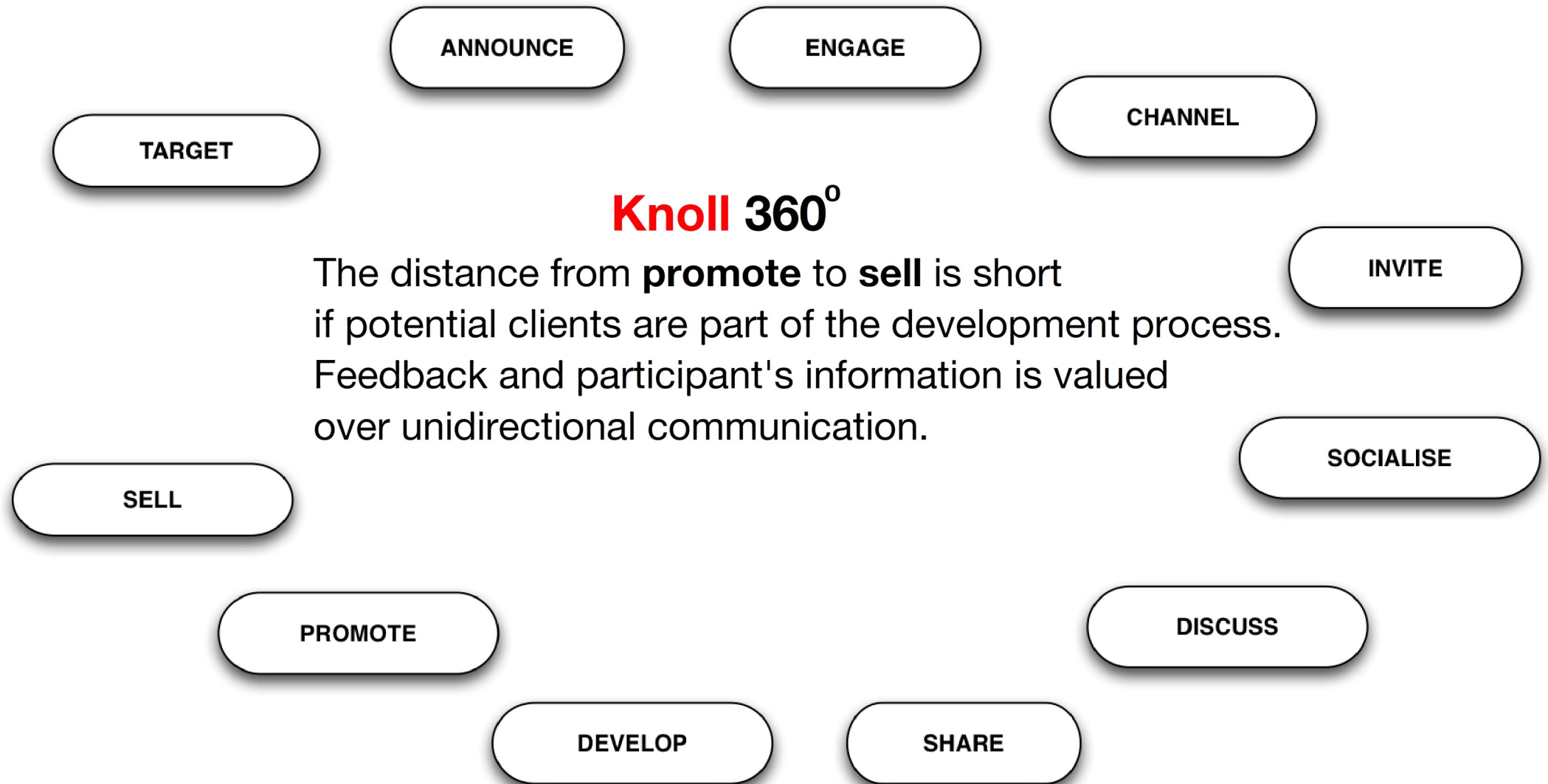
