
28

november

Kampanje-
skolen

pilot
• schjærven

Change.

Or be changed.

That is the question.

AGENDA

**Perspektiver
på innovasjon**

**Læringer for
fremtiden fra
kampen
mellom Nokia
og Apple**

**Hva er et
innovasjonsbyrå**



Schjæerven
Pilot

WiMP -> Tidal
Oslo, Norway

Nokia
Helsinki, FI

Coca-Cola
Moscow, RU

Fly Like
An Eagle

Coca-Cola
London, UK

Coca-Cola
Madrid, ES

HomeFiber
Palo Alto, CA

Coca-Cola
Atlanta, GA

University of Texas
Austin, TX



Perspektiver på innovasjon

BE UNREASONABLE

Jean Piaget

1896-1980
Sveitsk psykolog,
biolog og filosof.



Accommodation

The internal world has to accommodate itself to the evidence with which it is confronted and thus adapt to it, which over time can be a more difficult and painful process.

Assimilation

What is perceived in the outside world is incorporated into the internal world without changing the structure of that internal world, but potentially at the cost of "squeezing" the external perceptions to fit — hence pigeon-holing and stereotyping.



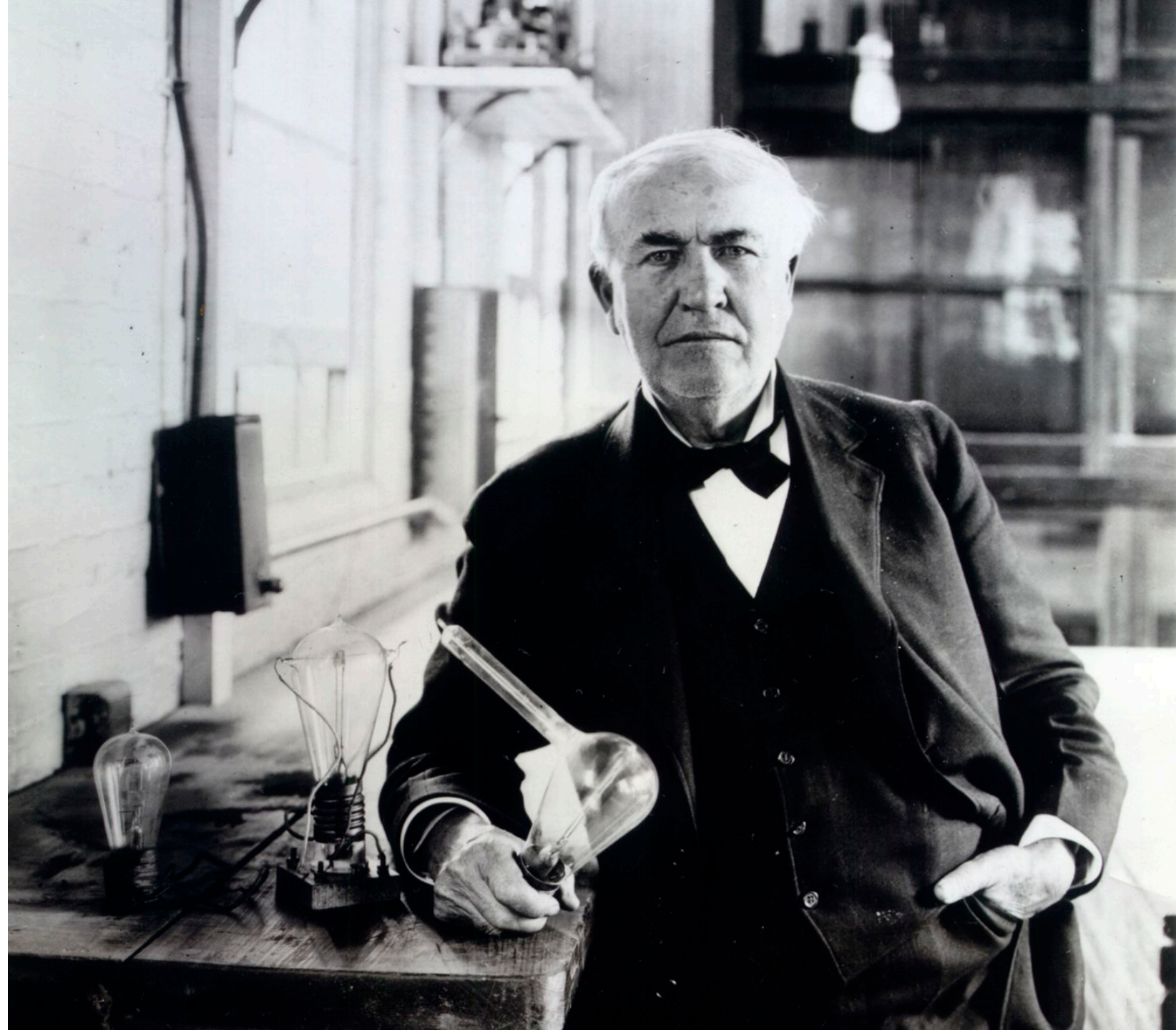
«The reasonable man adapts himself to the conditions that surround him... The unreasonable man adapts surrounding conditions to himself... All progress depends on the unreasonable man.»

