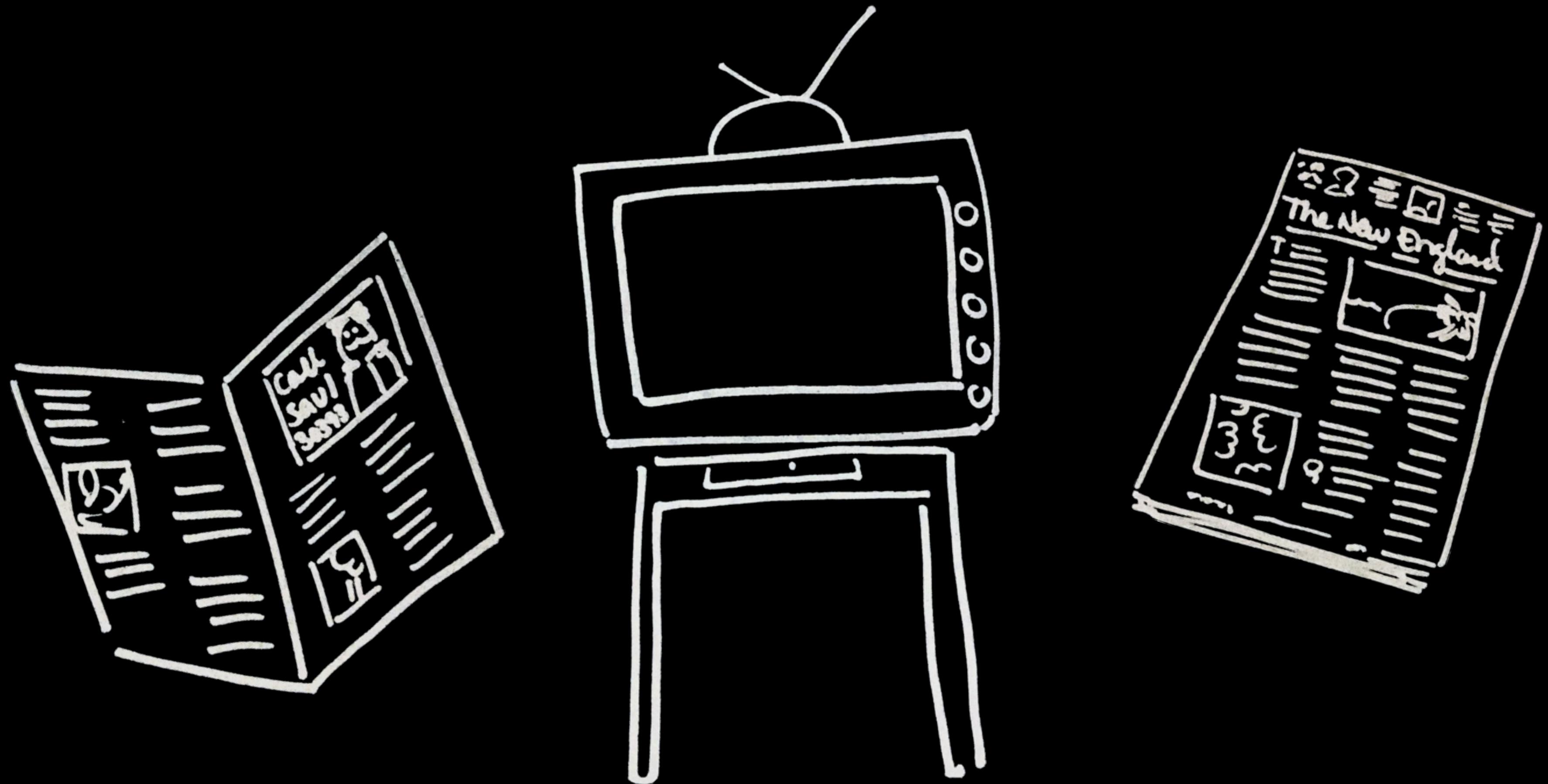


Design som fortellergrep
Content-brunsj
2019





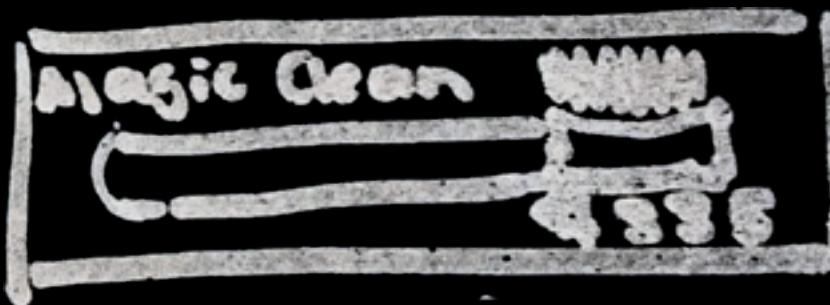
THE INTERWEB



CLICK ME



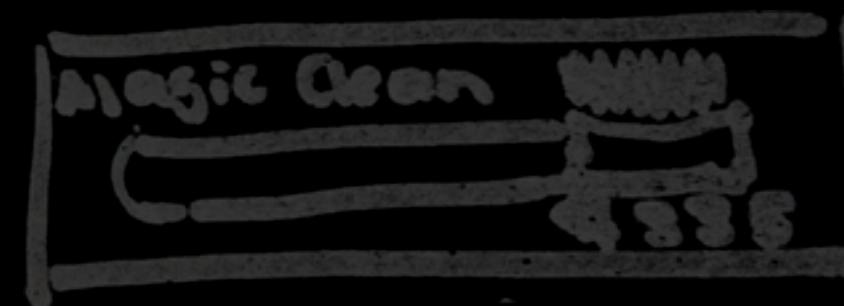
THE INTERWEB

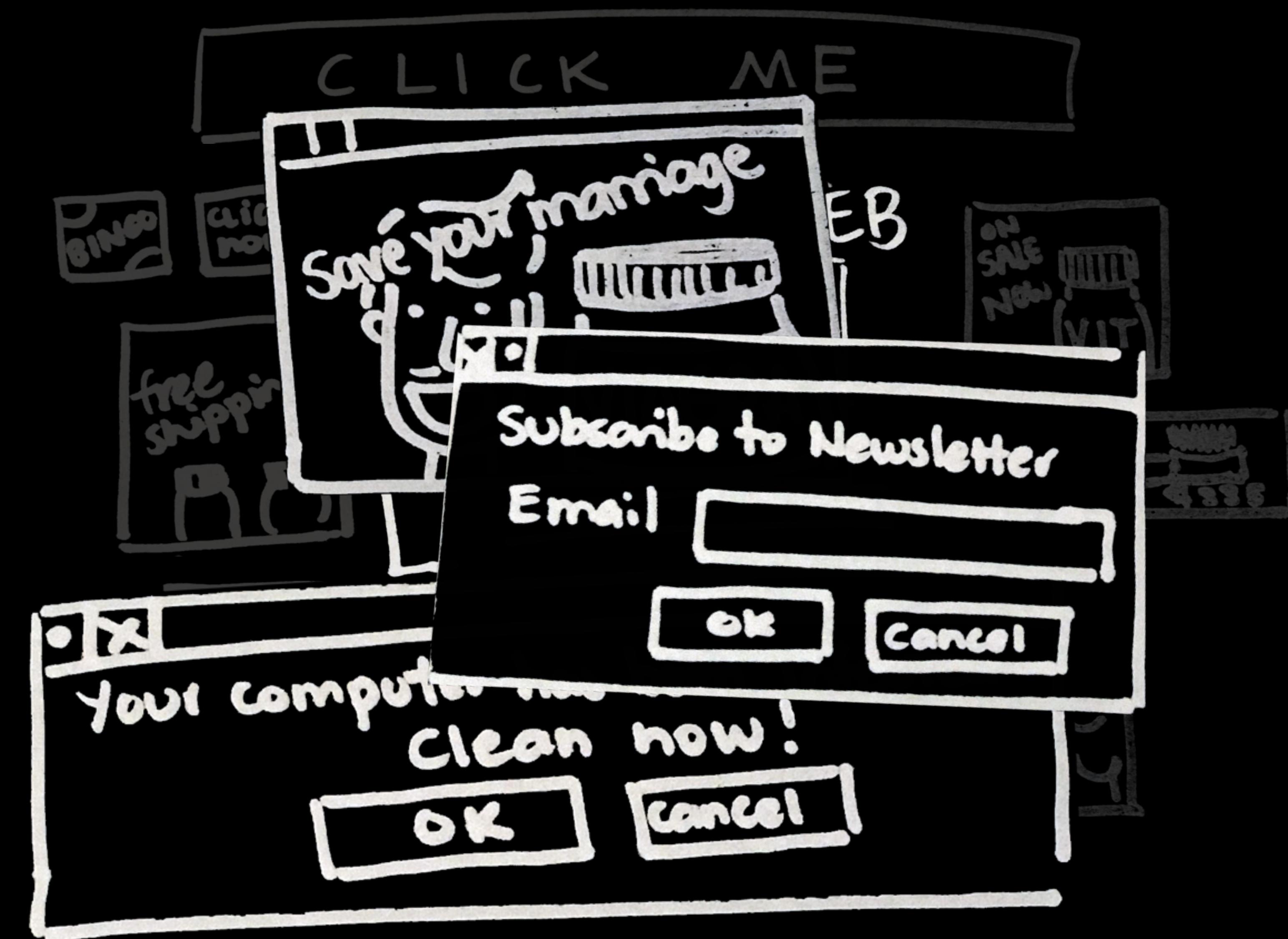


CLICK ME



THE INTERWEB

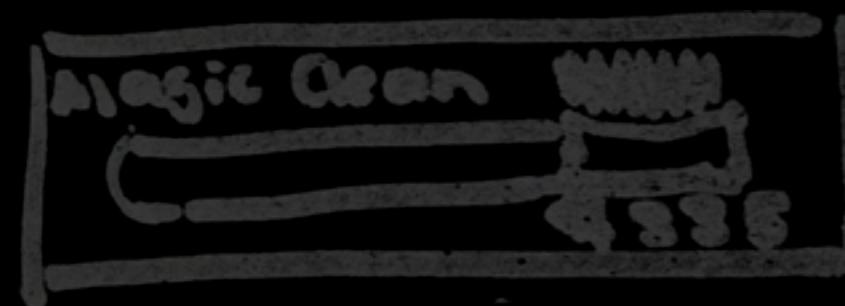




CLICK ME



THE INTERWEB



waffles

waffle recipe

waffle iron for sale

waffles

Buycheapviagranow.com

Bookahotel.com

Cashforgold.com

onlinedegrees.com

waffle recipe

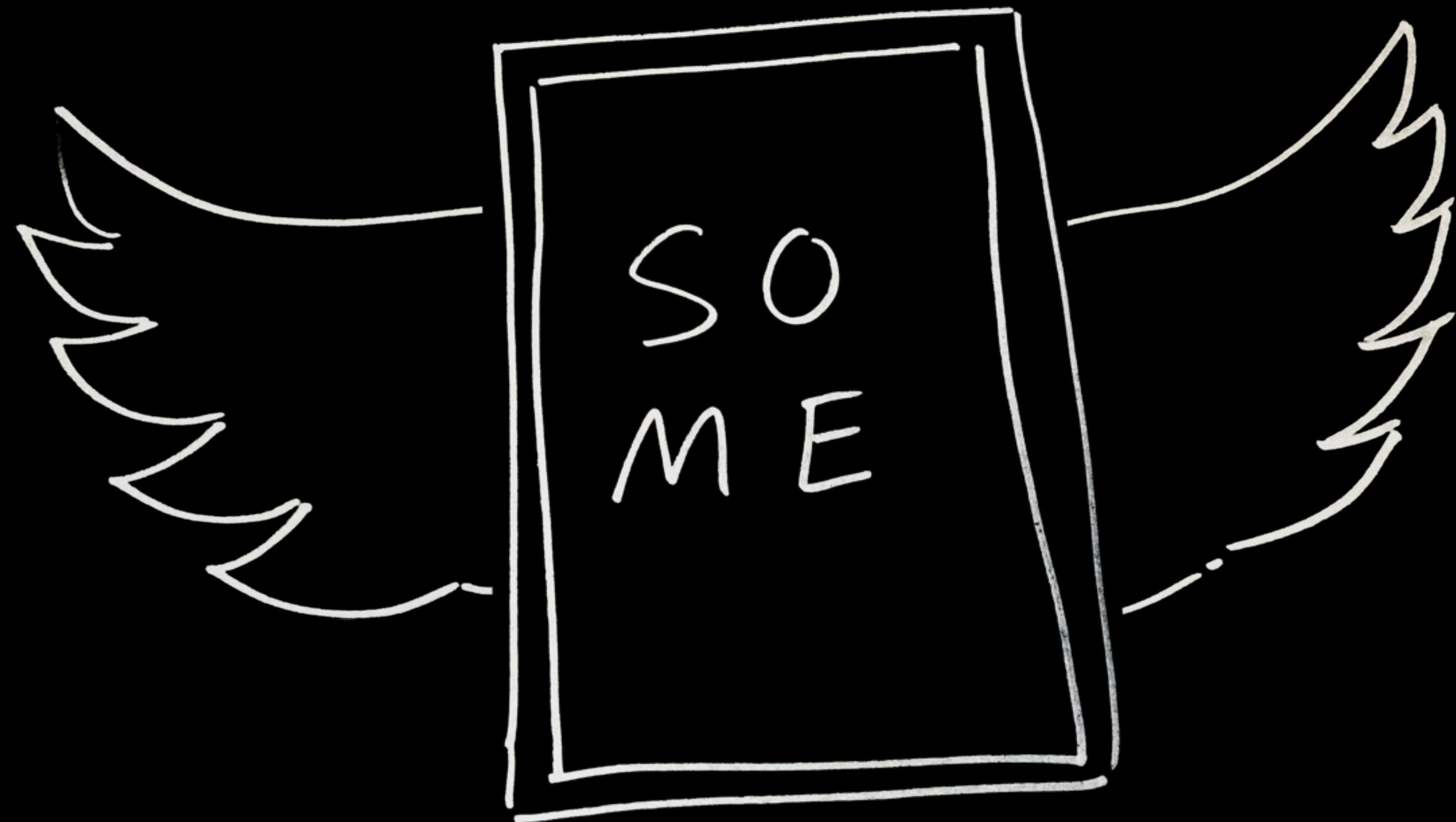
waffle iron for sale

waffles

waffle recipe

waffle iron for sale

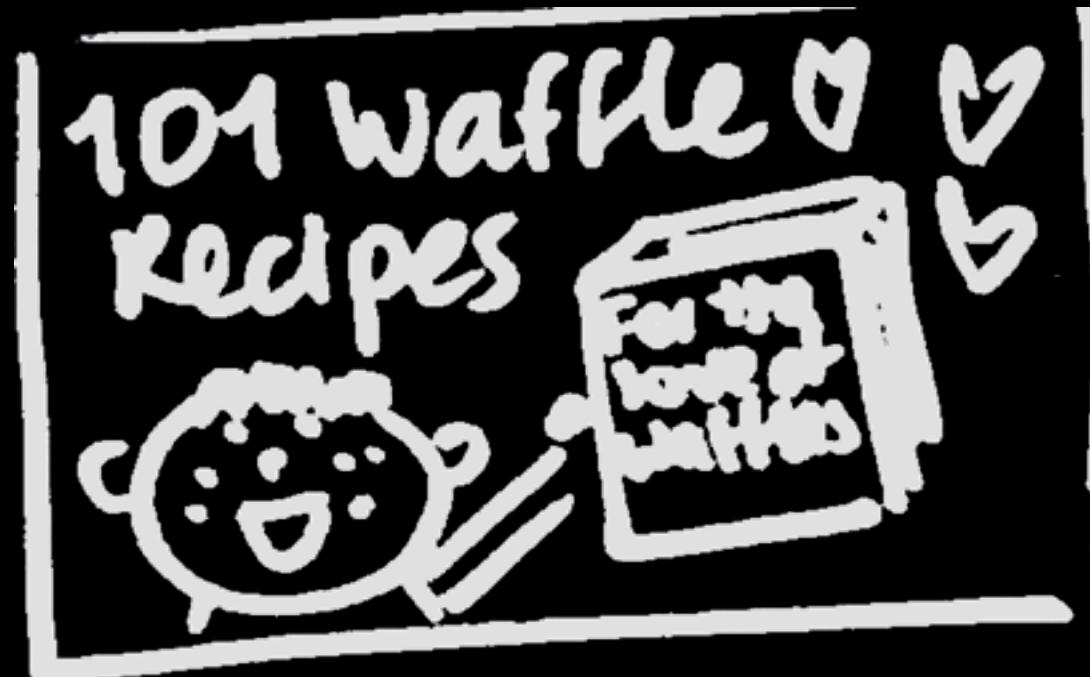




hotwaffles.com



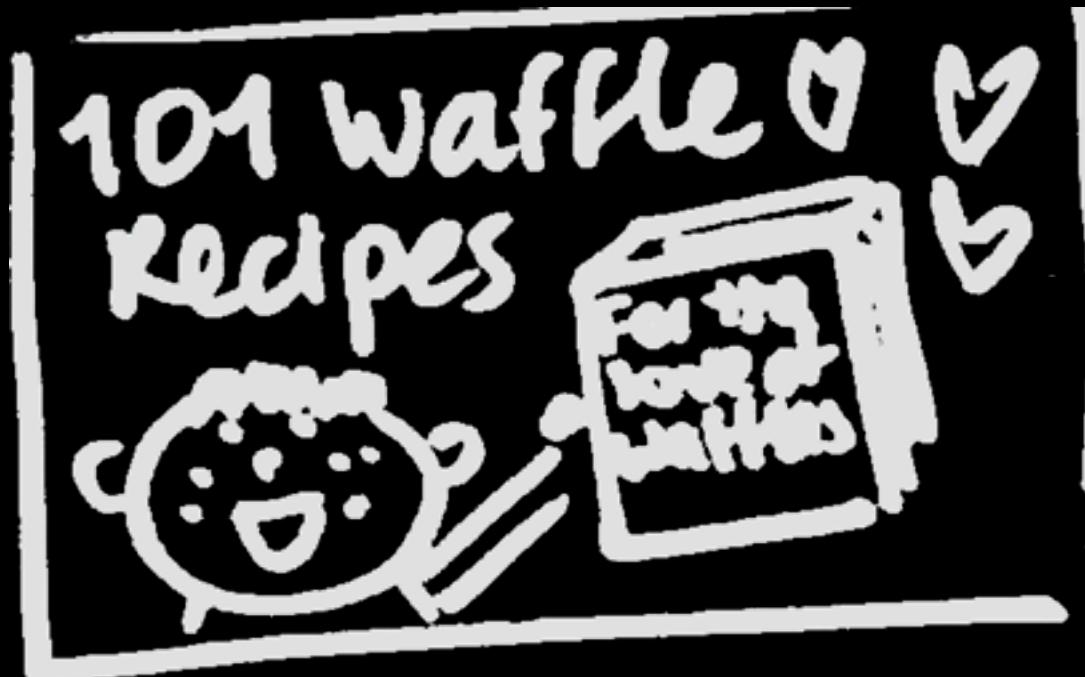
