



# Danske Restauranter & Caféer

— *Fair City website & Identity*

Spring/Summer, Copenhagen 11 April 2022





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— *Approach and ambitions*

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Spring/Summer

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Terms & Conditions





# Initial thoughts

We are quite excited to be asked to bid on this project as we do think this is an important agenda. Your mission is to make sure the DK nightlife keeps being one of the best and safest in the world. But also to make sure we have a shared responsibility to ensure that it is accessible to anyone who wants to make a positive contribution.

We are strategic thinkers, creative at heart and understand how to create and boost online brands and make them come alive wherever they are met by the audience.

We look forward to hear from you

*Spring  
Summer*



# Addressing the brief

— *Approach and ambitions*



# The Task

The DK nightlife is one of the best and safest in the world, and we have a shared responsibility to ensure that it is accessible to anyone who wants to make a positive contribution. It requires both good intentions from everyone and a set of clear rules of the game.

DRC wants to make it possible to get in contact with the involved people from the Restaurants and nightclubs if a person does not feel positively treated.

A rejection can be unpleasant, especially if you feel that it is happening on an unreasonable basis.

In many cases, a more thorough explanation of the refusal will make a big positive difference, but it is not always something that the security staff has the time and opportunity for in the specific situation.

DRC wants a communication tool where the offer easily can report the incident. Based on this report the offer will get contacted by a mediator in order to have a dialog with the Restaurant or Nightclub.

We are also creating the identity for “Fair City” and will give you examples of how this can come to life outside of the platform too.





# Goals and ambition

We are making an easy-to-use platform with minimised friction to give the visitor an easy and uncomplicated process.

Goals cover but are not limited to;

- Giving the visitor possibility to report an incident
- Make bouncers and other workers in the business think more about how they behave
- Minimise the amount of cases
- Let participating businesses use this in their marketing

We at Spring/Summer will apply our usual high ambitions and attention to detail to make this a pleasant experience for everybody involved.





# Web first approach

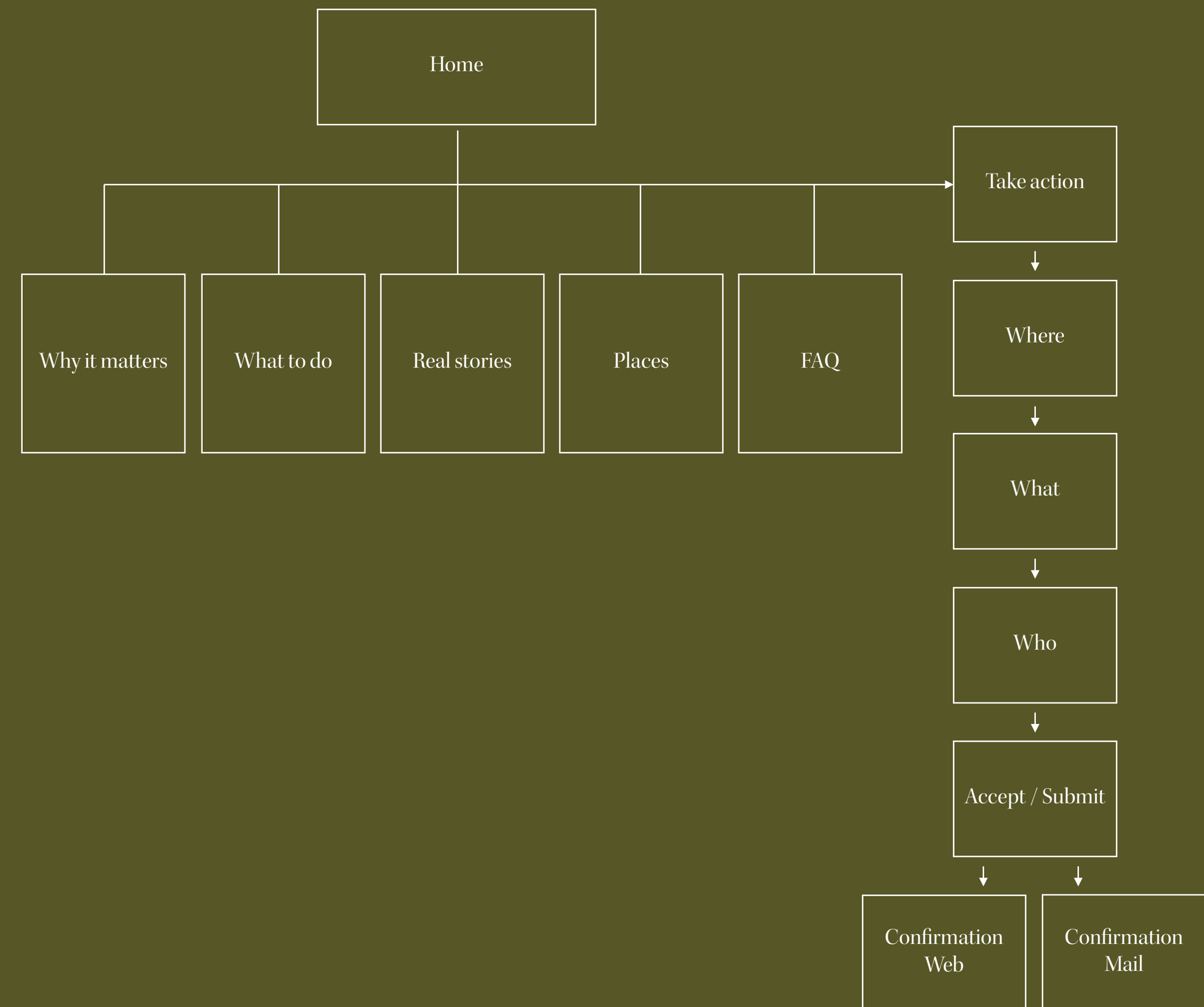
We recommend to move forward with a web first approach to make it is as easy as possible for the user, create maximum reach and at the same time also be possible for DRC to communicate in a more flexible framework with updates and ongoing stories ( final content direction TBD).

This means that the users main touchpoint will be a website (desktop and mobile) where the initiative will be communicated and where we will establish the foundation for all editorial and campaign related content.

The user will be able to get the necessary information and understand what the initiative is all about, why it matters and what they should do if they experience or witness unwanted behaviour at one of the cafes, restaurants, bars, nightclubs etc. that are a part of the initiative.

The user will be able to take action and report an unwanted experience by following an easy step by step guide, that takes them through a few questions about where it happened, what has happened and personal details.

The user accepts the terms and conditions, submits the form and will receive a receipt in their email. The user will then be contacted directly by DRC and the website will no longer play a role in the specific case the user has submitted.





# Design that creates memorable connections

At the core of this experience is an identity that you can remember but at the same time can work with the branding of a nightclub or restaurant that want it to look classy and high-end.

For the platform itself, the user experience is the center of attention and everything will be designed for a frictionless experience with a high level of trust.







# Experience drivers

## Trust

Focus on building a relationship between the guest and the business you represent to evoke and preserve trust and integrity.

## More

We always add more to the experience, surprise and make the storytelling around the core content and features play an instrumental role.

## Connected

We connect all touchpoints and optimise landing pages and key flow with the intention to surprise, exceed expectations and convert.

## Solid

Build on a solid UX foundation, we make sure that the visitor always have a clear idea of where they are, and clear paths to what they want to find.



# Scope and platform

— *Details on a high level*



# What we are covering

## Identity

- Logo elements
- Colors
- Font choices
- Examples of use (any productions would be estimated separately)
- Mini manual

## Web platform

- Research and direction
- Design of 8-10 responsive content modules for front-end including the form elements needed for the interaction.
- Development of modules
- Setting up the CMS
- Connect front-end and CMS
- Education in use of the CMS
- Setting up hosting
- Launch





# Technology

We recommend to build the site with Craft as the CMS. Craft is an easy to use content management system, that allows for flexibility and customisation to fit the DRC's needs as they develop.

