

If KidRobot did Personal Audio...

It would be literal to the product or artwork on which it is based and they would add humour to their product.

It would be artistic catering for cultural niche. In the application of changeable covers, allowing for customisation, they would indulge their target market. In the instance of Personal Audio, they may also consider surrounding issues such as their own style of music.

Few products would be manufactured at a low cost so to create limited editions.

If Bang and Olufsen did Kitchenware...

It would take an elegant but primitive form. The quality of detail would be high and each line would be well considered and accurate.

It would focus on functionality and remove any unnecessary elements.

Materials used may be dark glass, chrome and black plastic.