THE INTERWEB



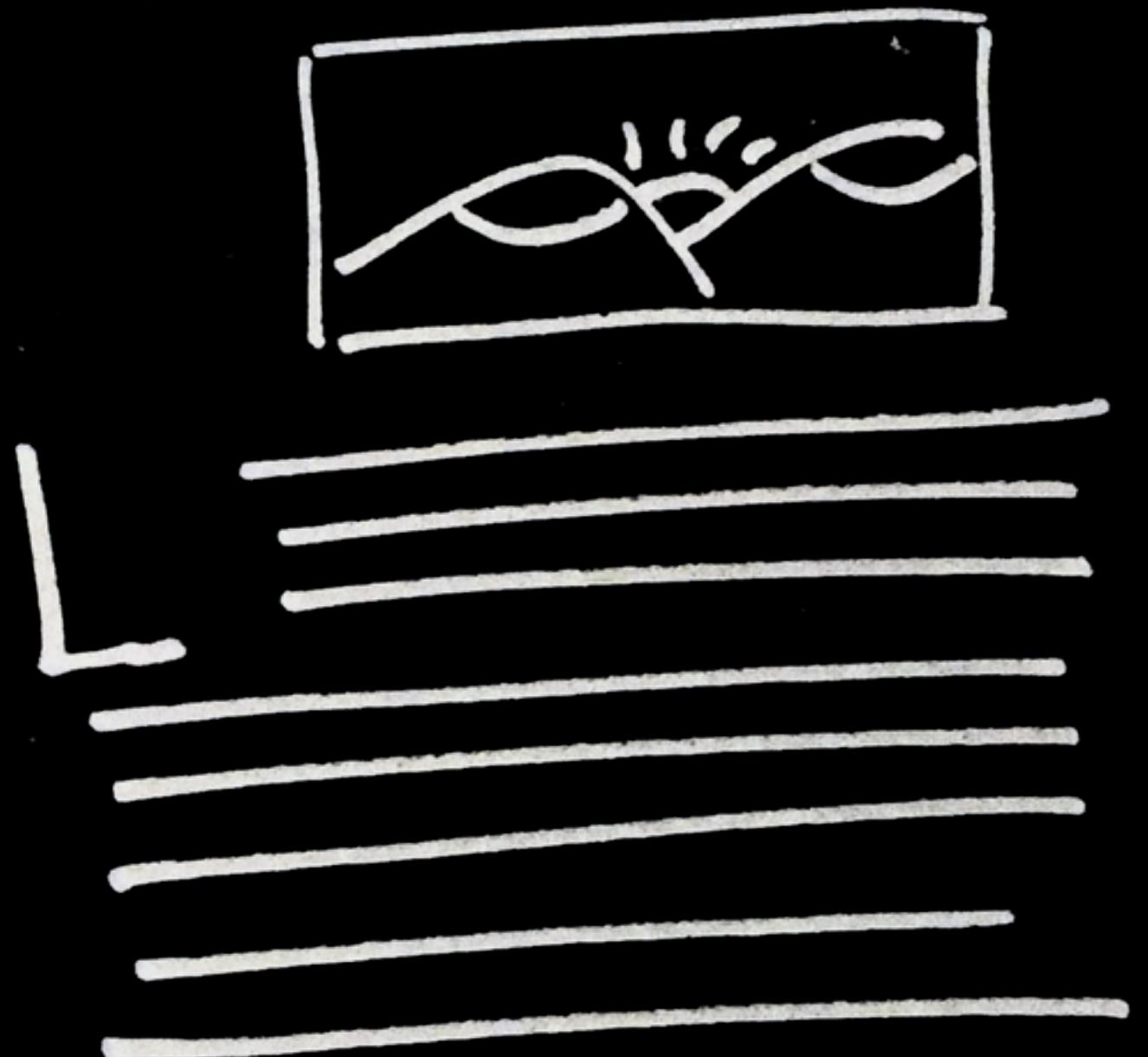
hotwaffles.com



THE INTERWEB



THE INTERWEB



A man with short brown hair and a beard is wearing a dark green hoodie. He is looking upwards and slightly to his left with a thoughtful expression. In front of him is a large, white, rectangular stack of books. The spines of the books are visible, showing various titles and authors. The background is a dark, out-of-focus indoor setting.

Content marketing

2013

Content is King

2014

Traffic is King

2016

Targeting is King

Nå:

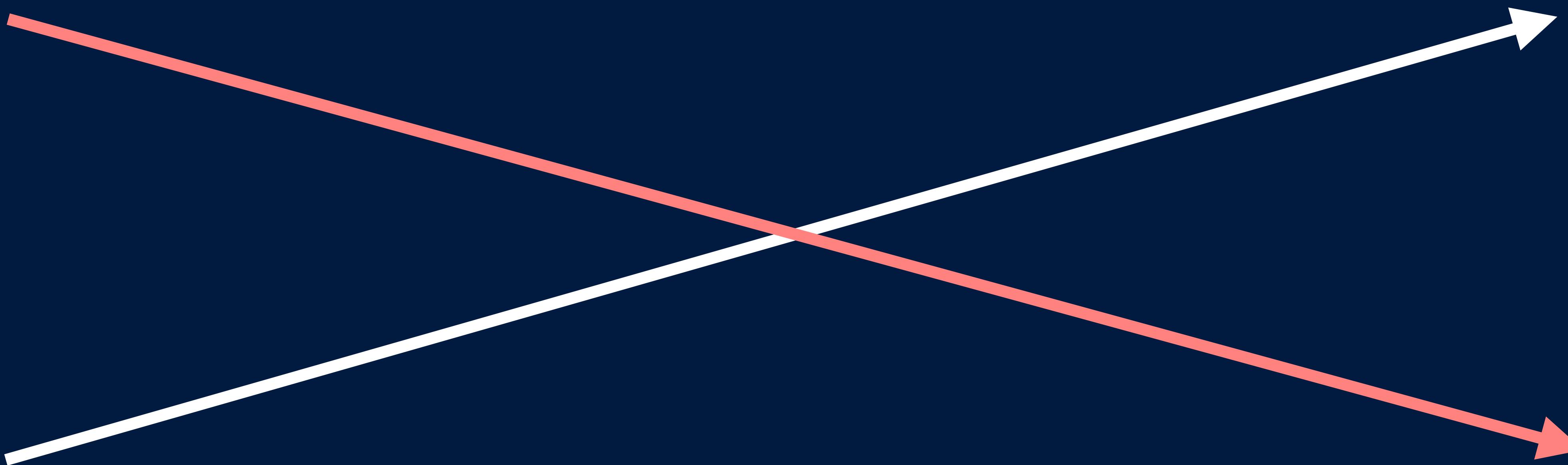
Effect is King

Hva sier tallene?

Produksjonsrate



Produksjonsrate Effekt



Hvorfor er det blitt sånn?

Hei!



