



SCI-PROJEKTIKURSSI ASIAKASYMMÄRRYS JA ARVOLUPAUS

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2007-2010**

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2011-13**

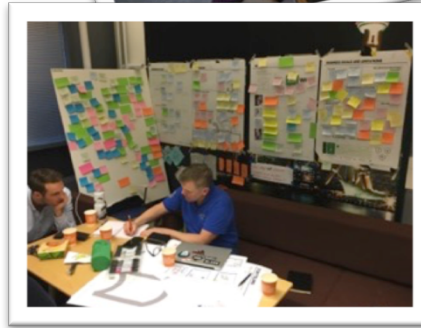
**Service Design Award 2015
#snapshot**

**Culture Change Business, Futurice
2014-2017**

Lean Service Creation

PoP @ Informaatioverkostot, 2018->

**10+ corporate “transformation” programmes.
100+ design / development projects,
1000+ people trained, workshopped, mentored...
10000+ LSC booklets gone 😊**



Part 1.
Understanding the Customer / User

Part 2.
Value Proposition.

Part 3.
Your first prototype: fake ad.

Part 1

Understanding your customer / user.

The difference between *what* and *why*.

**WHAT THEY WANT
VS.
WHAT THEY NEED**

What does she
Say?



What does she
Need?



**To truly understand your
customers you need to see
their worldview.**



**WHAT DOES
THIS GIRL NEED?**

UNDERSTANDING YOUR CUSTOMERS:
WHAT THEY DO AND WHY THEY DO IT?

WHAT?

Place. Time. Money. Difference.
Trends. Numbers. Clicks. Analytics.
Visits. Statistics. Data.



WHY?

Motivations. Emotions. Goals.
Values. Attitudes. Prejudice.
Behavior. Actions. Feelings.
History. Identity.



RAPID EXERCISE 1/2.

- 1. Choose a pair.**
- 2. Choose which one is the interviewer.**
- 3. The interviewer asks about the latest gift the other person has given to someone.**
- 4. Begin when ready.**

RAPID EXERCISE 2/2.

1. Same pair.

2. Switch roles.

3. The interviewer asks about the latest gift the other person has given to someone.

4. Now the interviewer asks 3-5 times *WHY* after each answer.

5. Begin when ready.

ANY DIFFERENCES?

**To understand better,
you must tap into
feelings & emotions
(to know what they **need**).**

**Christensen:
Understanding the job**





FORM A PAIR.
CHOOSE AN INTERVIEWER.

INTERVIEW THE OTHER PERSON FOR 5 MIN.

TRY TO FIND ABOUT OUT YOUR **SECRET PRODUCT** USE.

DON'T USE THE WORD.
DON'T ASK STRAIGHT.

WHAT DID YOU TALK ABOUT?

HOW DID YOU **GET TO** THE SECRET PRODUCT?

A tall, clear glass filled with a thick, pink smoothie. A white straw is inserted into the drink, and a slice of fruit, possibly a strawberry or kiwi, is perched on the rim. The background is a blurred indoor setting with warm lighting.

**Who are your customers?
One group or few sub-groups?**

**What are the relevant
practices / habits / routines
for your customer group?**

Your Customer's *jobs to be done*?

In the context of your project,
what are the things your customer needs to get done
(even when they have never heard of your solution)?

NOTE!

What needs to get done,
not how they do it.

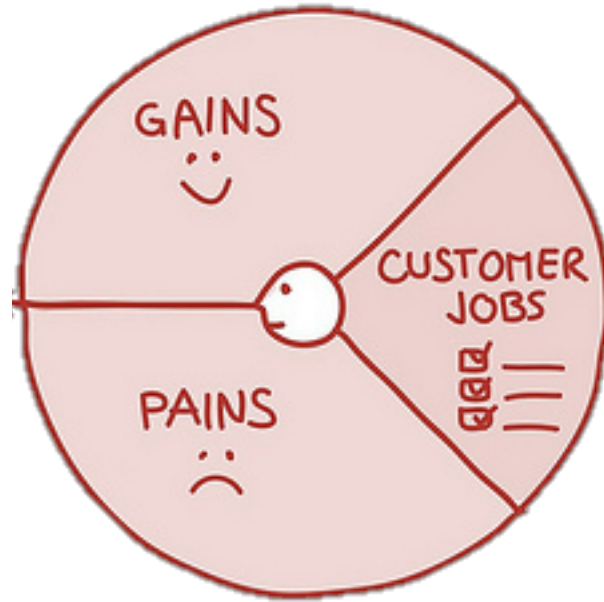
Your Customer's *jobs to be done*?

What do you think are your customer's **pain points**,
trying to get the jobs done?

What do you think makes your customer happy or content
trying to get the jobs done?

NOTE! All this without your solution!

Your Customer's *jobs to be done*?



Part 2

Value proposition.

The core of your concept.

Value

Proposition

Wanna
HANG with me
♡ Forever?





IKEA® FAMILY

Kids Eat Free!

Weekends in April at the
IKEA Portland Restaurant

Children 12 and under can choose one
combo meal valued at \$2.99. One meal per
child. Valid 11am-8:30pm Saturdays and
Sundays in April 2014 at IKEA Portland only.



Kids + Food + houseware = ??



- Kids need to be fed.



- Furniture & houseware stores are boring for kids.



- IKEA is never nearby.



- Restaurants are expensive for families.

Value Proposition:

“Kids eat free”

Decent food that kids also eat.

Fed kids are happy.

Free food is worth the trip.

Even cheaper than fast food.

— summittelmaa valm
— kortti

3 kpl EKBY TONY valk.
hyllylevy, # 119 x 28 cm
24,95

Ant. 301.395.95
hylly 06, lokero 30

6 kpl EKBY LERBERG
kannatin valk.