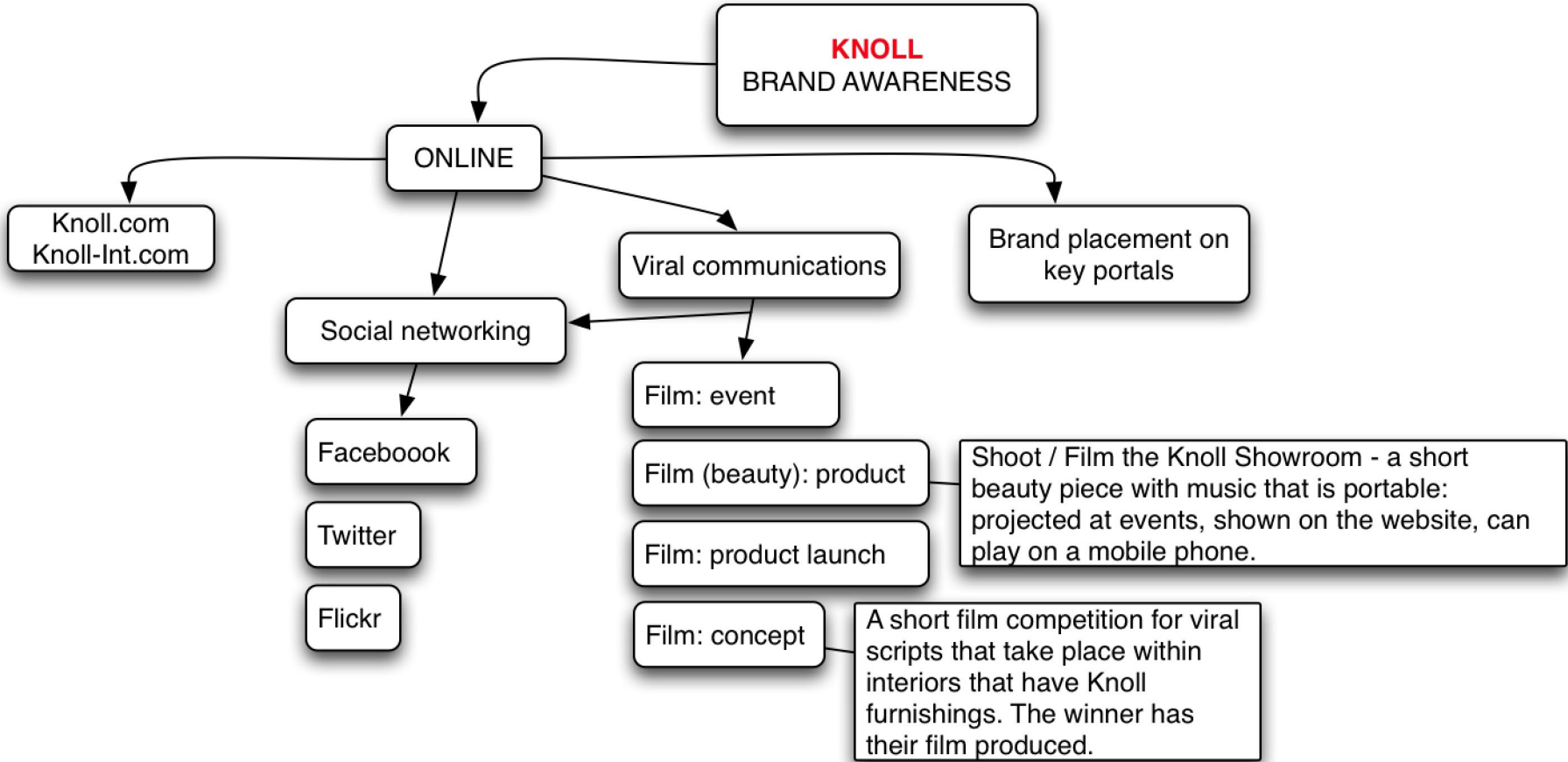