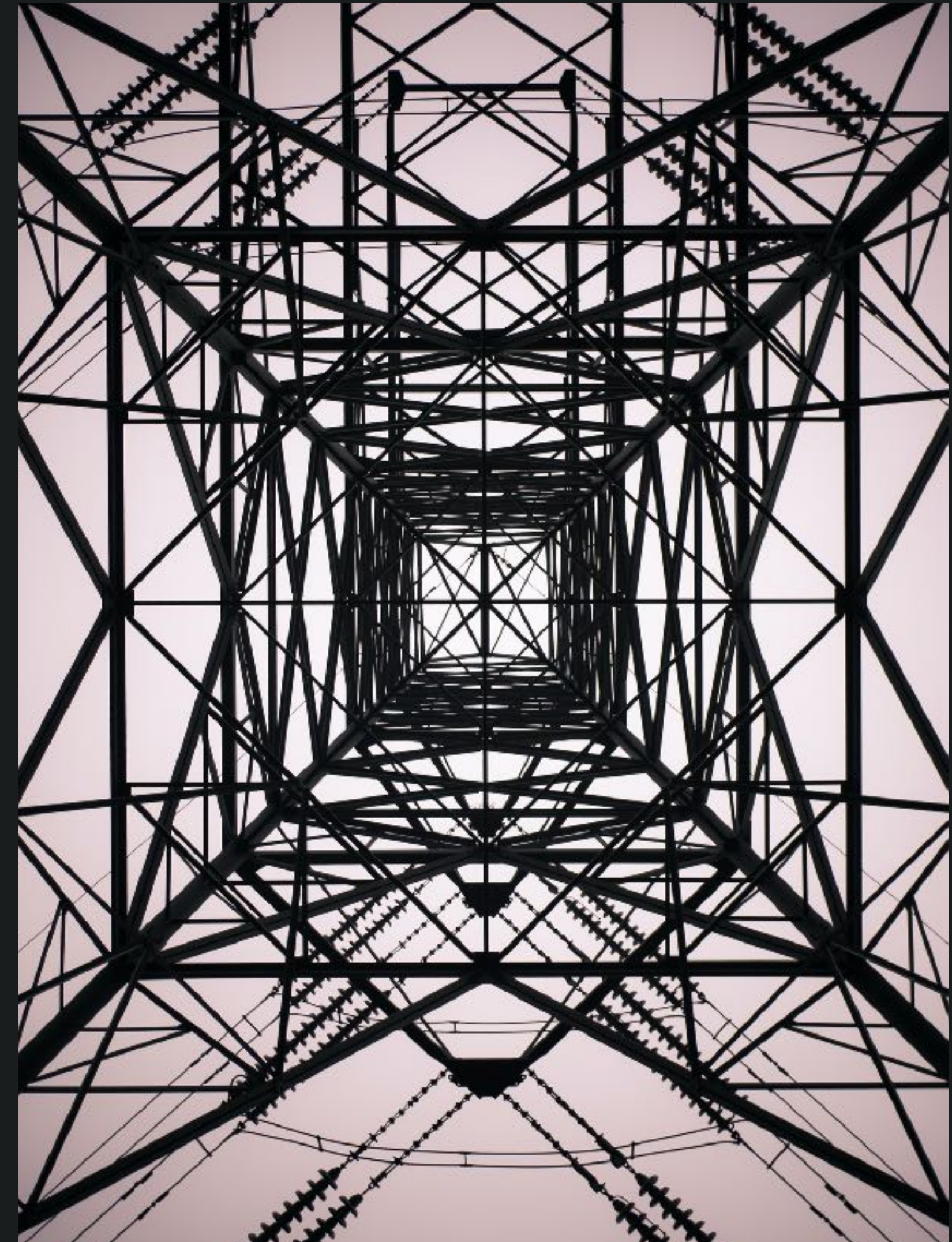
Craft's flexibility makes it easy to create and manage the daily content, and cater for your unique business needs.

Basically this means a CMS with no limitations on how content can be added and distributed across the site, allowing for better storytelling with inspiring and enhanced design, animations and transitions

Pricing:

Craft: \$299 for a life-time, one-website license (one time cost)

ImgIX: ~ \$20 per month (rough estimate, only pay for the images you use)





# Suggested process

— *Phases, activities and timeline*



# The *Involver* + you

We are using our own project method called The Involver.

The Involver is a simple project framework, that connects people and make everyone do the right thing at the right time. It is a framework designed to make sure we onboard the project in the right way and secure everyone is aligned moving forward.

The Involver has four phases:

- Discovery
- Direction
- Design
- Development

We aim to involve Center for Zero Carbon Shipping throughout the process to make sure we are both innovating based on business needs, as well as creating impressions and experiences.





# The four D's of the Involver

D1

## Discovery

To get a clear understanding of the project, market, audience and the strategic drivers.

### Work

- Stakeholder input
- Trends and best practice
- Planning and alignment

### Milestones

- Kickoff workshop
- Discovery essentials

D2

## Direction

To set the direction and make sure we are moving in the right direction before scaling.

### Work

- Set the overall direction, concept and experience
- Outline structure, flows and navigation
- Create overall design concepts
- Explore animations and transitions

### Milestones

- Concept and direction workshop
- Final direction

D3

## Design

To outline and craft the specific experience and detailed design, ready for development.

### Work

- Structure and key journeys
- Detailed design of pages and modules
- Animation and transitions

### Milestones

- Design check-ins
- Final design

D4

## Development

Creating the final experience including front-end and further back-end development.

### Work

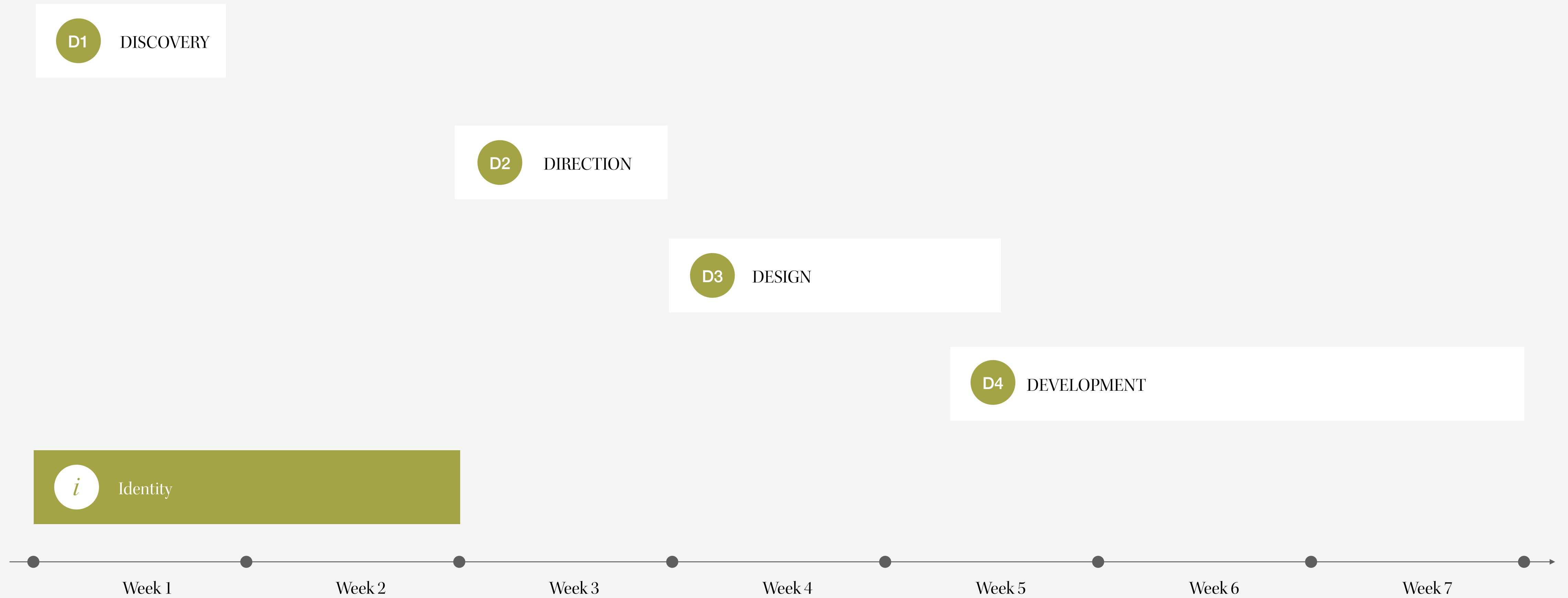
- Front-end
- Back-end
- Design review and QA

### Milestones

- Solution reviews
- Final delivery
- Site ready for you to launch when fully populated



# Rough timeline — 15 weeks in total







# Budget estimate Identity

— *Logo, colors, fonts, examples of use etc.*

<b>Deliverable</b>	<b>DKK</b>
Discovery Trends and inspiration workshop plus preparation	12.000
Direction Concepts and direction	32.000
Design Versions and different applications	20.000
Delivery Mini manual with rules and possibilities	15.000
<b>Estimated Total</b>	<b>79.000</b>

*All costs are excl. VAT. which will be added if applicable*



# Budget estimate Website

## — *Design, Front-end & Back-end*

<b>Deliverable</b>	<b>DKK</b>
Discovery Stakeholder input, tech discovery, trends and best practice, planning and alignment	35.000
Direction Concept and experience, structure and navigation	40.000
Design Structure and key journeys, detailed design of pages and modules, animation and transitions	52.000
Development Front-end, Back-end implementation of selected modules, design review and QA	110.000
Buffer Can be activated if DRC request any changes request (New functions or element, new pages, extra language etc.)	75.000
<b>Estimated Total</b>	<b>312.000</b>

*All costs are excl. VAT. which will be added if applicable*



# Spring/Summer

— *What we aim for, relevant cases and client mix*



*Spring  
Summer*

*We move brands, create first impressions and evoke product desire*

🏆 Two times Digital Agency of the year - Creative Circle

🏆 Two times site of the year winner - Awwwards



# Why Spring/Summer?

Spring/Summer was started in 2013 because we believe in strategically founded digital brand experiences. We care about attention to detail at every level and think it's good to know all the rules so you can break them when needed.

