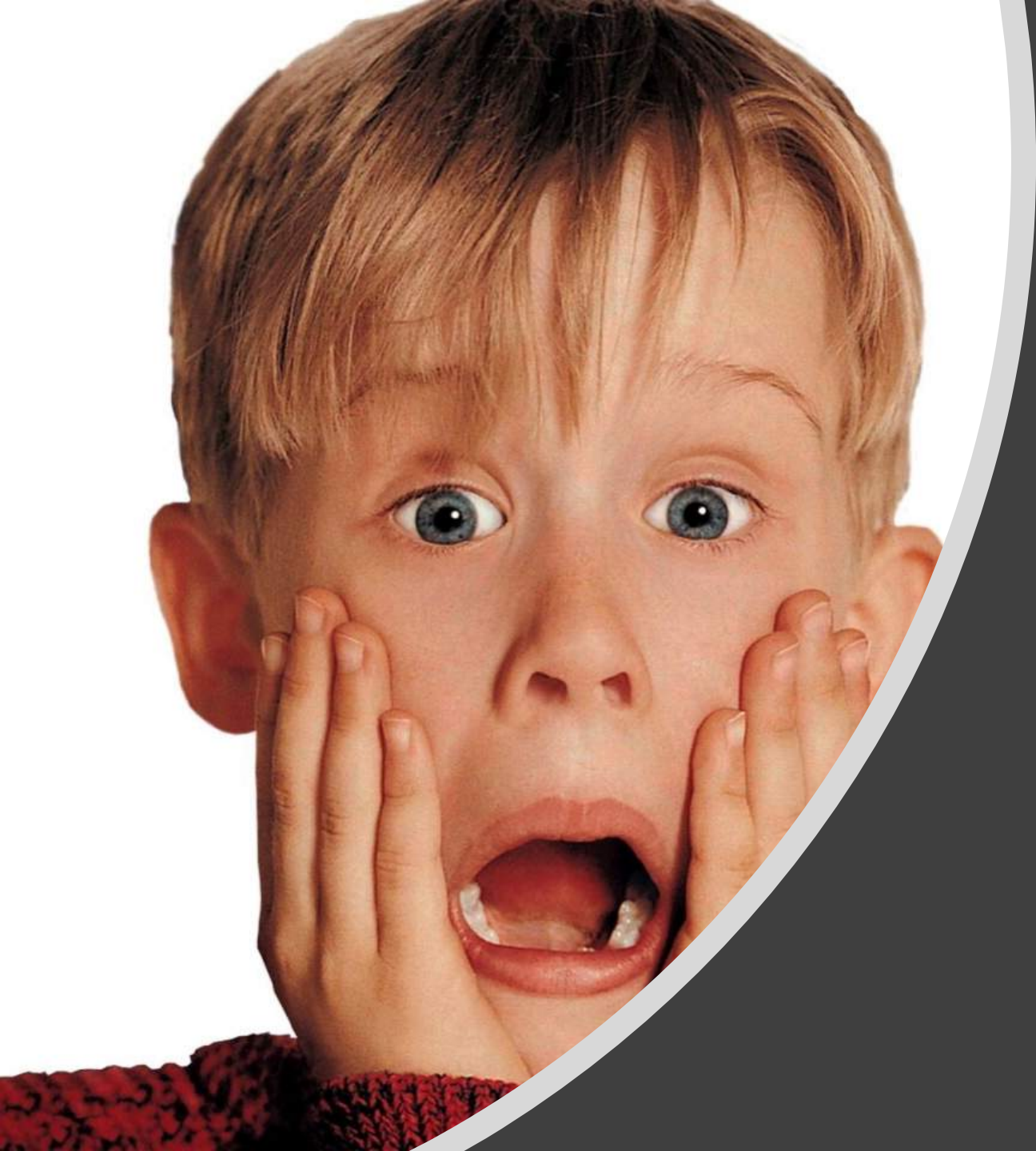


The background is a dark brown color with vertical wood-grain patterns. It features several stylized, semi-transparent illustrations: a fishing hook on the left, a hand holding a hook in the center, and a dollar bill on the right. There are also some small decorative elements like a plus sign and a circle.

Markedsspråket i klickagnets tidsalder



Du vil ikke tro
språket i content
marketing!



Du har kanskje
skrevet feil i hele
ditt liv!



Dagen etter
dette, skrev Kim
en dårlig tekst .
Se hva som
skjedde!





Kim Bjørnqvist
Magne Johannessen
Eling Aarflot



Språk og idéutvikling
i markeds kommunikasjon

Den som eier ordet, eier verden.



