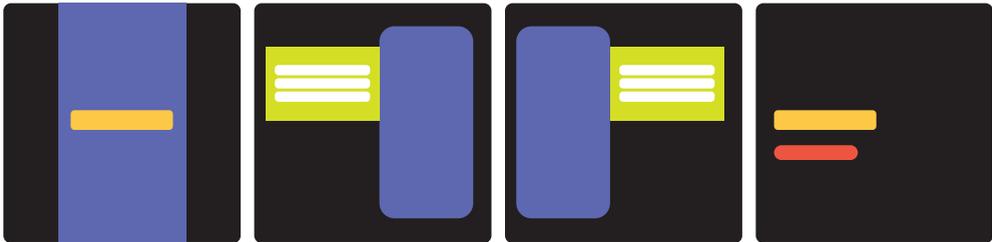
lifestyle theme video
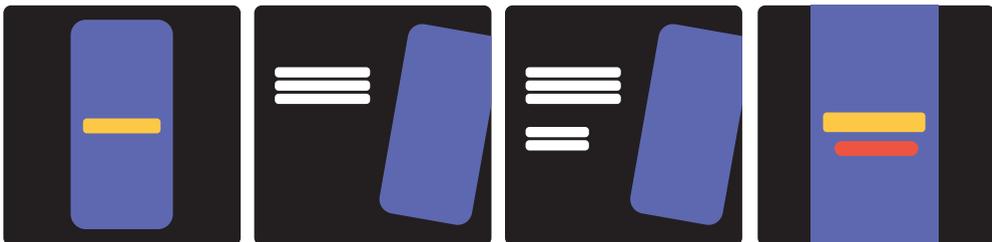
product focus video

Landscape (12000x628 px):

lifestyle theme video
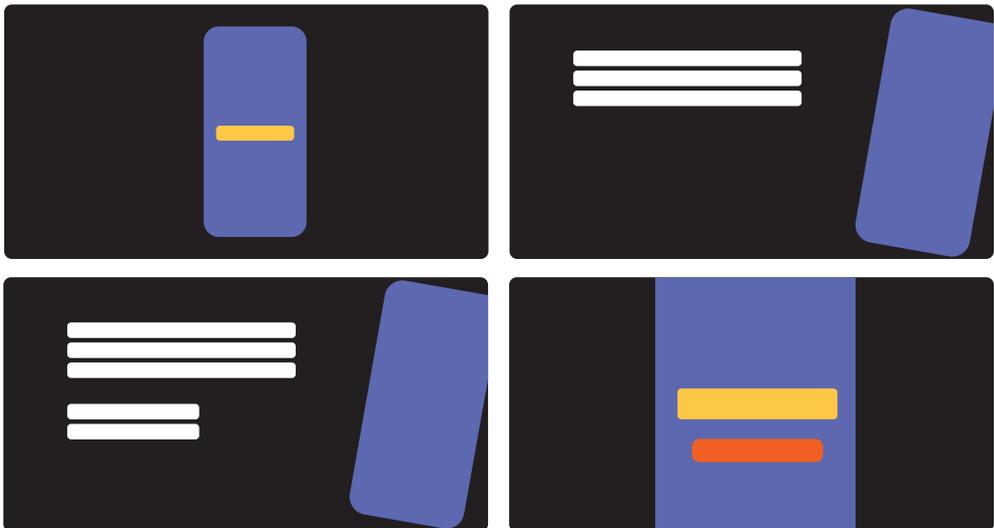
product focus video

Legend:

copy   CTA   tag   logos   device   background

Portrait (12000x1500 px):
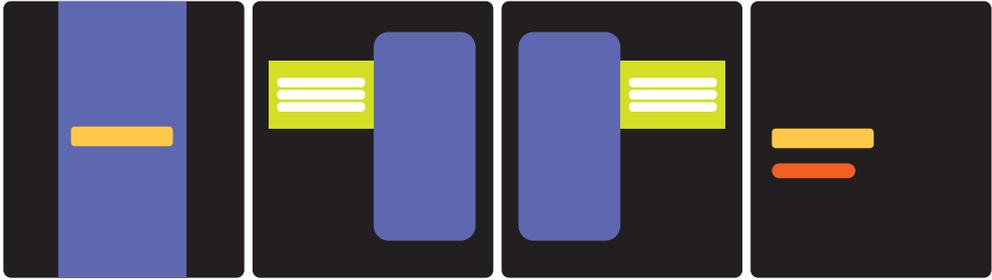
lifestyle theme video
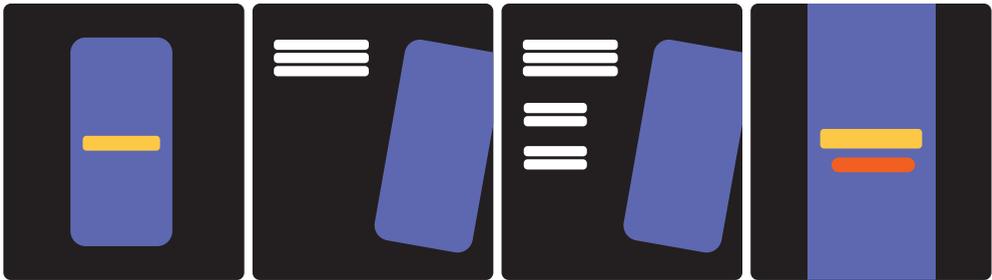
product focus video

Still considering videos, it should not be forgotten that on Facebook are also shared those made on other social platforms such as Instagram and Tik Tok. They follow the layout explained above (see → layout of Instagram and Tik Tok)

→ Colors

brand red   brand white   brand black

Essentially the colours used are the three main brand colours, which are also used for CTAs. Their usage really depends on the colors of the composition.