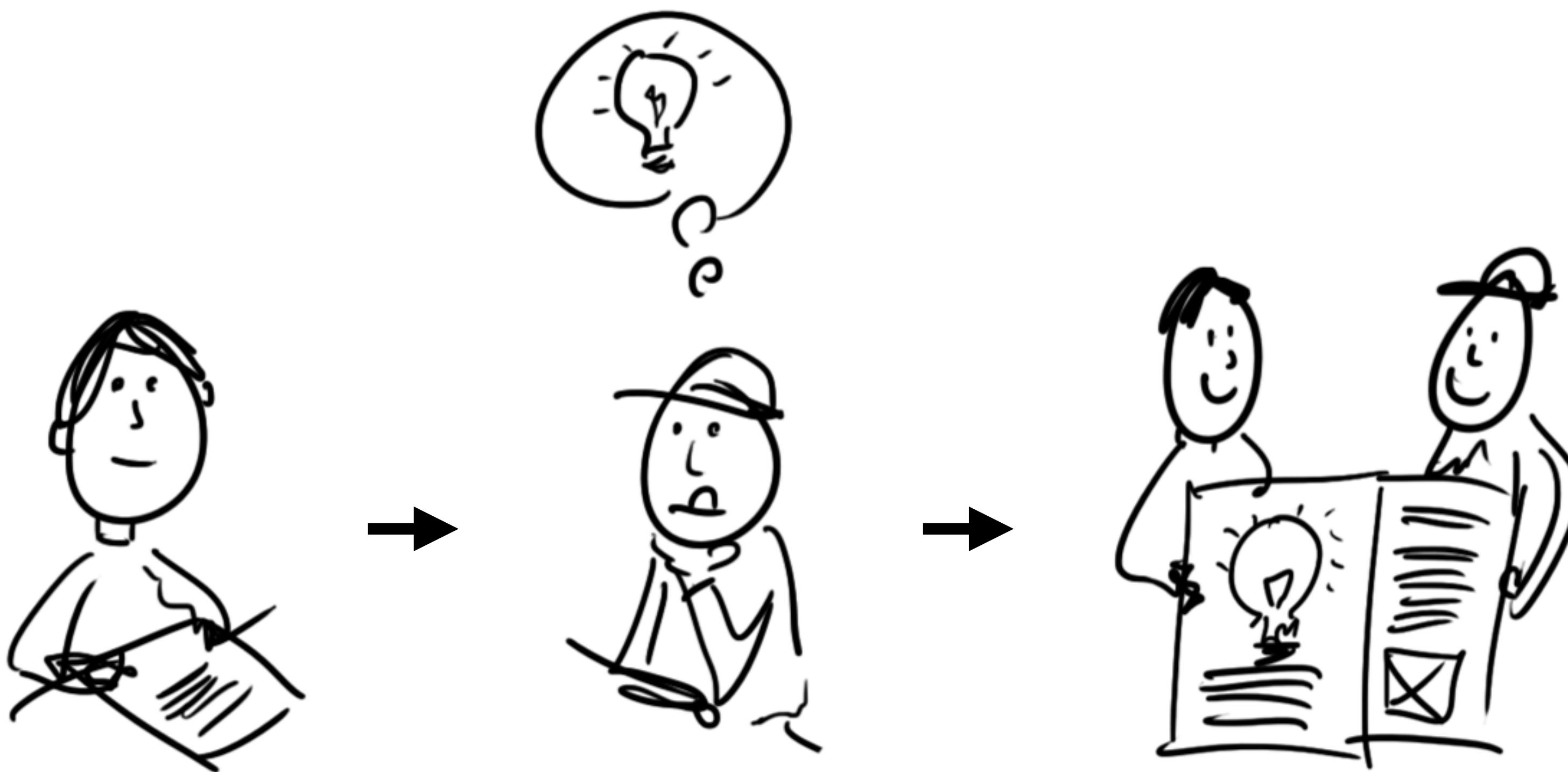
Espen Brunborg

@ebrunborg

Redink



Prosess



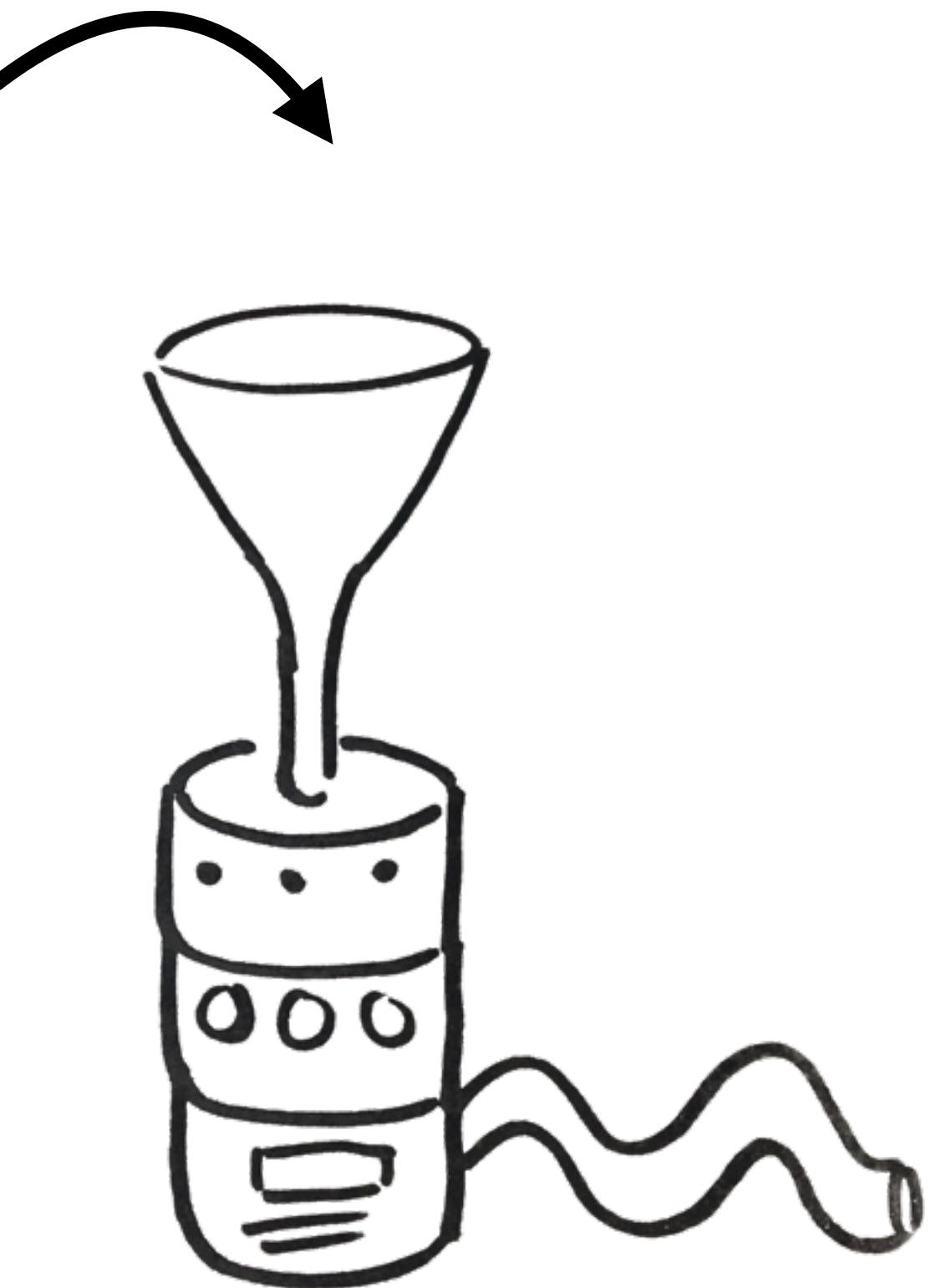
Innhold

Design

Samarbeid



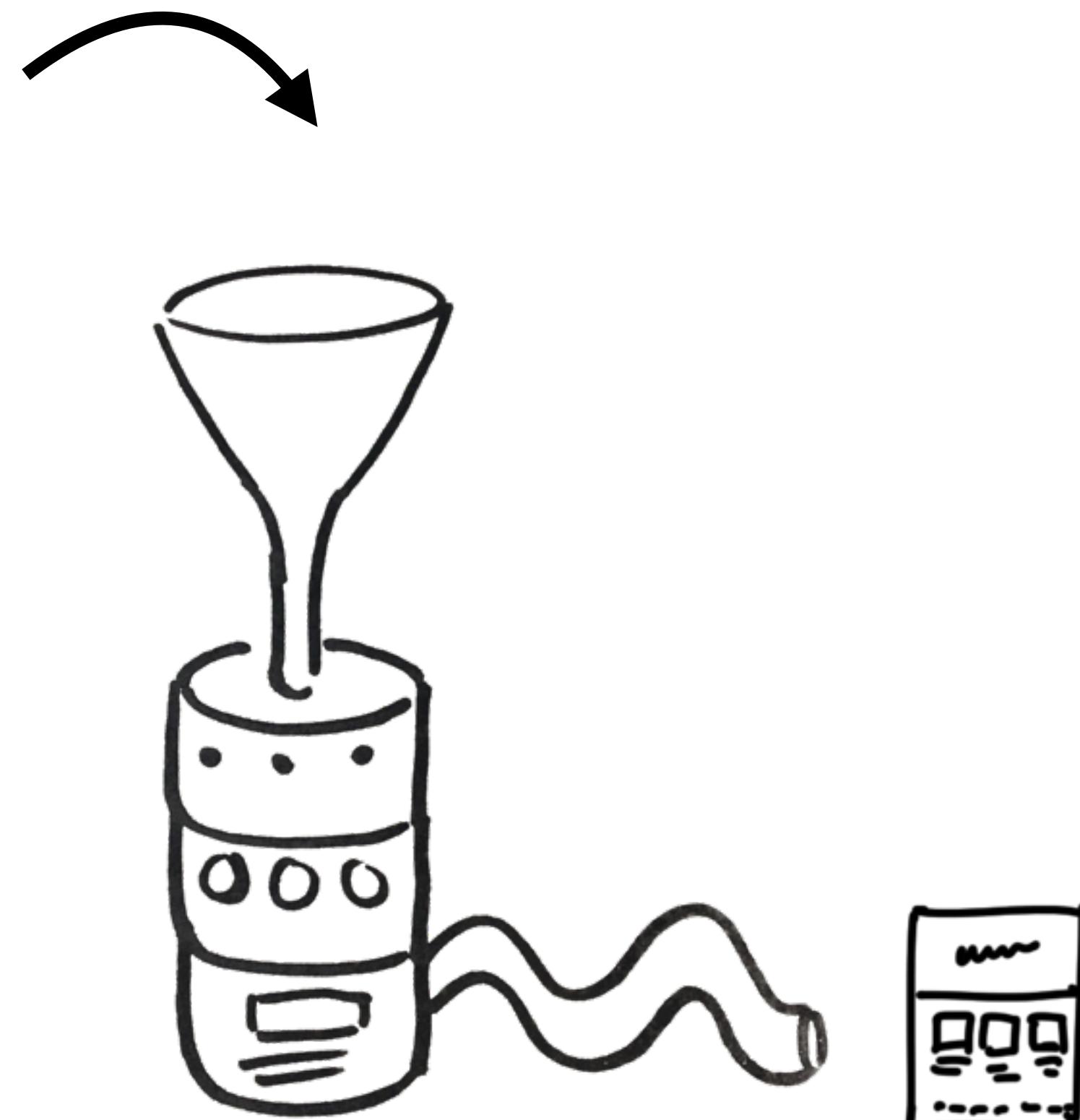
Innhold



CMS

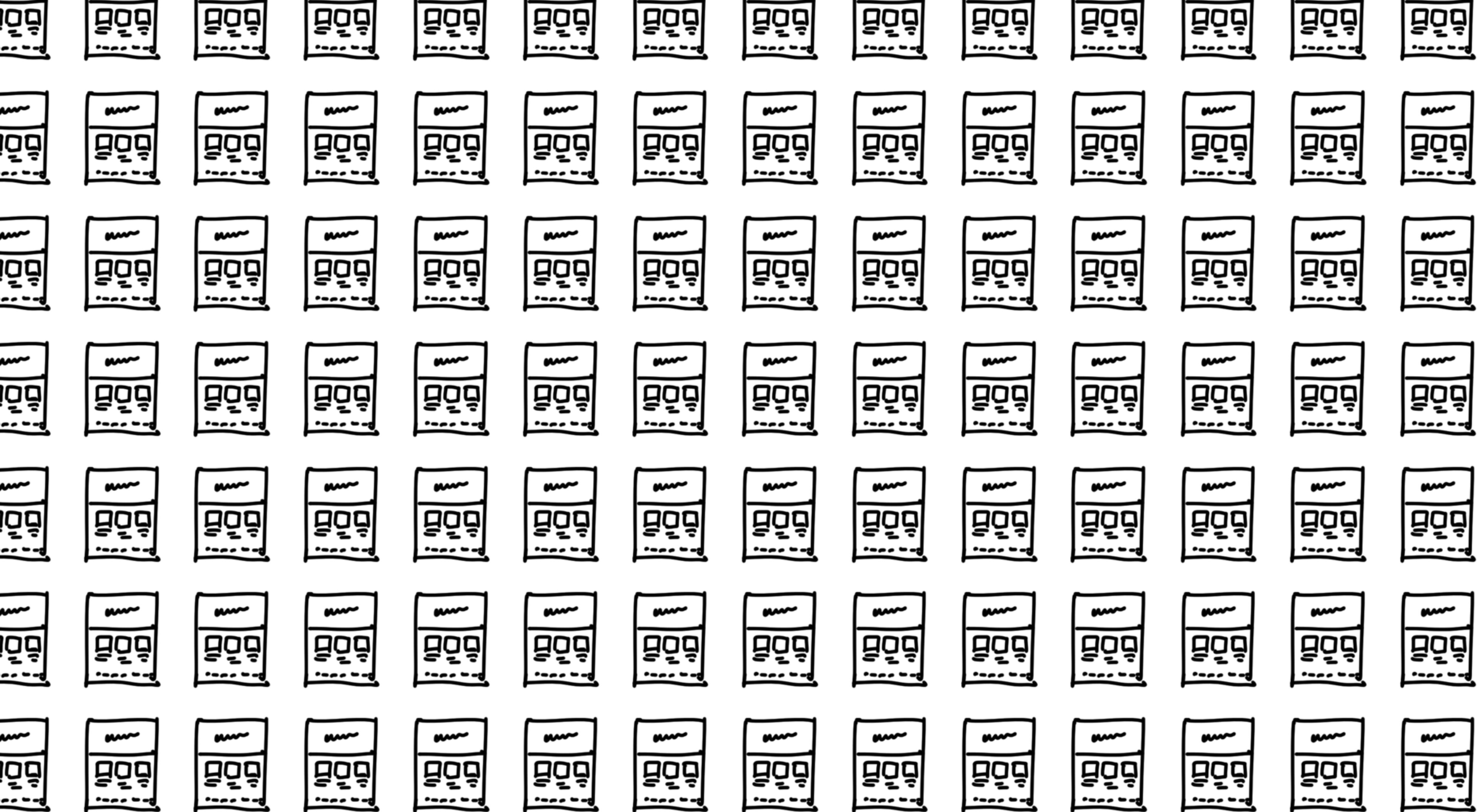


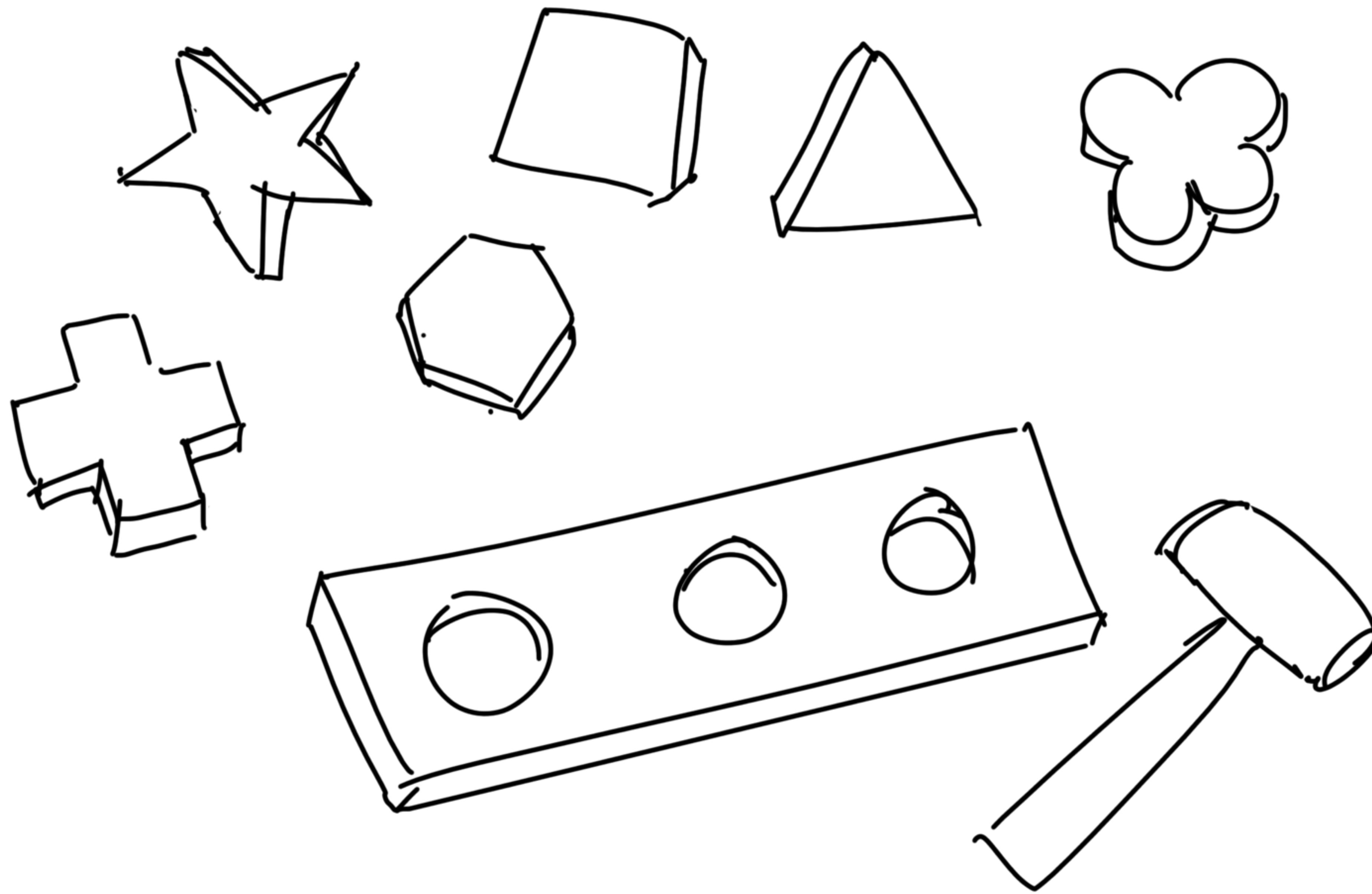
Innhold



CMS

Artikkel

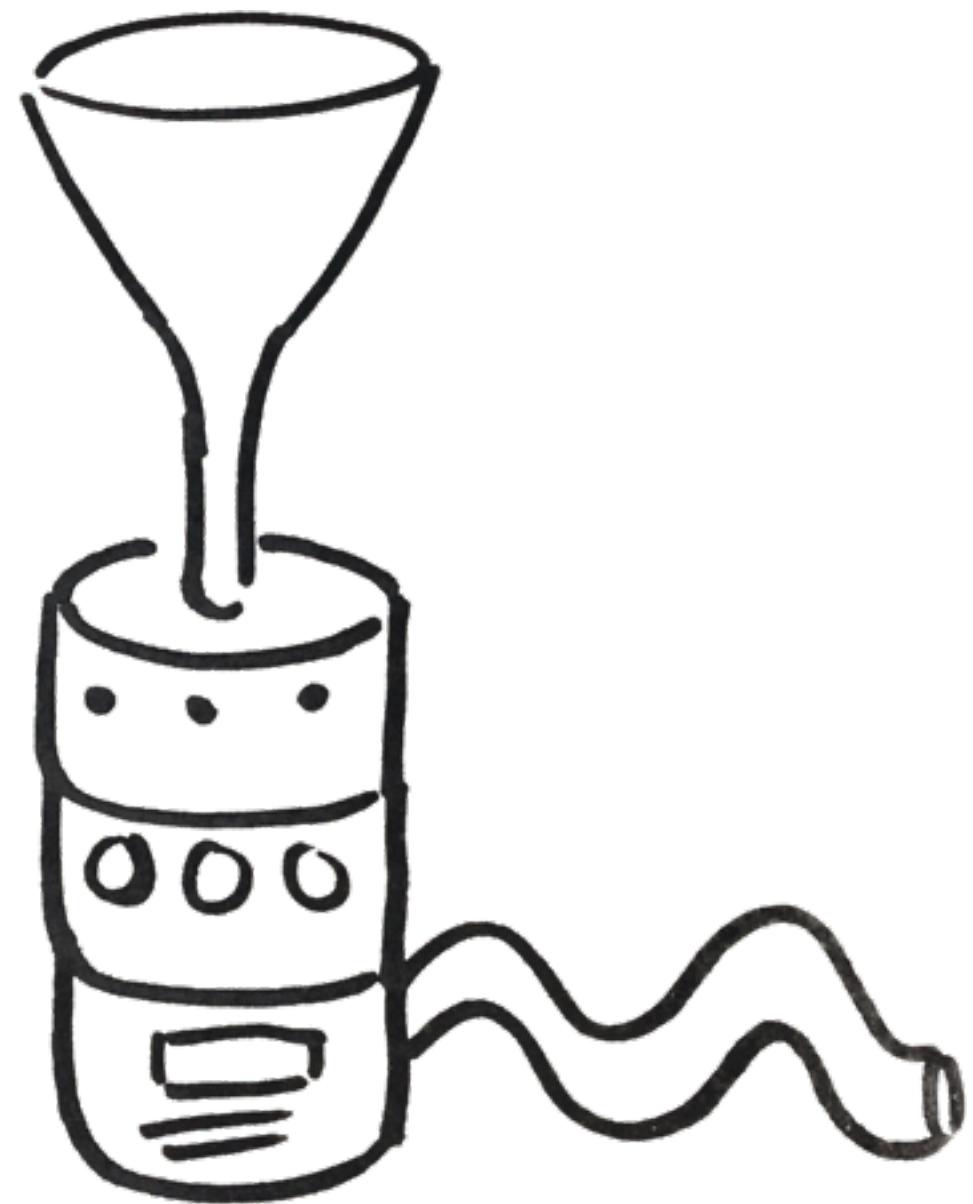




**Conformity and efficiency have a
price. And that price is design.
That price is a feeling of humanity.
Of something that's been created
from scratch.**

-MARK BOULTON

Innhold



Profit!

- Vi må være på Facebook!
- Tror vi trenger en App ass.
- Budskapet må tilpasses 140 tegn!
- Bare legg det ut på Insta.
- Skal vi kanskje ta ut en reklame på TV?