- Our work is not only about presentation - it can (and should) bring purpose at a deeper level.
- We are an international office working with international clients and a shared goal of being able to be proud of what we do and also how we do it.
- We are being recognised for our work and its results and our promise is to keep pursuing greatness.
- *Spring/Summer all year round.*





# Client Mix

During the last 9 years, we have worked with a broad range of world leading brands.

Clients come to us to get a solution that stands out in the market and one that establishes the brand in an online experience that lifts quality perception and leads to transactions.

*On the next pages we have gathered a few relevant cases.*



# American Express

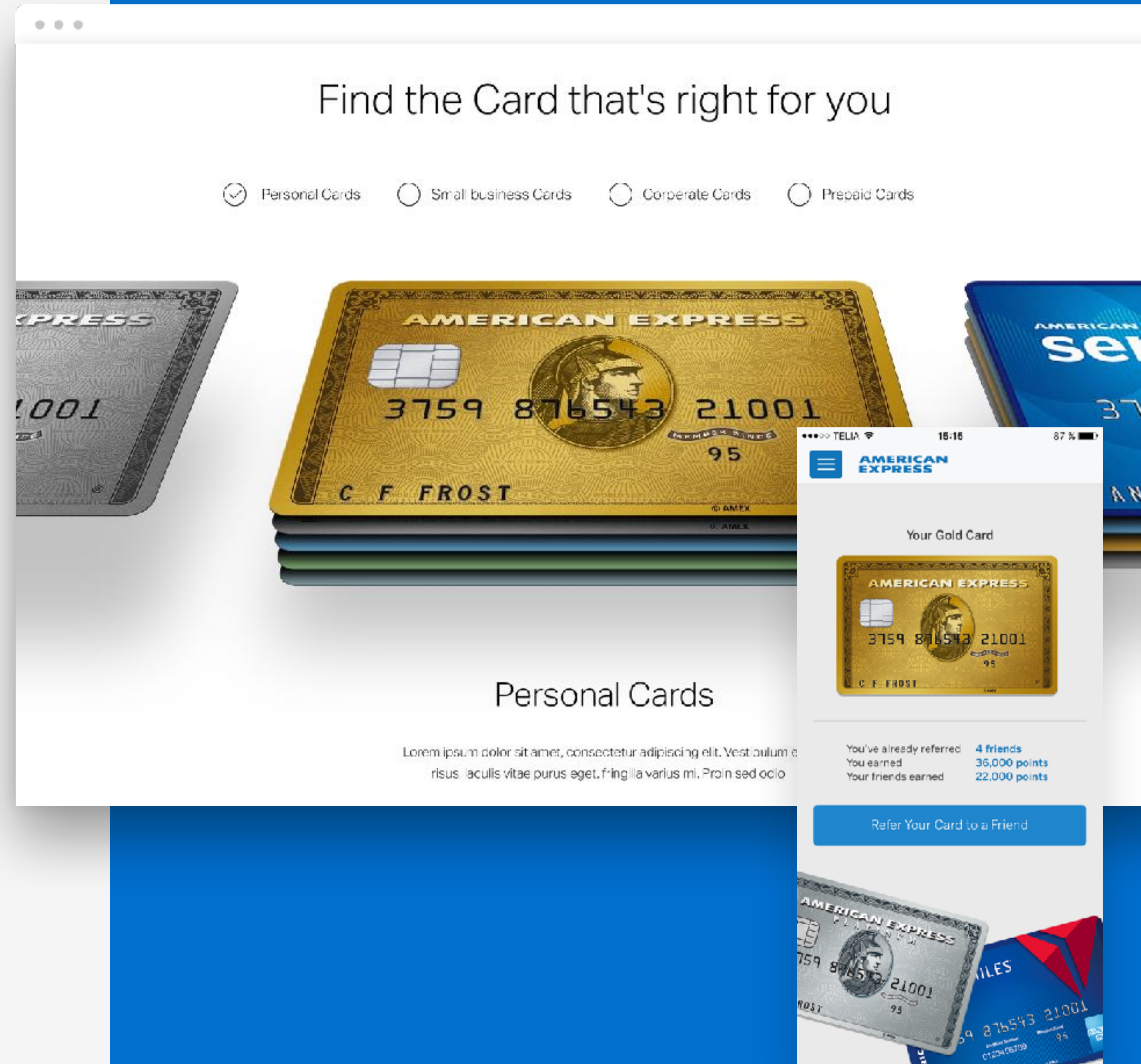
*Credit Cards - Next generation*

We help American Express on a range of design and innovation projects. We work directly with the UX and design team in New York. We support the team on future scenario concepts, brand and UI design language and style guides, online destinations, dashboards and native apps.

Case:

<https://springsummer.dk/work/amex/>

*Right now we are working on two major projects for them, where one is redesign of their main app.*





# Navigating Responsibly

*Despite its small size, Denmark is one of the world's leading shipping nations.*

In order for the project to succeed, the website had to deliver a large amount of complex information to a broad audience. We boiled everything down, only serving bite-sized stories and relevant facts.

Smooth animations, elegant transitions and subtle hover effects all bring the user closer to the message. Users reading in-depth articles will stay on the site as the content effortlessly slides in as an integrated part of the navigation. Interactive infographics allow the user to engage with content on their own.

Site:

<https://shipowners.fallwinter.dk/>

Case:

<https://springsummer.dk/work/shipowners/>

*Winner of a Gold and a Silver Creative Circle Award 2017*

*Winner of AWWWARDS SOTD award*

*Winner of AWWWARDS Developer Site of the day award*

*Winner of FWA SOTD award*

*Winner of Communication arts SOTD award*







# AIAIAI

AIAIAI is an audio design company, dedicated to developing premium audio products in collaboration with their world-renowned network of professional music makers, industrial designers and audio technicians. We designed a website that speaks both to the technical, as well as the human aspect of the brand.

A core of the site is the TMA-2 builder that makes you make your own personal product with your unique sound-profile.

Site:

<https://aiaiai.audio/>

Configurator:

<https://aiaiai.audio/headphones/tma-2-build-your-own/s02h02e02c02>

Case:

<https://springsummer.dk/work/aiaiai/>

*Winner of AWWWARDS Site of the day*

*Winner of Communication Arts Web of the day*

*Creative Circle Nomination*





# Roskildefestival.dk

*Conveying 'The Orange Feeling'*

They say you can't teach an old dog new tricks, but Roskilde Festival doesn't buy into that. Over the years the festival has become about more than music — art, activism and culture are as much a part of the experience now, and we wanted to reflect that in their website.

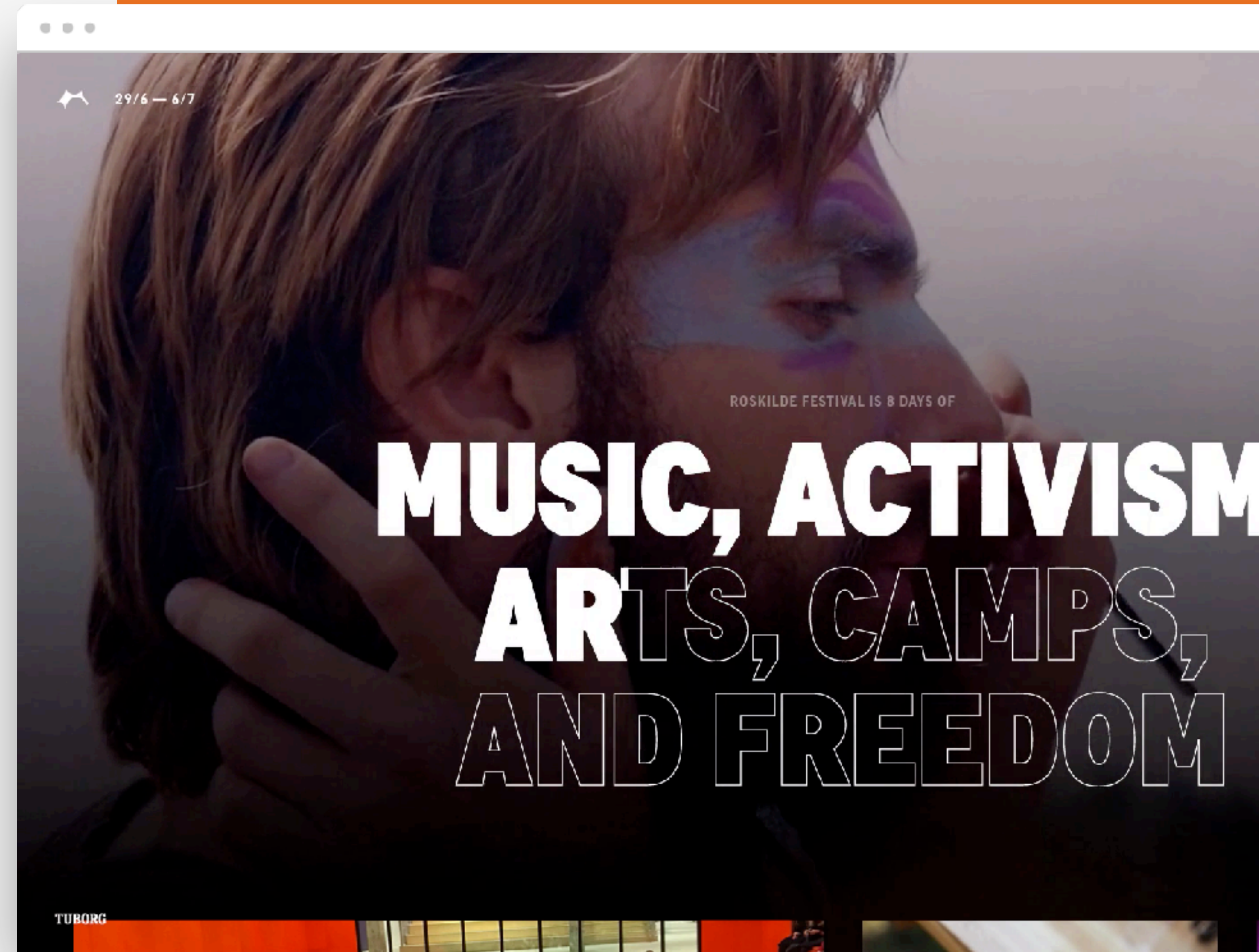
The site changes a lot over a year between the festivals and with peaks being around ticket sales, main act announcements, schedule announcement and during the festival itself.

