

Re:Spark

claim your position

CLIENT PRESENTATION 2018

WHO WE ARE

THE PROBLEM WE SOLVE

THE WAY WE WORK

THE TOOLS WE APPLY

THE RESULTS WE BRING

WE HELP YOU CLAIM YOUR POSITION AND BUILD A STRONG MARKET POSITION THROUGH STRATEGIC, FOCUSED AND ONGOING COMMUNICATION EFFORTS



THE TEAM // THE NETWORK

- The core of Re:Spark consists of Sofie and Marie who together have +18 years experience in strategic and corporate communication from both large organisations, global agencies and creative start-ups.
- However, our backgrounds and competencies are very diversified which enable us to unlock the potential within your organisation using a broad range of tools, techniques and channels.
- Our purpose is first and foremost to consult and create the optimal journey for your organisation to claim your position. To make sure the strategy we set is not constrained by lack of insights, skills and resources, we have a team of creative specialists (freelancers and agencies) closely connected to solve the challenge at hand.

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Marie is result and performance driven. Her passion is unlocking the communication potential within organizations. Her ability to engage in long-term relations with her clients is a core element for delivering results and Marie has an impressive track record for long-term client relationships.

Marie is a true networker with a curious heart. Always wanting to learn more and challenge her perspective. Her 18+ years in the consultancy industry provides a solid ground of experience to advise her clients on a strategic and corporate level.

Marie has worked for various sectors including financial and professional services, tech and FMCG.



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Sofie is the human embodiment of a never ending to-do list. Always a new creative idea waiting to happen. But where Sofie actually shines through is in her ability to not just think, but execute. The definition of an entrepreneur if you ask the smart ones. Her age alone makes her a digital native and expert in the mindset of young talent.

But don't let her 20 something fool you. This girl knows what she is doing. Social and digital campaigns is her home turf and emotion triggers is her secret weapon. A strategic mindset by default and creative interpreter by heart, making Sofie the perfect link between objectives and execution.

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THE TEAM



THE PHILISOPHY

THE COMPETENCIES // HOW WE CREATE VALUE

- *Claim you position* is your pay-off and PR and Storytelling is the practices we combine and apply to get you there.
- Marie has extensive experience in creating and executing strong PR strategies, building thought leadership and establishing a strong corporate communication profile.
- Sofie's expertise lies within digital and creative communication. She is highly skilled in adopting new digital technologies and combine them with known channels to communicate a brand and storyline that captures stakeholder attention.

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THE COMPETENCIES



THE PHILOSOPHY // THE WHY US?

- We believe the only way to a strong brand position in 2018 is through a continuous and stable flow of development. Many agencies sell project based solutions which often result in a very fluctuating awareness rate. Instead, we work with our clients for a long period of time, enabling us to set ambitious goals and maintain brand status over time.
- We believe a strong collaboration, building on trust and co-thinking, is the foundation for strong results. We first and foremost sell a trusted partner who can be your eyes and ears and make sure your communication efforts are designed to capture new market opportunities and technological development. We always invite our partners to co-develop and encourage internal ideas to empower our solutions.

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THE WORDS WE LIVE BY

We are open and
humble by nature

We believe in
co-creation and co-
thinking

We focus on the
journey, not just the
destination

We continue as
trusted advisor
after the bill is paid

We practice
knowledge
transferring

We interpret to
match the needs of
tomorrow

We aim to establish
sustainable results

We count value not
hours

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Our solutions are not limited to pre-determined services.

What we offer is dynamic, ongoing and flexible guidance, support and deliveries in the intersection between your current organisational needs, market and technological development and the synergies between our in-house core competencies.

TURNING THE (CURRENT) THREATS INTO OPPORTUNITIES



HOW DO WE MATCH AND APPLY TECHNOLOGY TO IMPROVE OUR COMMUNICATION EFFORTS?



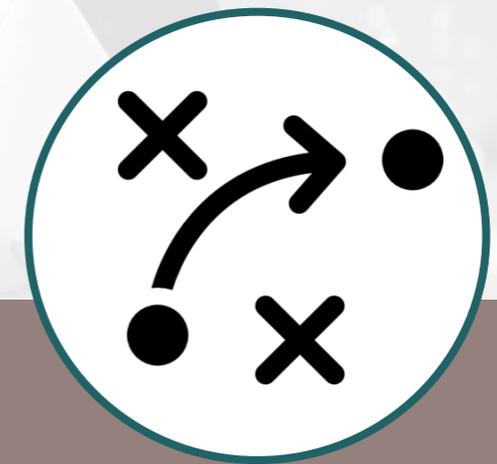
The main competitive edge in 2018 will be moving from talking about automation and information technology to actually applying it in business development and optimisations where it truly creates value.