CTA button   CTA button   CTA button   CTA button

✳ Appstores

⟶ Playstore

As far as the Playstore is concerned, screenshots must comply with the 750x1334 px format. In summary, the content is very similar and has the device in the centre, however, three main layouts are presented below, as two devices and other UI elements can also be showed, as well as images of the device in use. Usually, the copy (in green) is always at the top (max 3 lines), the background alternates between a flat colour or a gradient: there are also the device (in purple), in this case AND, usually centred, and the supporting UI elements (in orange).
The three main configurations depend on the prominence given to the device.
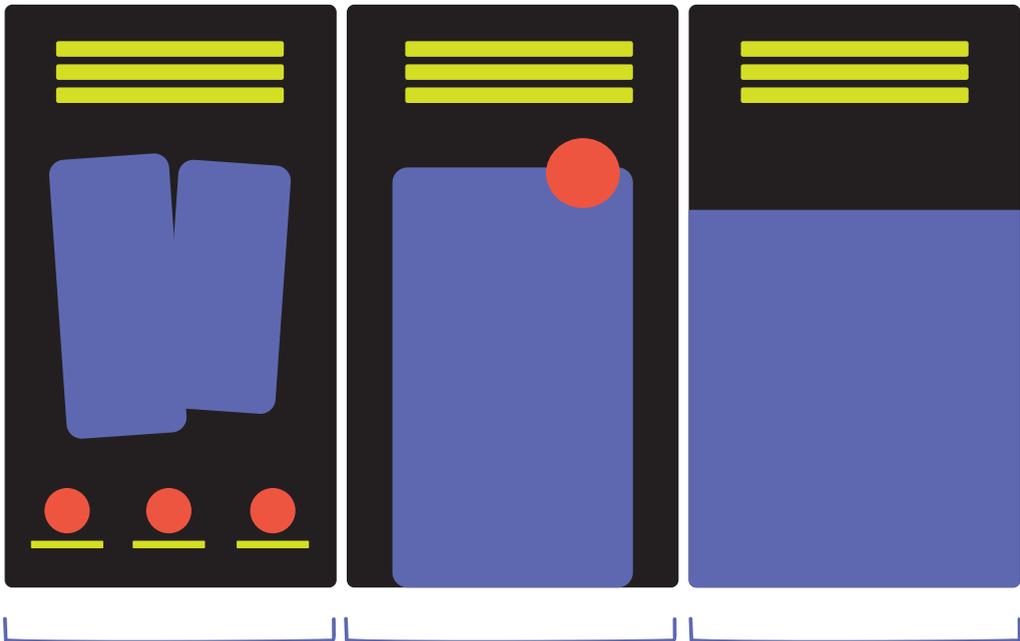
when two devices are showed

when the phone is the main character in the middle

when there is a picture like for Android Auto

Legend:

🟧 UI elements   🟩 copy   🟦 device   ⬛ background

Appstore

1242x2208 = 5.5′:
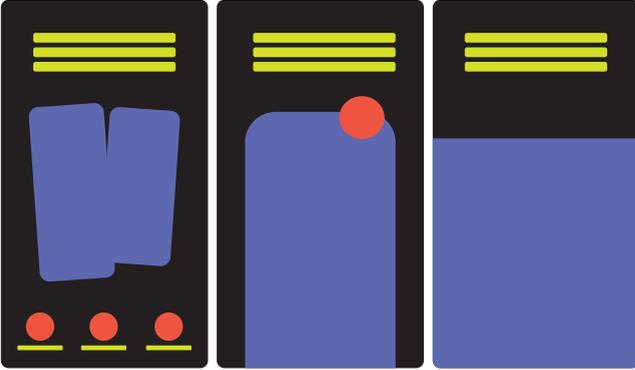
1242x2688 = 6.5′′:
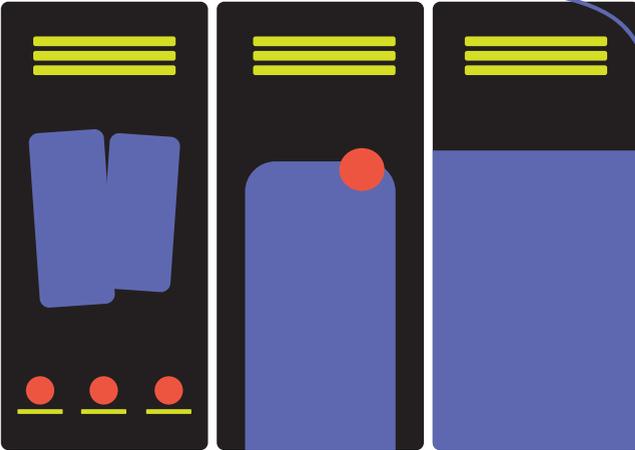
1290x2796 = 6.7′′:
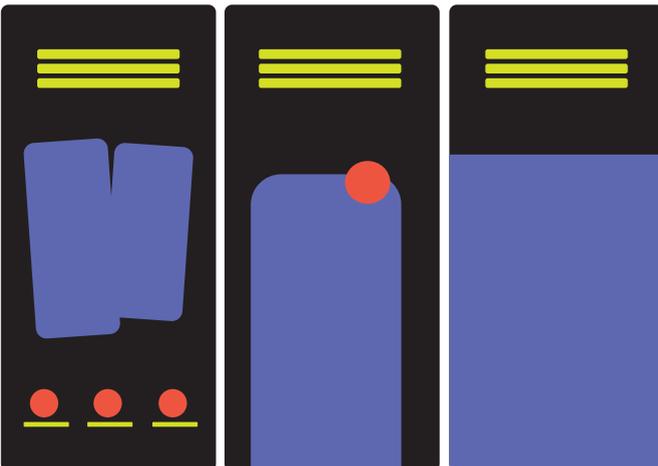
The concept is the same for Appstore but with the difference that there are three formats, namely 5.5″, 6.5″ and 6.7″, so although the content is the same, the size will vary slightly. There is a template for Appstore screenshots in which the copy (in green) is always at the top (max 3 lines), the background alternates between a flat colour or a gradient, and for the rest there is the device (in purple), in this case iOS, usually centred, and the supporting UI elements (in orange). The three main configurations depend on the prominence given to the device.