- Hvorfor har vi ikke Snapchat?
- To ord: Chat. Bot.
- Hvor blir det av YouTube-kanalen vår?

Teknologien er
hverken en løsning
eller et problem.

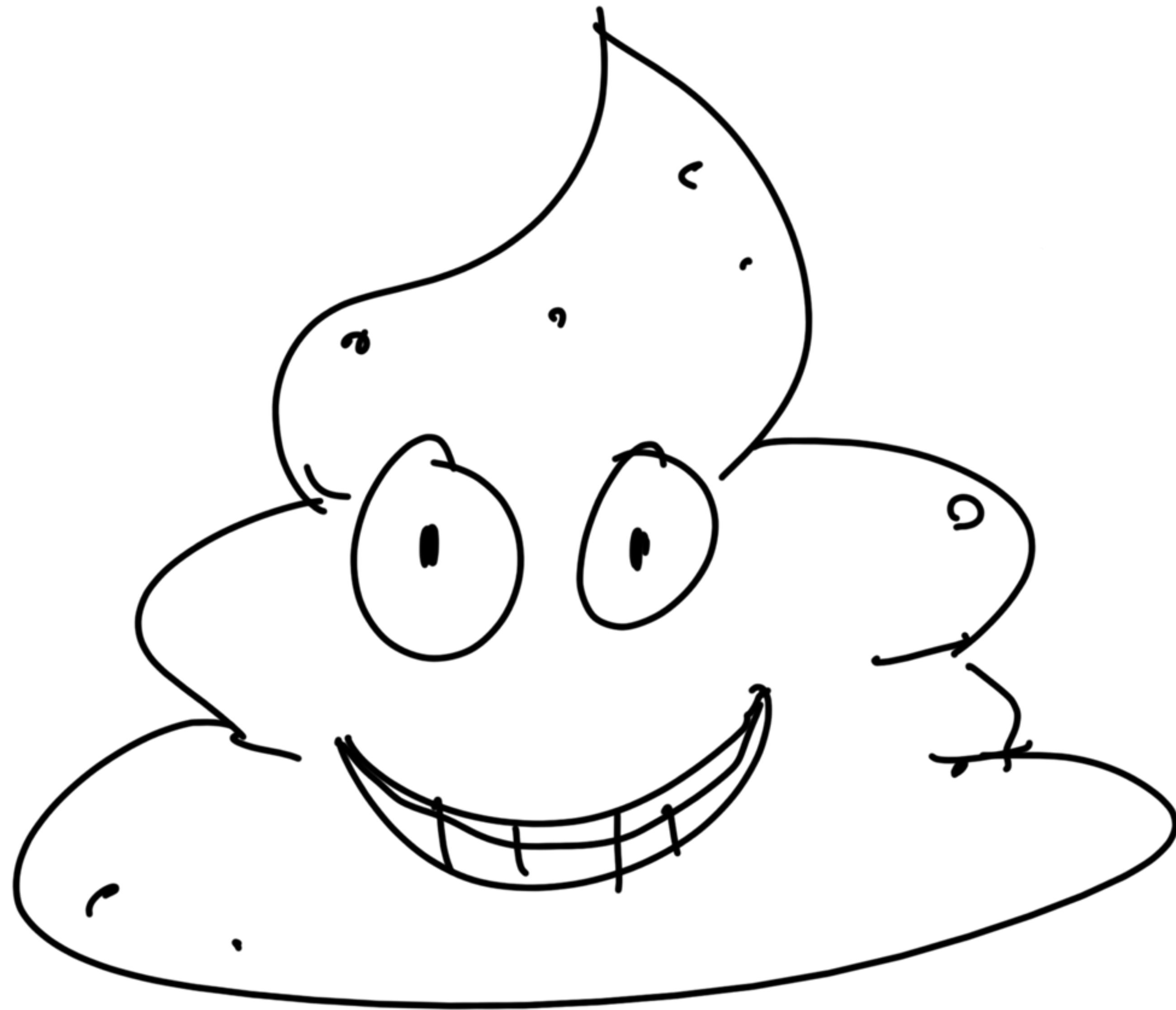
**Your problem is that you make shit.
A lot of shit. Cheap shit. And no one
cares about you or your cheap shit.**

- JOSHUA TOPOLSKY

**And an increasingly aware,
connected, and mutable audience
is onto your cheap shit. They don't
want your cheap shit.**

-JOSHUA TOPOLSKY

The good shit.

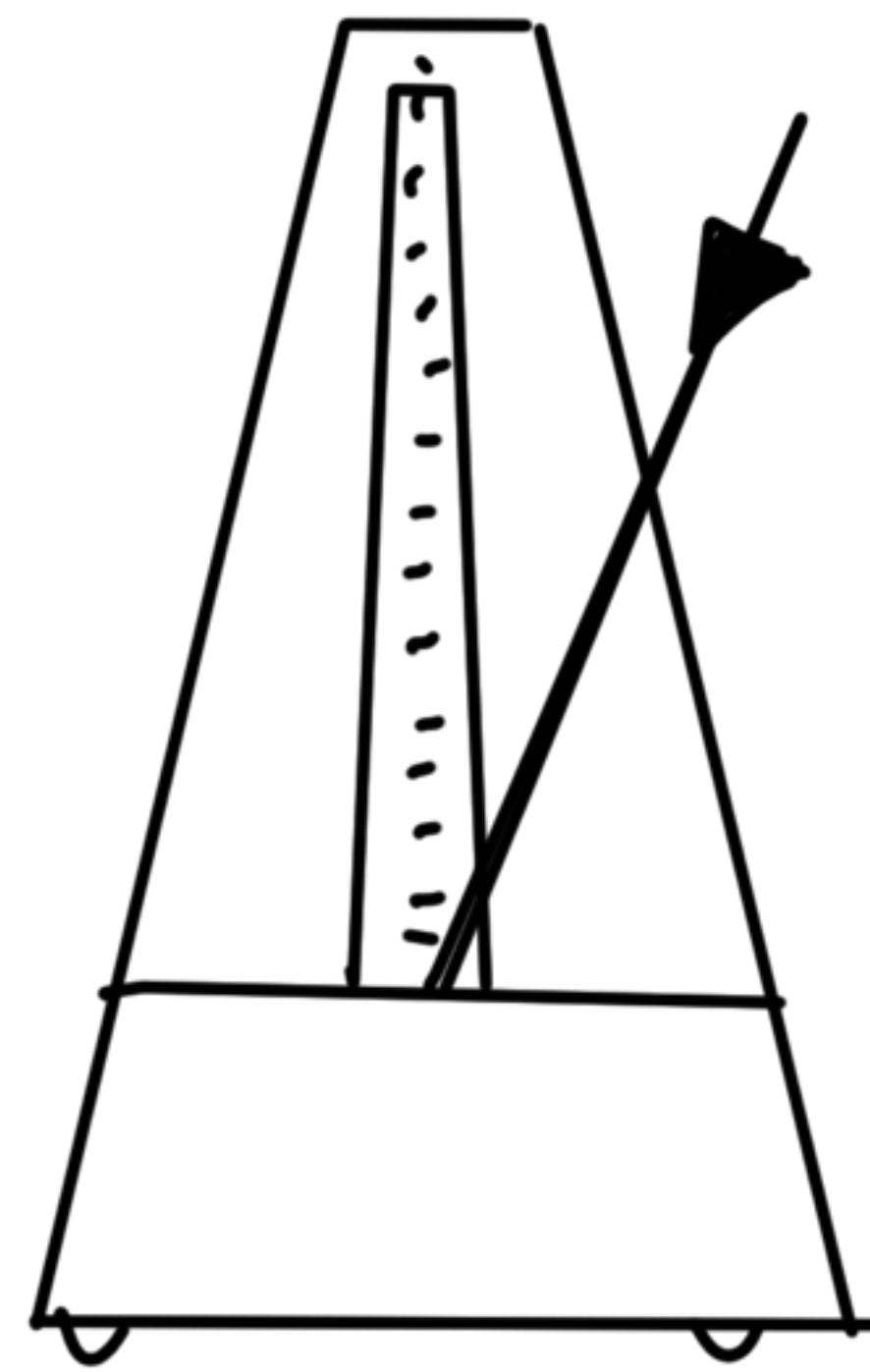


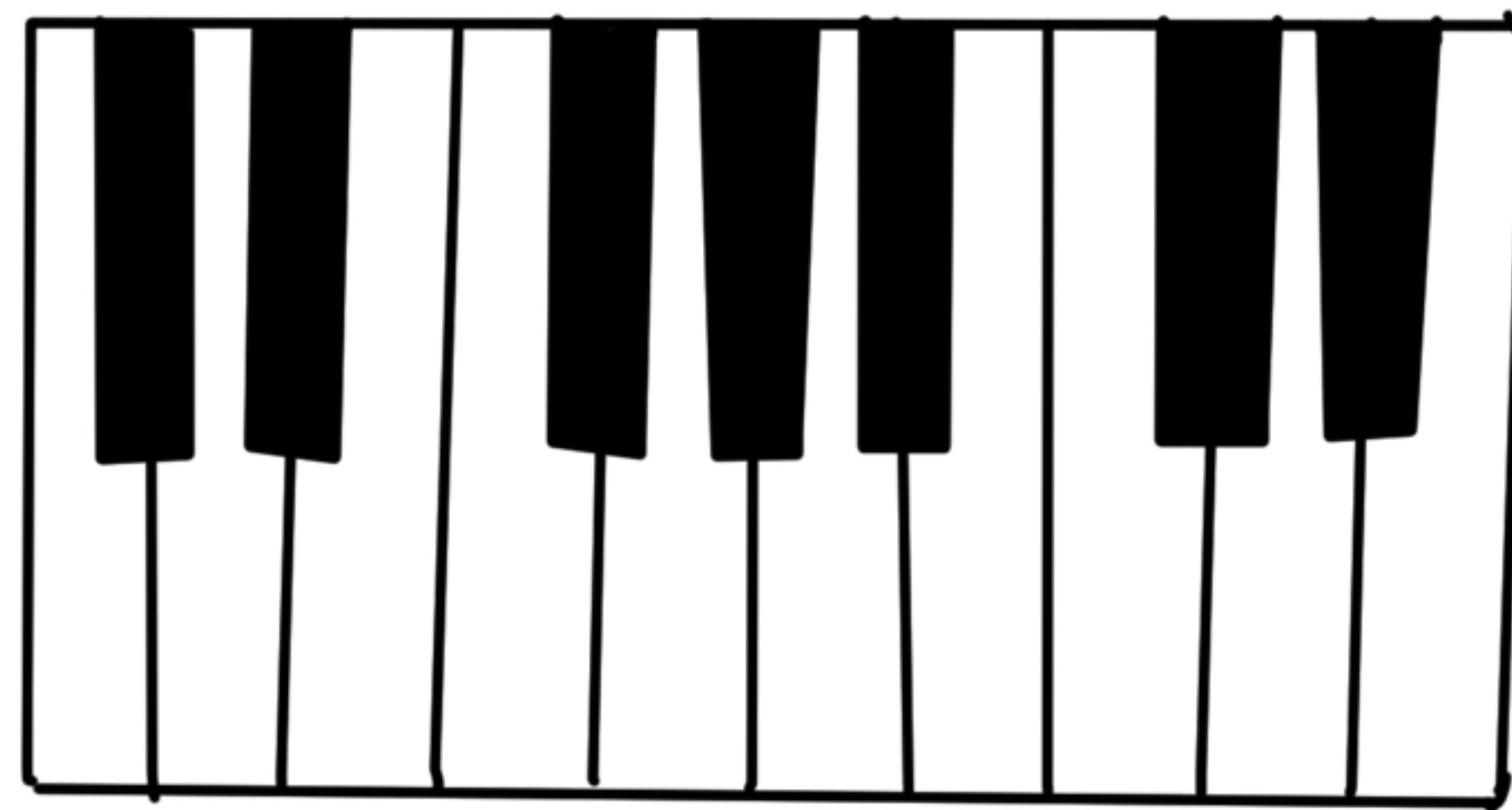
Hvordan forteller
vi bedre historier?

Hva har musikk og
komedie til felles?

Rytme.

Rytme består av
forventninger og
innfrielser.





Musikk er fint fordi
forventninger innfris.