# Knoll

# Create a community



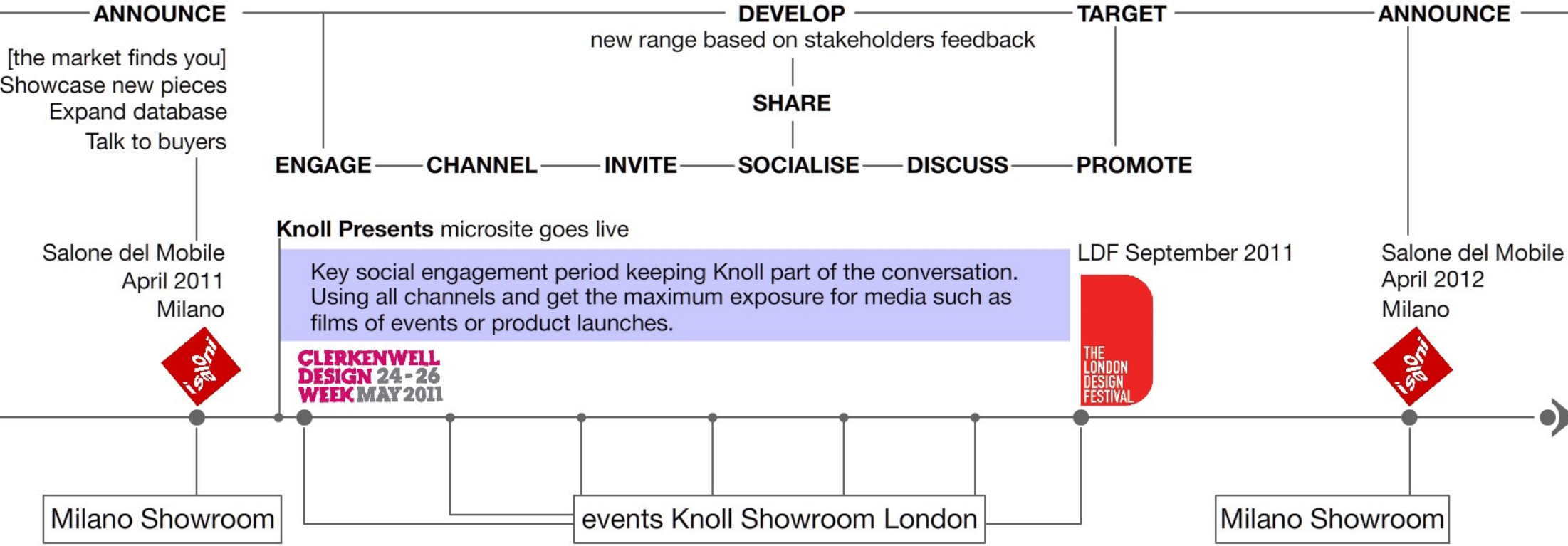
# Online



# Knoll *goes Social!*



# Knoll International - key social strategy & engagement milestones



**CHANNELS OF ENGAGEMENT**

**Knoll**

Knoll Showroom  
Knoll Presents microsite

f in t @Knoll\_Int

**KEY TARGETED STAKEHOLDERS**

**product discovery community**

traditional press architects  
online press  
interior designers blogosphere  
product designers  
interior architects





There's no point in **SHOUTING** if you have nothing to *say*.



## Becoming part of the discussion.

Who do you want to talk to?

How do you find them?

Will they come back for more?

The person you are communicating with is information rich but time poor and with the attention span of a *goldfish!*