when two devices are showed

when the phone is the main character in the middle

when there is a picture like for CarPlay

EXAMPLES

After showing the elements to be recombined to obtain the various assets and their placement, some examples are shown here to fully understand the strategy:

✳ **Instagram and Tik Tok**

red and green to create a link with the brand

green and light blue to create a link with the brand

Me before using GO Navigation
Always late

Me after using GO Navigation
Always on time

THINGS TO DO WHILE THE CAR IS CHARGING

CHARGE COMPLETED ✅

Instagram reel

Tik Tok

✳ **Facebook**

left aligned and white copy in gilroy medium

gradient background for Q4 assets

device in frontal view

Heading goes here across three lines

CTA button

GO Navigation   ♀ tomtom

Heading goes here three lines

CTA button

GO Navigation   ♀ tomtom

Heading goes here across three lines

CTA button

GO Navigation ♀ tomtom

landscape

Go Navigation logo on one side and tomtom logo on the other

square

portrait

tomtom
+
Go Navigation
logo

product focus
intro 2

white copy in
gilroy medium

frontal view of
smartphone

testimonial 1
end card

performance campaign video

✳ Appstores

centered
and white
copy in
gilroy
bold

Appstore
screenshots
with Q1
background

icons for
appstores

centered,
white and
light-
blue copy
in gilroy
medium
and bold

Playstore
screenshots
with black
background

✦ Fourth area of focus

After defining how the previous focus areas are structured, describing the current problem and offering a solution that can solve it, in this part, a digital guide is presented that brings together all the data and information set out earlier and presents it in tomtom's corporate style, with the corresponding tone of voice and various brand rules.

The idea was to produce a digital guide because tomtom has a policy of non-scheduled teleworking, which allows anyone to decide on a daily basis whether or not to go to the office, so paper materials do not fit in with this policy and would result in a waste of paper. In fact, everything is saved digitally so that the desired information can be accessed from anywhere in the world. It is designed for new resources as they enter the company and begin their onboarding phase, but especially for those already working at tomtom, in the Growth and Creative team, with the goal of streamlining, simplifying and making workflows more efficient.

Fig 91, 92:
On the top, the digital guide pinned and available in the Sharepoint library. On the bottom, the digital guide shared in the Teams channel for the onboarding phase.

!!!
the access to the new brand guide should be easy for everybody internal to tomtom's Growth and Creative team

!!!
the access to the new guidelines for creatives should be easy for everybody new to tomtom's Growth and Creative team
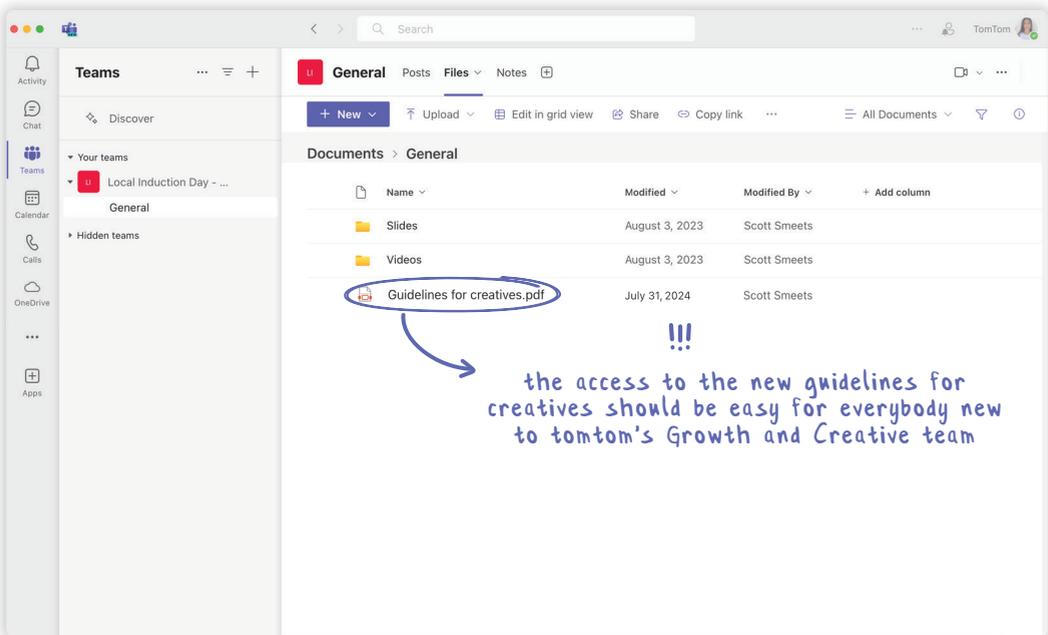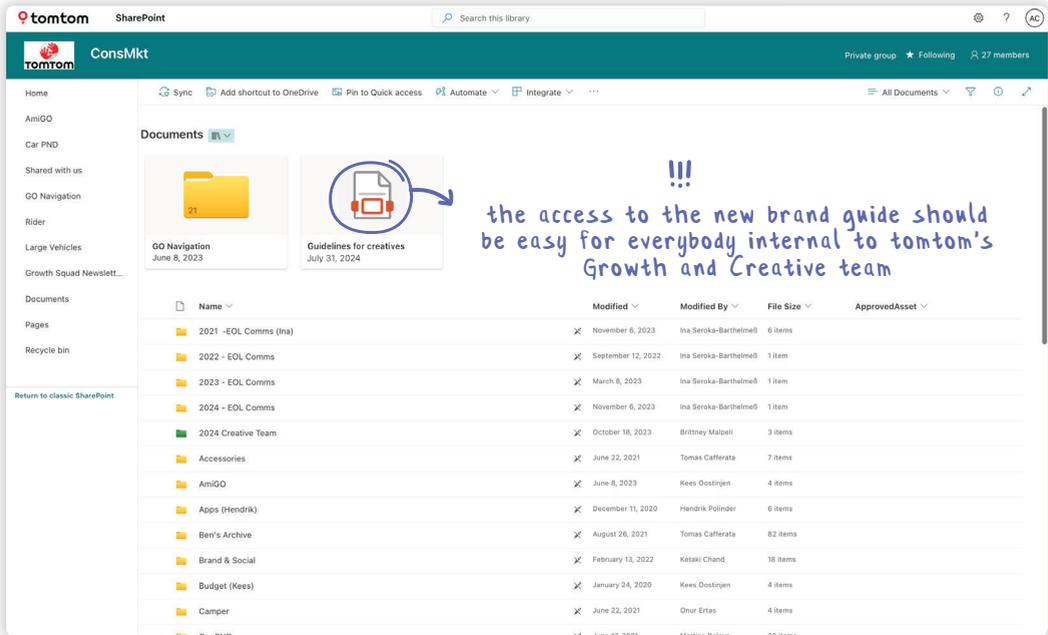
The guide, then, can be accessed in two different ways: for newcomers, it will be made available through the onboarding Teams channel, used for first calls and to quickly share the most essential documents and resources; for those already internal to tomtom, however, the guide will be prominently displayed on the marketing team's intial page on Sharepoint, accessible to anyone