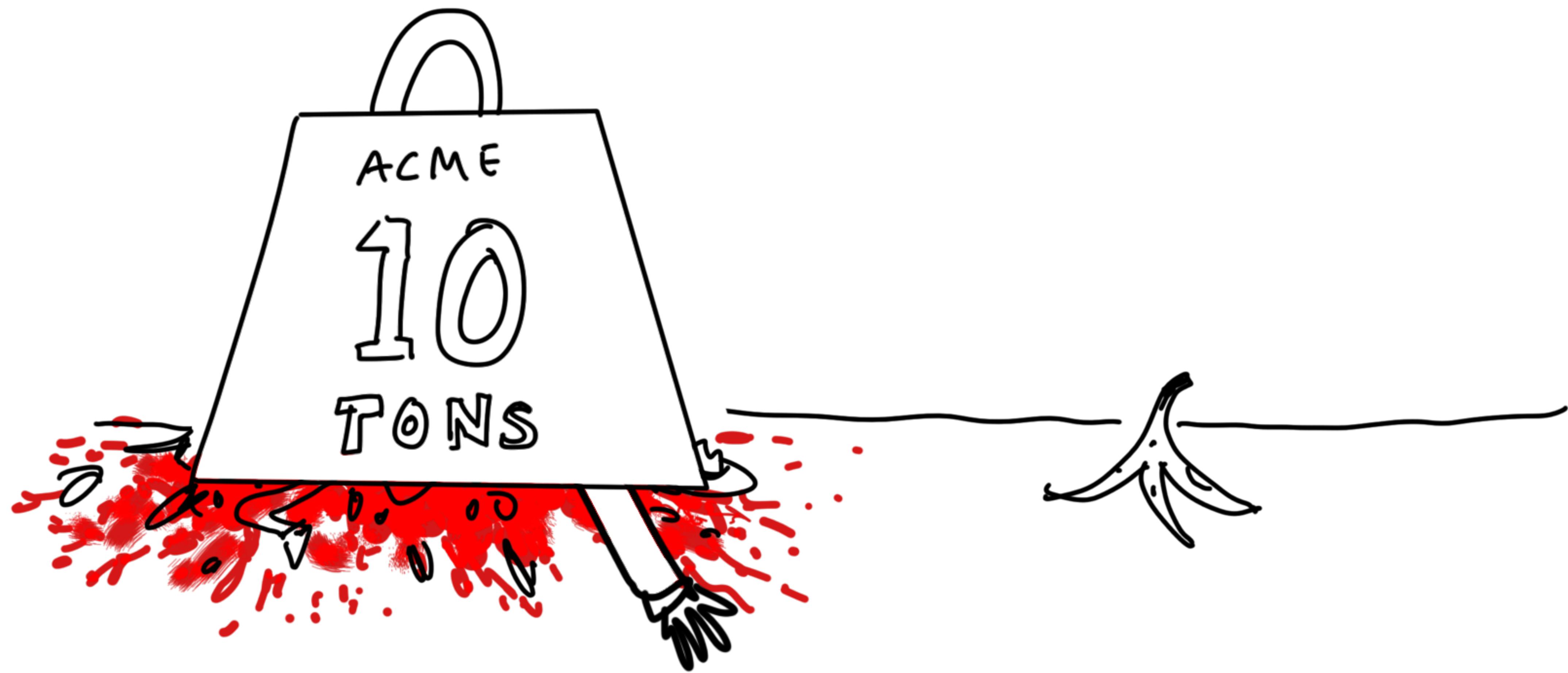
Rytmen i komedie

1. Premiss
2. (Forventing)
3. Punchline



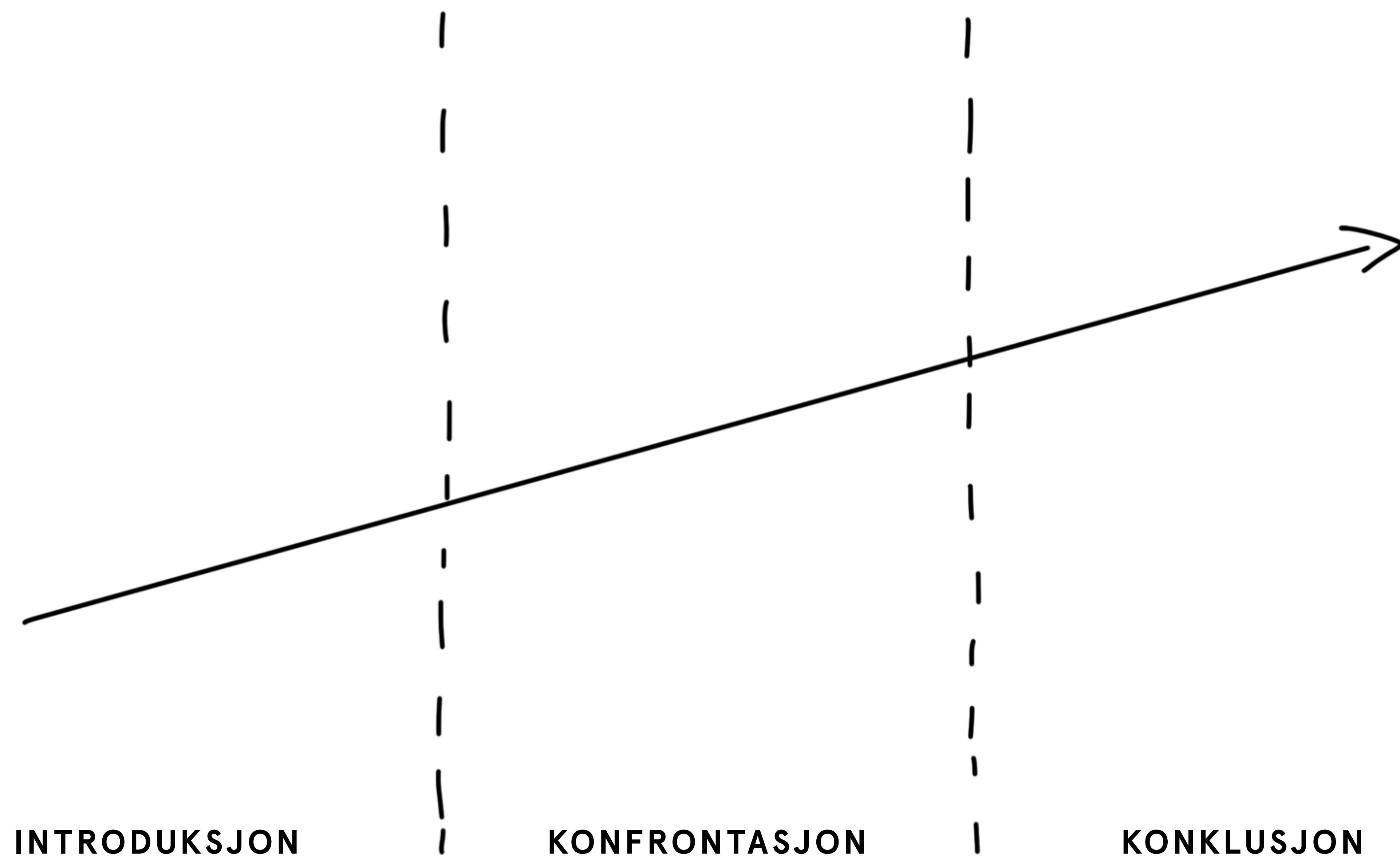


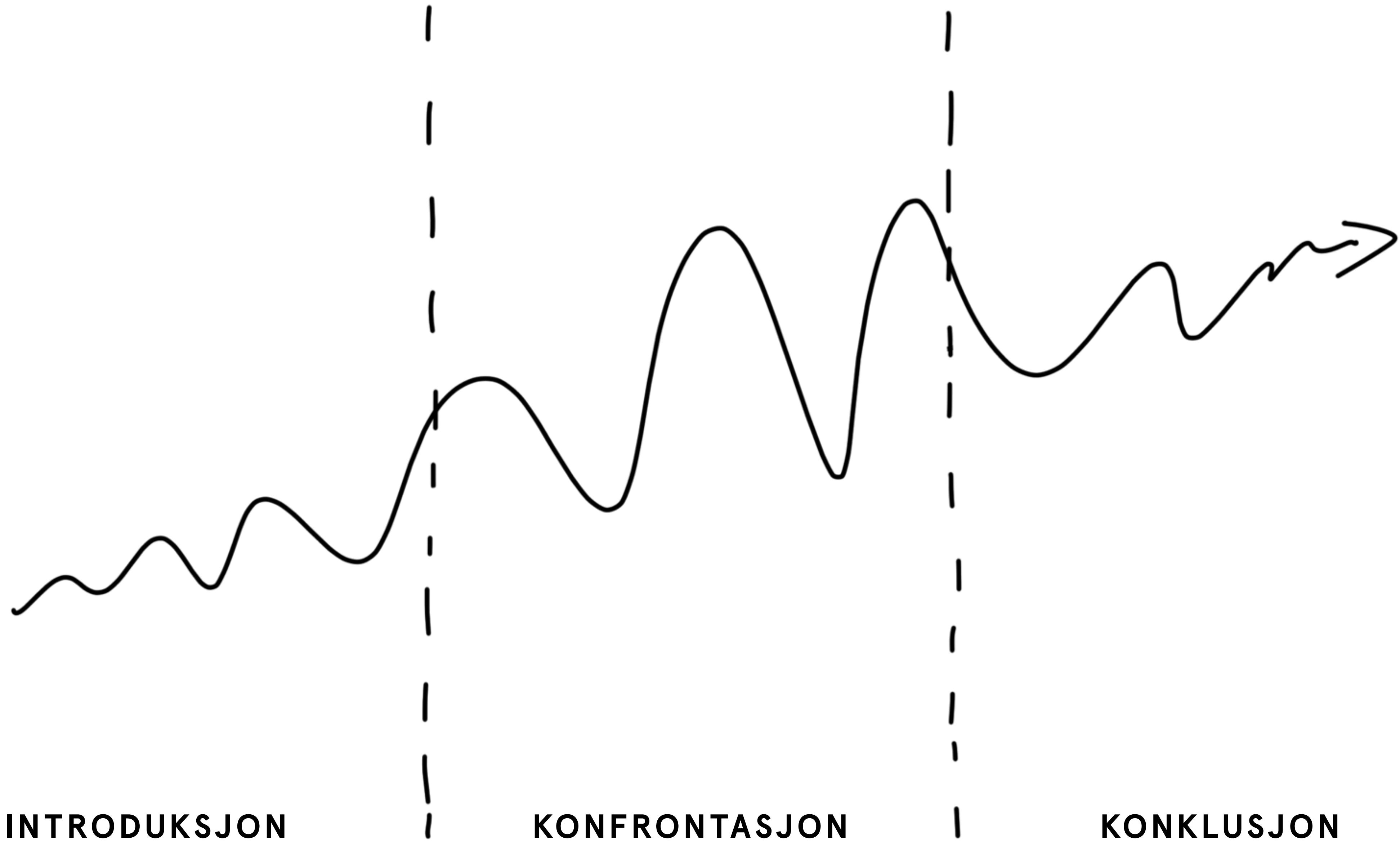




Komedie er morsomt fordi
forventninger brytes.

**Historiefortelling er
også basert på rytme.**









Gode historier både innfrir
og bryter med forventninger.

gjesp.



Hva har dette med
design å gjøre?

**Struktur
Brukeropplevelse
SEO**

**Performance
Universell utforming
Brand guidelines
Designsystemer
Forutsigbarhet**

= **Musikk (innfrir)**

Komedie (bryter) =

**Personlighet
Humor
Overraskelser
Friksjon
Selvtillit
Særhet
Annerledeshet
Uforutsigbarhet**

The Unbearable Homogene

A Medium Corporation [US] https://medium.com/@morgane/the-unbearable-homogeneity-of-design-fe1a44d48f3d#.73ttsw7u9

Morgane Santos Follow

yung gertrude stein // http://www.morgane.com/
Mar 10 · 7 min read

The Unbearable Homogeneity of Design

A few things have happened lately.

1. I went to a design event where I was the only woman (until a few more showed up), and more to the point, I was the only person who was *not* a young white or Asian man wearing black, grey, and blue clothing and a 5-panel cap.
2. Some people I follow on Twitter started talking about how “Western design” has become synonymous with “good design”, and the inherent privilege and bias in our judgement of design.
3. A friend of mine periodically sends me popular Dribbble posts that are completely meaningless but obsessively fawned over.
4. Jon Gold asked us all which of the 2 possible websites we were currently designing and I, for one, slumped deeply in my seat.
5. Several people have opened up to me about not “fitting in” with the design community, even if—by all accounts—they look like they would.

1.4K 139

Morgane Santos · Follow

Growing Your Business | A

amplify.bgateway.com/amplify-issue-one/

business gateway

AMPLIFY

INSIGHT FOR GROWING BUSINESSES
FROM BUSINESS GATEWAY

ISSUE I

SCROLL

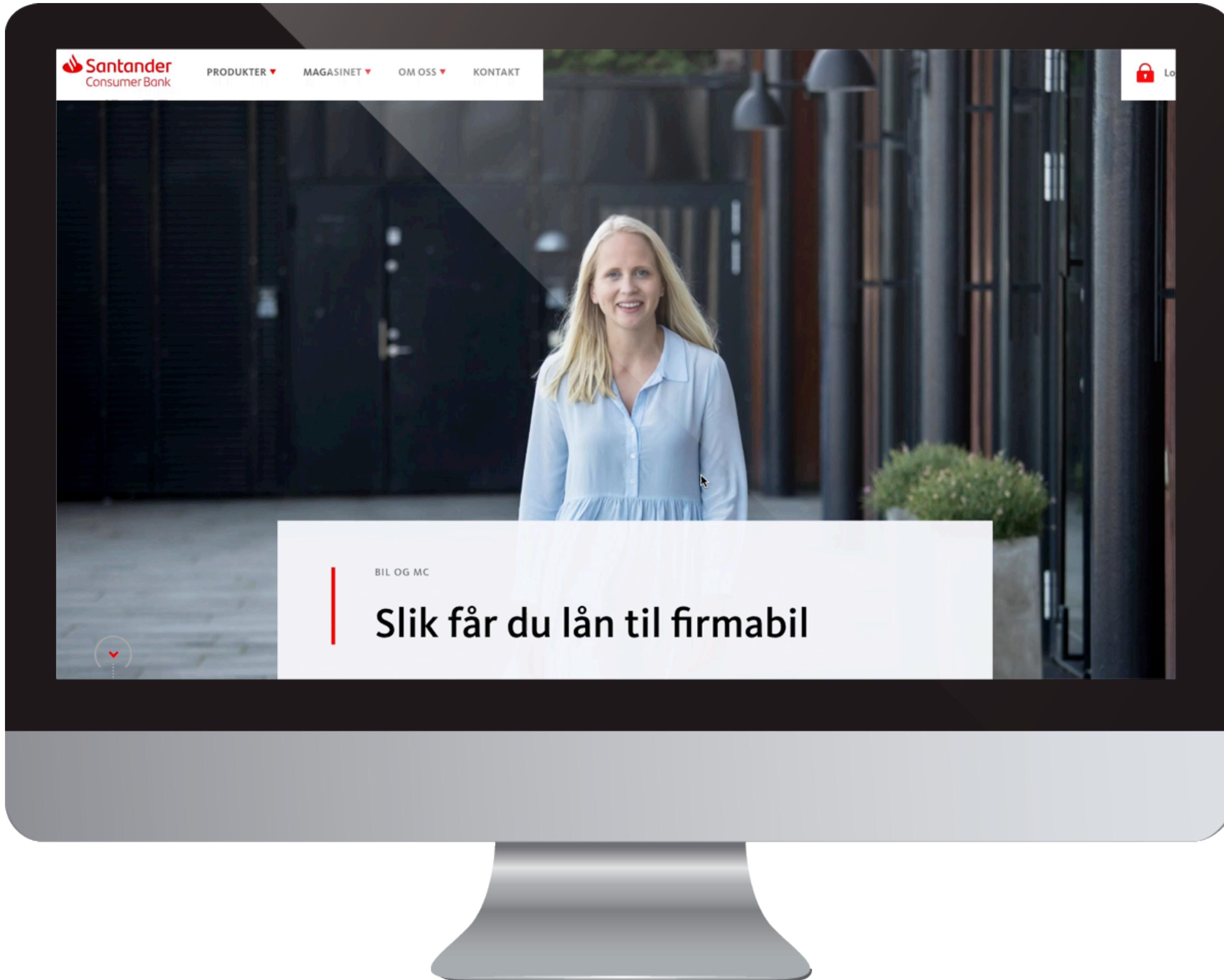
Work in Progress

**«Vi vil gjøre magasinet litt
mer gøy og interaktivt»**

- Santander Consumer Bank

Helt konkret:

- 1. Øke antall leste artikler**
- 2. Øke tid på siden**
- 3. Øke gjenkjennelighet**
- 4. Øke salg via siden**





Lendo

Refinansiering
Forbrukslån
Boliglån
Kredittkort
Lånekalkulator
Om oss
Tips & Råd
Kontakt oss

22 00 70 70

Logg inn

Lendos laveste effektive rente **6,86%**

Lendos gjennomsnittlige effektive rente **11,70%**

Hva koster drømmeferien med familien?