2 EUR / kpl
Ant. 301.687.24
hylly 06, lokero 25



You get fresh, hot pizza delivered to your door in 30 minutes or less – or it's free.

more efficiency, in more ways

- Thousands of standard silicones
- Competitive, market-based prices
- Available 24/7 online, or through distribution

DISCOVER THE BENEFITS



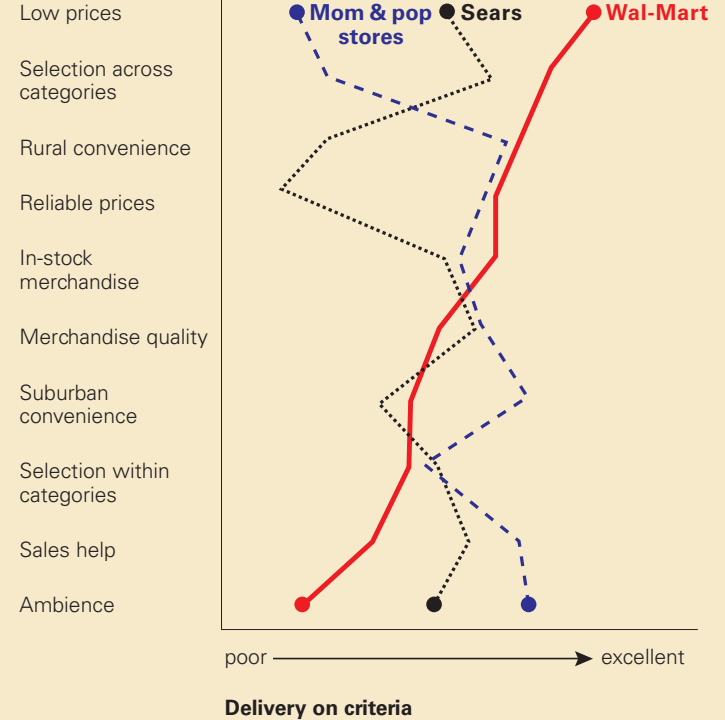
Wal-Mart's Value Proposition

Wal-Mart's value proposition can be summed up as "everyday low prices for a broad range of goods that are always in stock in convenient geographic locations." It is those aspects of the customer experience that the company overdelivers relative to competitors. Under-performance on other dimensions, such as ambience and sales help, is a strategic choice that generates cost savings, which fuel the company's price advantage.

If the local mom-and-pop hardware store has survived, it also has a value proposition: convenience, proprietors who have known you for years, free coffee and doughnuts on Saturday mornings, and so on.

Sears falls in the middle on many criteria. As a result, customers lack a lot of compelling reasons to shop there, which goes a long way toward explaining why the company is struggling to remain profitable.

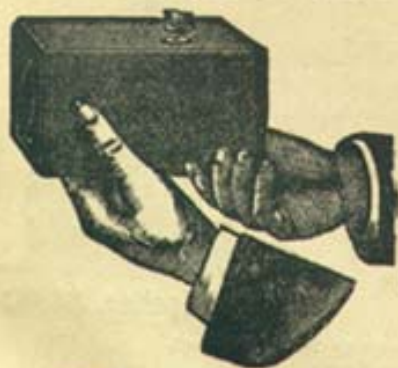
Customer purchase criteria*



*in approximate order of importance to Wal-Mart's target customer group

Source: Jan Rivkin, Harvard Business School

THE KODAK CAMERA.



"You press the button, -
- - - we do the rest."

The only camera that anybody can use
without instructions. Send for the Primer,
free.

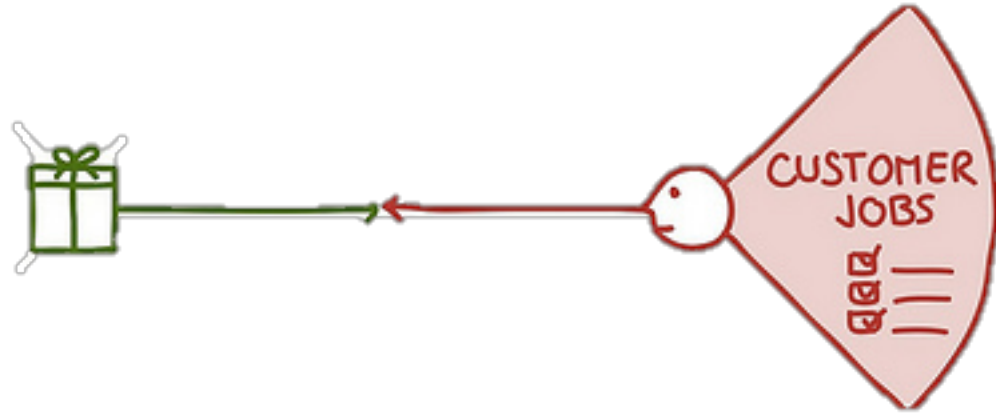
The Kodak is for sale by all Photo stock dealers.

The Eastman Dry Plate and Film Co.,

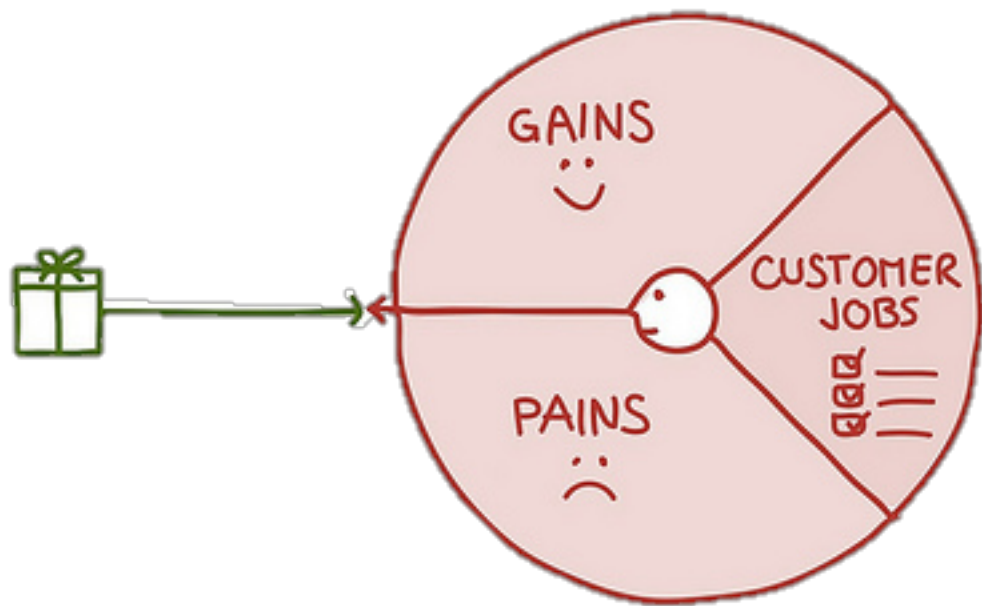
Price \$25.00—Loaded for 100 Pictures.

