

CAMPAIGN 2016: MAKE IT YOURS!

USM's 2016 marketing campaign #usmmakeityours is a customised, product-oriented campaign full of witty, uncomplicated images and accompanying text taken from real life.



#usmmakeityours!

New campaign 2016

This look at present-day applications is seamlessly linked with the future vision USM pioneered through the “Project 50” campaign we launched in our jubilee year 2015, where a new generation of creative students and designers were invited to reflect on the theme of modularity. Project 50 generated a huge collection of ideas, opinions and insights. In 2016 USM is taking the idea to the next level by tracking down people from this new generation and beyond in their home and work environments. The pictures shown are realistic reflecting life as the viewers know it. USM has created seven themed worlds that are inhabited by all of us – faithful USM fans, young start-up entrepreneurs and members of the new business class – to represent these real-life situations. A wide variety of customised solutions are examined with the aid of pictures, plans, reports and stories within each of these themed worlds – such as “mix it”, “be iconic” or “stand up for your health”.

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In addition, USM has expanded on the Personalities by USM blog by adding typical living and working situations from around the world. All these stories have one thing in common: a piece of USM furniture that has made itself indispensable in daily life is featured in the picture.

This campaign will make use of a variety of communication channels: advertisements, brochures, press releases, special pages on websites, blogs, social media, in showrooms and at events. We are also developing a brand new online configurator that introduces the whole range of USM products and allows users to try them out and explore their different combinations in simulated space in scenarios of their own making.

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