HOW DO WE CAPTURE THE ATTENTION OF KEY STAKEHOLDERS AND KEEP THEM ENGAGED?



It has become harder than ever to get through to stakeholders and loyalty is often referred to as a thing of the past. However, those who manage to tell a story build on culture, values, emotions and authenticity stand out.



HOW DO WE ESTABLISH A STRONG AND DISTINCT MARKET POSITION?



Standing out in a market there is more competitive than ever requires a move from product and organisational branding to people branding..

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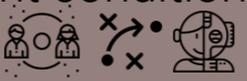
THE TOOLS WE APPLY

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THE MOST IMPORTANT QUESTION WE ASK IS **WHY?**

- 1) Together, we clarify the position you wish to claim and why it is the current burning platform within your organisation.
- 2) We analyse what can be solved with communication.
- 3) From here, we develop a strategy, design your journey and determine what tools we need to reach the destination.
- 4) Throughout our collaboration we regularly measure, evaluate and adjust our efforts to capture new opportunities or go in a new direction.

THE POSITION IN *CLAIM YOUR POSITION* // EXAMPLES

- ✓ Become the most attractive employer in your industry 
- ✓ Reposition your brand/change brand perception 
- ✓ Establish a strong position in a new market 
- ✓ Increase customer relations and brand equity 
- ✓ Improve talent development conditions 
- ✓ Reach a new target group 
- ✓ Go-to market with new product/service 
- ✓ Establish a new collaboration/attract partners or investors 

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FOUR MAIN SERVICES AND METHODS REFLECTING CURRENT NEEDS



STORY CO-CREATION

Story Co-creation is an approach to branding where we apply storytelling techniques to let stakeholder interests guide brand messages and stakeholder interaction. Storytelling is a known method to capture attention through emotions rather than facts. By combining traditional storytelling techniques with co-creation methods, we activate your brand and stakeholders rather than sticking to a static narrative.

DIGITAL CAMPAIGNS

CREATIVE CONCEPTS

VIDEO REPORTAGE



THOUGHT LEADERSHIP

Thought Leadership is an approach to focus your PR efforts. We let the knowledge present in your organisation become the guiding pin for the stories we write and media we approach. Thought Leadership is a tool to become part of the conversation and create a strong relation to stakeholders, because you continuously provide them with valuable insights and content.

CONTENT MARKETING

LINKEDIN STRATEGY

MEDIA PRESENCE



CEO PROFILING

CEO profiling is a tool to obtain a positive image of your brand. Identifying and establishing leading figures from your organisation on the media scene is a powerful tool to build status, heighten credibility and strengthen loyalty among stakeholders. By making prominent leaders the face identity of your brand, you can leverage personality-led and value-driven communication.

GHOSTWRITING

KEY NOTE BOOKING

SOCIAL PRESENCE



TALENT TALES

Talent Tales is a medley between talent management, employee branding & advocacy and corporate storytelling. We activate the personal narrative of your internal performers to match the perception of their external peers. We bring life to your unique story by approaching talent where talent thrives. A peer-to-peer driven approach to establish a solid employer brand that can manage both attraction and retention.

TALENT PORTRAITS

EMPLOYEE ADVOCACY

TALENT DIALOGUE

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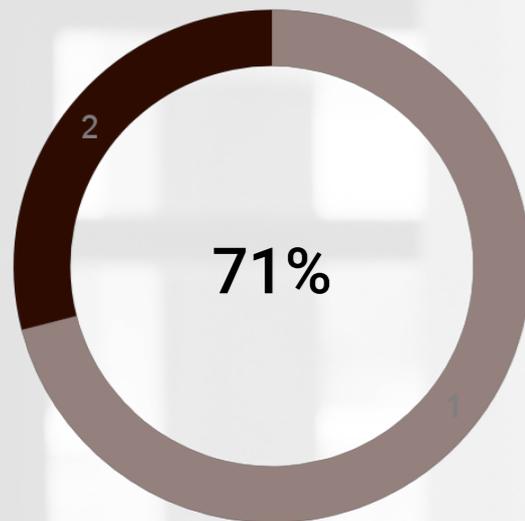
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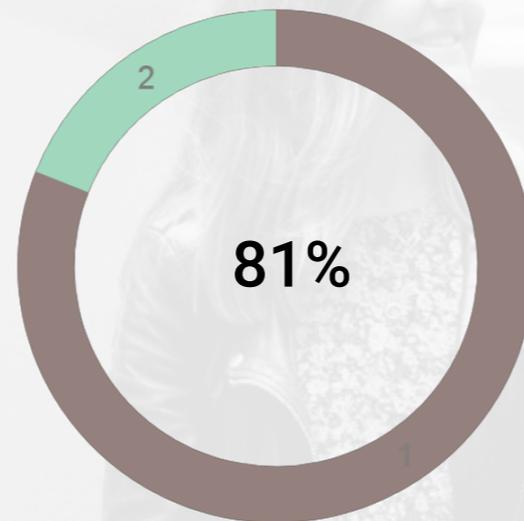
CAPTURING