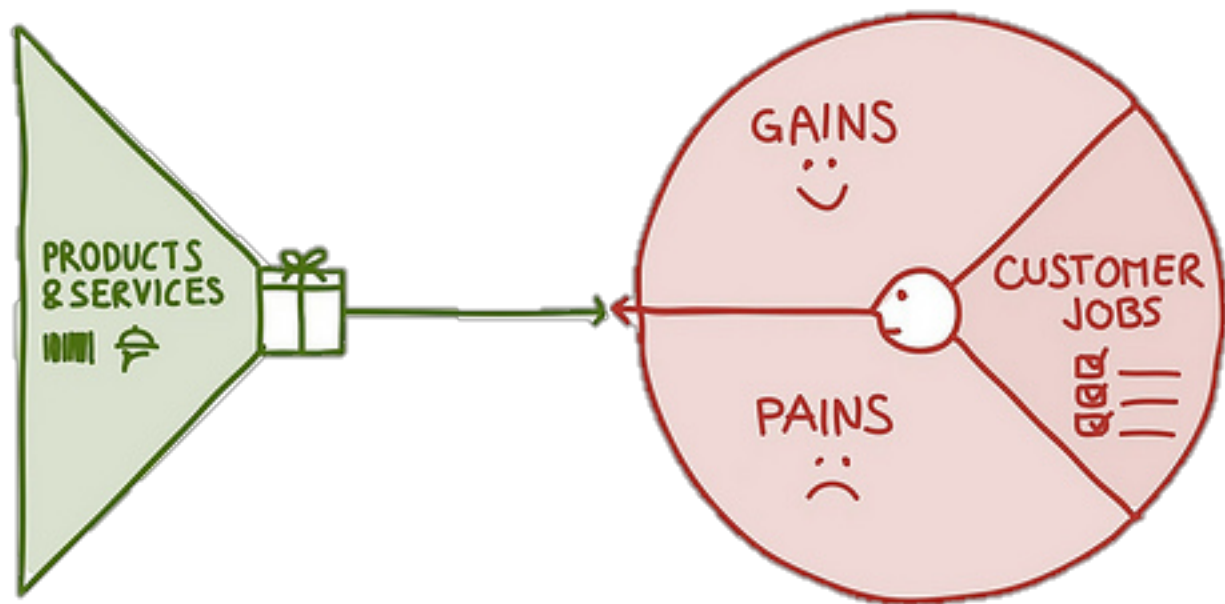
ROCHESTER, N. Y.

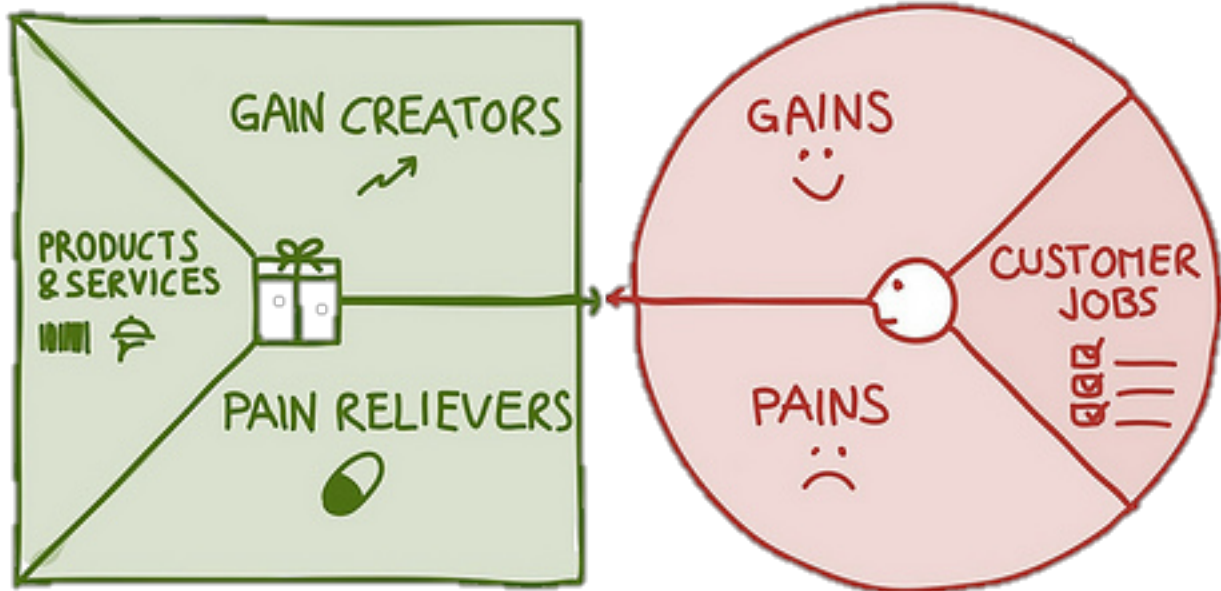
A full line Eastman's goods always in stock at LOEBER BROS., 111 Nassau
Street, New York.



People don't want a quarter-inch
drill, they want a quarter-inch hole."
- Theodore Levitt







GAIN CREATORS

Ready food.

Food that kids like.

Get to do some shopping.

Spend time productively.

**IKEA®
FAMILY
Kids Eat Free!**

PAIN RELIEVERS

Organic, decent food.

Free for kids!

Full stomachs make happy kids.

Get many things done in one place.

GAINS

I don't have to cook food.

Kids are happy and content.

I do something productive with kids.

JOBS to be done

Feed my kids.

Buy houseware.

Not junk food.

Save money.

PAINS

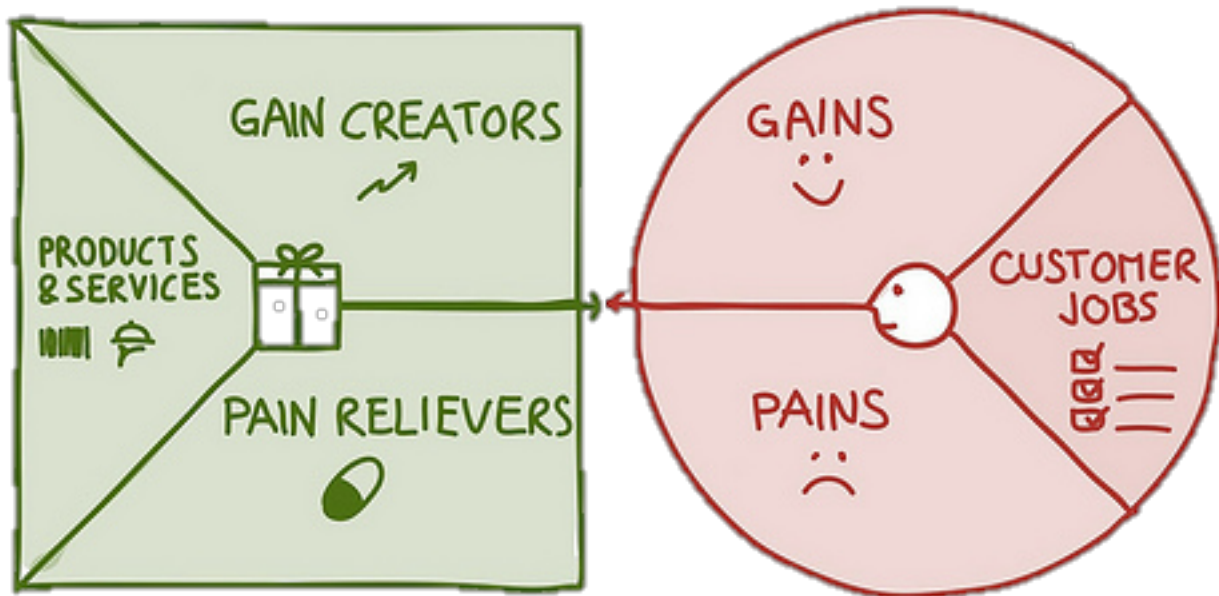
Junk food is bad.