De som kjøpte Markedsspråket kjøpte også



Min drømmevalp
Kay Woodward

Innbundet

 130,-

Butikkpris 149,- Spar 19,-



Merverdiavgift
Ole Gjems-Onstad; Tor
S. Kildal

Pocket

KLIKK&HENT 329,-



Markedsføring
Stig Ingebrigtsen;
Ove Jakobsen

Pocket

 599,-



Marketing perspectives
Andreas Wyller Falkenberg

Pocket

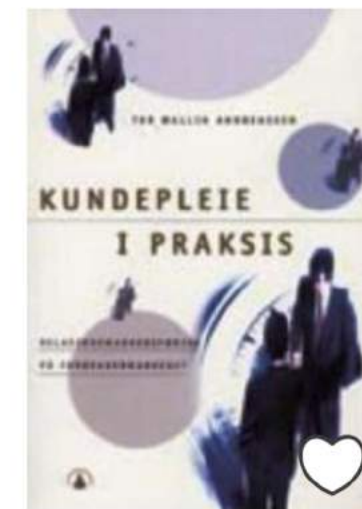
 319,-



CRM i praksis
Alfred Bakken; Eva
K. Steira

Pocket

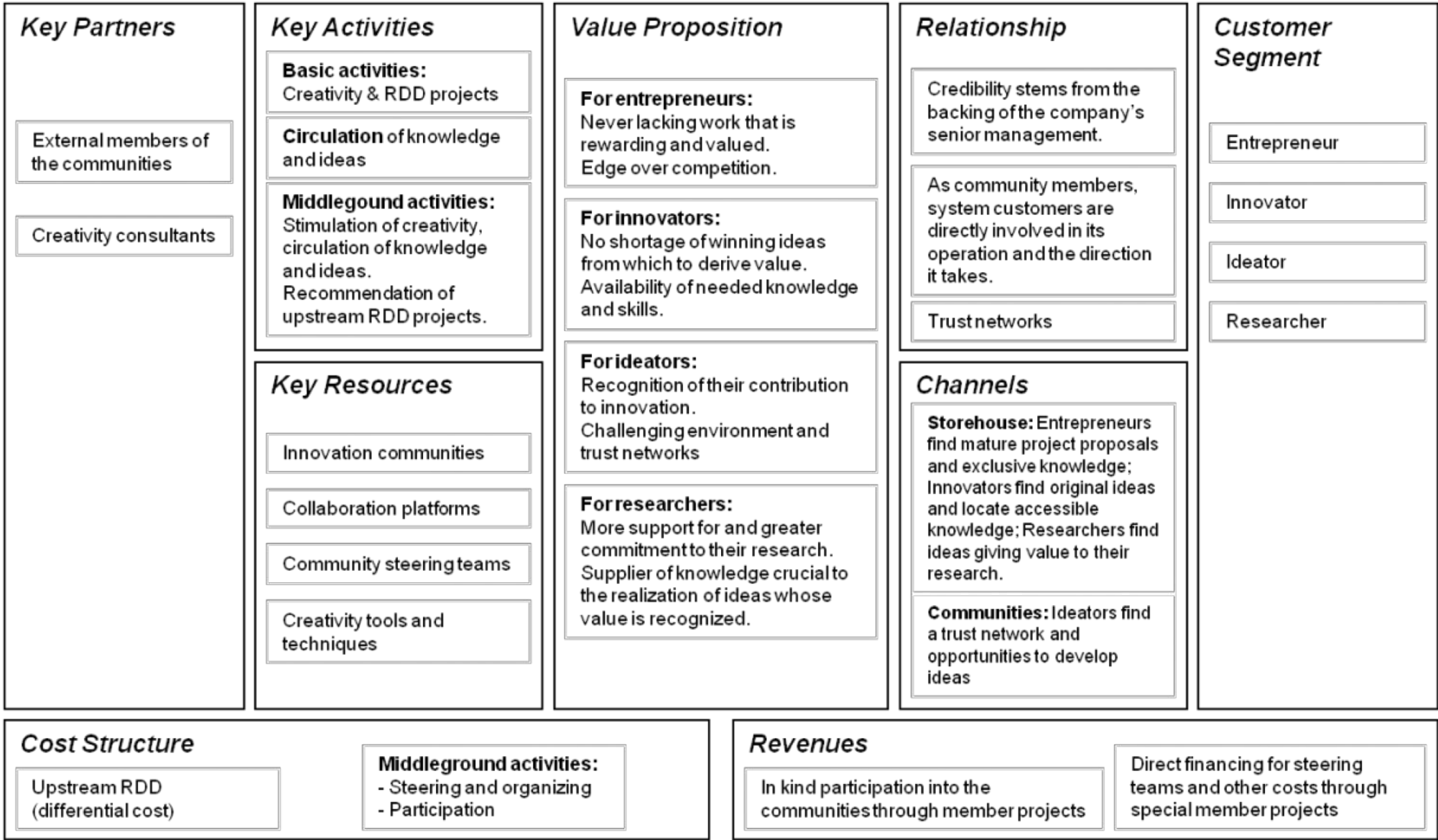
 359,-



Kundepleie i praksis
Tor Wallin Andreassen

Pocket

 579,-



Key Partners

External members of the communities

Creativity consultants

Key Activities

Basic activities:
Creativity & RDD projects

Circulation of knowledge and ideas

Middleground activities:
Stimulation of creativity, circulation of knowledge and ideas.
Recommendation of upstream RDD projects.

Key Resources

Innovation communities

Collaboration platforms

Community steering teams

Creativity tools and techniques

Value Proposition

For entrepreneurs:
Never lacking work that is rewarding and valued.
Edge over competition.

For innovators:
No shortage of winning ideas from which to derive value.
Availability of needed knowledge and skills.