CURRENT NEEDS. MARKET TENDENCIES. CORE COMPETENCIES



"71% of the top-ranked employers in the world has one or more C-suite or leader profiles personally active on LinkedIn"

Jeff Weiner, CEO of LinkedIn



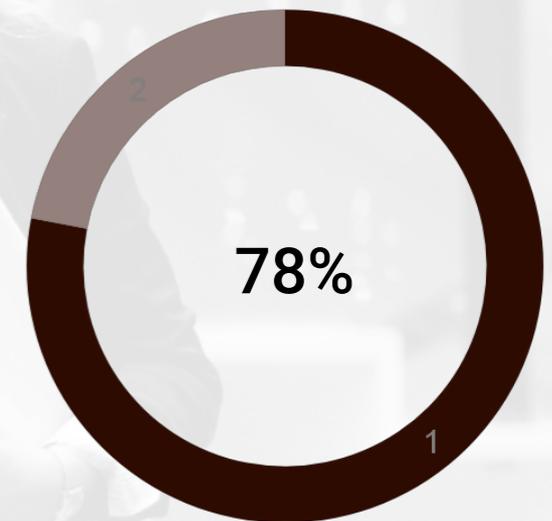
81% of the world's 'most reputable' CEOs engage socially and/or on company profiles with engaging and inspiring content.

Weber Shandwick & KRC Research



80% of talent leaders agree that a purpose driven employer brand has a significant influence on their ability to hire great talent.

LinkedIn Talent Solutions



"79% of decision makers think, successful thought leadership offers insights on industry trends and challenges for and by leaders."

Edelman-LinkedIn Research Study

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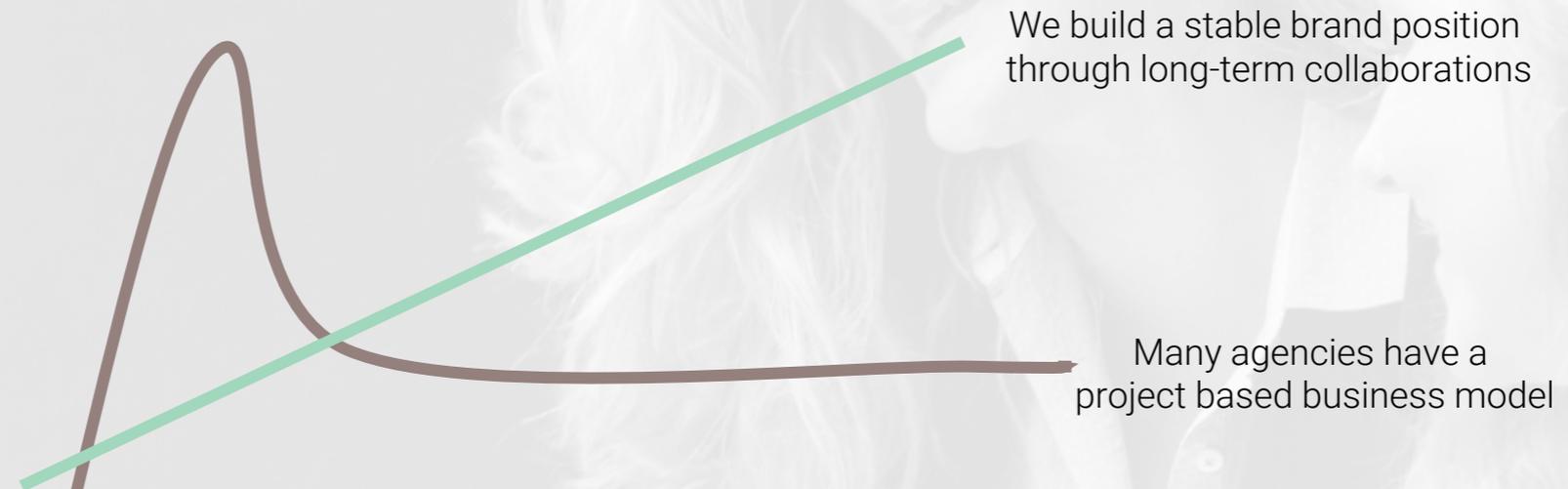
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" WITHOUT CONTINUAL GROWTH AND PROGRESS, SUCH WORDS AS IMPROVEMENT, ACHIEVEMENT, AND SUCCESS HAVE NO MEANING."