Restaurant is €€€!

Kids get bored in stores.

I need to drive by car.

Do your value prop canvas.



Tauko?



GETTING TO KNOW YOUR CUSTOMER

STORIES FROM THE TRENCHES.

"Yes, yes, we know!"



Get out of your office!

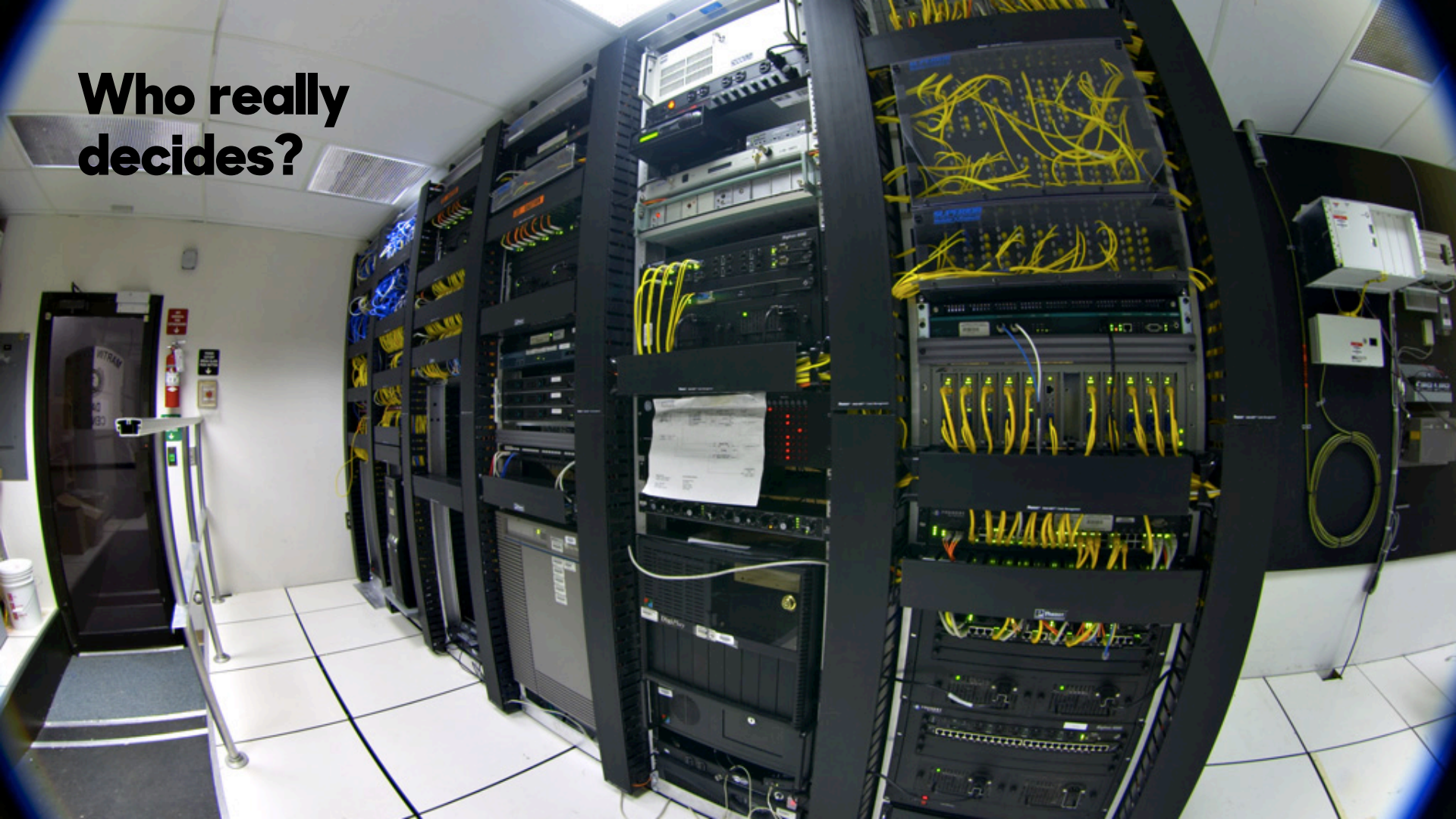
**“All is fine...”
and they hate us.**



Emotions matter.

**“Big glass buildings don't buy
services – people do!”**

**Who really
decides?**



Who to target and how?

“...stop selling to the company’s chief information officer, and start selling to every product manager, developer, and other employee **who may need to use your products and services.”**

<https://www.fastcompany.com/3029952/how-to-make-a-b2b-company-less-boring>



“But they all said ‘yes!’”

Do your best to prove that
YOU ARE WRONG!

Part 3

Value proposition prototype.

Why not test that value proposition?

Fake ads

打暗瘡

秘
眠
疣
灰
粒
甲

註冊中醫師全科

郭雪綠

二樓E座 電話:23949685

**WHAT IS THE FIRST THING YOUR
CUSTOMER'S SEE OF YOUR PRODUCT / SERVICE?**



THEN.



NOW.

With iPhone, Apple combined innovative hardware features with the world's most advanced mobile operating system to redefine what a mobile phone can do. Applications work together seamlessly and they sync with your computer, whether you're on a Mac or a PC. From its revolutionary Multi-Touch display to its intelligent keyboard to its smart sensors, iPhone is years ahead of any other mobile phone.

Apple iPhone 3G starting at \$99





SOME DAYS CALL FOR COMFORT EATING

CHOCOLAT



lunch

From 11AM to 5PM, seven days a week

Starters from €4.00, Main Course Dishes from €6.50



early bird menu €15.50

From 5PM to 7PM, seven days a week

Any Starter and Main Course from the À La Carte Menu with Tea or Coffee



evening menu €19.50

From 7PM until late, seven days a week

Any Starter, Main Course & Dessert from the À La Carte Menu

Ohhoh... 250,30 euroa lastenvaatteisiin?



Rahankäytön seuraaminen ei ole koskaan ollut näin helppoa

Uuden ja helppokäyttöisen Tulot ja menot -näytymän avulla näet verkkopankissasi, mihin rahasi kuluvat.