Site:

<https://www.roskilde-festival.dk>

Case:

<https://springsummer.dk/work/roskilde-festival/>





# Rudolph Care

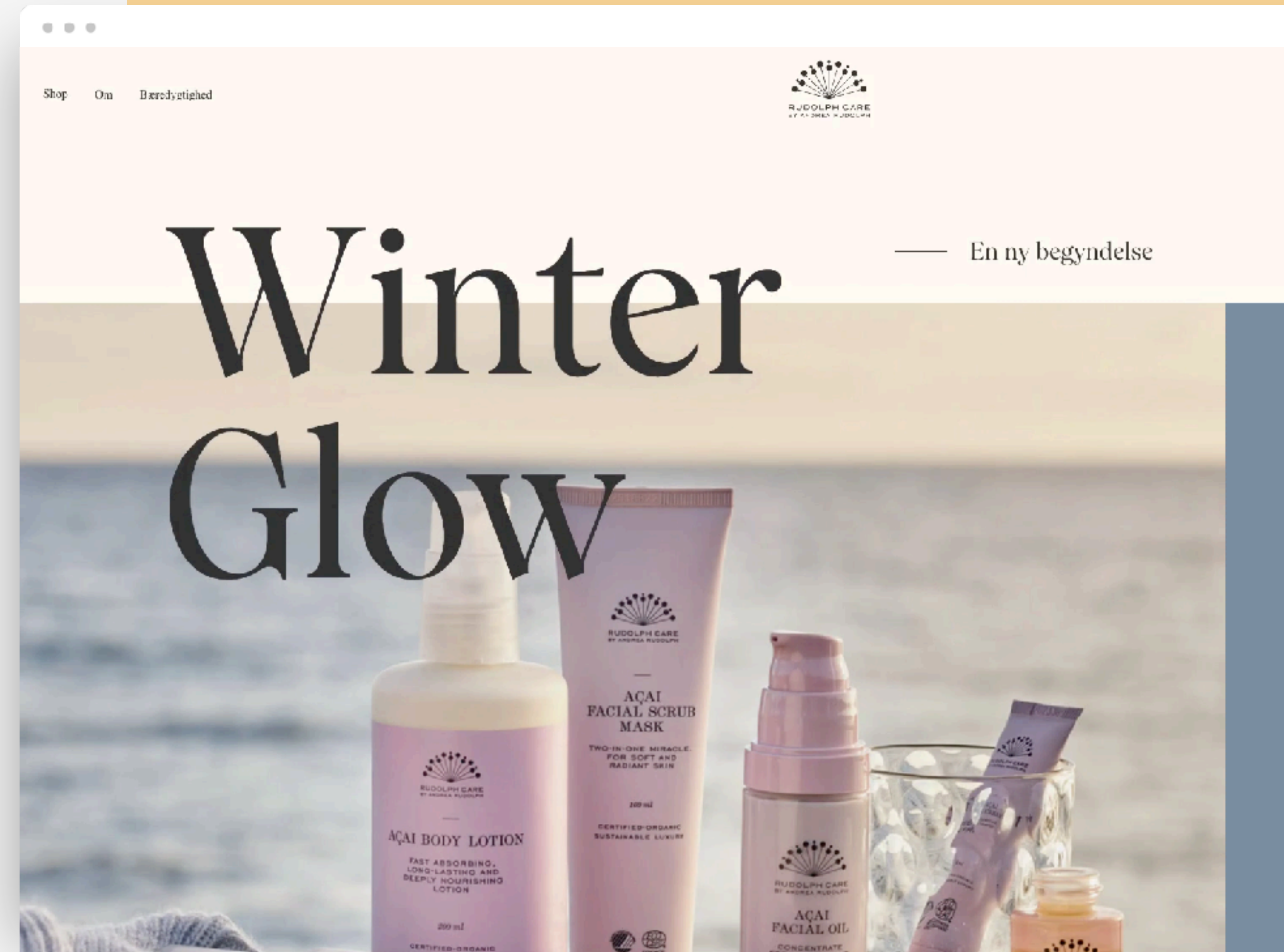
Since 2009 Rudolph Care has been an established Danish skin care brand striking a unique and unusual combination – sustainability and luxury. The company chose us to strike the balance between these two defining aspects of the company and launch them into the international market. The site has just launched and we are still working on a range of features which will be launched over the next months.

Site:

<https://www.rudolphcare.com/>

Case:

<https://springsummer.dk/work/rudolph-care/>



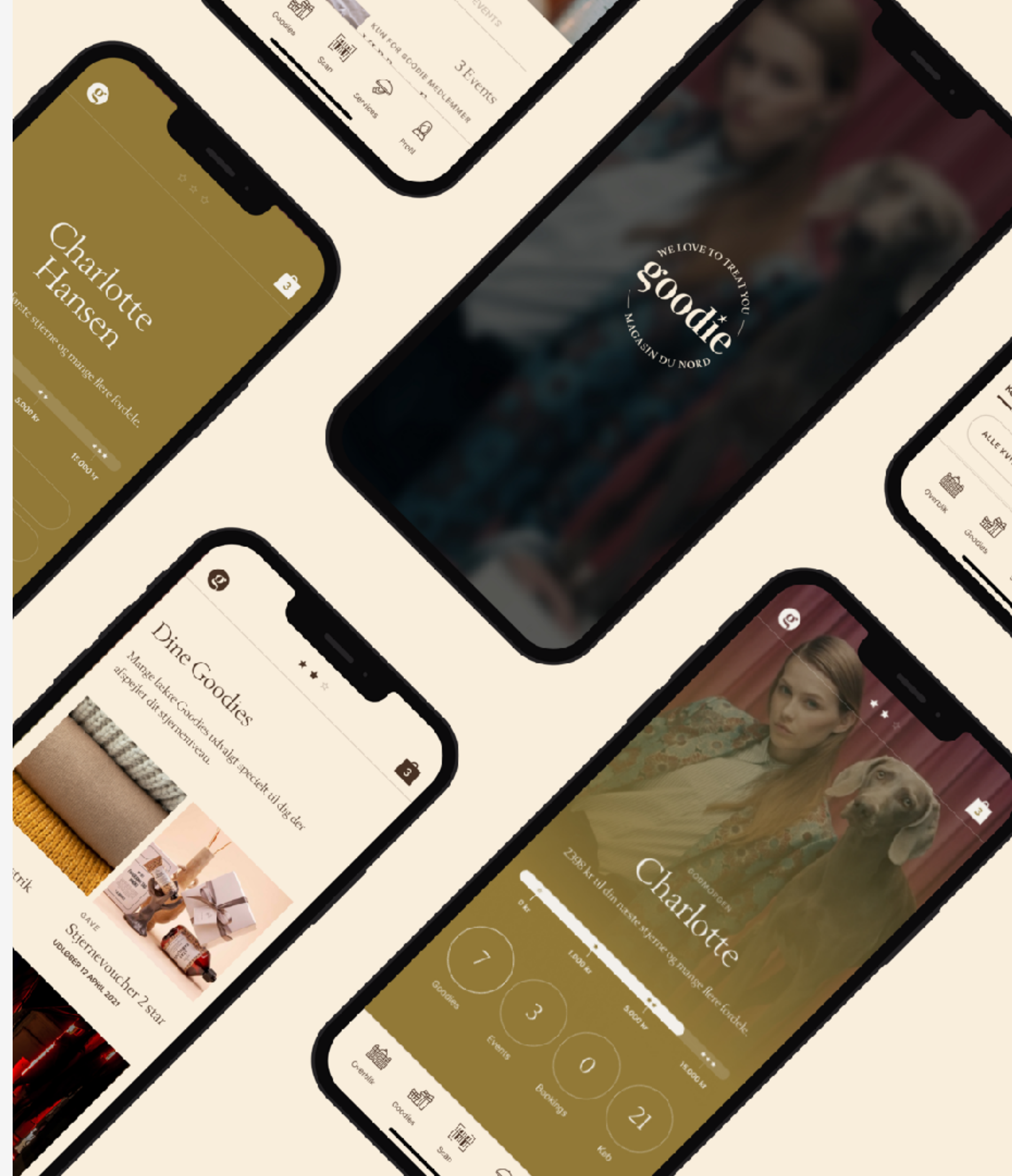


# Magasin Goodie

Magasin is an institution in Denmark when it comes to shopping and since introducing the Goodie membership and loyalty program, over 60% of the transactions come from Goodie members.