– BENJAMIN FRANKLIN

THE JOURNEY



THE JOURNEY // OUR WAY OF WORKING

- *The Journey* is about how we design and structure collaborations and the value we bring. Depending on the position you wish to claim and the scale of your ambitions, we establish and organise the steps we believe it takes to get your there.
- Many agencies today offer one-off project based solutions, which often result in an unstable awareness curve. We offer a long term collaboration that enable us to build and retain a strong brand position that will keep stakeholders connected.

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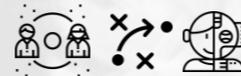
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THE JOURNEY

HERE IS AN EXAMPLE OF THE JOURNEY
COMBINING THOUGHT LEADERSHIP AND CEO PROFILING

CLAIM YOUR POSITION AS..... BECOME TOP-OF-MIND AMONG TARGET GROUP (B2B)



Identify key
C-suite experts
and practice leaders

Match personal brand
profile with strongest
organisational knowledge
capacity

Develop profiling plan and
specific thought leader
themes to match, relevant
channels, target audience
and goals

Create action plan
including profile
preparation, content and
media plans

Produce content as
ghost-writer and create
keynote, panel and event
opportunities

Ongoing evaluation and
adjustment

INSIGHTS & ANALYSIS

STRATEGY

IMPLEMENTATION & EVALUATION

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THE JOURNEY

IN ORDER TO CREATE LONG-TERM IMPACT AND PLAN & EXECUTE A STREAM OF ACTIVITIES THAT ALL POINT TO THE SAME AMBITIOUS OBJECTIVES, WE NEED TO DESIGN A MODEL FOR COLLABORATION WHICH DOESN'T LIMIT OUR ABILITY TO REACT AND CAPTURE OPPORTUNITIES.

WHY RETAINER?

- ✓ The collaboration become extremely agile and flexible and we can adjust how time is spent from day-to-day.
- ✓ The market is more dynamic than ever and focus constantly changes – you need eyes & ears to secure that your brand is always utilizing the best means and measures to claim your position.
- ✓ We collaborate with the best niche agencies in the country and can 'add' their expertise to your journey from day-to-day ensuring high quality from strategy to execution.
- ✓ The ongoing long-term collaboration allows us to become outside-insiders and truly understand your organisation. You avoid the risk of brand misalignment from working with several agencies on one project.
- ✓ You as a client have the opportunity to co-think and co-develop with us, leaving you with inspiration and new tools to apply in other parts of your organisation.

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FILLING OUT THE STEPS

Below you will find examples of the tools and methods we apply for the different steps in your journey. The optimal combination and structure will always depend on the position you wish to claim.

INSIGHTS

- Semi-structured interviews
- Empathy interviews*
- Observations
- Events/workshops
- Existing data sources
- Competitor observations
- Monitor stakeholder activity
- Activating influencers

STRATEGY

- Message Board*
- Stakeholder Mapping
- Personas
- Competitor Analysis
- SWOT
- Integrated Communication Framework
- Marketing automatisation
- Channels and formats
- Media plan

IMPLEMENTATION

- Social campaigns
- Key note/event booking
- Content creation
- Web design and content
- Press
- Video reportage
- Corporate documentaries
- Email / Newsletters
- Content automatisation
- Offline brand material

*The process mimics a regular conversation, which helps ease tensions and encourages participants to relax and start telling stories.

*The Message Board is a tool we created and it is simply a visual overview where we break your narrative into more tangible pieces all the way down to choice of media and channel.