Korttitoksot ja maksetut laskut luokitellaan automaattisesti esim. asumiseen, liikkumiseen ja päivittäishankintoihin. Voit itse muokata

luokitteluja ja näätälöidä oman näytymäsi.

Tulot ja menot -näkymä on käytössäsi Danske Bankin Verko-, Tablet- ja Mobiilipankeissa.

Lue lisää danskebank.fi/tulotjamenot

Dansk Bank Oyj:n www.danskebank.fi

Helppoa pankkiasiointia

Henkilökohtaista neuvontaa. Kotonasi.



**Asiantuntijamme
tavattavissa myös verkossa**
Verkkotapaamisessa saat
asiantuntijaneuvontaa vaikkapa
omassa keittiössäsi - aivan kuten
konttoreissamme.



**Palvelemme iltaisin
puhelimessa**
Sijoitus- ja asuntolaina-asiantunti-
jamme ovat vain puhelinsuoritus
- aamusta iltaan [ma-pe klo 8-18].
Soita 0200 2580 (pvnt/mpm).



**Helppökäyttöinen näkymä
menoihisi**
Verkkopankin henkilökohtaisen
Tulot ja menot -näkymän avulla näet
helposti, mihin rahasi kuluvat.

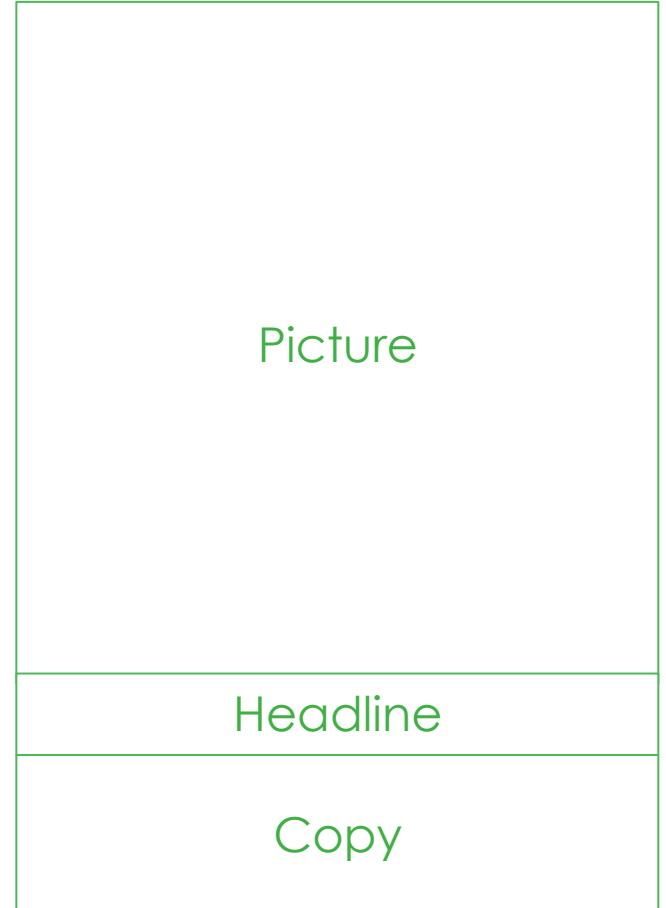
Tutustu muihin helppoihin tapoihin
hoitaa pankkiasioita: danskebank.fi

Danske Bank

OGILVY
ON "I hate
rules"
ADVER-
TISING

LAYOUT

- Order of importance: Picture, headline, copy
- Ads that look like editorials are read more frequently
- Good typography helps the reader read your copy (use serif fonts)



PICTURE

- Photos that make the reader ask “what’s going on here”
- Show product
- Show the end results: before/after
- One person rather than many
- Readers want to identify with the picture



Hathaway revives the striped tartan

THAT not known that tartans were ever made in *wool*, until I visited Drommond Castle, and there saw striped tartans dating back to the 17th century.”

So writes the head of Hathaway from Scotland early this year.

Fired by his discovery, he immediately bicycled over to the town of Auchinarder, there to confer himself with James White, the great Scottish weaver.

Out of that conference came a striped

tartan in the great tradition. Woven into a magnificent new kind of winter attire—lightweight but cozy. Join the ranks for any man who likes a comfortable shirt for cold weather but doesn't like wool.

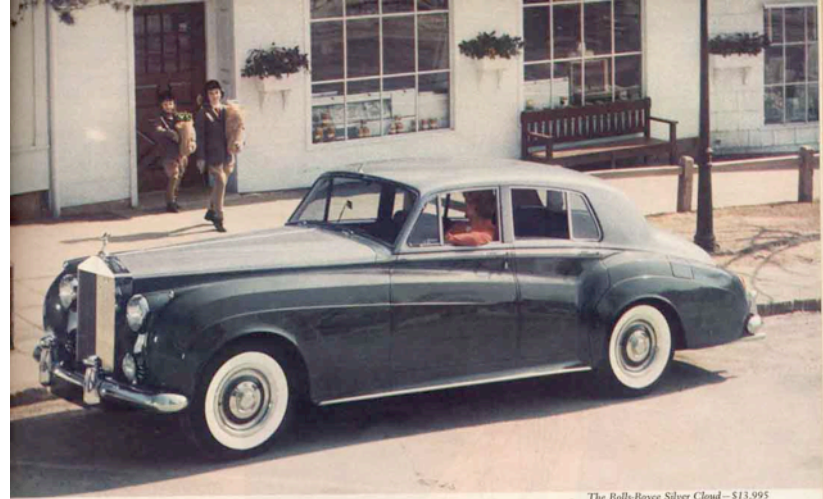
It comes in no less than fifty-two striped tartans and other designs. Each shirt is identified by the famous and H for Hathaway at the garter on the tail. For more action, write C. F. Hathaway, Waterville, Maine. In New York, call OX 7-1566.

AMAZING PHOTOGRAPH

When our photographer arrived to take this picture, he found Baron Wengell playing bridge. At that very moment, the Baron had been dealt thirteen quads—an event so rare that it happens only once in 800,000,000 hands.

HEADLINE

- Most people read only the headline
- Communicate benefits
- News
- Helpful information
- Brand name
- If your product only appeals to a narrow audience, mention the audience in the headline
- Be specific rather than general
- Use quotes
- Use locality
- Use easy to understand language rather than double meanings



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an owner-driven car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a stethoscope to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three

- years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
 13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.
- PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

COPY

How to create advertising that sells

by David Ogilvy

- Write a letter to the reader
- Short sentences and paragraphs
- User's language
- Easy words
- Focus on what the product **will do for the user** and tell it with specifics
- Write it as a story
- Avoid analogies
- Don't be boring
- Avoid superlatives
- Testimonials
- Special offers
- Prices
- Ads with long copy convey the impression that you have something important to say

Ogilvy & Mather has created over \$1,480,000,000 worth of advertising, and spent \$4,900,000 tracking the results.