George Bernard Shaw

James Dyson



Thomas Edison



Henry Ford



WHAT IF?

**OBSERVE
AND
THINK**



«Discovery consists in seeing what everyone else has seen and thinking what no one else has thought.»

Albert Szent-Györgyi

Father of vitamin C

1937 Nobel Prize in medicine







«When you start laughing or feel angry, you are close to an insight.»

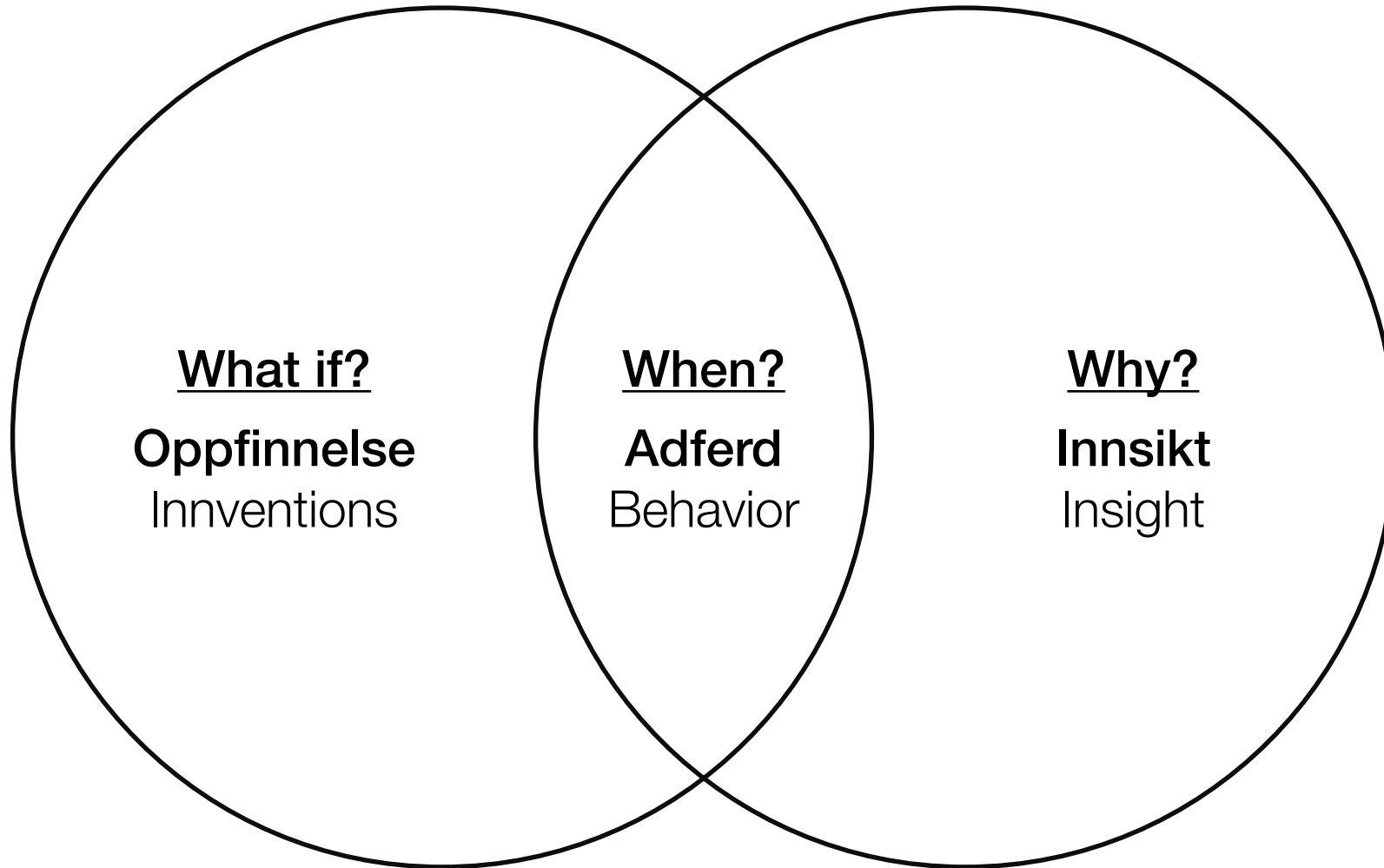
Grant McCracken


Brand Ethnographer



WHY?

Innovasjon





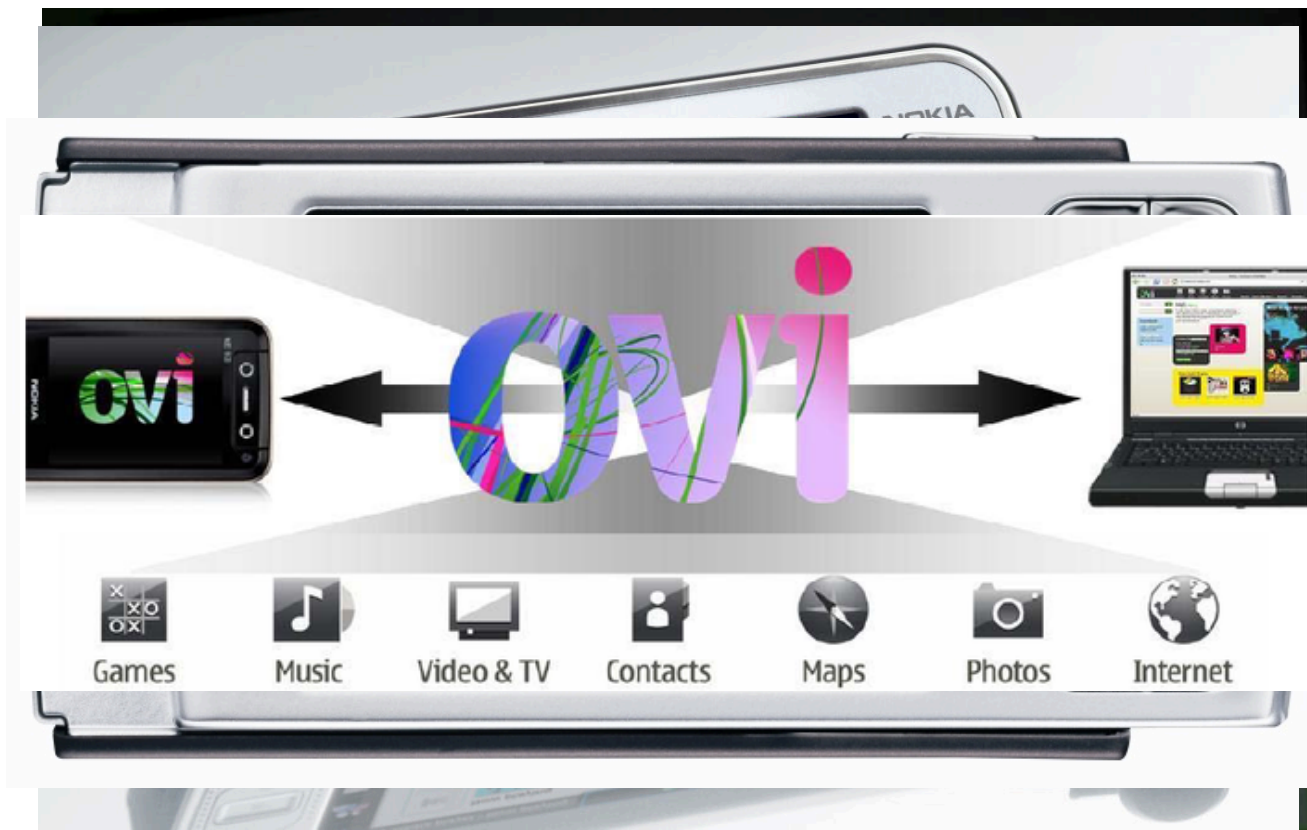
Læringer for fremtiden fra kampen mellom Apple og Nokia