Spring/Summer helps Magasin expand on the Goodie univers and create something that really activates the opportunities presented for the members.

We have designed the new app as well as all the membership touch points on the website.





# Implement Consulting Group

*A knowledge base for future clients and employees*

The two main target groups for the site are employees (new and current) and clients (current and future). There are major overlaps in how we communicate to the target groups but at launch the homepage is mainly targeted towards recruitment. That being said, the site is build around knowledge sharing and this benefits all visitors dropping by.

With [implementconsultinggroup.com](https://implementconsultinggroup.com) we believe that we have created a platform the truly reflects the company while enabling them to share their knowledge to the world. It is responsive, flexible and ready for what the future holds.

Site:

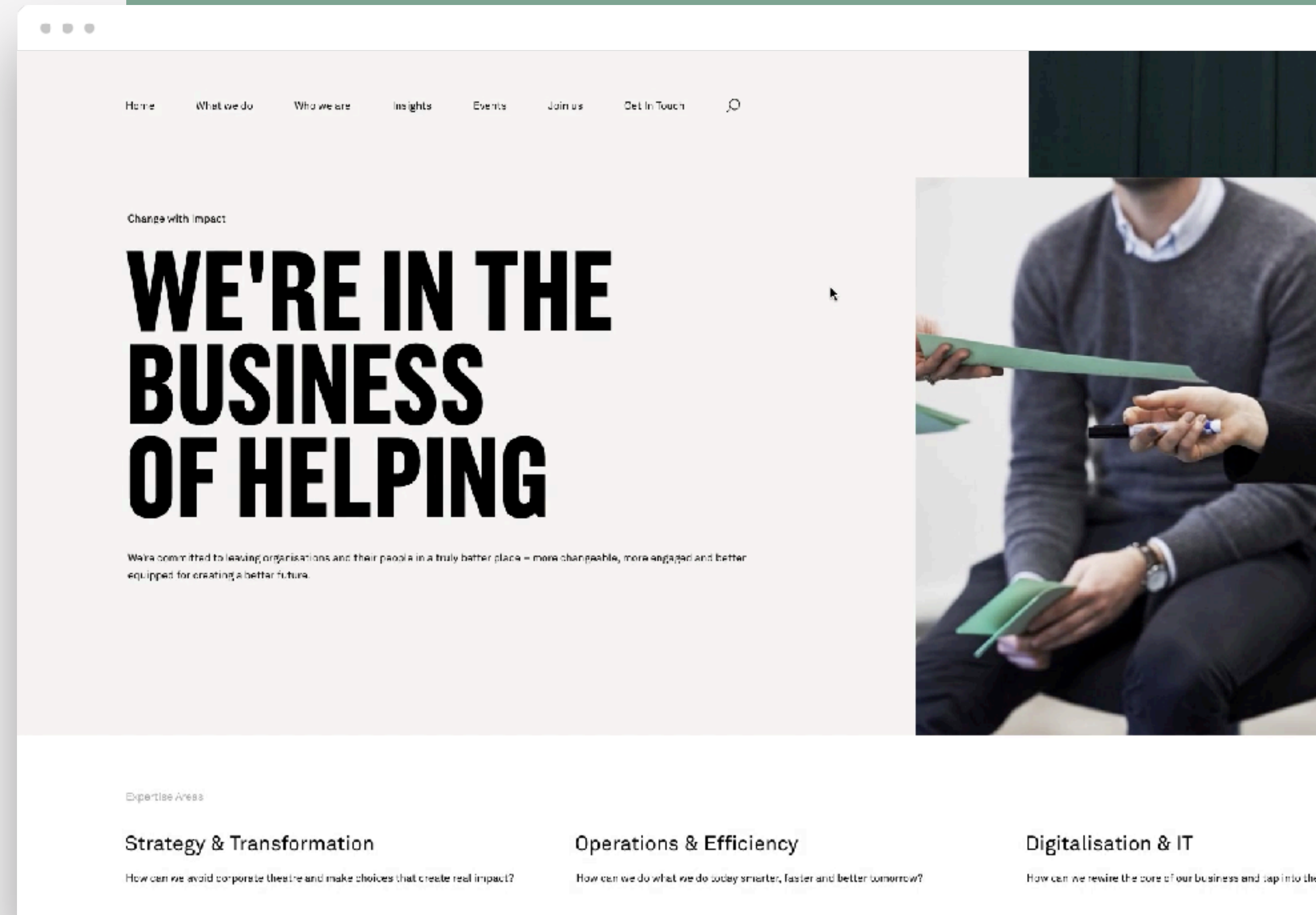
<https://implementconsultinggroup.com/>

Case:

<https://springsummer.dk/work/implement/>

*Winner of AWWWARDS Site of the day*

*Winner of Creative Circle*





# Stine Goya

STINE GOYA's four seasonal collections, artist collaborations and fashion shows continue to receive international acclaim thanks to their signature marriage of colour & print.

A colourful and incredibly flexible shop experience that breathes with the seasons.

Site:

<https://stinegoya.com>

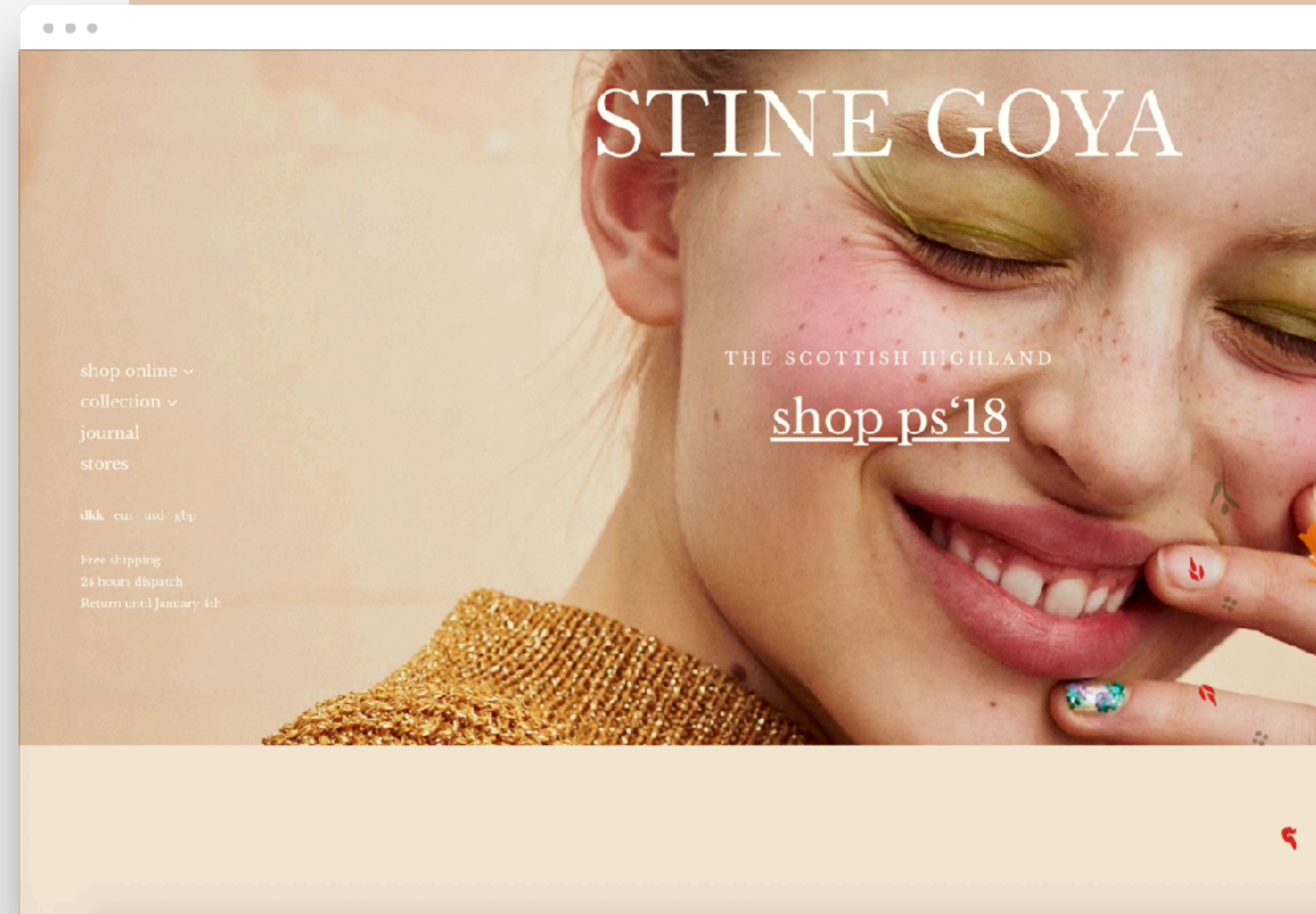
Case:

<https://springsummer.dk/work/stine-goya/>

*Winner of AWWWARDS Site of the day*

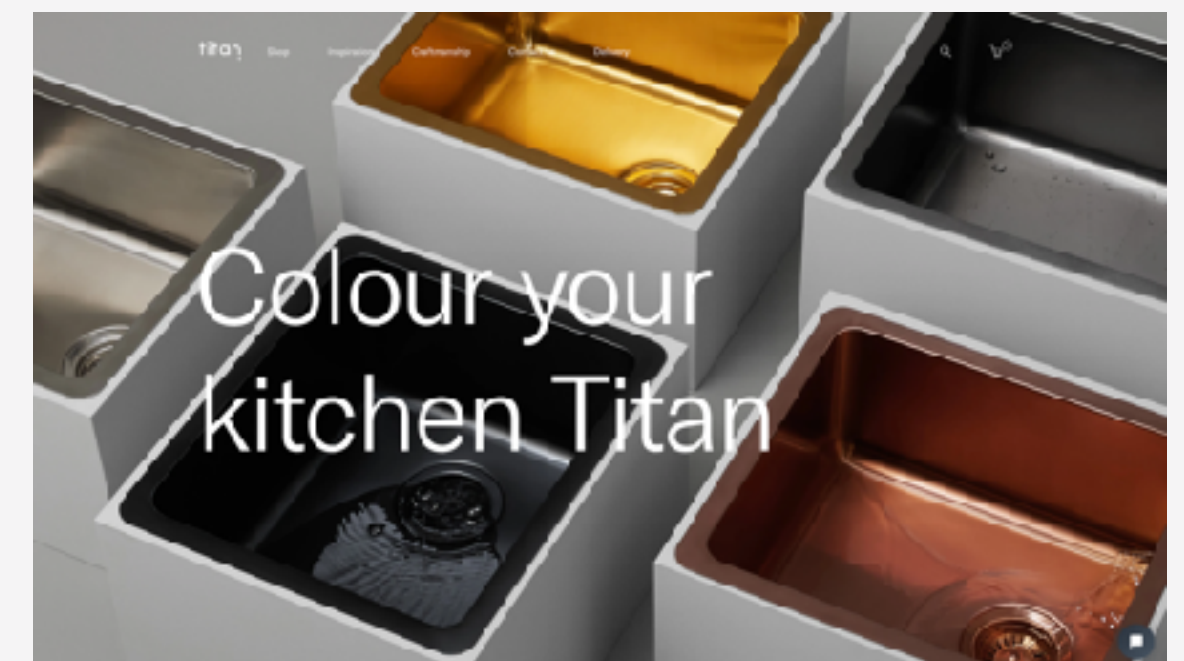
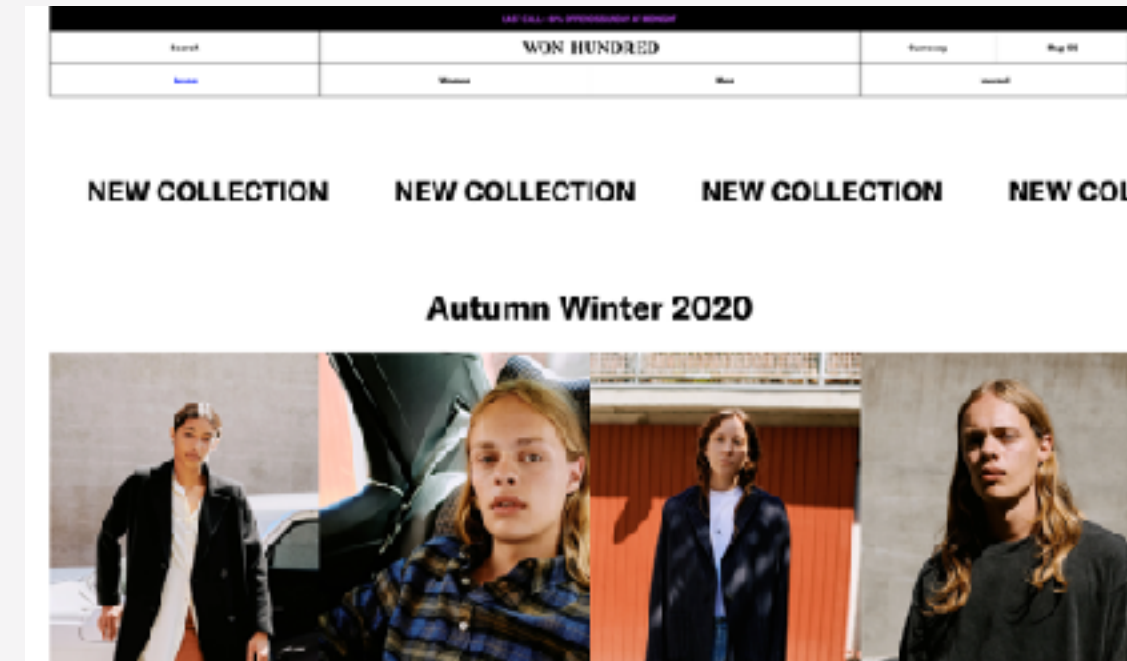
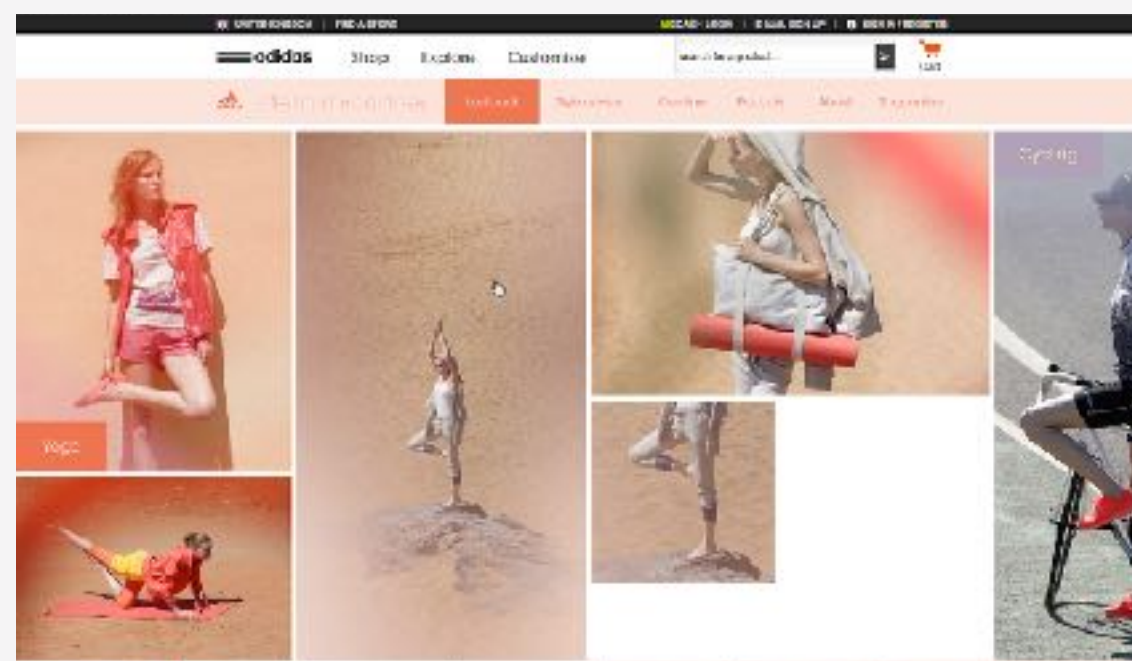
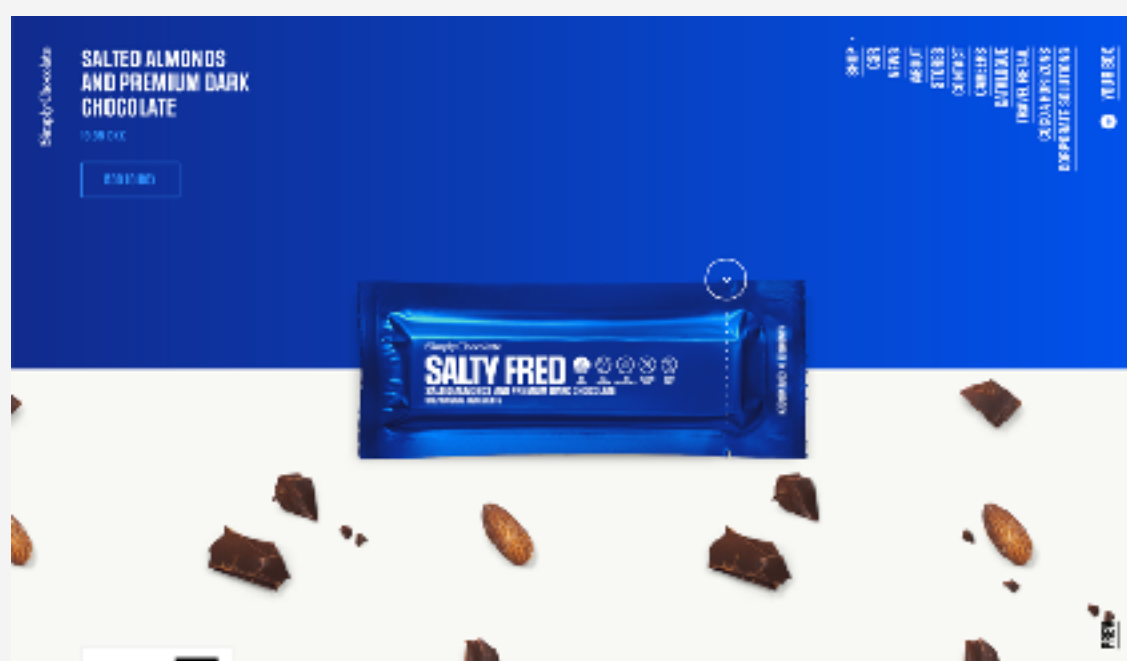