*Is what you are **saying** of value to me?*

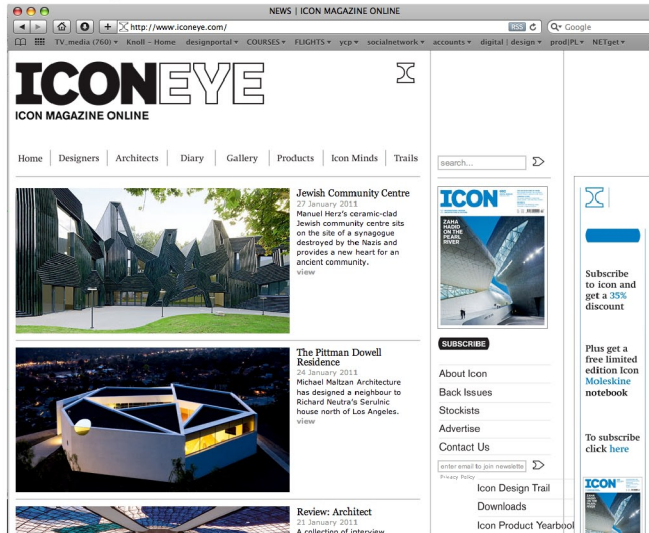


# Join a product discovery community.

//domusweb.it



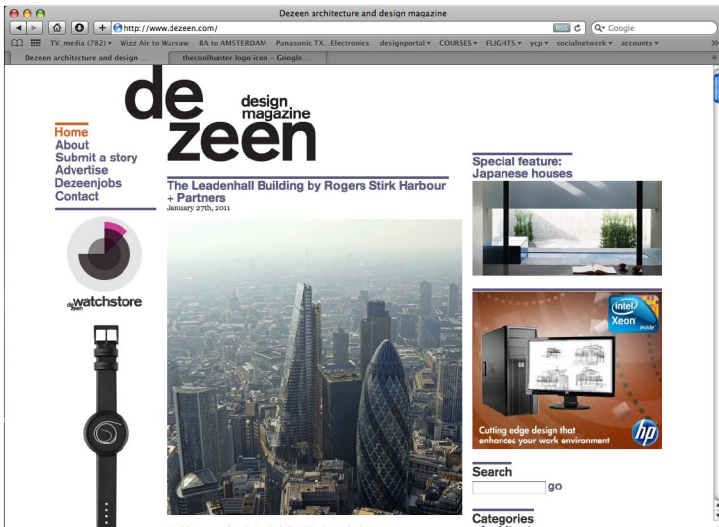
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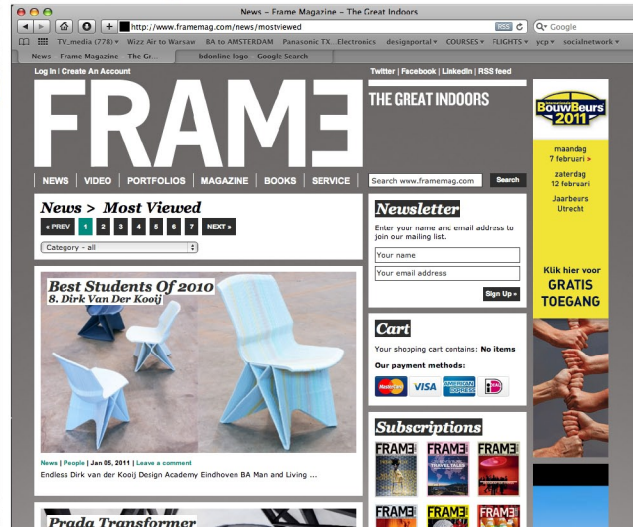
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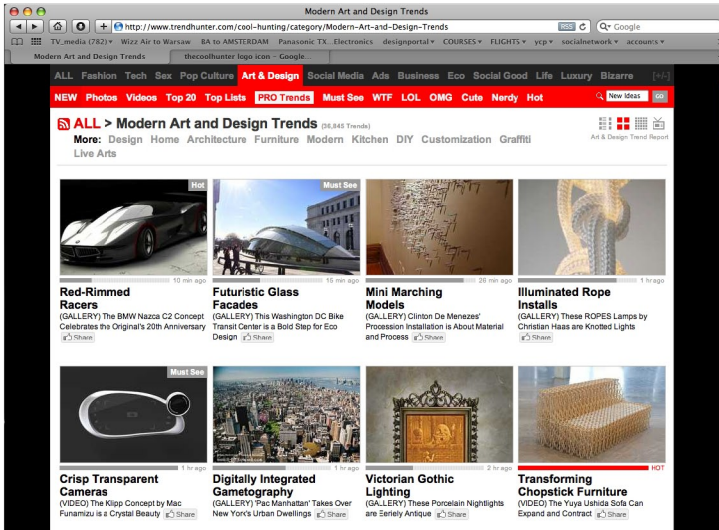
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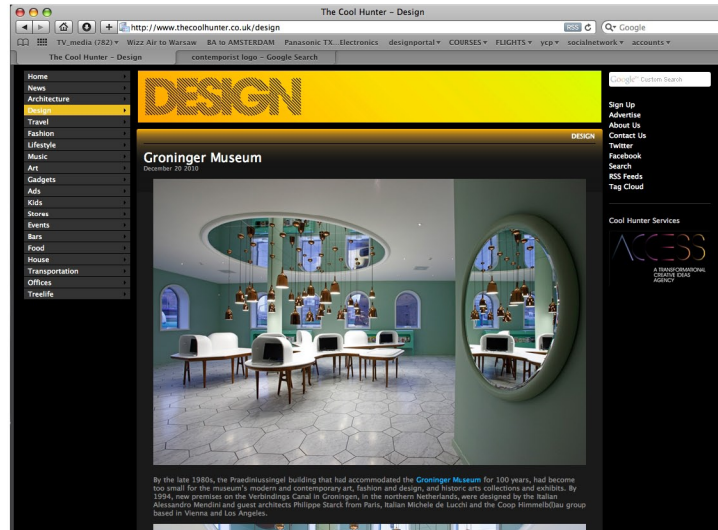