digital guide

Growth and

6.

the guide ~~manual~~

for tomtom Creative teams
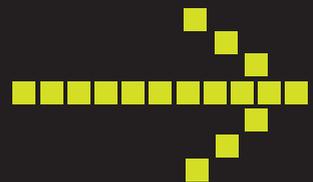
the guide

Here is presented the new Digital Guide with the guidelines for creatives who belong both to tomtom's Growth and Creative teams.

Fig 93, 94:
On the bottom, a mockup with the cover of the digital guide. On the right, another mockup with the first five slides of the digital guide after the cover.

Since the first pages the guide welcomes the member of the Growth or Creative team, creating a sense of belonging to the creative world through the use of colours and graphic elements, using a colloquial tone, calling the reader 'you' and emphasising how important his or her role is, as they have the power to express their ideas and those of the company through the assets they will be implementing. Therefore this guide comes in to make sure that everybody can live the best experience possible when they start to work in tomtom.
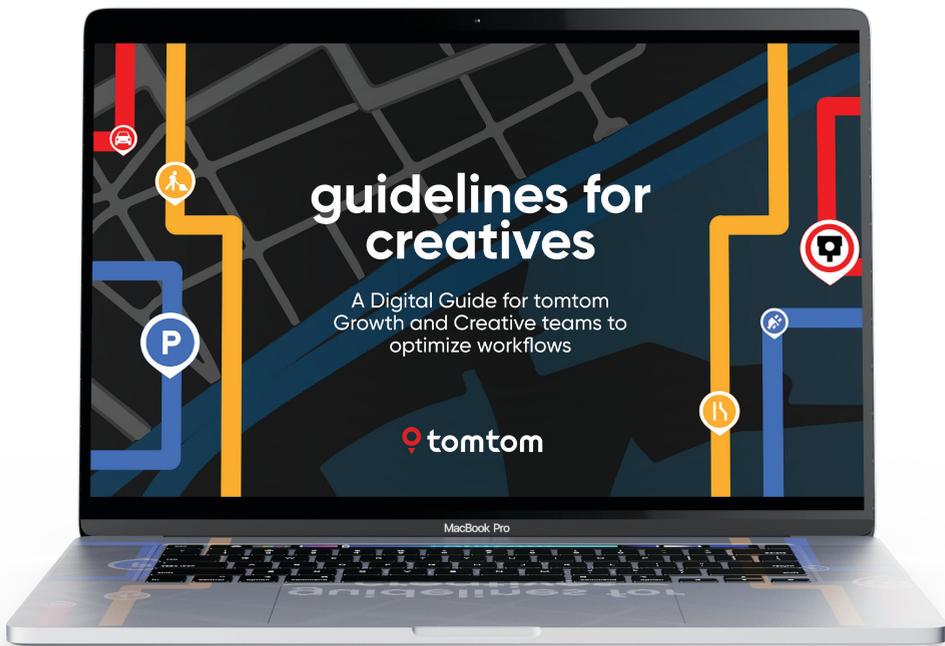
Welcome to the digital guide for creatives of ♀ tomtom !

As part of the Growth or Creative teams, you are invited to help shape our company and, in particular, how we **express the power of our ideas**. There's where this guide comes in, to make sure that everybody can live the best experience possible when he starts to work here.

platforms and files

implementing AI

conclusions

introduction

visual identity

platforms and files

implementing AI

♀ tomtom

Guidelines for Creatives:

introduction
visual identity
platforms and files
implementing AI
conclusions

This guide is intended to help people working in the Growth and Creative team, in their **onboarding phase** to the company, allowing everyone to be aware of the visual identity, regarding design, tipography, graphic elements, photography, videography and templates when necessary, the platforms to be used for collaboration and archiving, and the implementation of AI through some tools.
However, the guide can also be used by **those already inside Tom Tom Growth and Creative teams** in order to be able to clarify their doubts and be able to streamline and make their way of working more efficient.