For ideators:
Recognition of their contribution to innovation.
Challenging environment and trust networks

For researchers:
More support for and greater commitment to their research.
Supplier of knowledge crucial to the realization of ideas whose value is recognized.

Relationship

Credibility stems from the backing of the company's senior management.

As community members, system customers are directly involved in its operation and the direction it takes.

Trust networks

Channels

Storehouse: Entrepreneurs find mature project proposals and exclusive knowledge; Innovators find original ideas and locate accessible knowledge; Researchers find ideas giving value to their research.

Communities: Ideators find a trust network and opportunities to develop ideas

Customer Segment

Entrepreneur

Innovator

Ideator

Researcher

Cost Structure

Upstream RDD (differential cost)

Middleground activities:
- Steering and organizing
- Participation

Revenues

In kind participation into the communities through member projects

Direct financing for steering teams and other costs through special member projects

THE CREATIVE PROCESS





“What if we don’t change at all ...
and something magical just happens?”



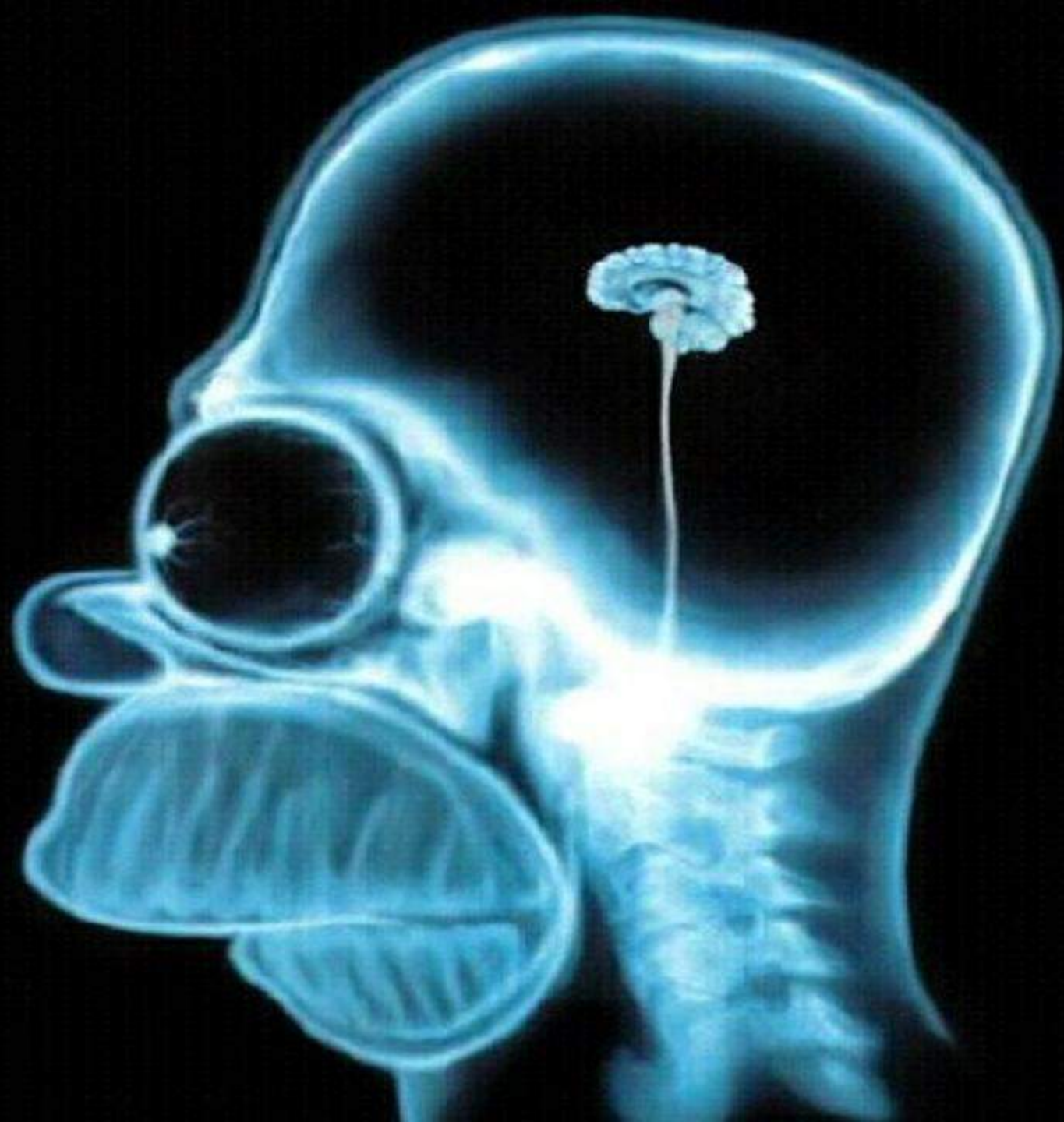
unfreeze



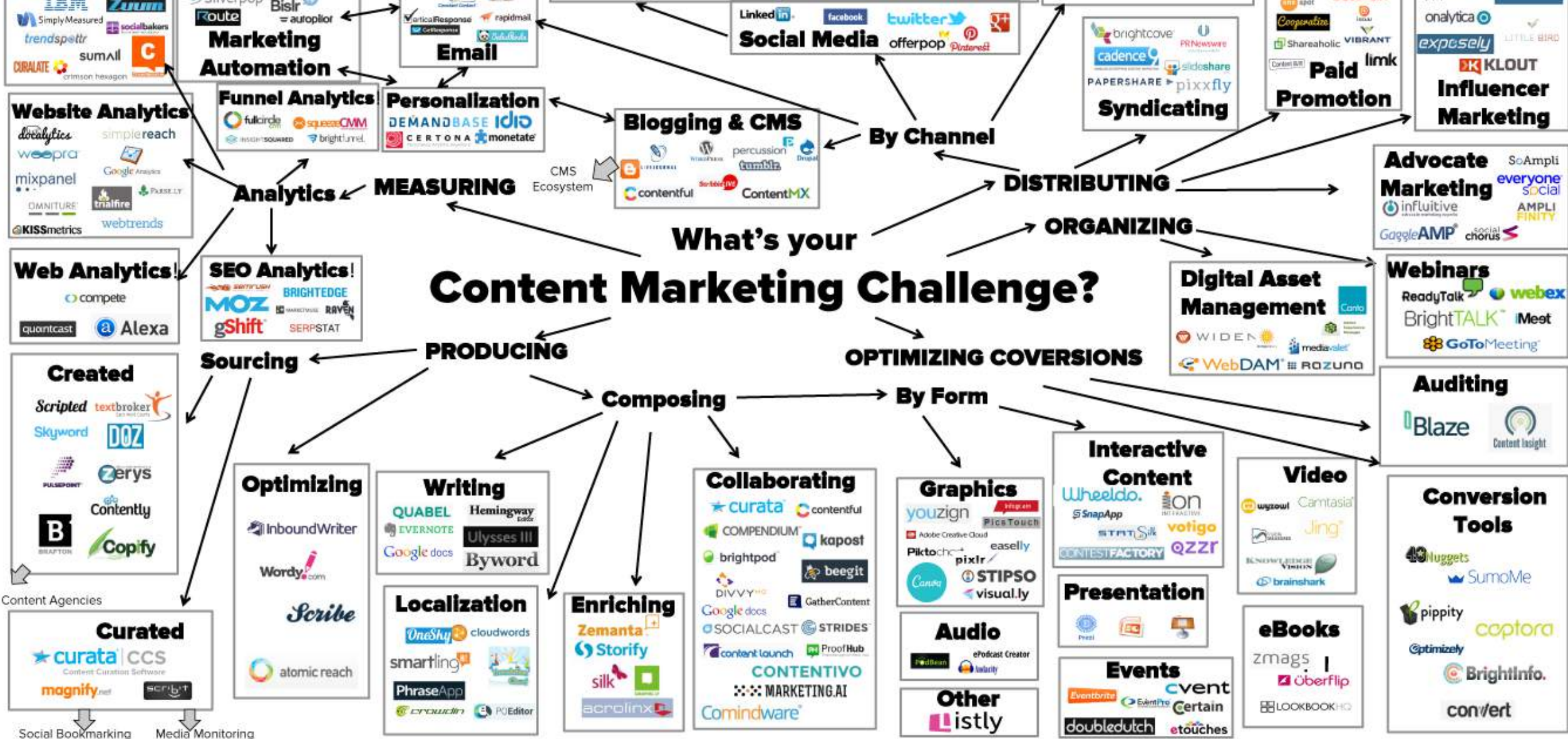
change



refreeze



What's your Content Marketing Challenge?