Here, with all the dogmatism of brevity, are 38 of the things we have learned.

1. **The most important decision.** We have learned that the effect of your advertising on your sales depends more on this decision than on any other: *How should you position your product?*

Should you position **IGNOFFER** as a soft drink—or as a mixer?

Should you position **GOYL** as a product for dry skin or as a product which you *hate* (clean)?

The results of your campaign depend less on how we write your advertising than on how your product is positioned. It follows that positioning should be decided before the advertising is created.

Research can help. Look before you leap.

2. **Large promises.** The second most important decision is this: what should you promise the customer? A promise is not a claim, or a threat, or a slogan. It is a *benefit* for the customer.

It pays to promise a benefit which is unique and compelling. And the product must deliver the benefit you promise.

Most advertising promises nothing. It is doomed to fail in the marketplace.

"Promises, large promises, is the soul of an advertisement"—said Samuel Johnson.

3. **Brand image.** Every advertisement should contribute to the complex symbol which is the brand image. Ninety-five percent of all advertising is repeated ad. Most products lack any consistent image from one year to another.

The manufacturer who de-emphasizes his advertising is building the most highly defined personality for his brand gets the largest share of the market.

4. **Big ideas.** Unless your advertising is built on a **BIG IDEA** it will pass like a ship in the night.

It takes a **BIG IDEA** to get the customer out of his indifference—to make him notice your advertising, remember it and ask action.

Big ideas are usually simple ideas. Said Charles Kettering, the great General Motors inventor: "This problem, when solved, will be simple."

IT'S SIMPLE IDEAS are not easy to come by. They require genius—and midnight oil. A truly big one can be continued for twenty years—like our research for Hathaway shirts.

5. **A first-class ticket.** It pays to give most products an image of quality—a first-class ticket.

Ogilvy & Mather has been conspicuously successful in doing this—for Peppercell, Hathaway, Mercedes-Benz, Schweppes, Dove and others.

If your advertising is only copy, consumers will conclude that your product is shoddy, and they will be less likely to buy it.

6. **Don't be a hero.** Nobody was ever benefited by buying a product. Yet most advertising is impersonal, detached, cold—and dull.

It pays to involve the customer.

Talk to her like a human being. Charm her. Make her hungry. Get her to participate.

7. **Imaginate.** Start to think—instead of following them. Advertising which follows a fashionable fad, or is imitative, is seldom successful.

It pays to invent—to share new truths.

But innovation is risky unless you present your innovation with consumers. Look before you leap.

8. **Be suspicious of awards.** The pursuit of creative awards induces creative people from the pursuit of sales.

We have been unable to establish any correlation whatever between awards and sales.

At Ogilvy & Mather we now give an annual award for the campaign which is judged to be the most creative.

Successful advertising sells the product without drawing attention to the product.

9. **Psychological segmentation.** Any good agency knows how to position products for demographic segments of the market—for men, for young children, for farmers in the South, etc.

But Ogilvy & Mather has learned that it often pays to position products for psychological segments of the market.

Our Mercedes-Benz advertising is positioned to fit nonconformists who seek a "status symbol" and reject fluffiness appeals to snobbish.

10. **Don't bury news.** It is easier to interest the consumer in a product when it is new than at any other point in its life. Many copywriters have a fatal instinct for burying news. This is why most advertising for new products fails to exploit the opportunity that genuine news provides.

It pays to launch your new product with a loud **ROOM NOISE**.

11. **Go the whole hog.** Most advertising campaigns are too complicated. They reflect a long list of marketing objectives. They enlarge the divergent views of too many executives. By attempting too many things, they achieve nothing.

It pays to build down your strategy to one simple promise—and go the whole hog in delivering that promise.

12. **Salvage commercials.** Many commercials which test poorly can be salvaged.

The failures recorded by them can be corrected. We have doubled the effectiveness of a commercial simply by re-editing it.

13. **Factual vs. emotional.** Factual commercials tend to be less effective than emotional commercials.

However, Ogilvy & Mather has made some emotional commercials which have been successful in the marketplace. Among these are our campaigns for Maxwell House Coffee and Hershey's Milk Chocolate.

14. **Grabbers.** We have found that commercials with an exciting opening hook their audience at a higher level than commercials which begin quietly.

15. **Testimonials.** Avoid irrelevant celebrities. Testimonial commercials are almost always successful—if you make them credible.

Infamous celebrities or real people can be effective. But avoid irrelevant celebrities whose fame has no natural connection with your product or your customer. Irrelevant celebrities steal attention from your product.

16. **Problem-solution (slow release).** You set up a problem that the consumer recognizes.

Then you show how your product can solve that problem.

And you prove the solution.

This technique has always been above average in sales results, and it still is. But don't use it unless you can do so without *cheating* the consumer (as a motorist, she is your wife).

17. **Visual demonstrations.** If they are honest, visual demonstrations are generally effective in the marketplace.

It pays to visualize your promise. It saves time. It drives the promise home. It is memorable.

18. **Slice of life.** These playlets are comic, and most copywriters detest them. But they have sold a lot of merchandise, and are still selling.

19. **Avoid heroes.** Make your *players* tell the story. What you show is more important than what you say.

We have created some great commercials with this story.

We never heard of an agency using musical background under a new business presentation.

15. **Stand-ups.** The stand-up pitch can be effective, if it is followed by straightforward copy.

20. **Bar of singularity.** The average consumer sees 20,000 commercials a year; poor deat.

Most of them slide off her memory like water off a duck's back.

Give your commercials a flourish of singularity, a mark that will stick in the consumer's mind. One such mark is the **MENOMING DEVICE**, or relevant symbol—like the crown in our commercials for Imperial Margarine.

21. **Animation & cartoons.** Less than five percent of television commercials use cartoons or animation. They are less persuasive than live commercials.

The consumer cannot identify herself with the character in the cartoon. And cartoons do not invite belief.

However, *Gorton/Roberts*, our partners in Los Angeles, tell us that animation can be helpful when you are talking to children.

They should know—they have addressed more than six hundred commercials to children.

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"At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock."

16. **Localize headlines.** In local advertising it pays to include the name of the city in your headline.

17. **Select your prospects.** When you advertise a product which is commoned only by a special group, it pays to "flag" that group in your headline—**MOTHERS, BENEFITERS, JOIN TO BUY RUFFY**.

22. **Yes, people read long copy.** Readability falls off rapidly up to fifty words, but drops very little between fifty and five hundred words. (This page contains 1909 words, and you are reading it.)