# Join a product discovery community.

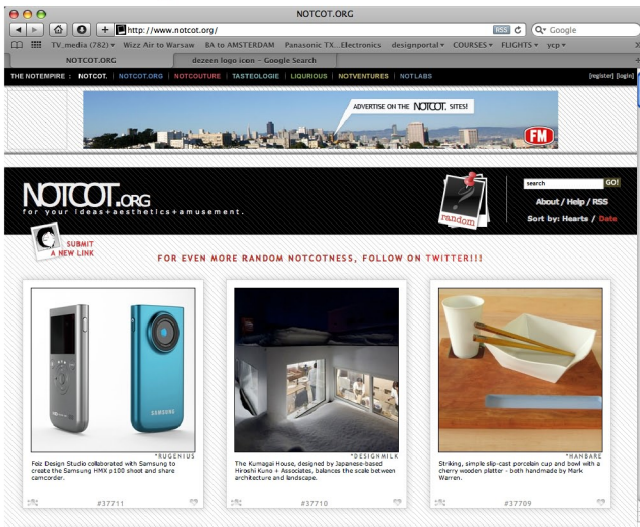
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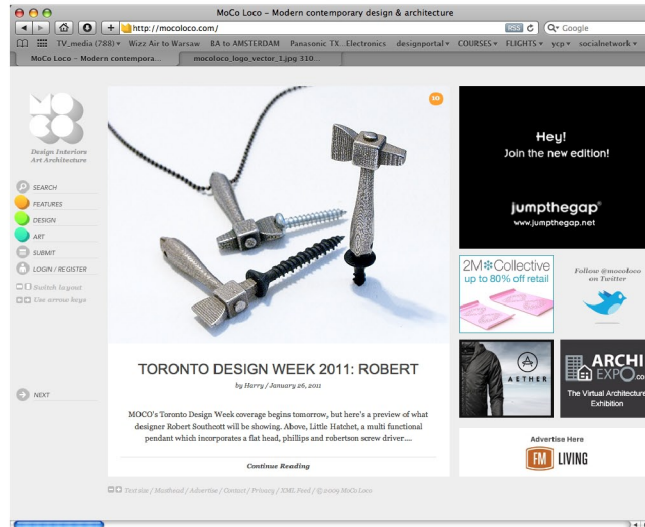
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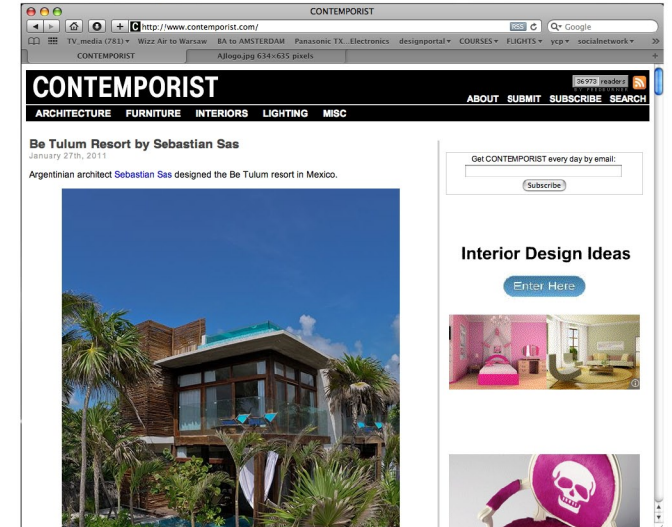
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//mocoloco.com