Content Marketing Platforms
 Strategy • Production • Distribution • Analytics

**“We aren't in the technology business,
we are in the fu*king creativity business”.**

George Lois.
Cannes Lions 2013

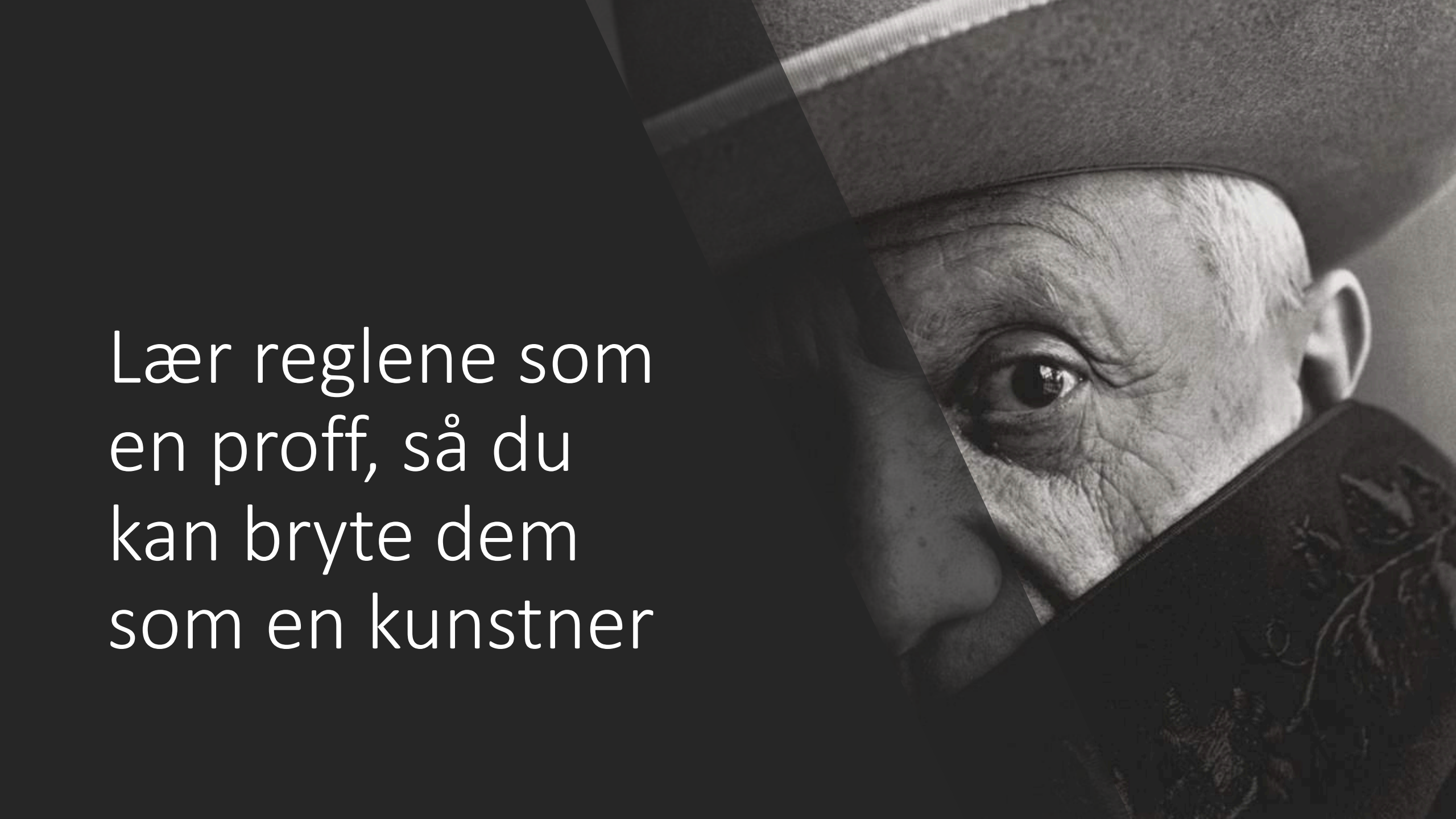


A B C D E F G

H I J K L M N

O P Q R S T U

V X Y Z Æ Ø Å

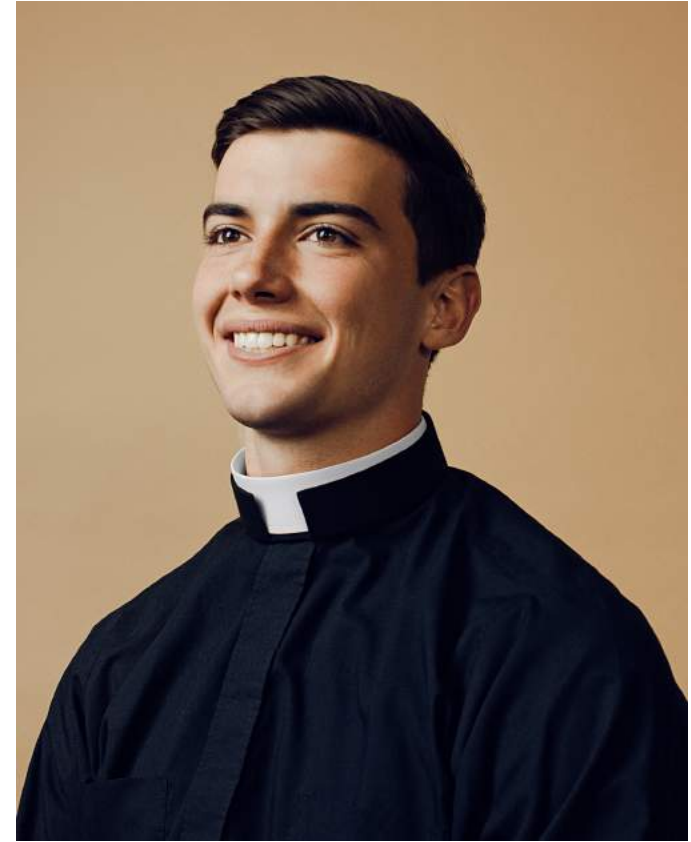


Lær reglene som
en proff, så du
kan bryte dem
som en kunstner





Sjel



Straffe!