Ogilvy & Mather has used long copy—with notable success—for Mercedes-Benz, Cima-Ciano, Merrill Lynch and Shell Gasoline.

"The more you tell, the more you sell."

23. **Sharp appeal in pictures.** Ogilvy & Mather has gotten notable results with photographs which suggest a story. The reader glances at the photograph and asks himself, "What's going on here?" Then he reads the copy to find out.

Harold Knipfoll called this magic element "story appeal." The more of it you inject into your photograph, the more people look at your advertisement.

It is easier said than done.

24. **Before & after.** Before and After advertisements are somewhat above average in attention value.

Any form of "visualized contrast" seems to work well.

25. **Photographs vs. artwork.** Ogilvy & Mather has found that photographs work better than drawings—almost invariably.

They attract more readers, generate more specific appeal, are more memorable, are better remembered, pull more coupons, and sell more merchandise.

26. **The captions to follow.** On the average, twice as many people read the captions under photographs as read the body copy.

It follows that you should never use a photograph without putting a caption under it; and each caption should be a miniature advertisement for the product—complete with brand name and promise.

27. **Editorial layouts.** Ogilvy & Mather has had more success with editorial layouts than with "adly" layouts.

Editorial layouts get higher readership than conventional advertisement layouts.

28. **Repeat your winners.** Scores of great advertisements have been discarded before they have begun to pay off.

Readership can actually *increase* with repetition—up to five repetitions.

29. **Endings apply to most categories of products.** But not to all.

Ogilvy & Mather has developed a separate and specialized body of knowledge for what makes for success in advertising *food products, tourist destinations, proprietary medicines, children's products*—and other classifications.

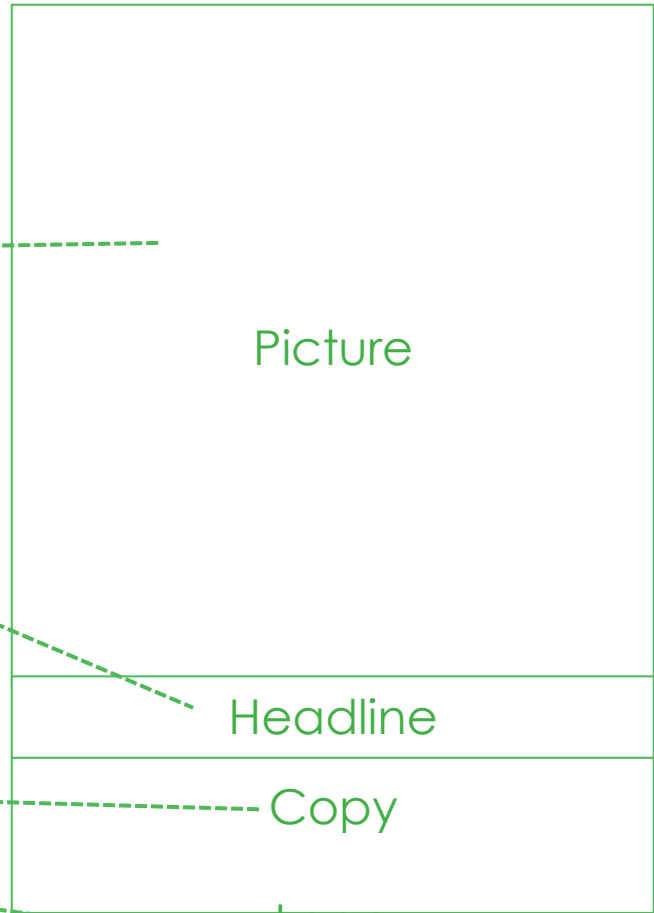
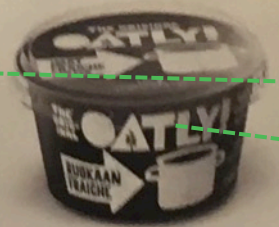
But this special information is revealed only to the clients of Ogilvy & Mather.



8 East 40th Street, New York, N.Y. 10017

**A DELICIOUS
MOUTH-WATERING
FOOD PICTURE
HERE WOULD MAKE
YOU 73% MORE
INTERESTED IN
TRYING OUR
OAT FRAICHE.**

**APPARENTLY,
WE ARE NOT
VERY INTERESTED
IN SALES.**



Picture

Headline

Copy

Logo



HELSINGIN SANOMAT

Maanantaina 27. marraskuuta 2017 Välikö 4B, N:o 321 (40628) Irtto-numero 3,50 €, koston ilatuna alk. 134 € (22 kk:n jatkuvaa tilausta) 32 sivua



Elämässä varmaa on vain muutos.

Ajat Suomessa muuttavat. Se, mitä muutokseen liittyy aina epävarmuutta, on ja pysyy. Jokaikin ajan haasteet ovat äärimmäiset kostonakin kerralla. Tätä karkailuamme, jooas taas yksilöllisiä.

Turvallisuuden tarvea käsitellään nyt yhä laajalla koulutusohjelmalla. Lähtökohdista suomalaisia huolehtii toinen. Olla ja niin ollen kuin läheisöönkin turveys ja hyvinvointi. Tällain vuosi on raskas kysyy meitä lähitapiolana voinnista muuttamalla haluamme olla mukana kantamassa vastuuta yhteiskunnassa.

Olemme jo yli 250 vuoden ajan turvanneet asiakkaittemme elämää. Ajan haasteet nyt ja tulevaisuudessa ovat voineet kostonakin enemmän kuin valtuutamista. Siksi me haluamme olla enemmän kuin vakuutusyhtiö.

Vuonna 2018 olemme suomalaisia turvaamaan täysin tähtäen ja turvevat Olla. Ja siten autamme henkiä turvaamaan elämäänsä. Siksi Lähitapiola on nyt alustettu.

TUNTEMMEKOTILAT ... ja olemme mukana elämäsi kaikissa vaiheissa.
Meidän on tunnettava sinut ja elämäsi. Se on järkevää ja oikein. Meidän on tunnettava sinut ja elämäsi. Se on järkevää ja oikein. Meidän on tunnettava sinut ja elämäsi. Se on järkevää ja oikein.



Picture

Headline

Copy

Logo

2. headline

Absolutisti

3. copy

Tavoittelemme aina absoluuttista tuottoa pitkällä aikavälillä. Nopea reagointi, oikein valitut instrumentit ja aktiivinen suojautuminen mahdollistavat asiakkaillemme tasaisemman tuoton.

www.mandatumlife.fi

4. call to action

1. Big picture

Easy to analyze.
Not so easy to create.



**The Fake Ad forces your
team to communicate:**

What is it we are doing?

***What's the value to the
customer?***

***How does it differentiate
from other solutions?***



**KEEP
CALM
AND
FAKE
IT**

Helppoa pankkiasiointia

Henkilökohtaista neuvontaa. Kotonasi.