The Nokia logo is displayed in a bold, blue, sans-serif font. The letters are thick and blocky, with a consistent height and width. The 'O' is a simple square with a white center, and the 'K' has a distinctive shape with a pointed top and a wide base. The 'I' is a simple vertical bar, and the 'A' is a simple triangle with a horizontal base. The entire logo is centered horizontally on the page.

NOKIA

CONNECTING PEOPLE





December 2008 – June 2009

Nokia N97

October 2007

Navteq

August 2007 → August 2008

Ovi by Nokia

January 2007 → June 2007

iPhone

January 2007

N800 internet tablet

September 2006 → March 2007

Nokia N95

The truth about the Nokia N97

**A brand is a promise,
not to be broken.**

So the question is:

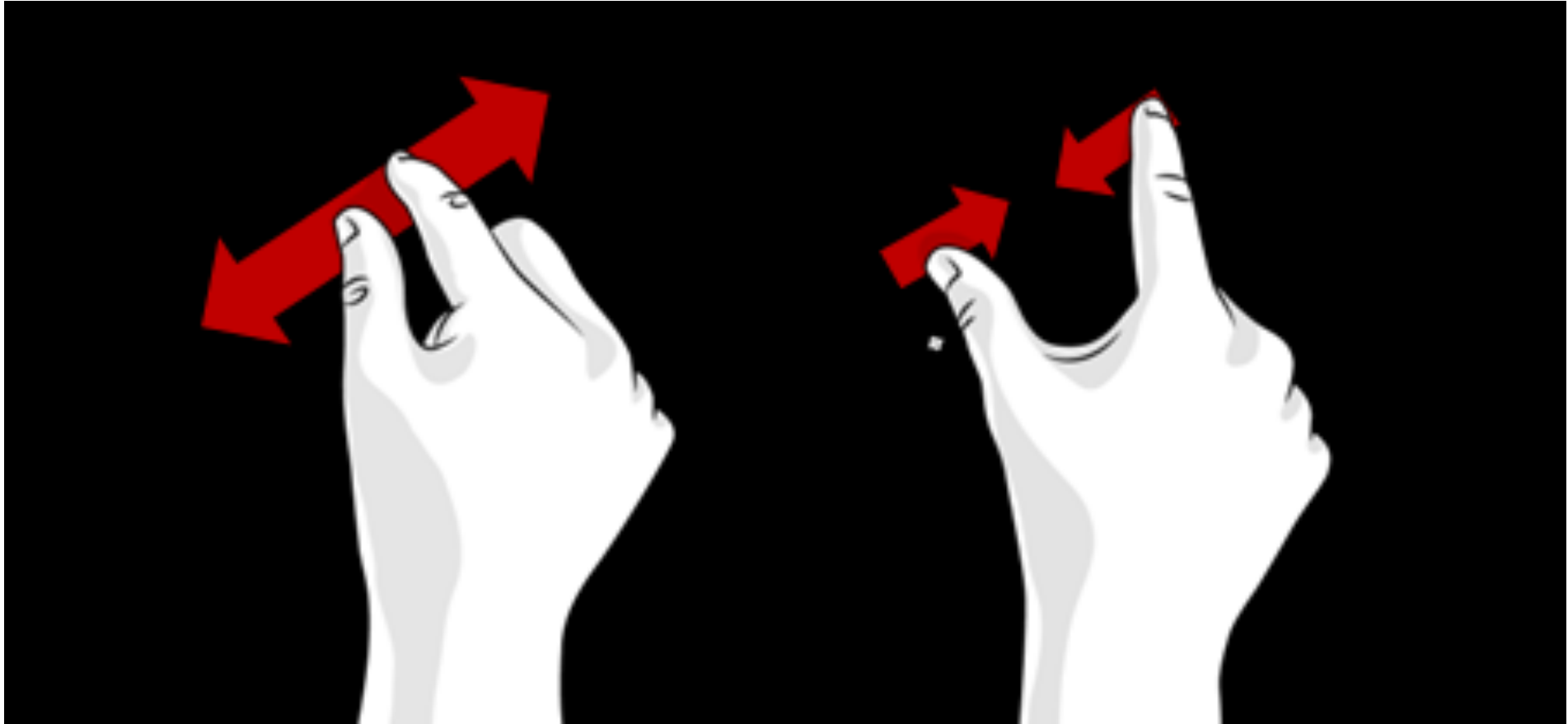
**Did Nokia know what
was going on?**

**«Are, come to
my office tomorrow
and I will show you
a true vision»**

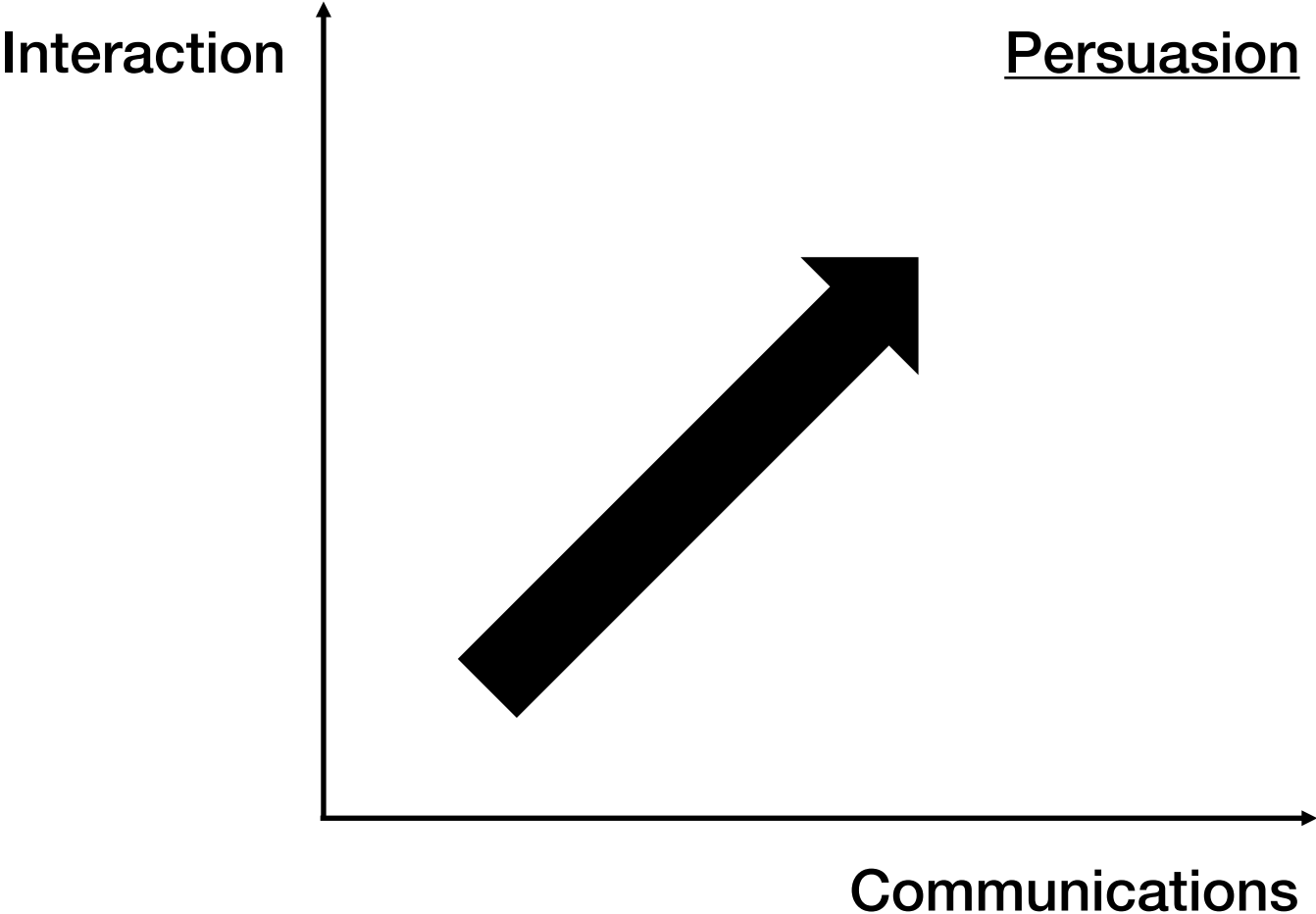
Anssi Vanjoki



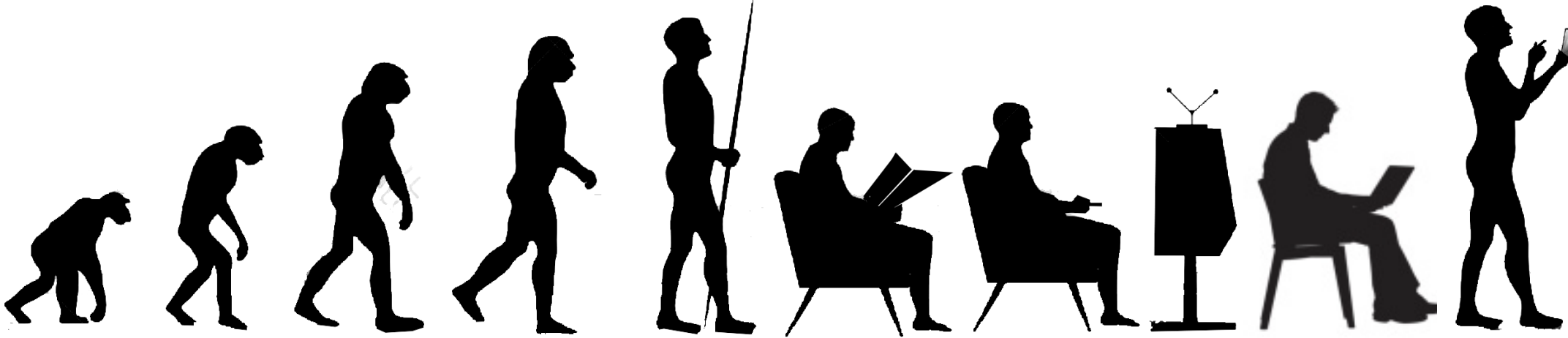
**Was there anything you
had not thought about?**