Do you have questions or need help regarding TomTom's brand, design or copy? Please reach out.

wait! wait! wait!
wait! **wait!** wait!

✳ The chapters

The guide is divided into **five chapters,** namely introduction, visual identity, platforms and files, implementing AI and conclusions. It therefore follows exactly the areas of focus analysed above, but more in the style of tomtom, using the expedient of the famous pin very often.

introduction

Introduction

In the introduction an attempt is made to define who the Growth and Creative teams are, what their working method is and the key points they insist on. The key roles and interactions between the various actors are then analysed, as well as where one team or the other fits in or where they come to collaborate.

Visual identity

The chapter on visual identity covers all the graphic elements and templates a graphic designer needs, to be able to realise contents. However, between each element, there are some tips, which take into account the author's experience in tomtom, through the pages of "good to know".

Platforms and files

Continuing to the chapter platforms and files, here we briefly explain what intranets are and which ones tomtom relies on, making a distinction between those used for collaboration and those for storage. Each tool is shown with its own identity card, explaining what the pros and cons are. Then the method of renaming files and organising them in directories is explained, with the example of the screenshots library.

Implementing AI

The next chapter is dedicated to those tools that exploit AI to facilitate and speed up the work in the realisation part of the assets. Three of them are considered, the most useful and the best performing according to the parameters of choice, namely collaboration, creativity, scalability and user-friendliness.

Conclusions

Finally, there is the conclusion chapter where the team hopes that the guide will be of real help to both freshmen and those already inside tomtom.

✳ "Good to know"

"Good to know" pages provide practical tips according to the topic in question. It is possible to read them in the chapters of visual identity, platforms and files and implementing AI.

In order that the author's experience of one year in tomtom would be useful to those who will join both teams but also to those who are already part of it, some tips, marked with the title "good to know" have been added.

visual identity chapter. They can be thought as road indications

platforms and files chapter

implmenting AI chapter

It was thought that the sidebar was useful to understand at which level of the guide the reader is. It marks each chapter and the page number. An example is presented here.

all the chapters are showed here. The red one is the current

Fig 96:
On the left and right pages some slides belonging to the digital guide are shown. On the left those showing the tips through the 'good to know' gimmick and on the right an enlargement of the sidebar.

✳ Branding

The style that has been pursued is dictated by the stylistic lines of tomtom, i.e. the icons, colours, typography and images. An attempt was made to play with shapes and typography, without ever forgetting the nature of tomtom, as being map experts.

→ Pin

The pin, or brandmark of tomtom, is present very often in the pages of the guide, both to show the creative uses it can take and to emphasise the key element of the brand.
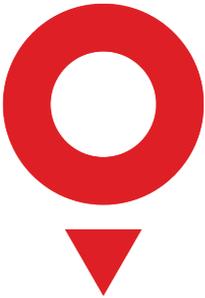
→ Colors

All colors of the tomtom palette, both primary and secondary, were used. The percentage of use varies according to color, but red, black and white are the most predominant.

→ Typography

There is only one font in tomtom, Gilroy, which has been used both in medium form, mostly for body texts, and bold form, mostly for titles and headlines.

brand black	#000000
brand red	#df1b12
brand white	#ffffff
bolt	#00aaff
indigo	#004b7f
shamrock	#00a65e
cadmium	#fdc530
bright	#ff5d00

gilroy medium
gilroy bold

Maps

Tomtom is one of the pioneering brands in maps. They are the key element that distinguishes it from its competitors, therefore they have been featured on the covers.

TOV

The tone of voice is welcoming and friendly, talking with the reader with 'you' and addressing them with 'we' to indicate that at tomtom you are part of one big family.

Icons

To avoid the icons used as text support elements in the guide being confused with the icons for tomtom assets, these were used on coloured rectangles to simulate roads.

welcome

index

introduction
visual identity
platforms
implement
conclusion

you belong either to this or this
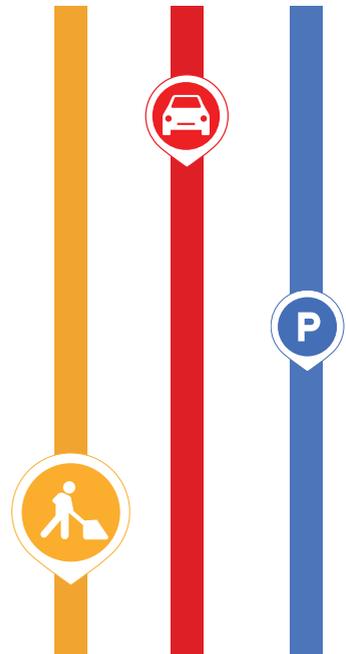
growth team
PR team
creative team
CRM team
sales team
social media team
project management team

marketing team

tomtom
Guidelines for Creatives:
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process

brainstorming
project scoping
work
feedback reception
refinement of assets

adding a touch of creativity here and there since there are no fixed patterns to follow when it comes to create

Creative team

In the digital marketing sectors, the creative team is responsible for generating attention-grabbing ideas that will entice the consumer or target audience. Creative teams are typically filled with people who can look at a problem and develop creative solutions to solve it. Team members should also be strategic in their thinking, so they can develop plans to suit the stakeholders expectations. Our Creative team collaborates with all the digital marketing teams, especially the Growth team, to produce performing ideas and assets.

App logo

Our logo is our brand's most important element. It is a unique signifier of the Tom Tom brand. Please handle with care.

01 Primary lockup app
The lockup of the app is composed of two elements, the app icon consisting of a symbol a touch and the wordmark with just the name of the app (GO) in bold and the whole in medium.