Skal du ta med familien på sydentur i fellesferien? Det koster det flesk uansett hvordan du vrir og vender på det. Men det finnes måter å gjøre ferieturen billigere på. Enkelt er det også.

Vi nordmenn elsker sydenturer. Sånn er det bare. Ingen andre reiser oftere på chartertur enn oss. Kanskje ikke så rart med tanke på hva slags vær man risikerer å bli utsatt for hvis man velger å bli hjemme eller på hytta i sommerferien. Det kan som kjent være alt fra sol og opp mot 30 grader, til 15 grader kjøligere og tett skydekke. For ikke å snakke om regn i store mengder.

Mange liker nok også at alt er lagt til rette på charterturer. Du slipper å tenke på transport til og fra hotellet, og du har alltid noen å spørre om det er noe du lurer på. I tillegg har de fleste charteroperatørene mange aktiviteter for barn. Men det koster som sagt flesk i fellesferien.

Mye å spare

PRIVAT BEDRIFT PRIVATE BANKING C&I AKADEMIKERNE STORES Gi oss tilbakemelding Logg inn

Danske Bank | Stories Smarte vaner Tips & råd til din bedrift Makronytt Teknologi & innovasjon

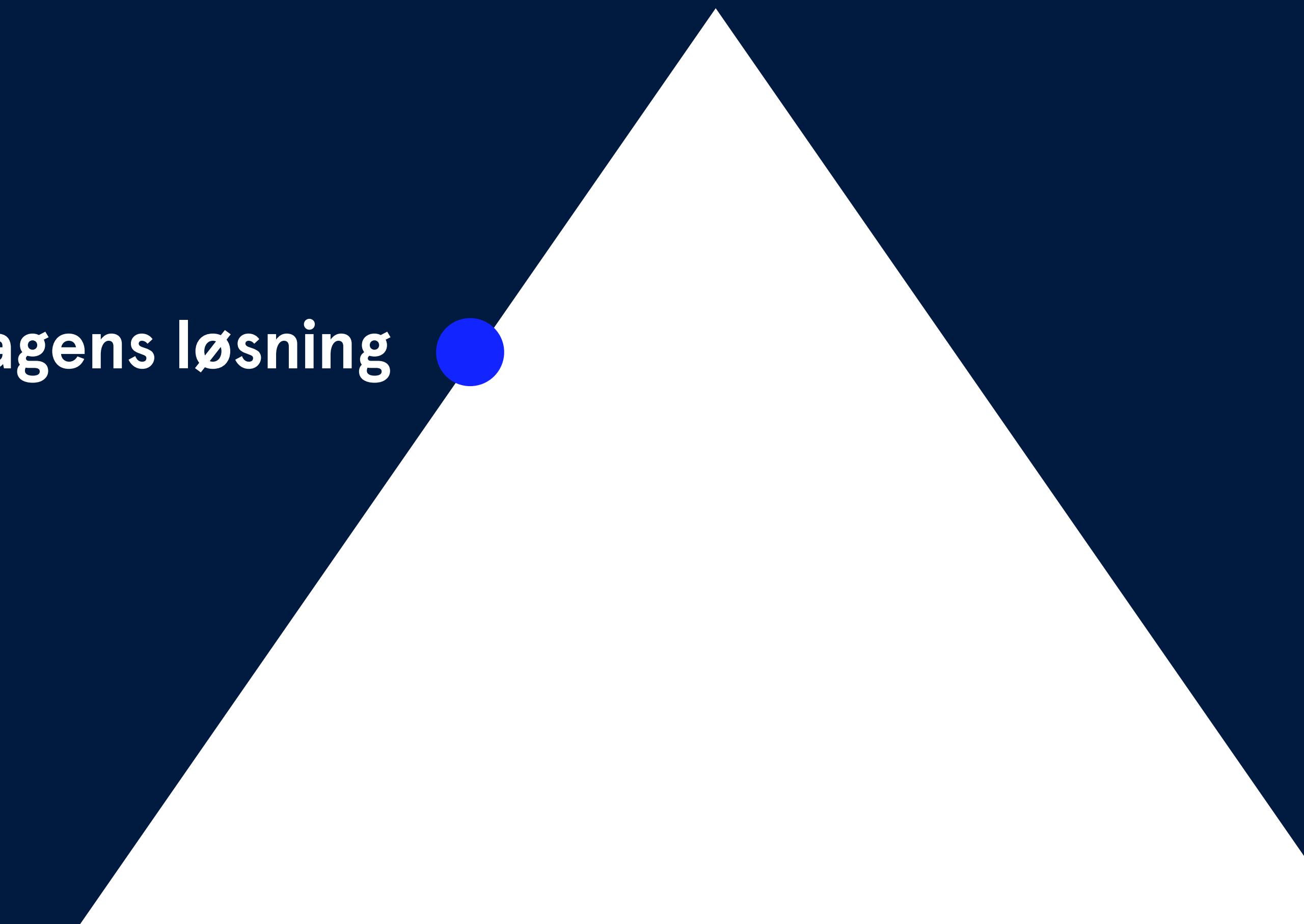
Tema: Finansieringsformer

14. NOV. 2016 - ARTIKKEL - 2 MIN. LESETID

Bør bedriften kjøpe eller lease?

Det er ikke sikkert det er best å kjøpe utstyret du trenger til bedriften - selv om du har råd. I visse tilfeller lønner det seg faktisk å leie. Her forklarer vi nærmere hva slags fordeler leasing kan gi.

Leasing er en vanlig finansieringsform i mange bransjer, og det meste kan leases. Tommelfingerregelen for hvorvidt noe kan leases er at utstyret må kunne flyttes.



Lokal maks

Dagens løsning

Lokal maks

Justert løsning



En bedre løsning

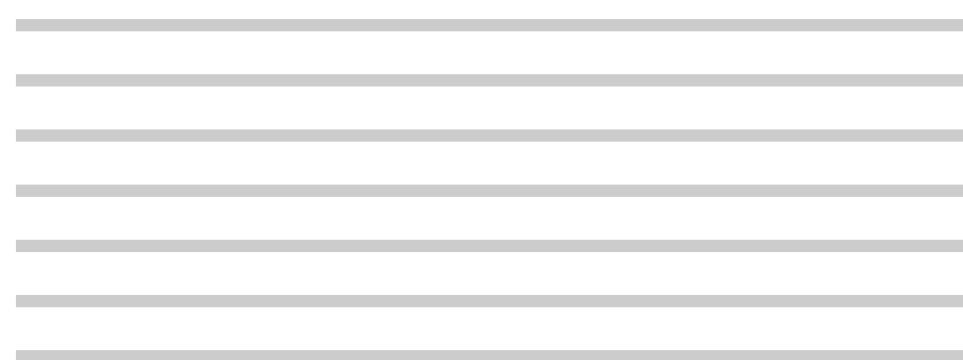
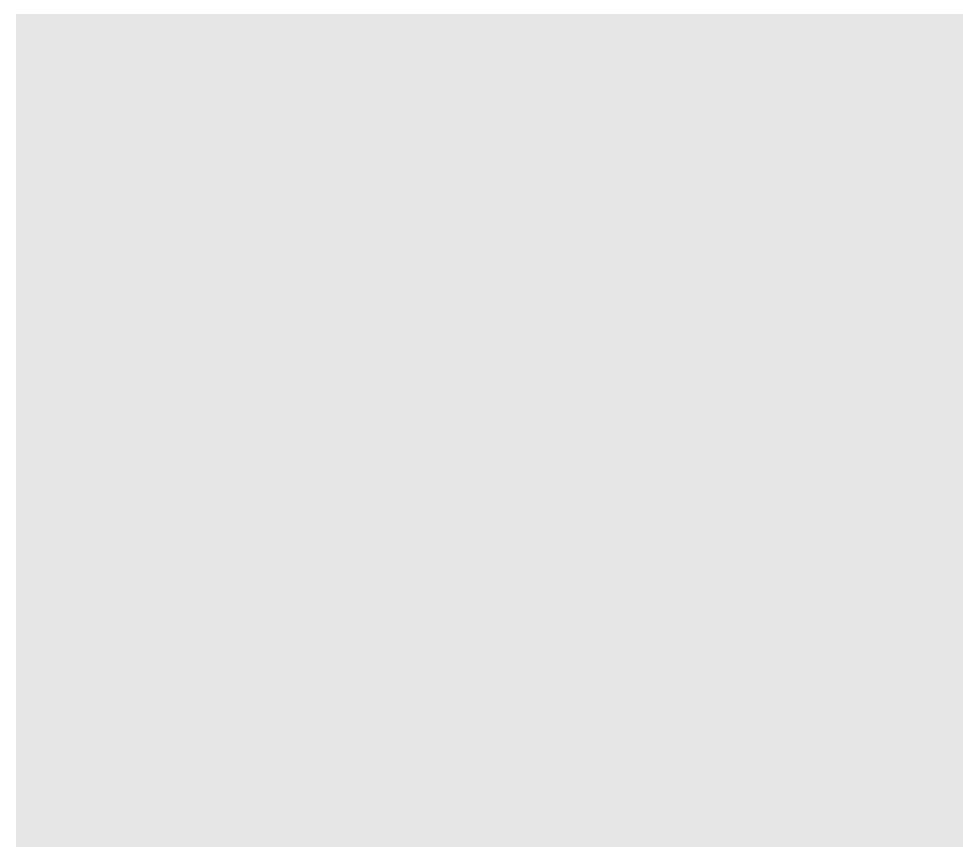
Justert løsning



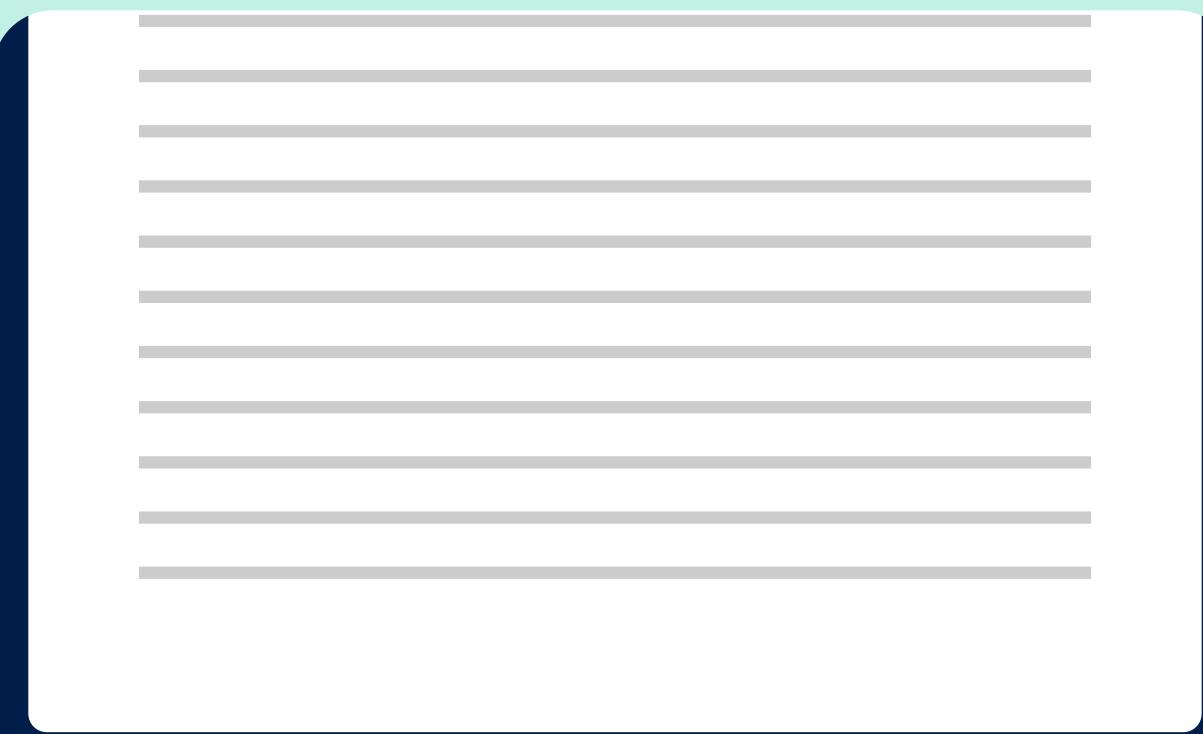
Innsikt + design = sant

**97% av besøkende kommer
rett inn på artikkelnivå.**

Elbil eller hybrid- Hva er best for deg?