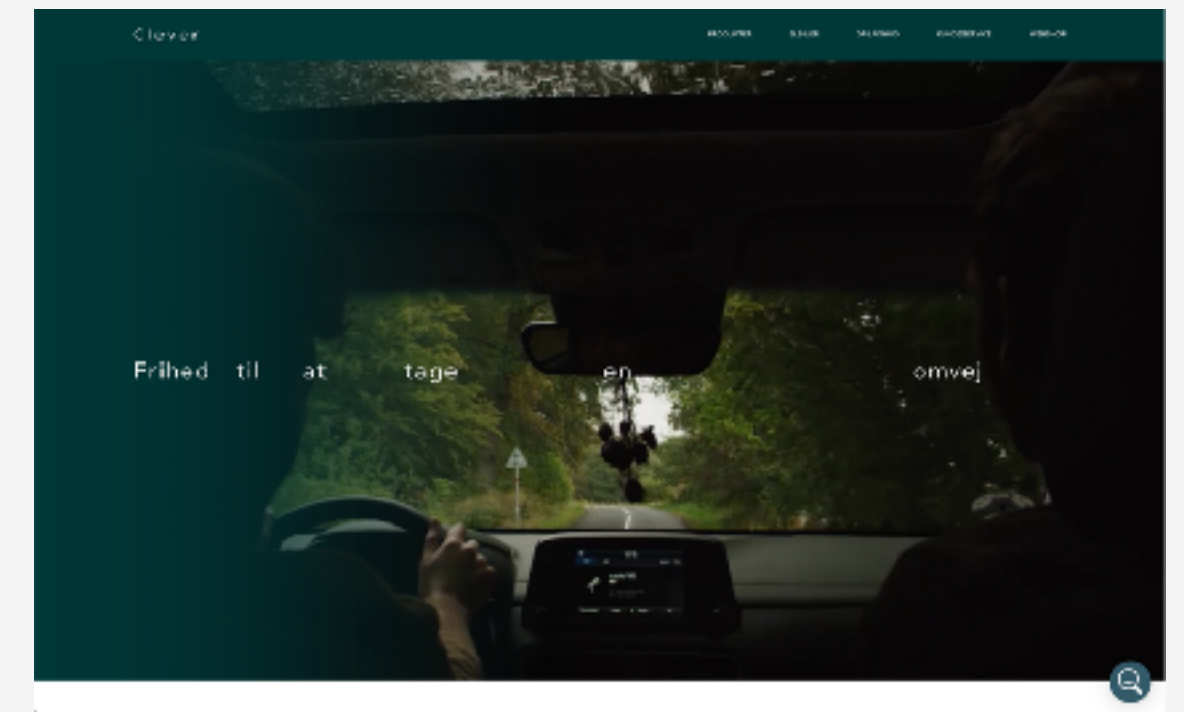
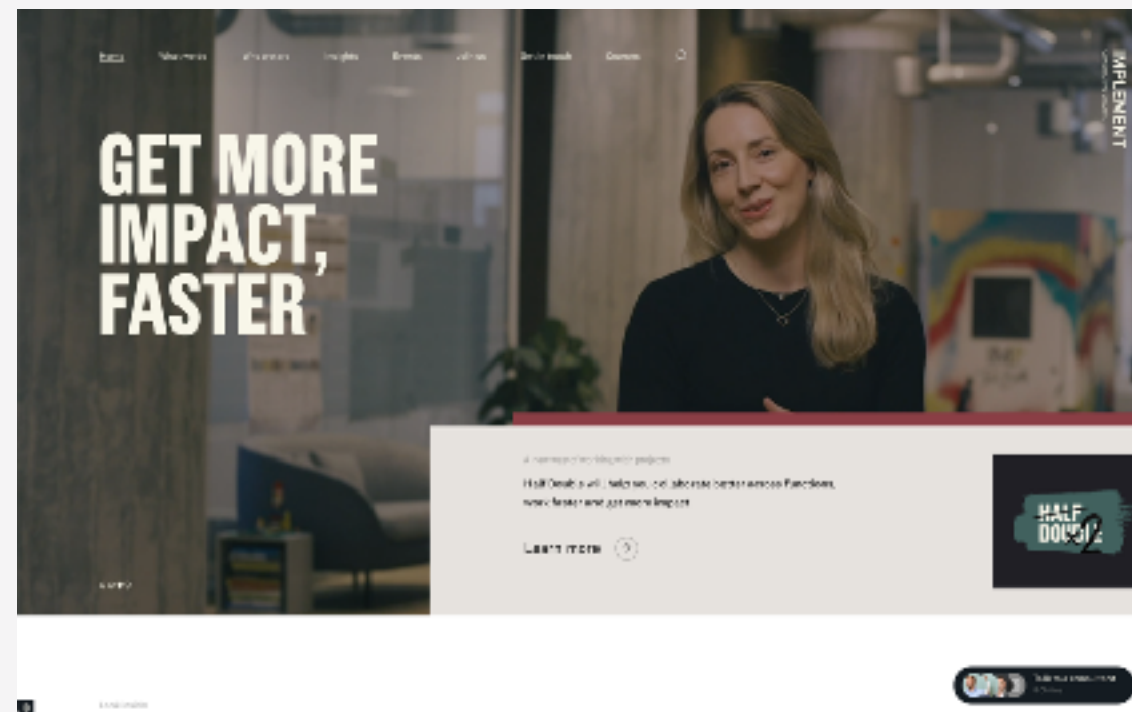
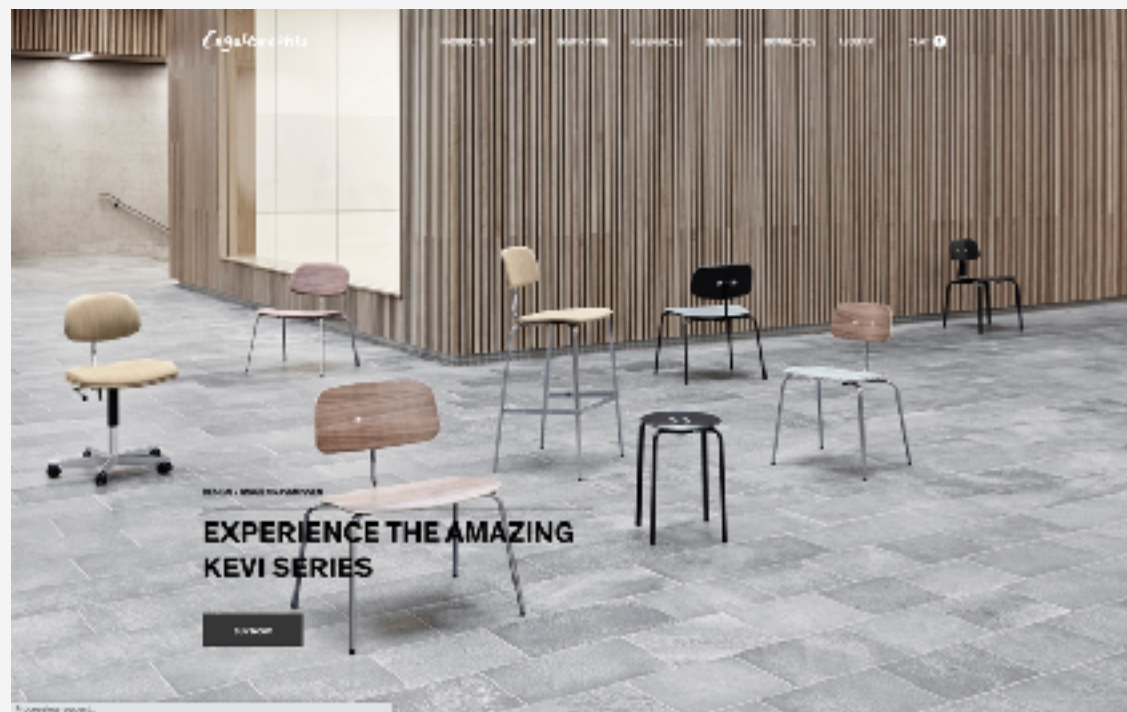
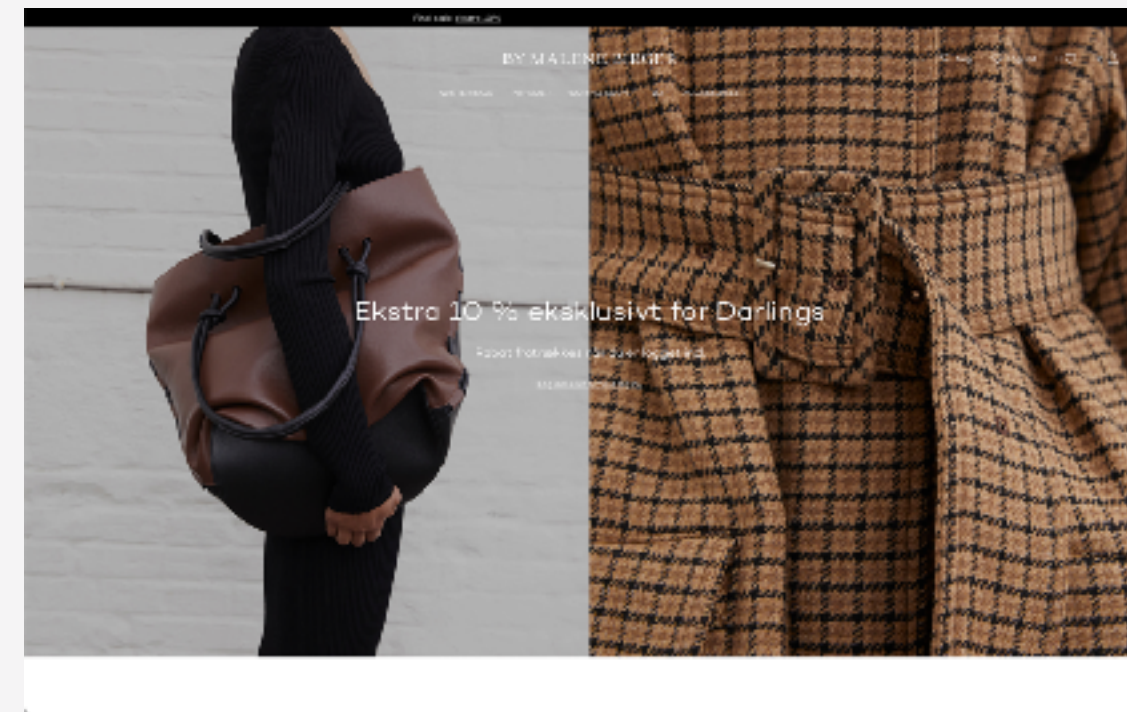
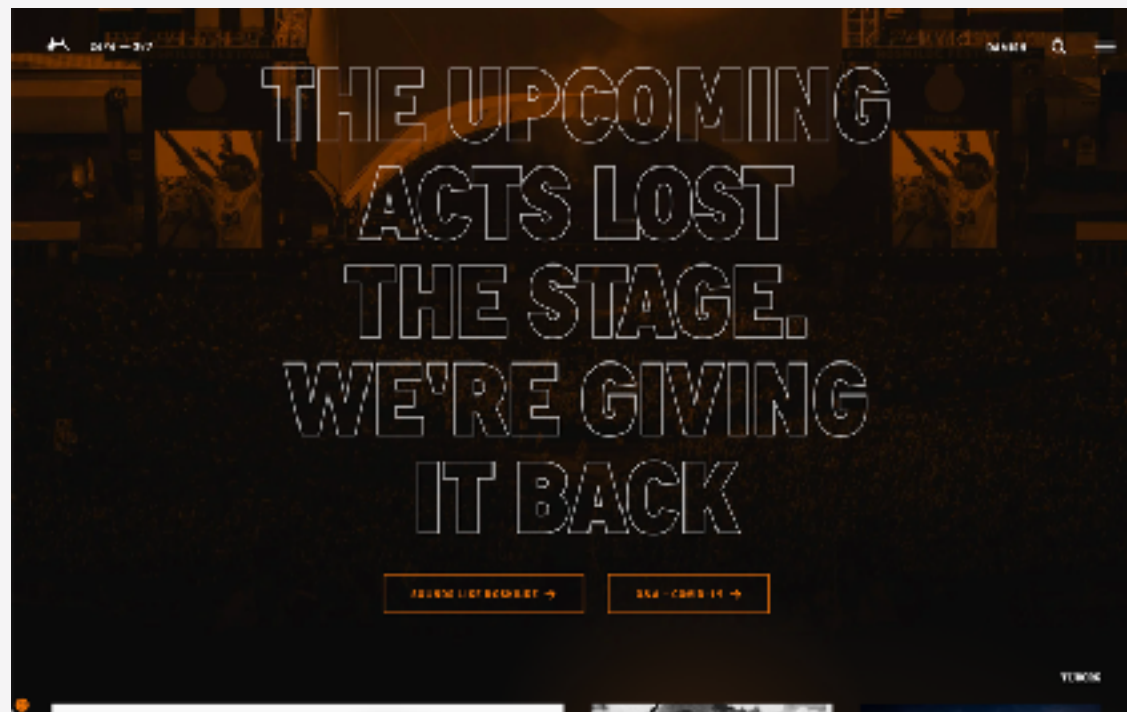
*Nomination for Commerce site of the year AWWWARDS*

