

# insight>

The impact of design on stock market performance.

“the results of this research  
could not be clearer in  
proving that those companies  
that effectively use design  
outperform their peers”

**David Kester**> Chief Executive> Design Council UK

## design council profile >

The Design Council started life in 1944 as the Council of Industrial Design and evolved over the years into an organisation focussed on an increasing design consciousness across a number of design related industries. In its present form, the Design Council enhances prosperity and well-being in the UK by demonstrating and promoting the vital role of design in a modern economy.

### organisation type >

Industry Council

### industry >

Design

### geographics >

United Kingdom

Ground breaking Design Council study shows direct relationship between use of design and corporate financial performance.

Chart1: Full Period Performance 1994-2003

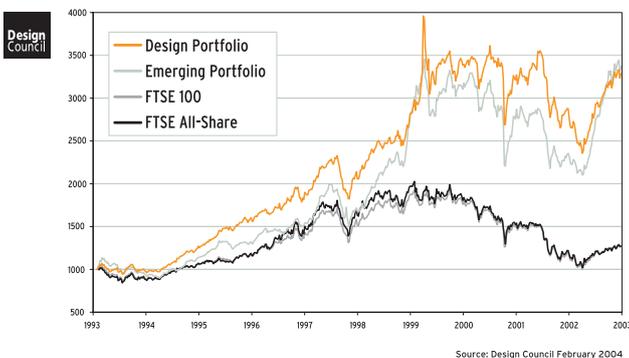


Chart2: Bull Market Performance - 27 March 1995 to 27 March 2000

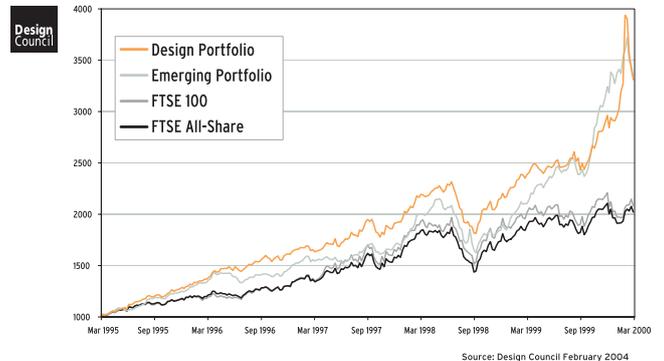


Chart3: Bear Market Performance - 27 March 2000 to 31 March 2003

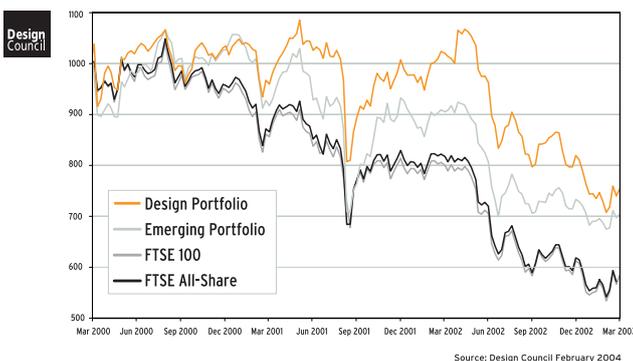
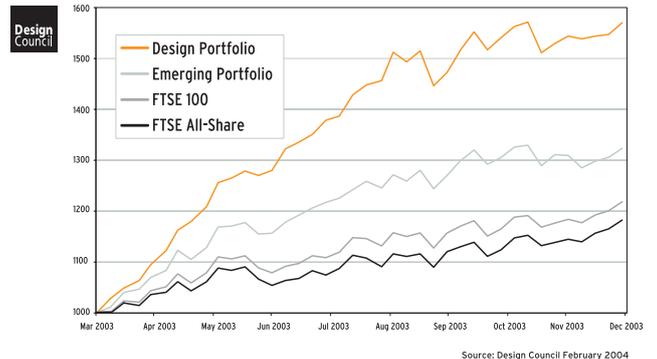


Chart4: Recovery Performance - 31 March 2003 to 29 December 2003







D.I.G Multimedia is a design studio with many years of experience and expertise, specialising in strategic design communications. As a multi-disciplinary studio, our services include brand design and management, print design, online and interactive digital design and video production. Our integrated communication solutions draw on these skills to meet the specific requirements of large and small business organisations.

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