//contemporist.com



**Logo's are dead.  
Long live the icon.**



# Engaging with the brand: Knoll

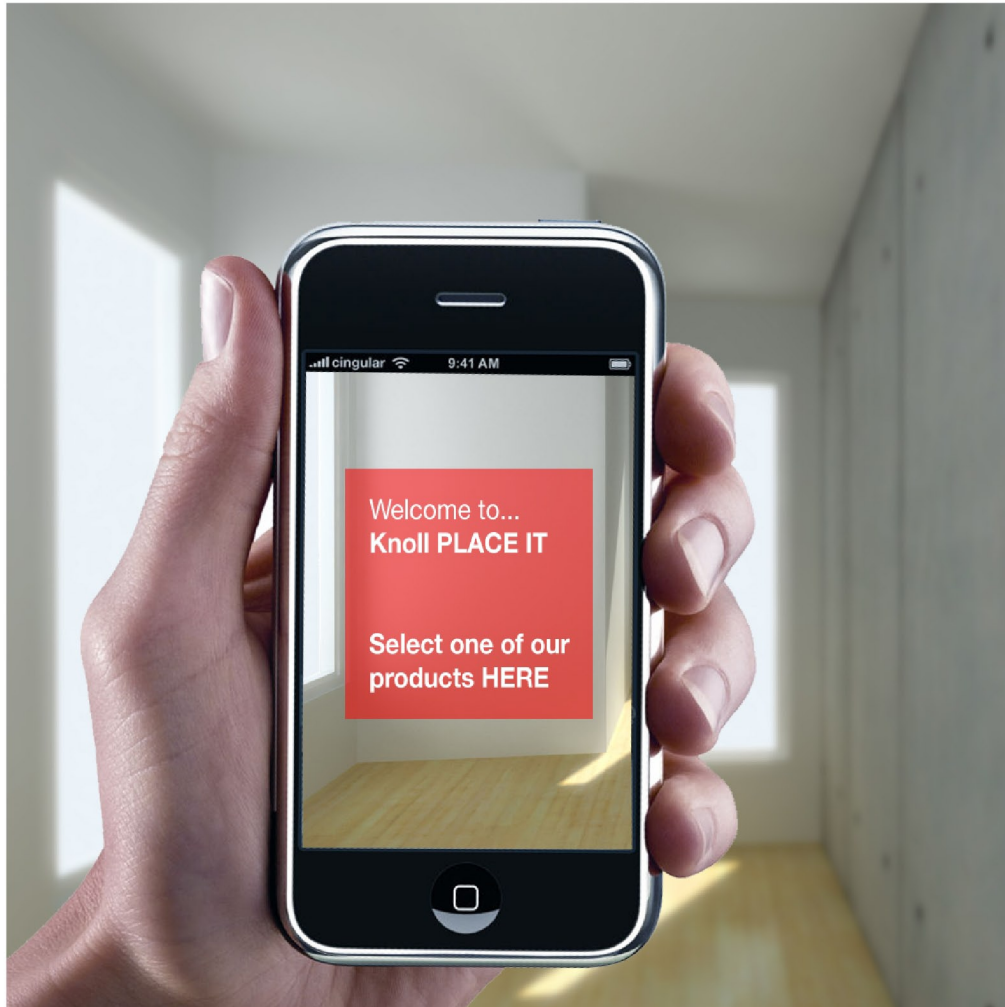


Put  in every pocket!

iPhone | iPad Application

Powerfull brand interaction.  
User 'adopts' the icon to place  
on their personal device.  
Brand relationship acceptance.

# Engaging with the brand: Knoll





# Knoll PRESENTS

A series of initiatives that invite people to interact with Knoll.  
This is not about selling Knoll products but rather associating Knoll  
with **design** and **innovation**.



# Dissemination channels:

- Invitations | announcements via social network portals.  
- Create an icon. Place it everywhere you can. Invite people to use it on their websites and blogs. A link to the Knoll 'Presents' page.
- Get the blogs and communication portals to find you!
- Remember, you have no control over the information you broadcast.
- Feedback - positive and negative - are the results of successful communication. Develop a strategy that capitalizes on both.



# Dissemination channels:

The image displays two overlapping browser windows. The top-left window shows a YouTube video titled "Knoll - A Century of Saarinen: Form and Innovation" by INGMEIAPR. The video player shows a beige Saarinen-style chair. The video has 246 views and was posted on October 23, 2010. The top-right window shows the Facebook page for Knoll Inc. The page features the Knoll logo, navigation tabs for Wall, Info, Photos, Boxes, Video, and Notes, and a post from January 27, 2010, titled "Atomic Indy: Mid Century Modern Indianapolis". The post includes a timeline of Knoll Inc. starting in 1914 and a photo of a lounge chair. The page also shows a list of people who like the page, including Anka Pietrzyk-Simone, Kongelukas, Kathleen Tillett, and Hale Mark Seely.

**YouTube - Knoll - A Century of Saarinen: Form and Innovation**

http://www.youtube.com/watch?v=\_La2sW86hUU

Knoll Eero Saarinen

**Knoll - A Century of Saarinen: Form and Innovation**

INGMEIAPR 9 videos

2:31 / 4:54

246 views

October 23, 2010 | 2 likes, 0 dislikes

2010 marks the 100th birthday of leading designer and architect, Eero Saarinen...

**facebook**

Knoll Inc. (1)

http://www.facebook.com/knollinc?ref=ts

**Knoll**

Founded: 1938

About: This is the official Facebook page for Knoll, Inc.

Follow us on Twitter: http://twitter.com//Knoll\_Inc

Find a Knoll showroom, dealer or retailer: http://www.knoll.com/locations/it

Knoll News: http://www.knoll.com/news/featu

1 friend likes this.

Anka Pietrzyk-Simone

5,077 people like this

Kongelukas Kathleen Tillett Hale Mark Seely

**Knoll Inc.**

Wall Info Photos Boxes Video Notes

Share: Post Photo Link

Write something...

Filters

**Atomic Indy: Mid Century Modern Indianapolis**

Timeline of Knoll Inc. starting with the birth of Hans Knoll in 1914. Features every major design, by year, with great pics. N'joy!

Knoll www.knoll.com

27 January at 14:23 · View post

**Love Knoll** Great choice for your new London showroom products KnollStudio UK team... Iconic pieces in on-trend velvet. Gorgeous. See our photo folder.

Spacecraft International Ltd, Designer Furniture

Page: 141 people like this.

