

...

Final Presentation

Group C

Anne de Maat, Charlie Rijvers,

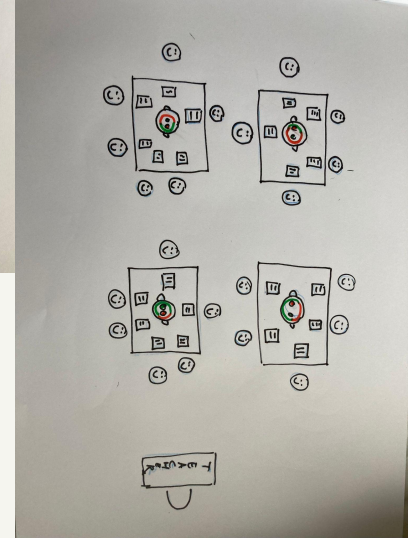
Efstratios Eftychiadis & Lisanne de Jonge



The redesign



Old...



New!

Further...

Name Change

- Light in Spanish
- Familiarity

Collectivistic

- 13 in IDV
- One of the most collectivistic countries in the world



Competition

- 64 in MAS
- Competitive, but competition is directed towards members of other groups

Red scarf

- Adding familiarity to Luz

Further...

Happy color yellow

- Insufficient data in the country color wheel
- **Yellow** is a warm color and in the Colombian flag



Speech

- Again, familiarity

Further...

Expressing emotions

- High Uncertainty
- Avoidance; score of 80
- To avoid ambiguity



Quick results

- Short term oriented;
- score of 13

Connecting to Schwartz's theory of basic values...





Thank you!

