

# why invest in design...in good design?

It makes **good** business sense.

Most businesses and business owners understand that design plays a big part in the way they present themselves to consumers and business partners in daily life. However, not everyone knows the important role that good design contributes to the **economic growth** of their community and their business. Some question what it can do for their business, what do they get in return for their investment (ROI)?

Well, let's think Apple® for example. Yes, they have great technology and continue to find new ways of doing things. However, if they didn't present and advertise all this great technology in cool, sleek packaging, it would never garner the same amount of attention or **market share**.

## \*the facts:

The Design Council conducted a national survey of businesses and identified those where the use of **good design** made a direct impact on a number of measurable areas, like competitiveness, market share and customer turnover. They called these businesses "design alert" and here's what they found...

The Design Council research found that design can **directly and significantly** improve sales, profits, customer turnover and business growth. Using and valuing good design brings bottom line benefits, and those who understand and act on this insight have a **competitive edge** over the rest.

## for example:

- Rapidly growing businesses are nearly six times as likely as static ones to see design as integral.
- Shares in design-led businesses have outperformed the FTSE 100 by more than **200%** over the past decade.
- For every \$150 a "design alert" business spends on design, return increases by \$375.
- Businesses that add value through design see a greater impact on overall business performance than the rest.

To sum it up... there's a valid and tangible reason why you should invest in good design and that, is your **bottom line**.

\*[thedesigncouncil.org](http://thedesigncouncil.org)

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