

## **Degree Show and New Product launch of the ISIB Brand Strategy and Management Faculty at SIVA·DeTao**

Led by DeTao Brand and Strategy Master Florin Baeriswyl, students from SIVA·DeTao Advanced Class of Brand Strategy and Management (Institute of Swiss International Branding, ISIB) accomplished the redesign of NasAroma product series of Shanghai Yichuan Health Science & Technology Co., Ltd. (Yichuan) and formally launched the new U-Clip product on 18 May 2015. The industrial and academic collaboration project is a classical example of SIVA·DeTao Advanced Class responding to market demands, whereby the teaching is based on an actual project and the results are directly launched on the market.



Caption: Product launch of NasAroma, where SIVA Vice Presidents Zhou Bin and Yu Zhenwei, wife of consul of Consulate General of Switzerland Katerina, DeTao Group COO Xu Lin'en and representatives from different enterprises listened attentively to the student briefing

DeTao Masters Academy began exploring innovative education in the 90s. With the help of the vision and resources of nearly 500 DeTao top international industry masters, the Academy commits itself in the research and development of educational content, the promotion of

project-based practical teaching and the cultivation of innovative and practical talent for tertiary institutes.

Meanwhile, DeTao Masters Academy has joined hands with Shanghai Institute of Visual Art (SIVA) to launch the “SIVA·DeTao Advanced Class”, with the intention of fostering students to orientate themselves towards industry and practical demands. SIVA Arts & Design course was ranked among the top 100 by the QS World University Rankings in 2015.

As the first project of the SIVA·DeTao Advanced Class of Brand Strategy and Management to be based on an actual product and its research and brand redesign, the brand redesign of U-Clip was carried out by a team of 18 Branding students from the 2014 class, who were actively supported by Yichuan. SIVA·DeTao Advanced Class of Brand Strategy and Management (ISIB) emphasises the combination of professional knowledge and actual experience in its teaching. Professor Baeriswyl has previously worked at different noted multinational corporations, including Nestlé, Swissair, Deutsche Bank, Red Bull and UBS.



Caption: Display of new U-Clips

The brand redesign project was truly a practical learning that created brand strategies and defined management tasks. Its objective was to redesign the NasAroma brand with students as the target consumer and create a product for the students from their perspective. Students completes their

studies through the creation of a new brand; the research and development; the elaboration of product functions, materials and features; the definition and understanding of the demand of the target market; the communication of the brand and the product through different means; and the promotion of the product at Songjiang University Town in Shanghai.

The semester exhibition launched the latest name from the NasAroma product series of Yichuan “U-Clip” and the slogan “Everyone Nose It”. The students will launch promotional campaign based on the new market orientation of U-Clips following the formal launch of the brand-new product story and packaging. The person-in-charge of DeTao Masters Academy explained it had been planned some of the profit generated from the business collaboration based on the U-Clip project would be awarded to students in the form of scholarships, while education innovation would be propelled from different aspects, including funding and resources.



Caption: SIVA Vice President Yu Zhenwei (L) and DeTao Group COO Xu Lin'en (R) speak highly of the results of the advanced class



Caption: DeTao Brand and Strategy Master Baeriswyl (R) and Yichuan Marketing Director (L) introduce the brand and the industrial and academic collaboration project



Caption: Student project briefing



Caption: Marketing directors from many enterprises attend the event and are amazed by the results presented by the advanced class

## **Related introduction**

### **About DeTao Masters Academy**

Founded in China in 2010, DeTao Masters Academy pools together the resources of high-end global industries and is committed to providing internationally leading educational content and services.

DeTao regards people as the most valuable resources in its ideology. As a result, DeTao created an industry master selection mechanism that is adapted to the industry development and the Chinese market demand. Industry experts and academic leaders are sought worldwide to create DeTao Master studios based on their profound knowledge and unparalleled foresight of the industries, and to begin teaching activities and industry expansion in China.

Over 500 industry masters have joined DeTao since 2010, including academicians from the United States National Academy of Sciences, the National Academy of Engineering of the United States, the American Academy of Arts and Sciences, the Royal Society of London for Improving Natural Knowledge and the Royal Society of Canada; professors from Oxford University, Harvard University, Yale University, Cornell University, University of California, Berkeley, and University of Southern California; and recipients of the Academy Award, Emmy, Red Dot Design Award and Compasso d'Oro of industrial design, the Tyler Prize for Environmental Achievement, the Humboldt Research Award and Presidential Award for machine design. The DeTao Masters come from over 30 countries, covering two-dozen industries, including apparel design, industrial design, architectural design, films and animations, finance and capital, human resources, visual arts, fashion, innovative education and new media.

With the leading cluster effect of experts and guided by education, DeTao gathers intelligence through scientific and systematic means, while the industrial experience and tacit knowledge of the masters are passed on. The Academy provides systematic curriculum design and teaching based on four major fields, namely design, fashion, arts and business, to realistically enhance the standard of internationalisation and teaching of the tertiary institutes and businesses. The institutes

that benefit from such initiative include Peking University, Tsinghua University, Beijing Institute of Technology, SIVA and Donghua University.

Currently, the educational content and service of DeTao covers degree programmes from bachelor to PhD, online academies, teacher training, DeTao talks and industry business colleges. Through joint effort, SIVA has risen from an industry newcomer to be ranked among the top 100 in terms of arts and design studies by the QS World University Rankings in 2016. Following the certification of the United States-based Council for Higher Education Accreditation, DeTao Masters Academy also becomes the first “quality-platform provider” in the world that is outside the U.S.

Meanwhile, capitalising on the abundant resources of DeTao Group in areas such as real estate, finance, culture, business and the Internet, DeTao Masters Academy drives the joint development of industrial and academic research. The Academy creates a new model, a new platform and a new market by combining the intellectual resources of world masters, the industrial resources of globalisation, the human resources of China, the educational resources, the enormous market demand and the drive for innovation.

DeTao Masters Academy congregates world leading masters, collects global wisdom, cultivates industrial elites and promotes enterprise development.

### **About SIVA**

Formerly known as Fudan University Shanghai Institute of Visual Art, SIVA was founded in 2005 and later became an independent general undergraduate tertiary institute upon the approval of the Ministry of Education in April 2013. The Institute was born in response to the global cultural and art development and the calling of the generation. As the only tertiary institute of comprehensive visual arts in Shanghai, SIVA will introduce art concepts of monumental visual and build a platform for artistic creation at large visual scale. The Institute shall follow its motto of “loyalty, excellence, innovation, harmony” in the cultivation of outstanding art talent.

### **About Yichuan Health Science & Technology Co., Ltd.**

Yichuan is a high-tech innovative enterprise that combines research and development and production with healthcare products. The Company has successfully invented aromatic healthcare products such as its NasAroma U-Clips, which were patented and jointly researched and developed by MDJAPAN Co., Ltd. and Yichuan Pharmaceutical Laboratory. Their production began in Shanghai and Suzhou in 2006. To further expand the market, Yichuan collaborates with SIVA·DeTao Advanced Class of Brand Strategy and Management (ISIB) in the undertaking to redesign the NasAroma products.

### **About ISIB**

SIVA·DeTao Advanced Class of Brand Strategy and Management, also known as Institute of Swiss International Branding (ISIB), is led by Professor Baeriswyl. Its aims to offer China “executing brand education” and introduce the advanced concepts of brand strategies and management from abroad. Given the gap in brand education in China, ISIB had introduced an international education system that focuses on practical execution and actual brand project teaching, which cultivates professional talent in brand strategies and management for China.

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