

PHANTASIA



1-Minute Automotive Brand Strategy

Skeuomorphic Design: BEV's Childhood Disease



Two generations into electric mobility, BEVs still struggle to find their design identity.

For decades, form followed function of the ICE and its components.

Now key design cues like the grille are devoid of purpose.

The designers have to reinvent their brands with new rules.

The new rules favor design with unprecedented possibilities to shape a brand.

However, exploiting these opportunities is not optional, but mandatory:

In an era of standardized technology, design becomes the main brand differentiator.

Skeuomorphic design – retaining design cues of the petrol era that are no longer functional – impairs the brands in the new era.

A plastic panel covered grille
says:

If you want to have the real thing,
buy our V8-powered sportscar
(as long as it's still possible).

How can traditional brands embrace an electric future in line with their priceless, petrol-powered heritage?

**There is a greater meaning
beyond technology in every
brand.**

**Traditional brands need to
decode what led to the pursuit
of certain features in the first
place.**

This meaning is the key to reinvent their brands in the electric era – and connect the future with their past.

PHANTASIA is a creative consultancy building holistic marketing strategies for the automotive and motorcycle industry.

We help automotive design leaders decode the meaning of their brands and enable them to create the brand design cues of the electric era.

Thank you for reading

Skeuomorphic

Design: BEV's

Childhood Disease

If you want to learn more, read **"Automotive Darwinism: How Petrol Brands Can Evolve Into Electric"** on our website.

If you have specific questions regarding your brand, contact us at info@phantasia.consulting.

Coming up next week:

Fake At First Sight: Why Have Cars Become So Plastic?

**Don't miss any 1-Minute
Automotive Brand Strategy and
follow us on LinkedIn:**

[linkedin.com/company/phantasia](https://www.linkedin.com/company/phantasia)