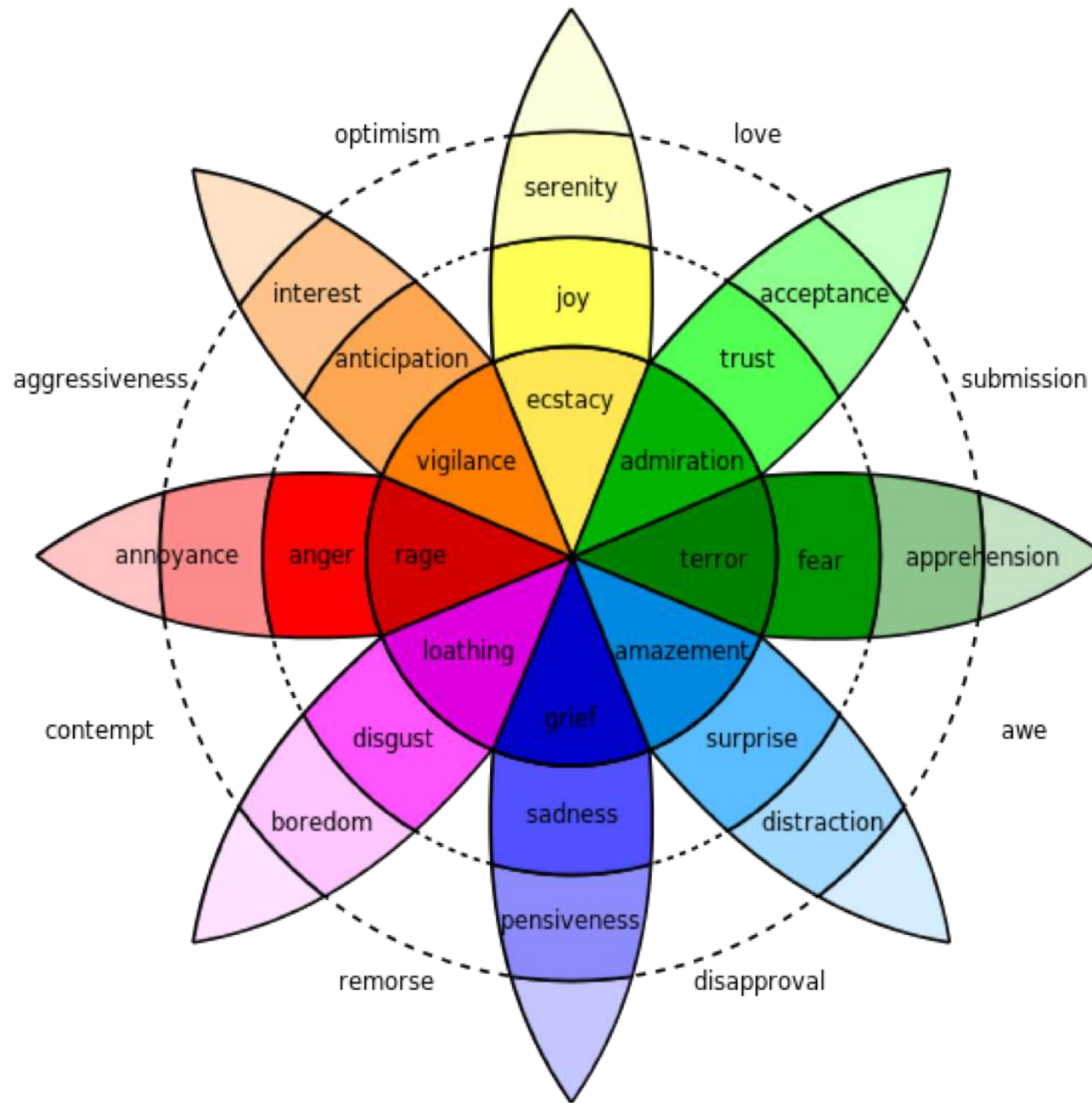
KONtektstforfatter



Publikum!