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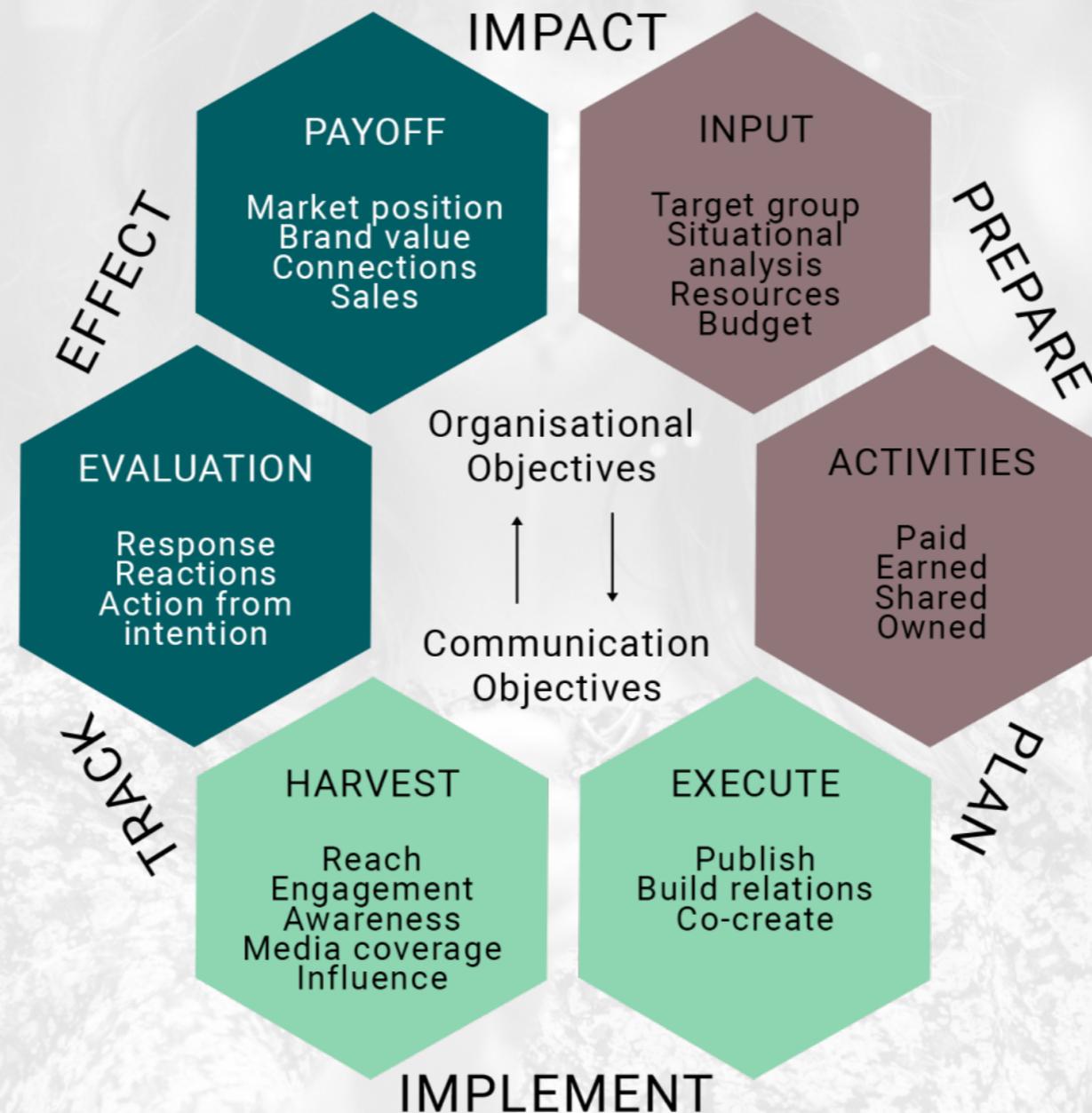
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WE MAKE EMOTIONAL RESPONSES MEASURABLE.

Part of the journey is keeping you continuously informed on what we do and why we do it. The measuring wheel gives us a visual overview of the collective progress and impact of our activities.



QUESTIONS? OH YES.....

LET'S TRY TO ANSWER SOME OF THEM UP FRONT

- *Why should I invest in a retainer deal and not just a stand alone project?*
- *How do you create value for my business and bottom line?*
- *How do you secure quality execution when you are only two?*
- *So you just solve all problems? What's the credibility in that?*

READY TO CLAIM YOUR POSITION
IN 2018?

RE-SPARK.DK