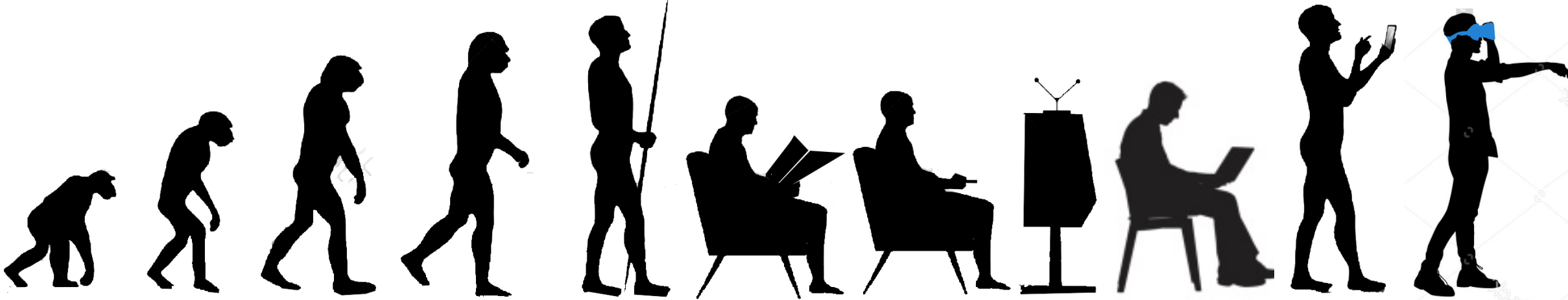
Paradigm Shift in Persuasion



Homo Mobilus



Homo Virtualis





**Hva er et
innovasjonsbyrå?**

Creative destruction

«But in capitalist reality, as distinguished from its textbook picture, it is not (price) competition which counts but the competition from the new commodity, the new technology, the source of supply, the new type of organization...

competition which... strikes not at the margins... of the existing firms but at their foundations and their very lives»

– Joseph Schumpeter in *Capitalism, Socialism and Democracy*

Value Migration Senarios

| | | Within Company | Between companies within one industry | From one industry to another |
|-----------|---------|-----------------------------|---------------------------------------|------------------------------|
| Direction | Inflow | Reklame/medie/marketingbyrå | | Innovasjonsbyrå |
| | Stable | Leaders Challengers | | Disruptors Disruptees |
| | Outflow | | | |

eika.



NÅ TAR VI IMOT ALT FRILUFTSTØY! BESTILL PANTEPOSE HER

Fornavn

Etternavn

E-post

Adresse

Postnummer

Sted

Telefon (valgfritt)

Vil du motta nyhetsbrev?

Jeg har lest [vilkårene](#)

SEND

#Florten
love

Community Management Platform

Innovasjonsbyrået Pilot

– verdiforslag

1. Forretningsmodell transformasjon
2. Konkurranseskraft og merkevarestrategi
3. Posisjonerende kommunikasjonskonsepter
4. Innovative tjeneste- og produktkonsepter
5. Word-of-Mouth-drevet digital mestring
6. Real Time Marketing

Innovasjonsteamet – Sånn passe paranoide



Ingrid
Konseptutvikler



Einar
Konseptutvikler



Regine
eCommerce
Marketing Planner



Torunn
Designer



Camilla
Prosjektleder



Are
Forretningsinnovatør



Håkon
Rådgiver og
daglig leder



schjærven
SALG KAN KJØPES

Re:Media

CLOCKWORK

schjærven
FILM

SCHJÆRVEN-GRUPPEN



MADINGTON®

PRODUKSJONS-
SJEFEN

pilot
• schjærven

pilot
• schjærven

Du har en krone.
Jeg har en krone.

Du gir meg en krone.
Jeg gir deg en krone.

Begge har en krone.

Du har en idé
Jeg har en idé

Du gir meg en idé
Jeg gir deg en idé

Begge har **to** idéer

Stein Schjærven
1934 – 2012



«Når forandringens vind blåser,
bygger noen vindskjerm, mens
andre bygger vindmøller.»

Kinesisk ordtak