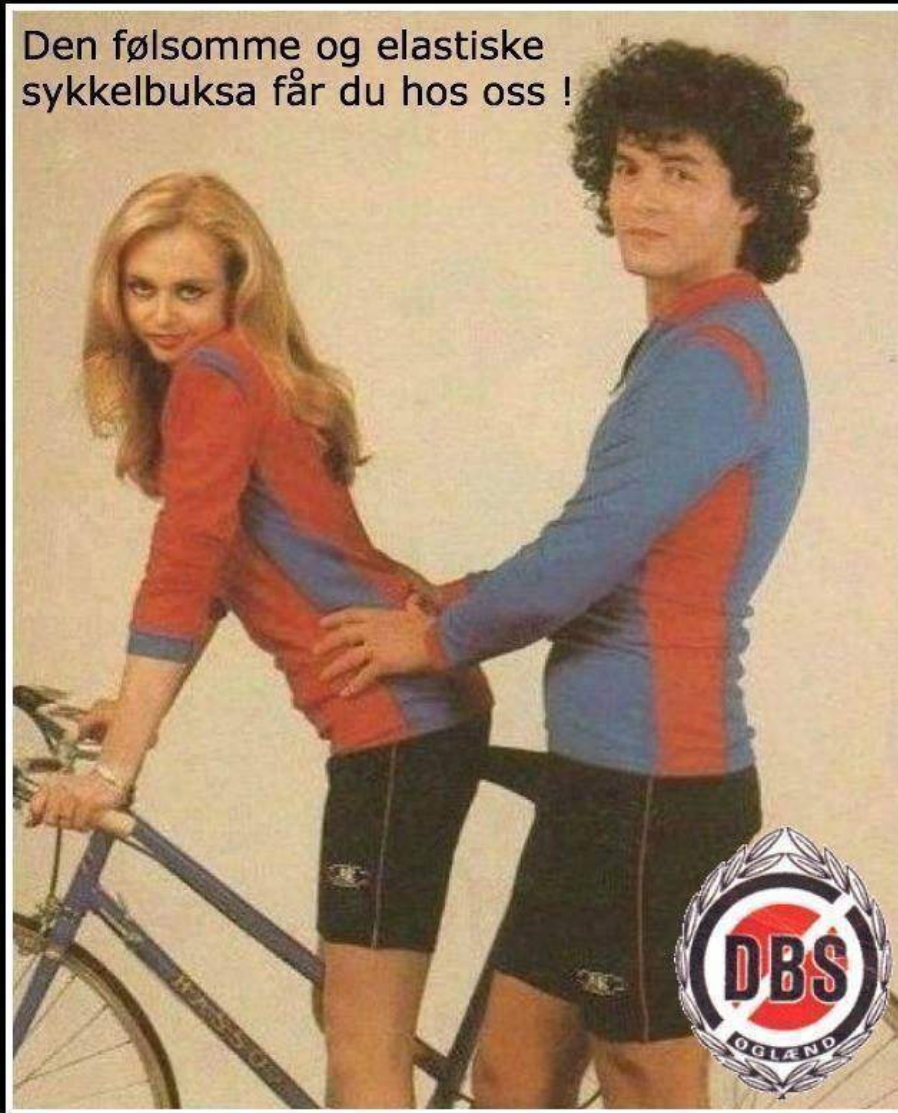
Ord er
symboler





De ordene vi velger speiler ikke virkeligheten, de skaper virkeligheten.

Den følsomme og elastiske
sykkelbuksa får du hos oss !





Instituto de Estudos Orientais.



Arlington
Pediatric
Center

Oslo's
skolebarn
skal FÅ
FLERE
lærere!



OSLO KAN BYGGE I STEM ARBEIDERPARTET 11. SEPTEMBER 2011





GOT A GIANT THIRST?

CYCLONE
jumbo juice



Sweat Zone
FITNESS STUDIO

- ✓ Cardio Classes
- ✓ Bootcamp
- ✓ Circuit Classes
- ✓ Men's Weight Gym
- ✓ Pilates, Yoga
- ✓ Group Cycling

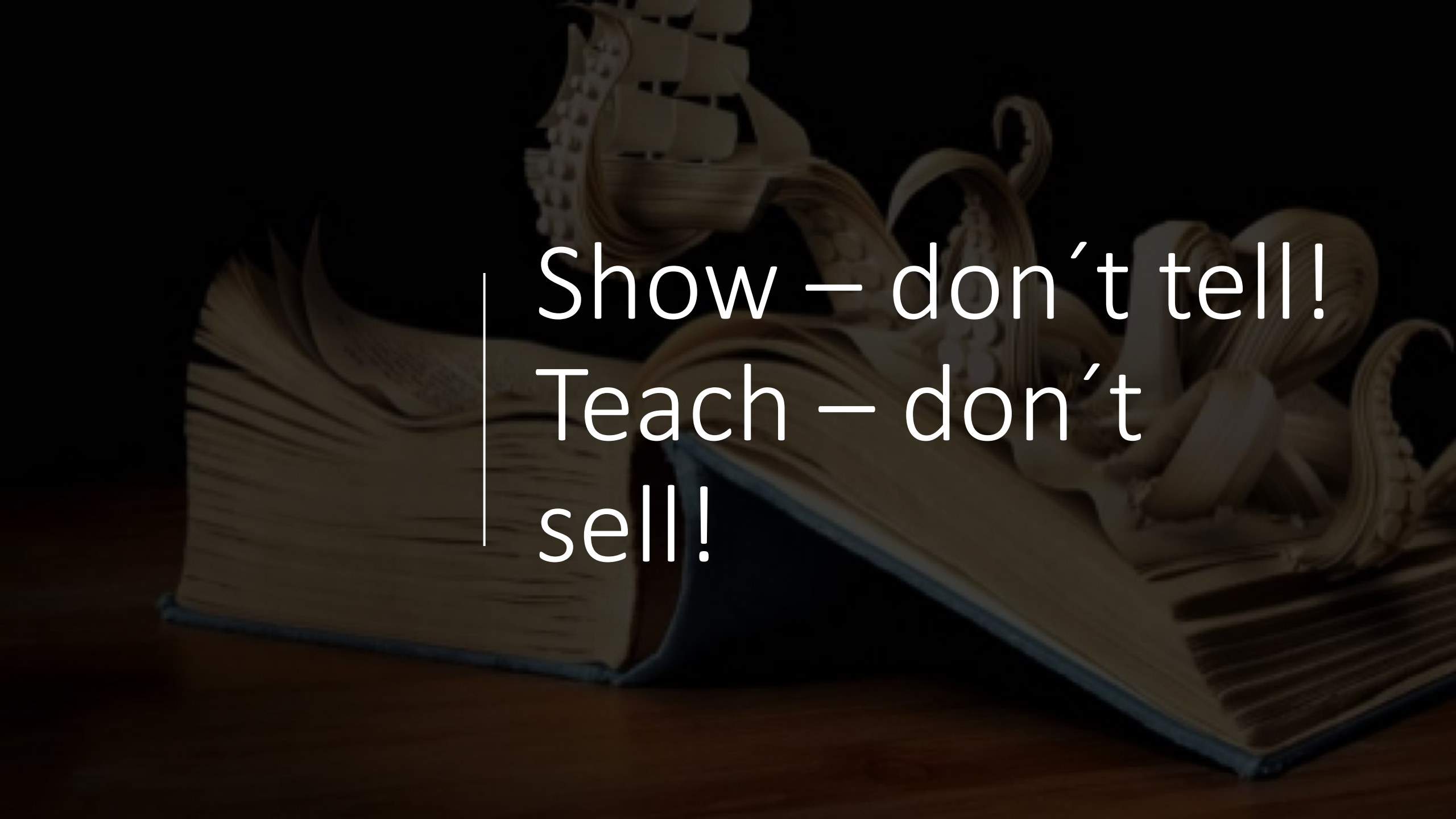
CITY: 9288 3898
Group Term (various rates)