02 Secondary lockup app
Another version is similar to the previous one but with the tomtom wordmark added to the GO Navigation text. The size of the GO Navigation wordmark is slightly smaller than before.

Download here our app logos

GO Navigation

wait!

TRUCK FRIDAY DEAL

Guidelines for Creatives:
introduction
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tomtom

Growth team

Growth teams have the role to let the business grow. Their strategy relies on **experiments** which through **iterative processes** can rapidly accelerate growth at every stage of the funnel (acquisition, activation, retention, revenue and referral), knowing the market and who is the target. Growth teams encourage a culture of continuous improvement and a customer-centric mindset.
In particular our Growth team's main focus is to grow the business coming from the app making experiments every day and test them with users.

---

process
G R O W

work, work, work

gather ideas · rank ideas · outline experiments

"The G.R.O.W.S. process is a 5-step loop for growth teams to run experiments. It has been developed by Growth Tribe in 2016 to help growth teams implement a process-based way of working

---

Brand logo

Our logo is our brand's most important element. It is a unique signifier of the Tom Tom brand. Please handle with care.

01 Brandmark
Our pin represents our passion for mapmaking. Because everyone wants their pin on the map.

02 Lockup
Our brand and wordmark are combined in our lockup logo.

03 Wordmark
Our wordmark is bold and friendly, with a name you can trust. It relates to our constantly changing world.

Download here our brand logos

Typography

We only use one font: Gilroy. It is our voice. It is at the core of our visual identity and synonymous with our brand

Download here the font family

Colors

Primary colors:

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.
Use these colors together as a baseline for the brand. Red is the primary brand color and should be included in everything. White should be dominant and black can be used for contrast.

Brand Red
Pantone: 2035 C
CMYK: 0 PT 100 3
RGB: 223 27 18
HEX: #DF1B12

Brand White
Pantone: White
CMYK: 0 0 0 0
RGB: 255 255 55
HEX: #FFFFFF

Brand Black
Pantone: Black C
CMYK: 48 36 36 100
RGB: 0 0 0
HEX: #000000

Layout:

Story/reel/tiktok: (1080x1920 px)

Since there is a fixed format with spaces already occupied by UI elements (in white), there are three main configurations for the creation of stories and tik tok, marked by the colour red. It is preferred to have a maximum of two lines of copy in order to capture the user's attention.

01 Centered copy in the top
When there is little copy to insert

02 Centered copy in the middle
When there is little copy to insert

03 Left aligned copy in the bottom
For more copy lines

copy lines · background · Fixed UI elements

IG & Tik Tok

Considering the most famous and used socials, IG and Tik Tok, to make the content closer to the community and less 'branded' it is necessary to use as few recurring elements as possible, which would otherwise make the profile very standard, more fake and therefore less appreciated.

!!! → logos ← od to know

03
Too

At tomtom we use different to as for file storage. The mos facilitate communication and

---

Guidelines for Creatives:
introduction
visual identity
platforms and files
implementing AI
conclusions

We hope this guid inspired you to thi how to design an all doubts conce workflow of the Creative

7.

conclusions

and conclusions

After having presented all four focus areas of the project, respectively the reorganisation of the working method, the use of tools exploiting AI, the use of templates to speed up the creation of assets, and the collection of all these points in a digital guide to be provided to new additions or those already working within the Growth and Creative team at tomtom, it is considered appropriate to focus on two aspects, namely the implementation and evolution over time of the project with its obsolescence, and the impact it will have on the teams considered.

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the team

✦ Project implementation and evolution over time

one month   six months   one year or more

| short term | medium term | long term |

Reorganisation   01

Templates   03

Tools   02

Guide   04
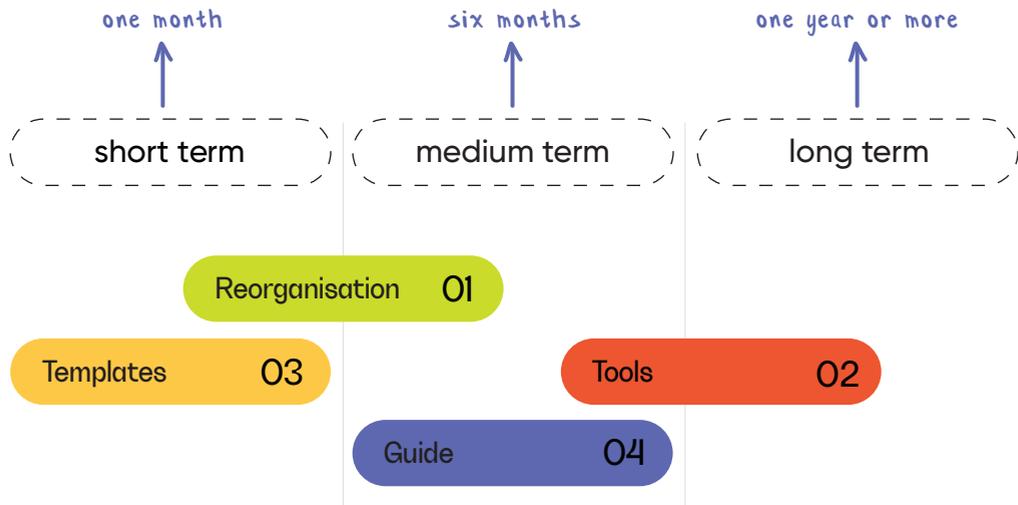
From the diagram above, it is possible to see how the four focus areas will be implemented as a new strategy to streamline the workflow of the teams in question.

Therefore, the first focus area, relating to reorganisation, is halfway between implementation in the short and medium term, as although the naming strategy, directories and the screenshot library are already available to be implemented, more time will still need to be spent on the definitive removal of the unnecessary platforms.

