

DESIGN STRATEGY AND CULTURAL BRANDING: KEY TO SUSTAINABLE INNOVATION

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ABSTRACT

This paper presents a new model of Design Strategy that incorporates cultural elements into branding and brand development. The model is based on integrating a society's cultural idiosyncrasies into the development of design strategy. The model emphasizes two key principles of "cultural branding"; first, the need to integrate culture into the brand, and, second, the need to ensure that the customer emotionally or spiritually connects with the cultural elements or features of the brand. We proffer this model as a driving force for enterprise innovation and value creation in the global economy.

Keywords: *Design Strategy; Branding Innovation; Culture; Sustainability*