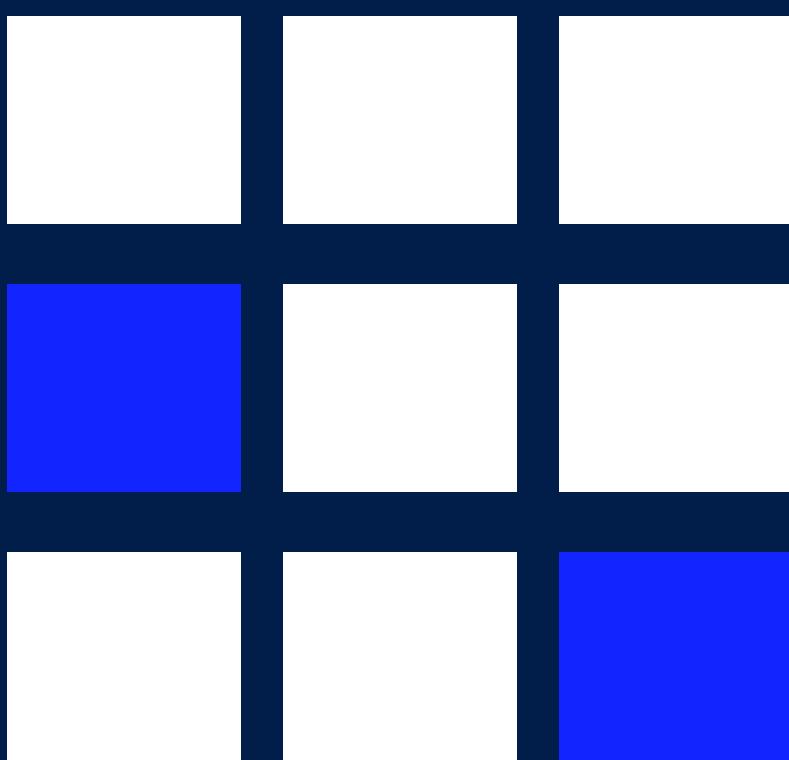




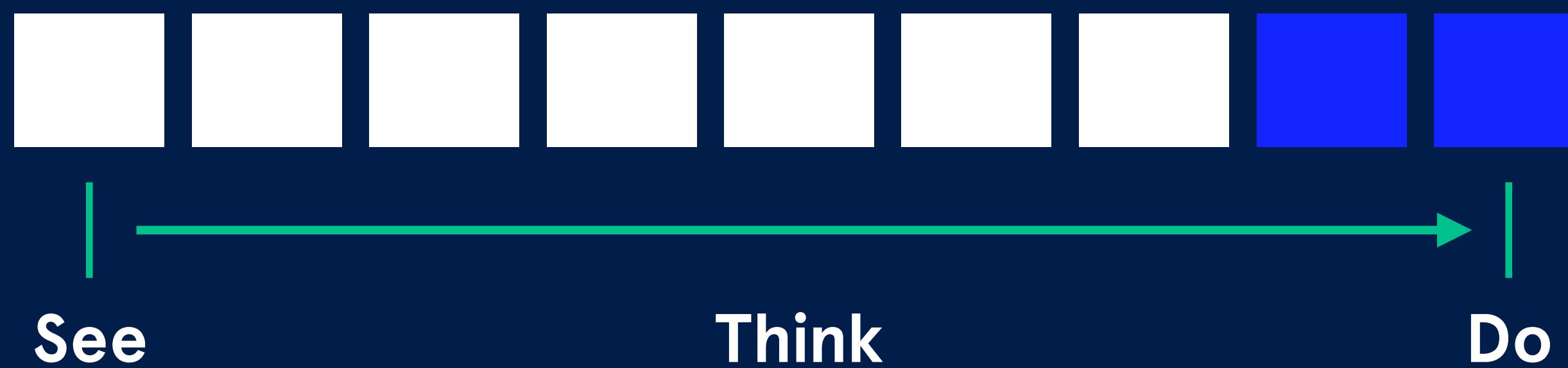


**Uforløst
potensial**

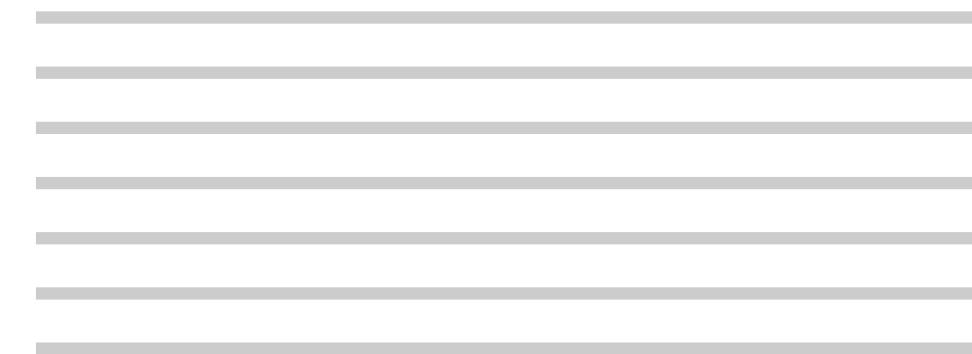
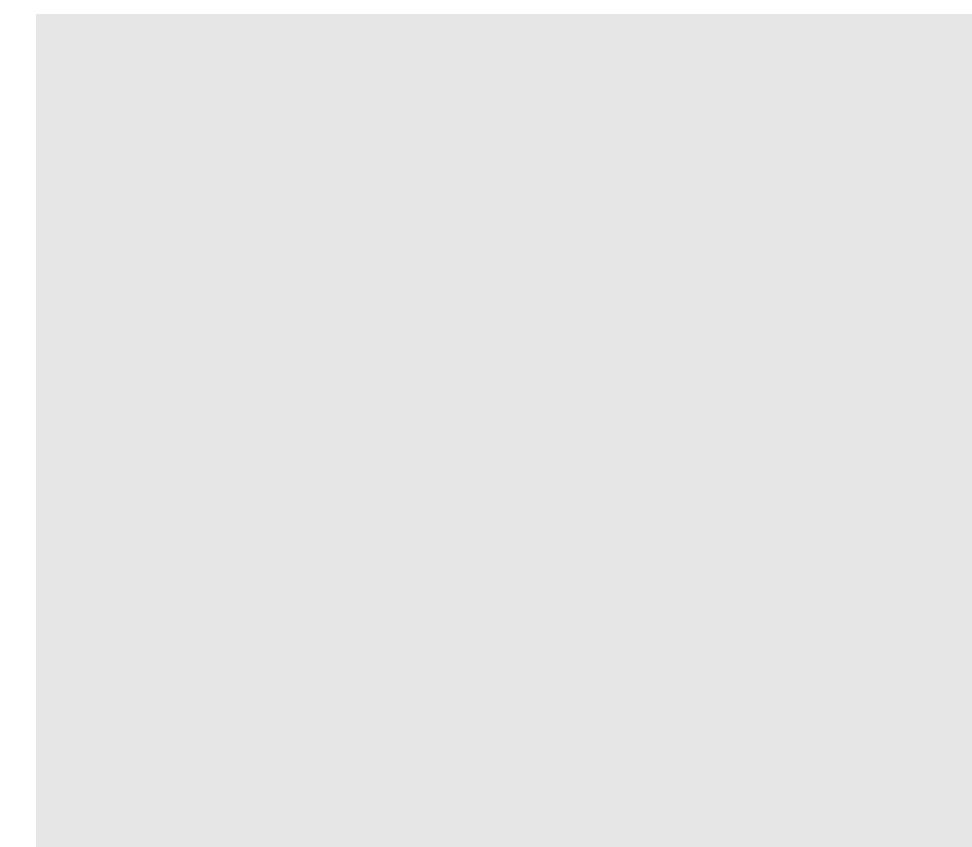
Tradisjonell logikk



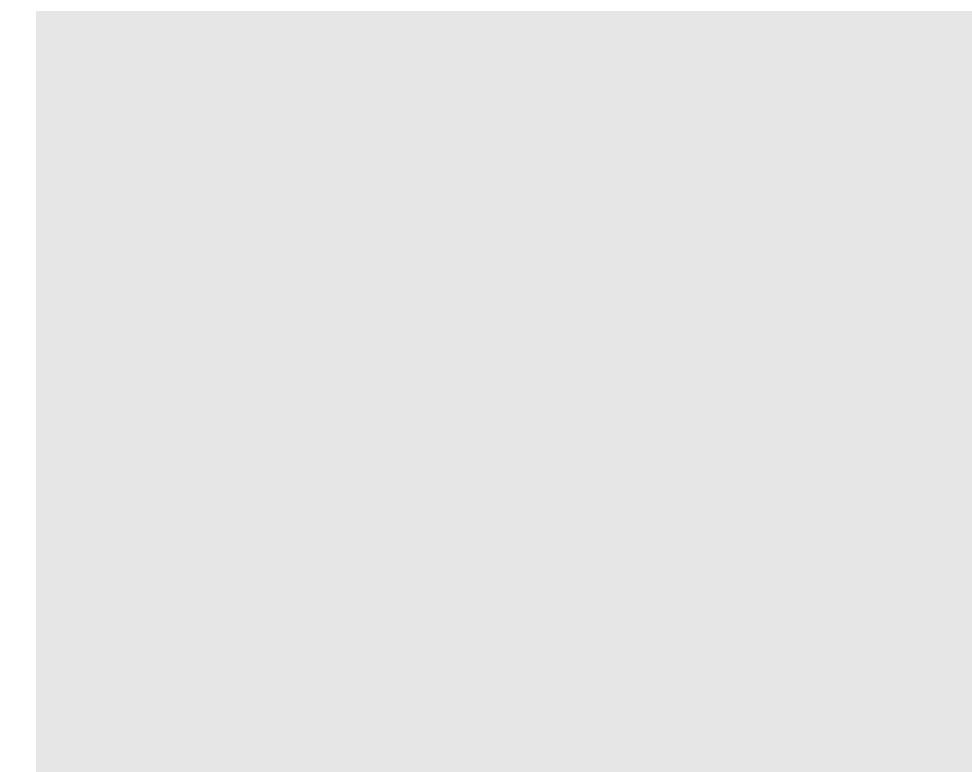
Målrettet logikk



Elbil eller hybrid- Hva er best for deg?

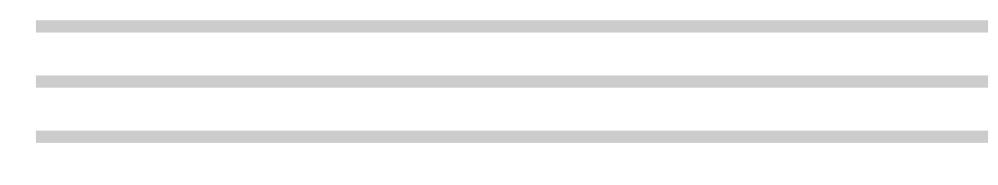
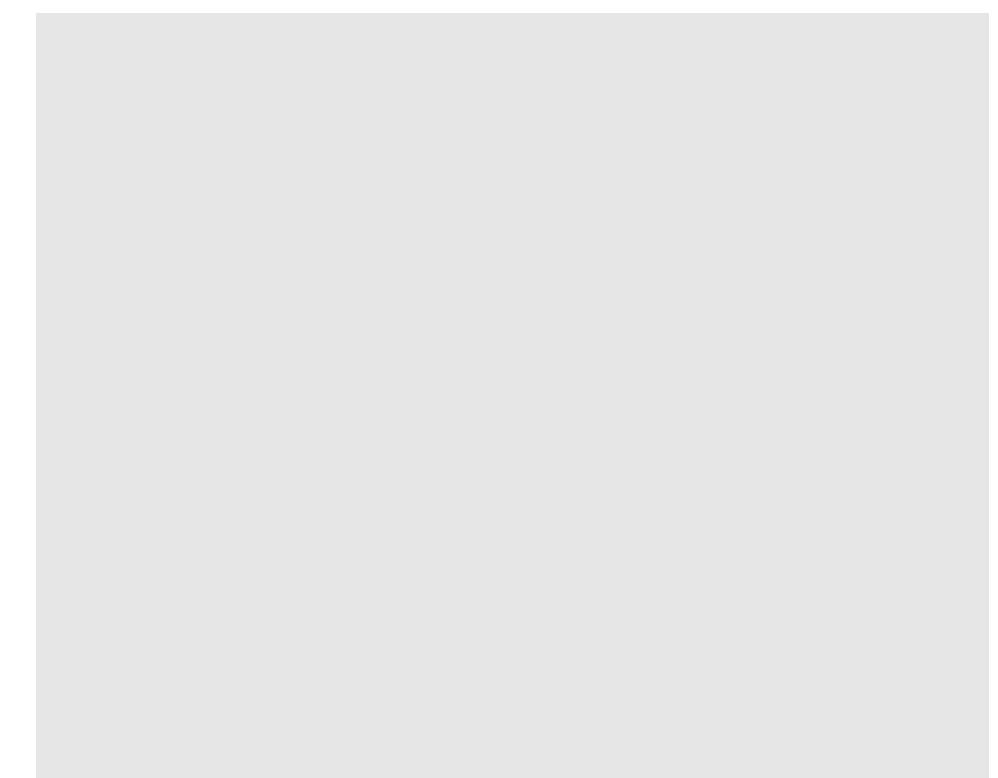