For the second focus area, concerning AI tools, implementation will take place in the medium to long term, since although decisions on the budget to be invested and the acquisition of packages and licences are relatively quick to make (however, taking into account that approval by several stakeholders is required), more time will be needed for training. It must also be considered that given the easy obsolescence of these tools, scouting for new tools is necessary every year. The third area of focus, on the other hand, related to templates, is more easily implemented in the short term as templates are already available and ready to be used.

Finally, considering the last focus area, namely the digital guide, this too can be implemented in the medium term, since, although the guide is ready and one week is the maximum time to explain it to those concerned, the updating part to avoid obsolescence will have to take place annually.

All this information has been summarised in the chart on the next page. It must be said that both schemes are based on assumptions from the author.
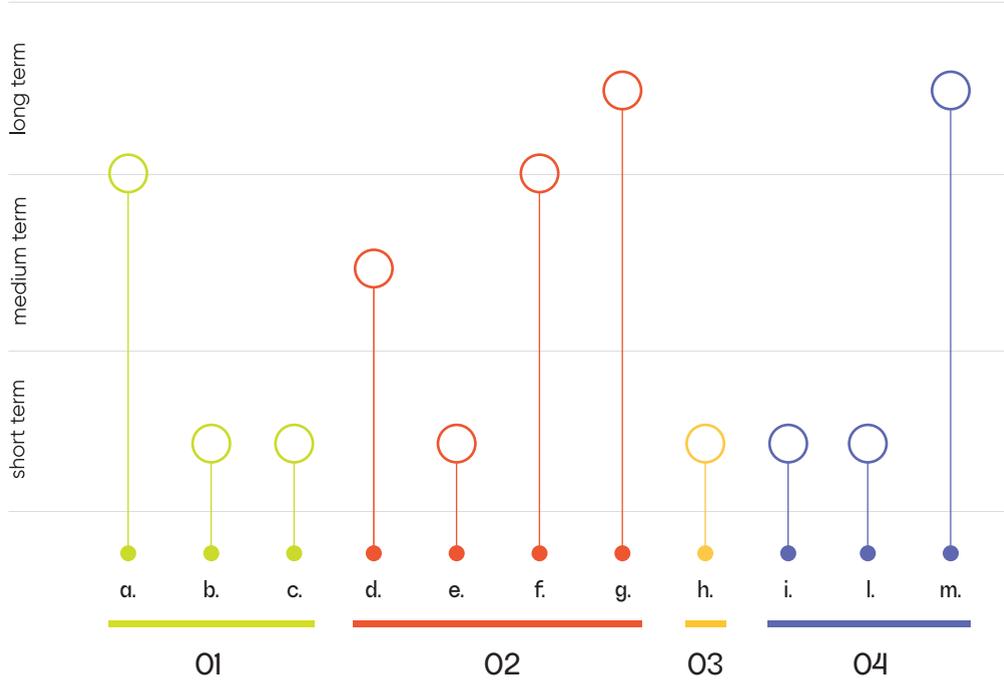
a. removal of non-useful platforms

b. disclosure of new naming and use of new directories

c. use of new screenshots library

d. licence acquisition and packages

e. budget decision to spend

f. training

g. scouting new tools*

h. template distribution and use

i. publishing the guide on Sharepoint and Teams for onboarding

l. training**

m. guide renewal***

*must be carried out every year

**a week to explain how the guide works

***should be done every year

✦ Project impact on the team

Turning back to this graph representing the interactions between the personas, the tools they use and the activities they are involved in, it can be seen how, by reorganising the work method, the tools used for collaboration and storing become fewer, certainly facilitating the workflow for each actor. On the following page it is possible to see the final result.

Fig 99:
The scheme on the right page depict the change that takes place within the two teams after the implementation of the four focus areas. In particular, it can be seen that the number of tools decreases

Certainly, using fewer tools makes it much easier for the team to spend less time on consultation and more time on the creation workflow.

✳ How to read the graph:

activities

personas

tools

relationships between personas

1. Sreeniza Bhamidi   2. Luca Germanò   3. Laia Wilson   4. Bjarne Aelbers

FOURTH AREA OF FOCUS
research
launching campaigns
planning
meetings
SECOND AREA OF FOCUS
brainstorming
FIRST AREA OF FOCUS
sharing feedback
content scouting
archiving
testing
creating assets
THIRD AREA OF FOCUS

1.
Mix Panel
Ads Manager
Purchasely
Appstore Connect
Playstore Connect
Usability Hub

4.
Slack
Outlook
Hive
Teams

Internal hard disk
OneDrive
Server
Sharepoint
Library

2.
Miro
After Effects
Figma
Createpy
Photoshop
Illustrator
Power Point

3.

two tools instead of five for storing

three tools instead of four for collaboration
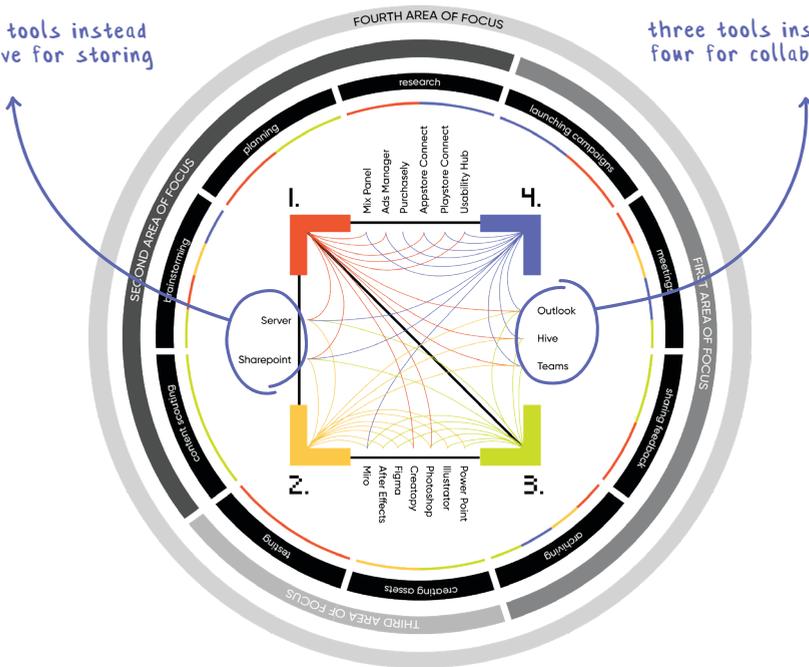
Server
Sharepoint