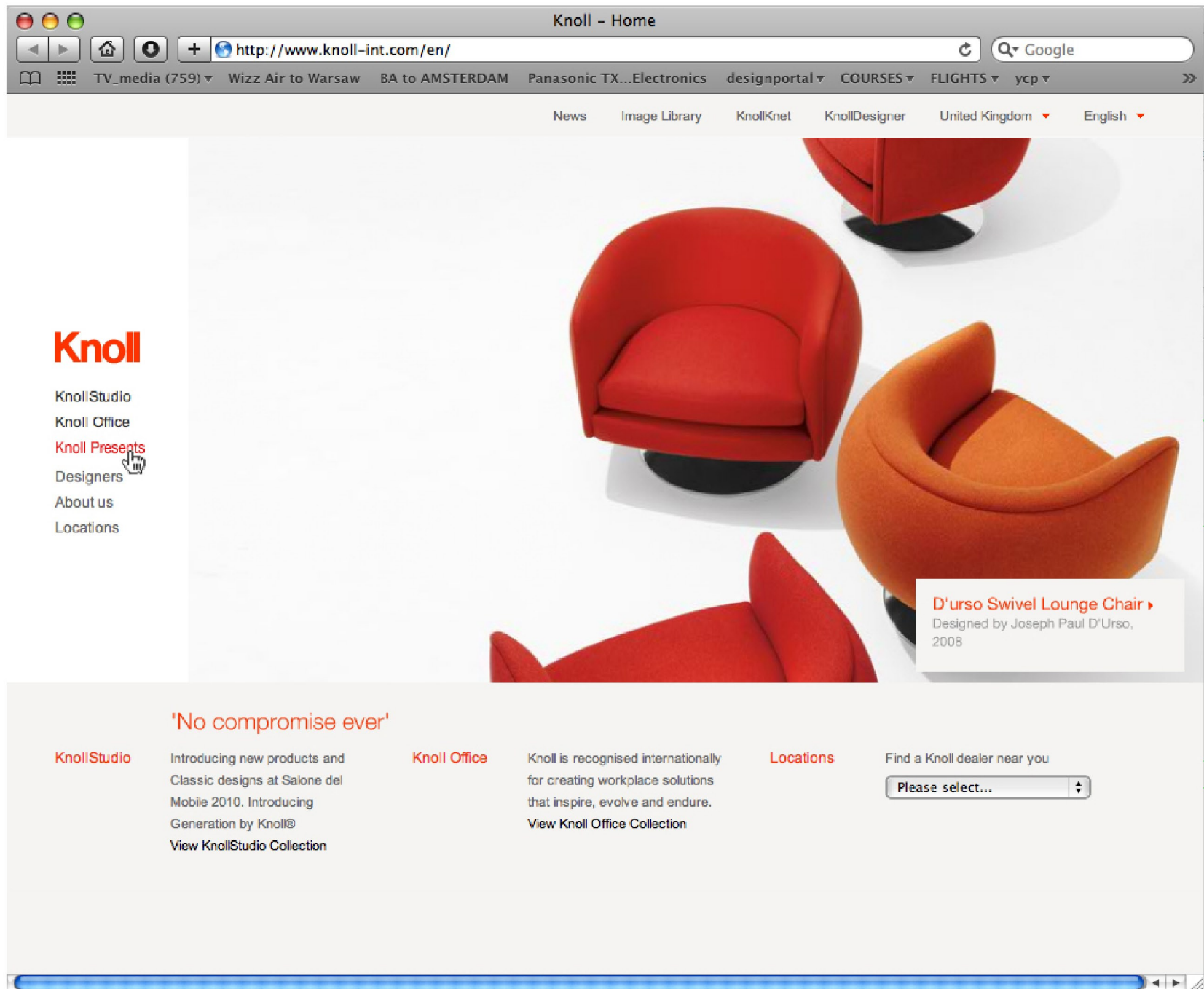
26 January at 16:56 · Like · Comment · Share

Cotswold Lodge likes this.

Cotswold Lodge I wonder which velvet number I should put in my lake-side lodge, England. Any suggestions from their photo folder shots... I think the Jehs and Laub is the best looking... ?

Friday at 14:51 · Like · Flag

Chat (Offline)





Knoll - Systems & Seating

http://www.knoll-int.com/en/systems

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By Event ▲

- Product Launch
- Design discussions & Debates
- The Innovation centre
- Exhibitions ▼

Share your views join or community of Innovation & Design

**Century of Saarinen : Form and Innovation**  
A discussion between Deyan Sudjic and Brian Lutz

2010 marked the 100th birthday of leading designer and architect, Eero Saarinen. To celebrate Knoll hosted a conversation between curator, author and leading expert on Saarinen, Brian Lutz and Design Museum Director, Deyan Sudjic.

A master of form and innovation Finnish born Eero Saarinen first won critical acclaim for his furniture designs in the 1940's. Forging a close relationship with Knoll associates and a strong friendship with founders Hans and Florence Knoll, Saarinen went on to produce many of his most celebrated designs during this period. Saarinen's organic approach to both architecture and product design was pioneering in a society that seemed preoccupied by the straight lines of the modernist movement. In many ways Saarinen managed to liberate the constraints of 'form' allowing for an innovative new departure in design - an effect that can still be felt today.

