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## Enterprise Ireland: Stimulating Creativity through Design Strategies

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Funder: Enterprise Ireland Design Unit

PETER DEE - SCHOLARLY ACTIVITY

# STIMULATING CREATIVITY THROUGH DESIGN STRATEGIES

ENTERPRISE IRELAND



**STIMULATING CREATIVITY** through design strategies: A seminar organised by Enterprise Ireland for business organisations to explore a holistic approach to the design / marketing interface.

Peter Dee - Strategic Design and Marketing Consultant, specialises in the creation of brand development strategies for Enterprise Ireland's Design Unit. Peter was responsible for the design and development of the brand identity for the Enterprise Ireland Stimulating Creativity through Design Strategies Seminar in Dublin.

Design is an excellent expression of innovation. It can provide product differentiation, gain and hold onto competitive market advantage and assist in the building of strong brands through creative packaging and innovative visual communications. Enterprise Ireland's Design Unit continues to assist businesses to reach design excellence. through the creation of sound brand development strategies.

CLIENT:

ENTERPRISE IRELAND

DESIGN IRELAND

THE MARKETING INSTITUTE

PETER DEE: PROGRESSION APPLICATION  
DUBLIN INSTITUTE OF TECHNOLOGY