Asiantuntijamme
tavattavissa myös verkossa
Verkotapaamisissa saat
asiantuntijaneuvontaa vaikkapa
omassa keittiössäsi - aivan kuten
kontoreissamme.



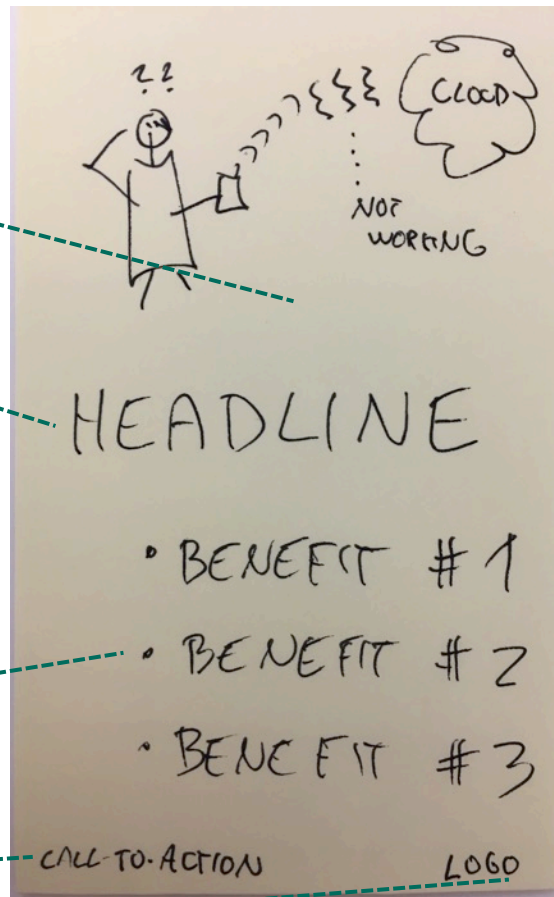
Palvelemme iltaisin
puhelimessa
Sijoitus- ja asuntolaina-
asiantuntijamme ovat vain
puhelinsoiton päässä
- aamusta iltaan (ma-pe klo 8-18).
Soita 0200 2580 (pvm/mpm).



Helppokäyttöinen näkymä
menoihisi
Verkkopankin henkilökohtaisen
Tulot ja menot -näkyvän avulla näet
helposti, mihin rahasi kuluvat.

Tutustu **minin** helppoihin tapoihin
hoitaa pankkiasioita: danskebank.fi

Danske Bank



Ensin yksikseen.
5 min

...rykäise esite tai mainos
palvelustasi / tuotteestasi.

kuva

(joka resonoi kohdeyleisön maailmankuvassa)

ostikko

(jolla saat asiakkaasi huomion)

hyödyt

(puhu asiakkaan kieltä: termit, sanat, käsitteet)

call-to-action

(mitä pitää tehdä seuraavaksi)



HEADLINE

- BENEFIT # 1
- BENEFIT # 2
- BENEFIT # 3

CALL-TO-ACTION

LOGO

YHDESSÄ RYHMÄN KESKEN

**ESITELKÄÄ TEKELEENNE
60S PER TEKELE.**

KOTITEHTÄVÄ 1-3 UUTTA

KUVA

(JOKA RESONOI KOHDEYLEISÖN MAAILMANKUVASSA)

OSTIKKO

(JOLLA SAAT ASIAKKAASI HUOMION)

HYÖDYT

(PUHU ASIAKKAAN KIELTÄ: TERMIT, SANAT, KÄSITTEET)

CALL-TO-ACTION

(MITÄ PITÄÄ TEHDÄ SEURAAVAKSI)

Picture

Headline

Copy





AURINKOSÄHKÖ SUOMESSA

...ijöiden joukkoon. Aurinkokum...
...neelin aurinkovoimalasta ja pää...
...van energian tuotantoa Suome



VAIN
19,95
€/KK

AURINGO VIRTAA KOTIISI

Haluatko paikan auringosta ja ympär...
Saat sen omasta nimikkopaneelist...
uudessa aurinkovoi...



VAIN
19,95
€/KK

AURINKO KASVAA SUOMESSA

Liity tulevaisuuden tekijöiden jo...
saat oman nimikkopaneelin auri...
kasvattamaan uusiutuvan energ...

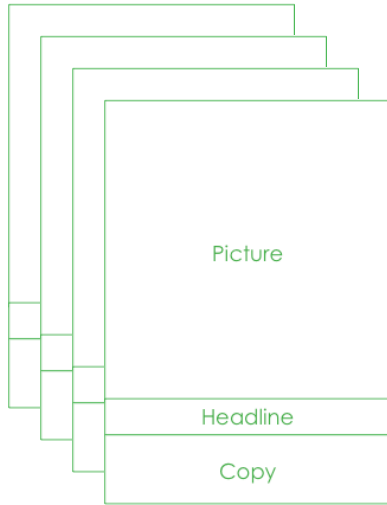


VAIN
19,95
€/KK

ÄMPÄRILLINEN BENSAA VAI KUUKAUDEN AURINGOT KOTIISI?

Ryhdy kerrostalosi aurinkokuninkaalliseksi. Saat osuuden
aurinkovoimalasta ja nimikkopaneelisi kuukauden tuoton.

Make 2-4 alternatives



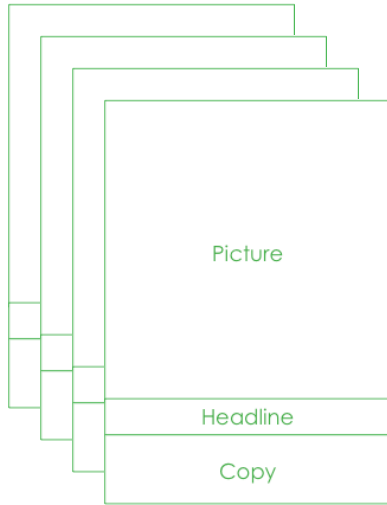
Trick 1: make them prioritize.

- * relevance?
- * understandable?
- * would buy?

Trick 2: Ask them to explain the ad (like you would to a friend).

Trick 3: co-create: *how would you change this?*

There are only 2 alternative outcomes in your tests.



A) Your customer group is the wrong one.

B) Your value proposition is wrong.

What questions will you ask to make sure you know which is the case?

Summary

Understanding the what and the why.

(Note! They are probably already solving the problem.)

Value proposition = your idea

(because it has the customer needs built in)

Your first prototype is not technical,

it is prototyping your value proposition (i.e., fake ad).



The "getting shit done
ninja programme ☺

Kiitos ☺

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[@rsarvas](#)**

www.leanservicecreation.com

informaatioverkostot.fi