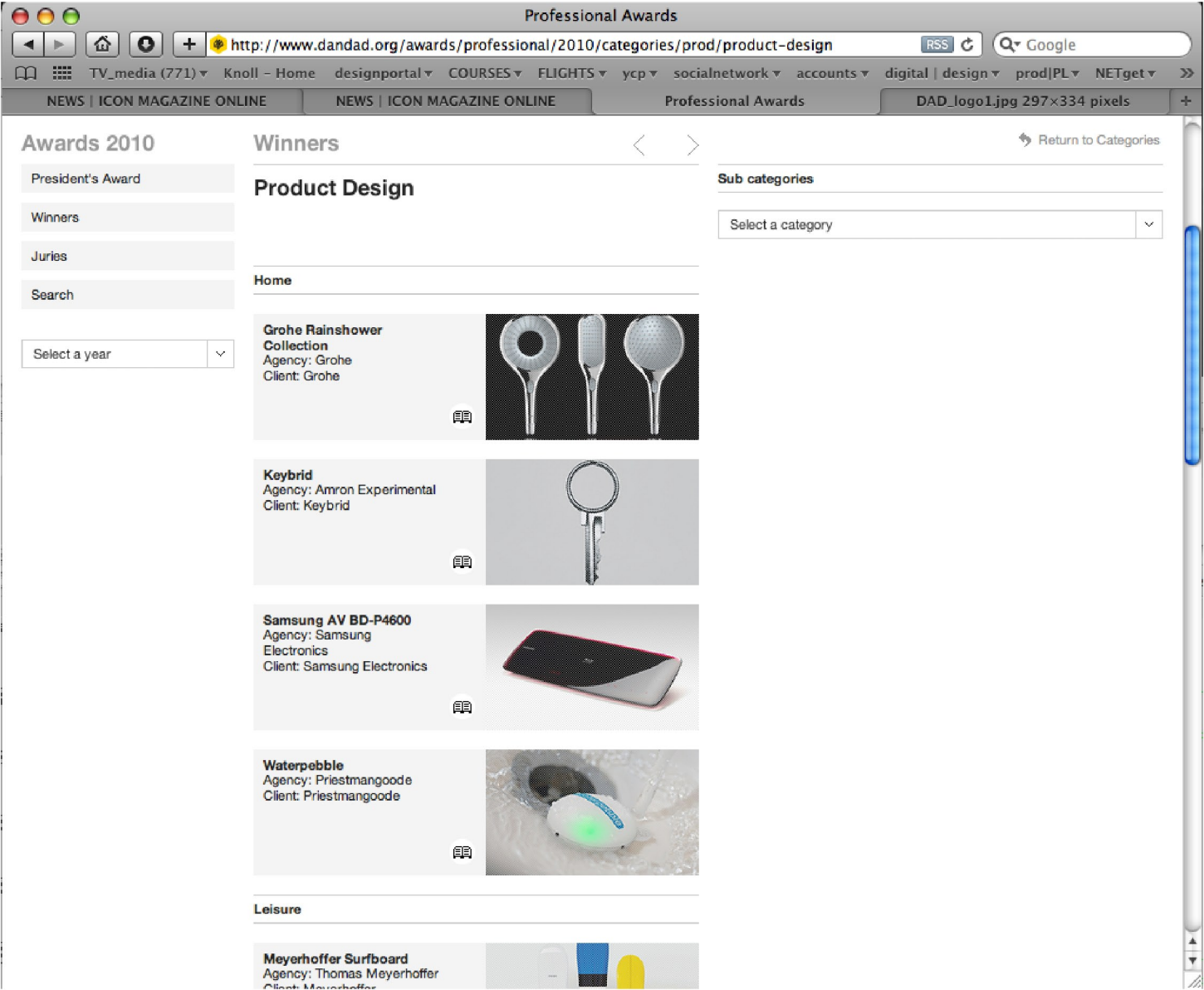
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Knoll

# Knoll SHOWROOM

A central hub for **Design & Innovation.**

# Knoll Showroom: D&Ad Product Awards cocktail evening



Invite the *right* people over for a drink.

# Knoll



# Salone Del Mobile Milano 2011

**Announce** - launch a new product range. Something to **shout** about.

**Engage** - an opportunity for the right people to touch & interact with Knoll furniture.

**Channel** - collect contact details.

**Socialise** - use contact data base. Send out invitations to join the Knoll community.

**Discuss** - you now have something to ***say***. Ensure it's of value!

**Share** - maintain the communications link, ask for feedback and ideas.

**Develop** - channel all feedback to the development team.

**Promote** - build up expectations towards Milan 2012.

**Sell** - to your target groups.

# Knoll

*Part of the conversation.*