Outlook
Hive
Teams

FIRST AREA OF FOCUS: Reorganisation   SECOND AREA OF FOCUS: AI tools

THIRD AREA OF FOCUS: Templates   FOURTH AREA OF FOCUS: Guide

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storing

time

graphic elements

search time

naming

time

number of
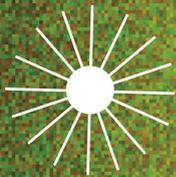
tools

what
changes and
when?

awareness of

how teams work

asset creation

time

file search

time

screenshots creation

time

On the previous page are shown the parameters that change as a result of the application of the project in relation to time.

Based on personal assumptions, it is hoped to achieve the changes shown here in the short, medium or long term.

The parameters that change (from the top on the left to the bottom on the right) are: a) the amount of time spent storing files, which will be easily achieved in the short term together with b) the time spent searching for graphic elements since they are all already present in the digital guide and c) the time spent naming, which is easy to accomplish since the strategy is already described in the guide; d) the number of tools used, which will be attained in the long term since it will take time to move all the old files to the other platforms, with the correct naming, and it will also be necessary to make everyone aware of the deletion of the old platforms to avoid uploads to the wrong systems; e) the awareness of the teams' working method, which will become more clear in the medium term after the moment in which the guide will have already been distributed to everyone and everyone will already be applying its principles; f) the time taken to create the assets, g) the time taken to search for files, and h) the time taken to create the screenshots also will be achieved in the short term because for the former it is already explained everything in the templates section of the guide, for the second there is a relation with the naming strategy and for the latter the screenshots library is already available.

Legend:

name of the

name of the

name of the

parameter

parameter

parameter

time (short, medium, long term)
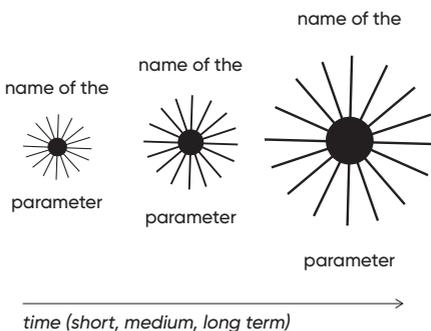
The latter two analyses, namely the implementation and evolution over time and the project impact, are made on personal assumptions, but still provide a deeper understanding of the project.

In conclusion, keeping in mind the yearly experience in both teams, respectively Growth and Creative, and analysing the work process from a more external point of view than one who has already been part of it for several years, this new strategy, "Optimising workflows", is presented, with the aim of streamlining the working time lost more in the executive part than in the reflective part, which is also the most creative, and of making everyone aware of the working methods of both teams, facilitating collaboration between them.

Fig 100:
On the right page a summary representation of some slides of the digital guide

03.2
Naming

Going deeper into archiving, the strategy for naming files and directories is presented here. To ensure a quick and easy file search, it is necessary to follow these steps, both for files to be archived on Sharepoint and for those to be archived on the server. This procedure facilitates a lot the search for files.

99

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files*

product	campaign	hook	os
GO-Nav-CAR_	Always-on_	LaneGuidance_	iOS
GO-Nav-TRUCK_	Reels_	Traffic_	Andro
Amigo_	Peak-season_	CustomRoutes_	Both
GO-Ride_	Summer_	CarPlay_	Web
	TruckinAwsm_	AndroidAuto_	
	You+TomTom_	SpeedCams_	
		SpeedInfo_	
		POIs_	
		RouteBar_	
		FuelStations_	
		EVStations_	
		Awareness15s_	

*this taxonomy is continuously updated as new projects and campaigns are added over time.

100

...tories

06 Videos
Once the folder of videos is opened, it is possible to consult a list of assets in this category, following the nomenclature that was recommended earlier. The nomenclature does not present the file format as the final extension suggests.

AI
tools

Midjourney

Runway

DocHipo

why? why? why? why? why? why?

Midjourney can be exploited into the **brainstorming phase** since it provides text-to-image AI services online using Discord. It uses simple commands and requires no coding experience to create pleasing images. It stands out in the creative sphere.

Q good to know

Collaboration
User-friendliness
Creativity
Scalability

why? why? why? why? why? why?

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98

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visual identity

platforms and files

implementing AI

► **conclusions**

introduction

visual identity

platforms and files

We hope this guid...
inspired you to thin...
how to design and...
all doubts concern...
workflow of the Gro...
Creative tear...

What has been presented here stems from the study carried out on the wor...
The topics that were previously touched upon were chosen because they we...
order to provide everyone with a guide and make the workflow as streamli...
be useful for all those who, at the beginning of their journey in the Growth...
understand how to settle in, as well as for all those who, although they have b...
have a reference to consult when n...

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Now is up to you!

Thank you.

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bibliography

8.

sources - sitogra

graphy - sources
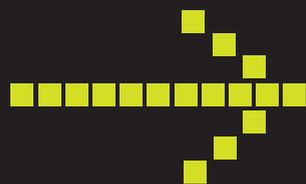
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