**Disse elbilene er
best i test**



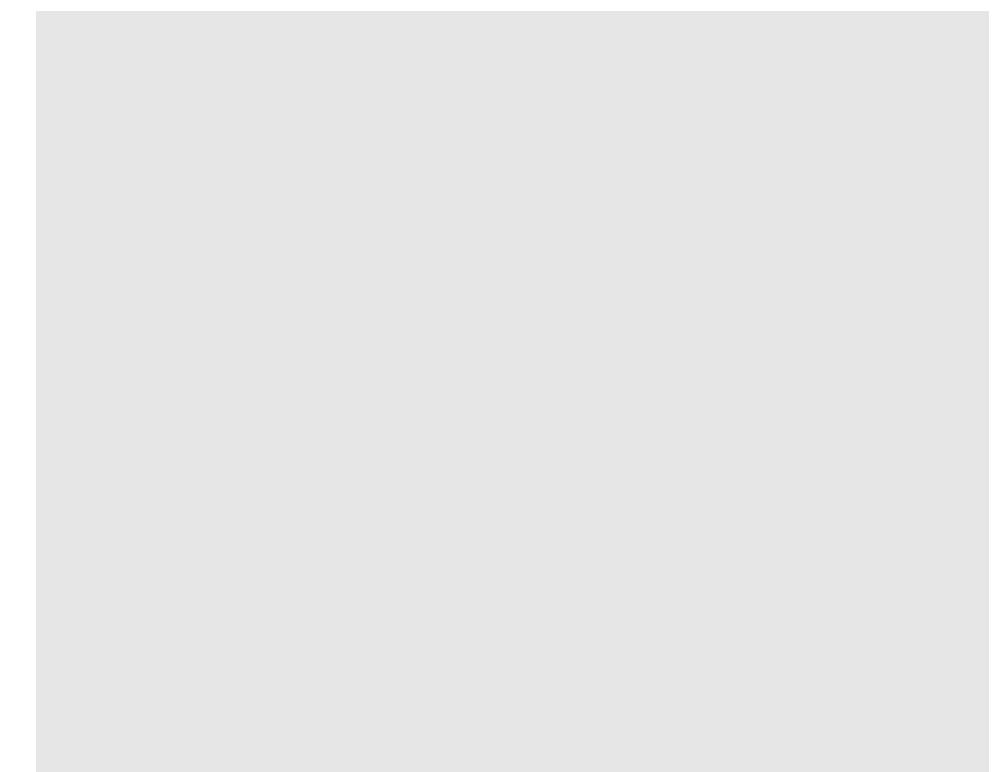
Les videre

**Elbil er billigere
enn du tror**



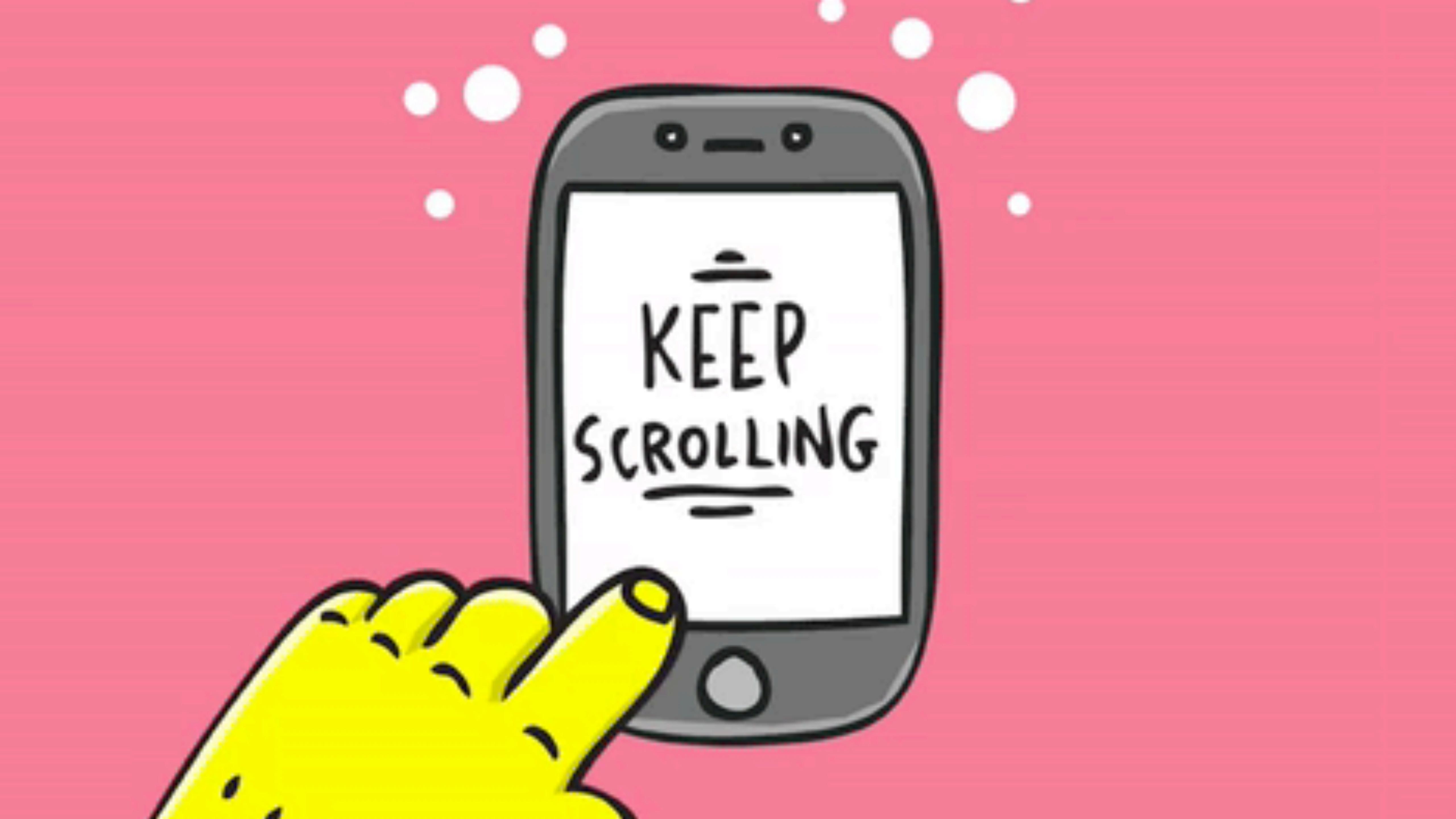
Les videre

**Så mye får du
for bilen din**

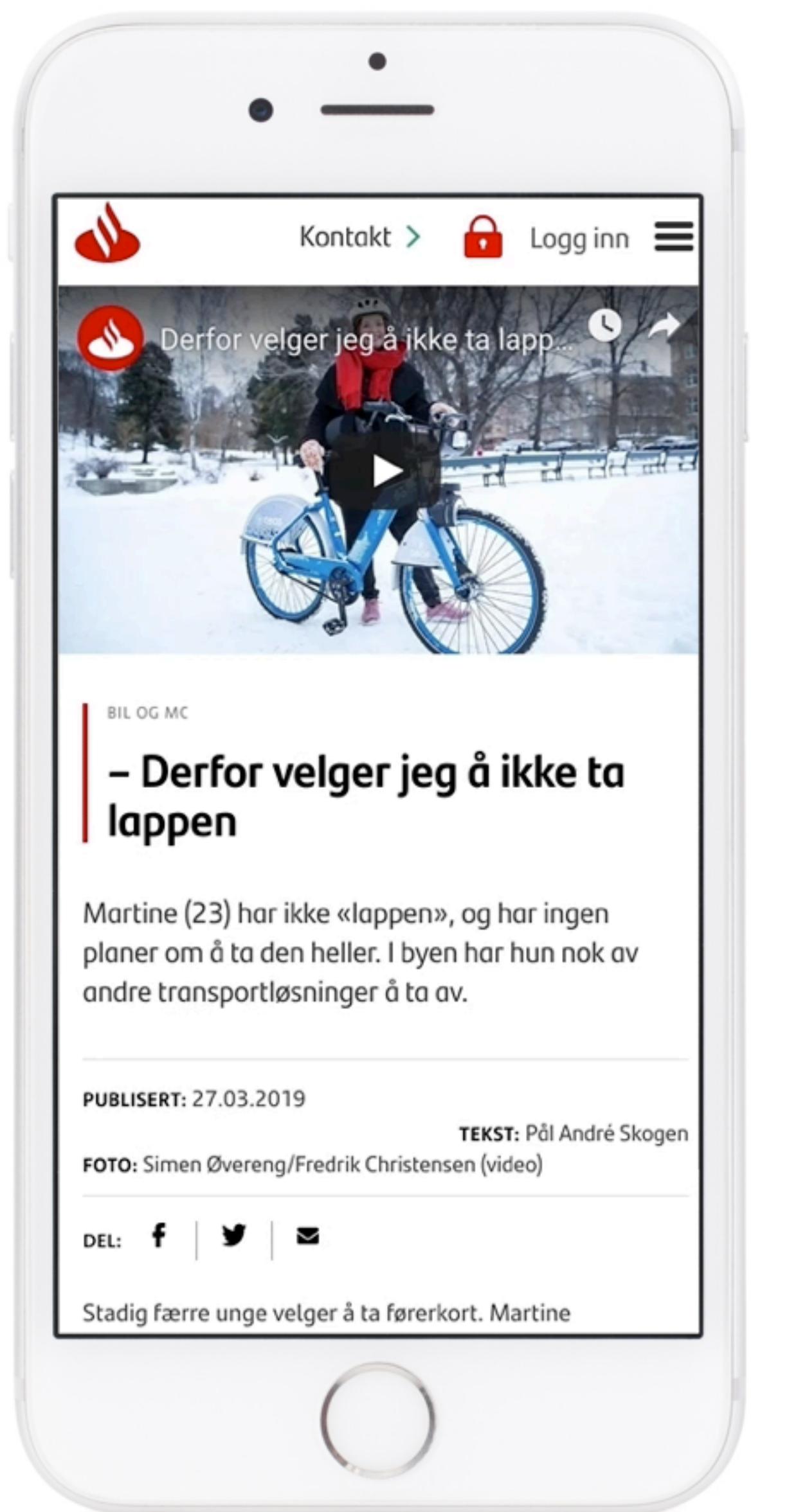


Les videre

Vi skal kontinuerlig eksponere
kunden for det **neste naturlige**
skrittet i kundereisen, uansett
hvor de starter.

A stylized illustration of a hand with yellow skin and black outlines holding a dark grey smartphone. The phone's screen displays the text "KEEP SCROLLING" in a bold, black, sans-serif font. Above the text, there are three horizontal bars: a thick black bar at the top, a thin black bar in the middle, and another thick black bar at the bottom. The background is a solid pink color with scattered white circles of varying sizes.

KEEP
SCROLLING

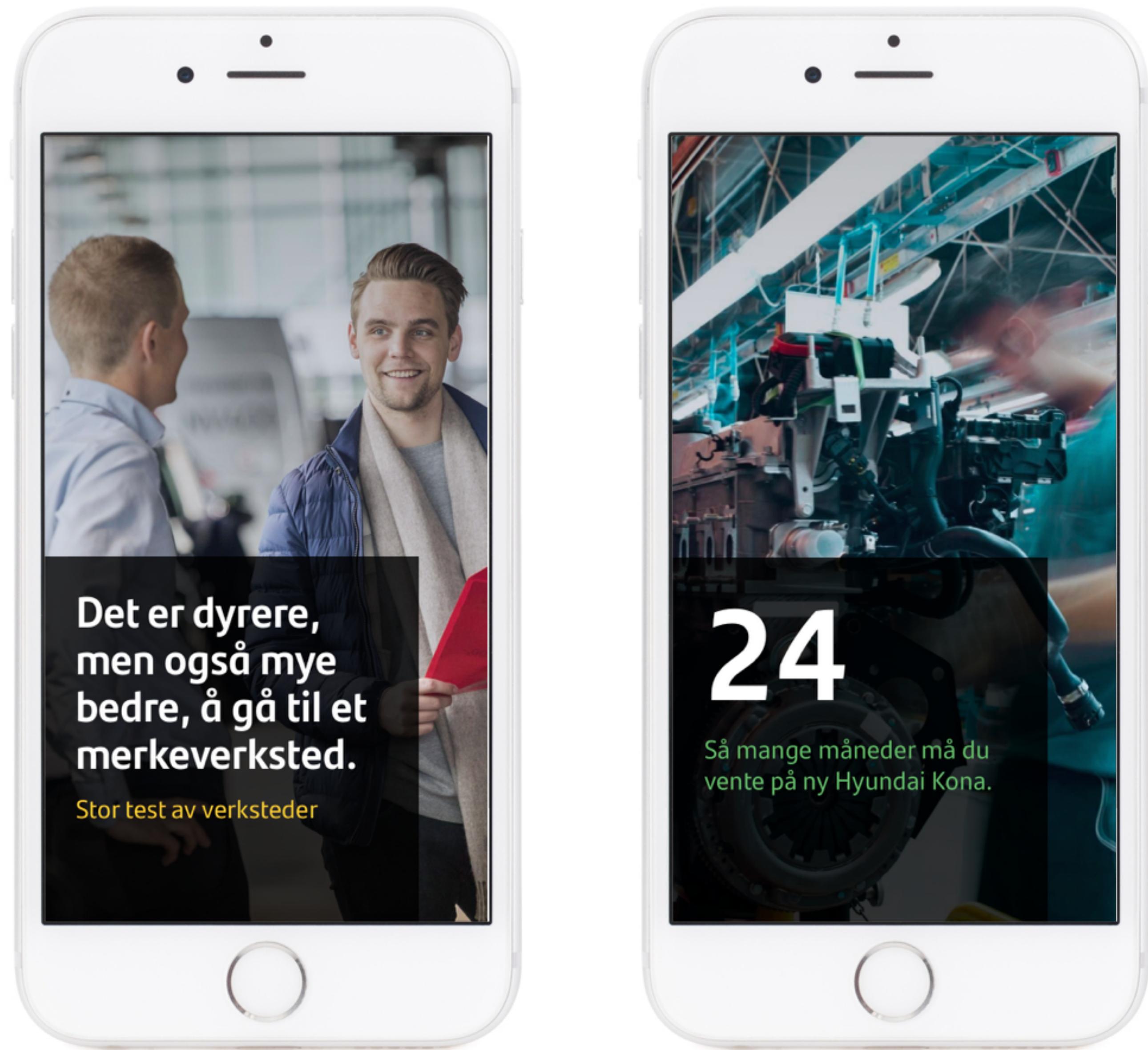


Stadig færre unge velger å ta førerkort. Martine

**Dopamine makes you curious
about ideas and fuels your
searching for information.**

– SUSAN WEINSCHENK PH.D.







Så langt kommer
du på nøyaktig
fem liter.

Kjører du med aircondition?
Med feil lufttrykk? Med
takboks? Vi tester alle
drivstoffmytene.



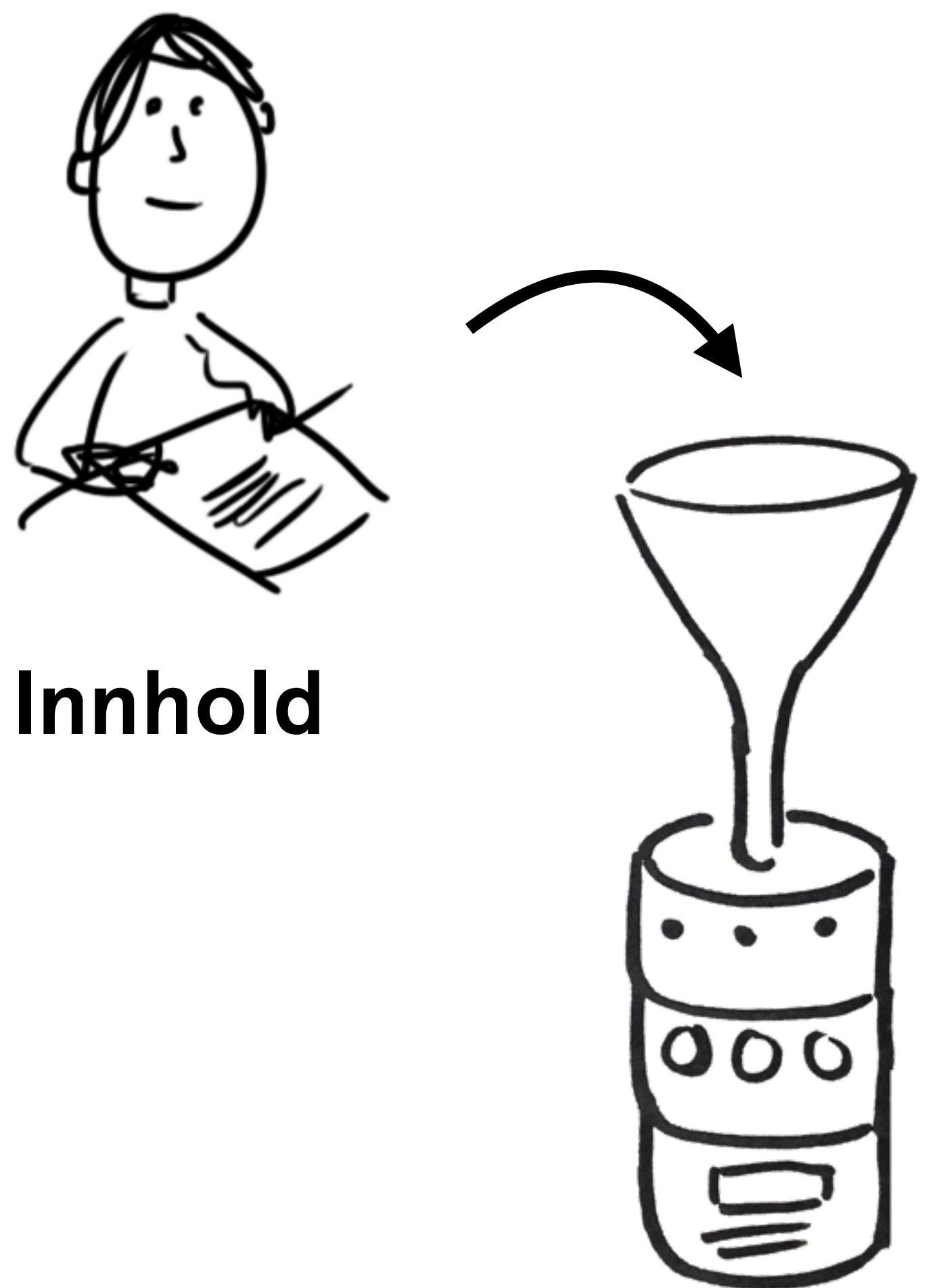
«Jeg tror han
kjører elbil – han
prøver å være litt
miljøvennlig siden
han er ofte i skog
og mark.»



Bonus: Angstulator



Få med hele teamet
i prosessen.



Innhold

CMS



Innhold



Illustrasjon



Foto & Video



Design



Utvikling

Ohellige TV



PROTIP

Gorillaer som spiller
trommer øker salg av
sjokolade med 10%

**At McDonald's we've seen ROI
54% higher with creative
that wins Cannes Lions than
creative that doesn't.**

– MATT BIESPIEL, MCDONALD'S

**Creatively awarded campaigns
generate 11x more market share
growth than non-creatively
awarded campaigns.**

– ALEXIS NASARD, HEINEKEN

Det lønner seg å
være modig.