*Nomination for Creative Circle*



And many many more

<https://springsummer.dk/work/>





# Team

— *Who you will be working with*





# Setting the right team

*Spring/Summer is a diverse company with a little more women than men and about 50% Danish people, and 50% people from around the world. We believe that we are better at doing what we do, with a broad represented team of individuals.*

*In this case we have prioritised people with experience from projects similar to yours.*

# Spring/Summer — DRC team



Mia Bay-Thomsen  
Von Scholten

Director of Project Management

Mia is managing our project managers and clients like Implement Consulting Group and Bestseller. She steers the ship with no deviations and makes the project fun to be part of at the same time. She also has the longest name in Spring/Summer.

*Worked with brands like:*

Renault / BMW / Rockwool / Toyota / Nordea / Velux / Danfoss / Novo Nordisk / Meyers / Selected etc.



Pelle Martin

Creative Director & CEO

Pelle has worked with highly branded digital design for the last 20 years and is ranked as one of the leading digital creatives in Denmark. He sits at the board of Creative Circle and has sat in juries for award shows around the world.

*Worked with brands like:*

Nike / Reebok / Adidas / Uniqlo / Victoria's Secret / American Express / Paco Rabanne / Bang & Olufsen / Carlsberg / Tuborg / Sony / Samsung / Toyota / eBay / Lego / Philips etc.



Pauline Maudet

Designer

Pauline is our Parisienne designer who interned at Spring/Summer 5 years ago and after an impressive start to her career in Paris, now back in Denmark creating both brand design, motion graphics and UI design at Spring/Summer.

*Worked with brands like:*

PAMM / Farfetch / Nike / Etam / YouTube / Biowatch / Cap Digital / Disney / Google / Stykka / Carl Hansen & Søn / Cofoco etc.



Ula Babenskaite

Senior UX Designer

Ula is a UX designer with a foot in brand design and illustration. Very methodic in her work she makes sure all users are taken care of in a digital setting. Fun fact is that she did brand design for Coco Hotel as well a Turkish swimwear brand Normailot.

*Worked with brands like:*

Cofoco, Clever, Cargolux, Rudolph Care, Normailot, American Express, Cargolux, Rudolph Care etc.



Sara Jepsen

Developer

Sara is a front-end developer with a mean eye for detail. She gained internal experience while working at creative agencies in Amsterdam where she built websites for some of the biggest entertainment organisations in The Netherlands. And for the last couple of years she has been doing her magic at Spring/Summer.

*Worked with brands like:*

Samsung, ID&T, Mojo, L'Oréal, Danmark's Radio, CityHub, Roskilde Festival, Creative Denmark, From Another Mother etc.



# Terms & Conditions

- All rates are exclusive VAT (if applicable).  
50% will be invoiced on project start and the rest on delivery of the project.
- Payment terms are 30 days from the time of invoice. In case of late payment we reserve the right to pause work until payment has been received.
- Client will appoint one person to be their point of contact throughout the project.
- We will need day to day feedback on presentations.
- All budgets generally cover the scope, process and timeline outlined herein. We reserve the right to separately budget any change requests after project start.
- Budgets exclude costs for travel and accommodation, assets ( fonts, images, stock photos etc.), user testing, content creation, hosting, and 3rd party software, services and integrations unless otherwise stated.
- Budgets include 2 rounds of feedback on deliverables
- All reported errors and bugs are corrected within the first 30 days of launch





# *Spring Summer*