ROI



ROIT



A stack of several books is shown, with a decorative paper cutout of a figure, possibly a woman in a dress, resting on top. The scene is dimly lit, with the text overlaid in white. A vertical line is positioned to the left of the text.

Show – don't tell!
Teach – don't
sell!



23.5"

36"

78.5"

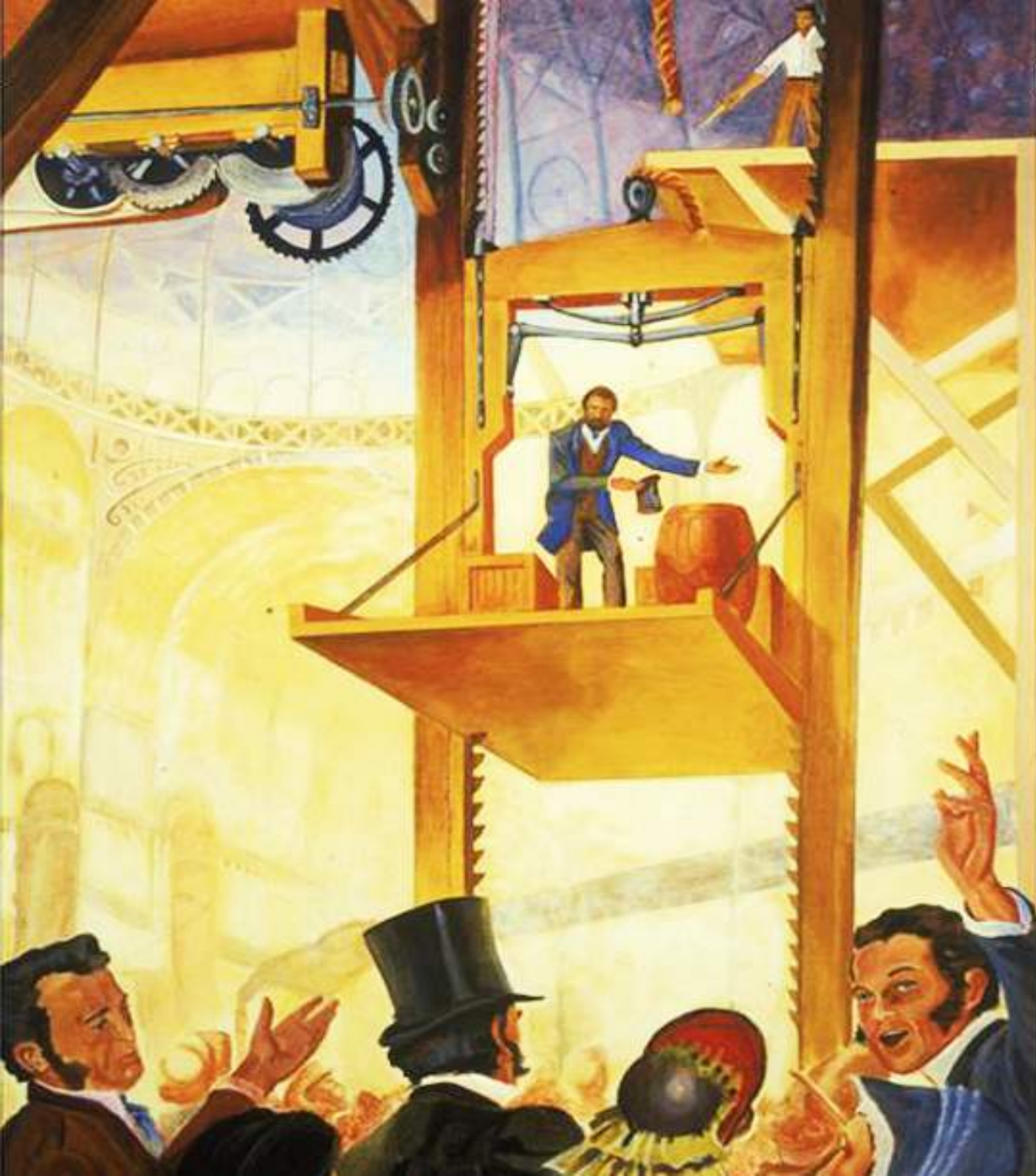
10.5"

16.5"



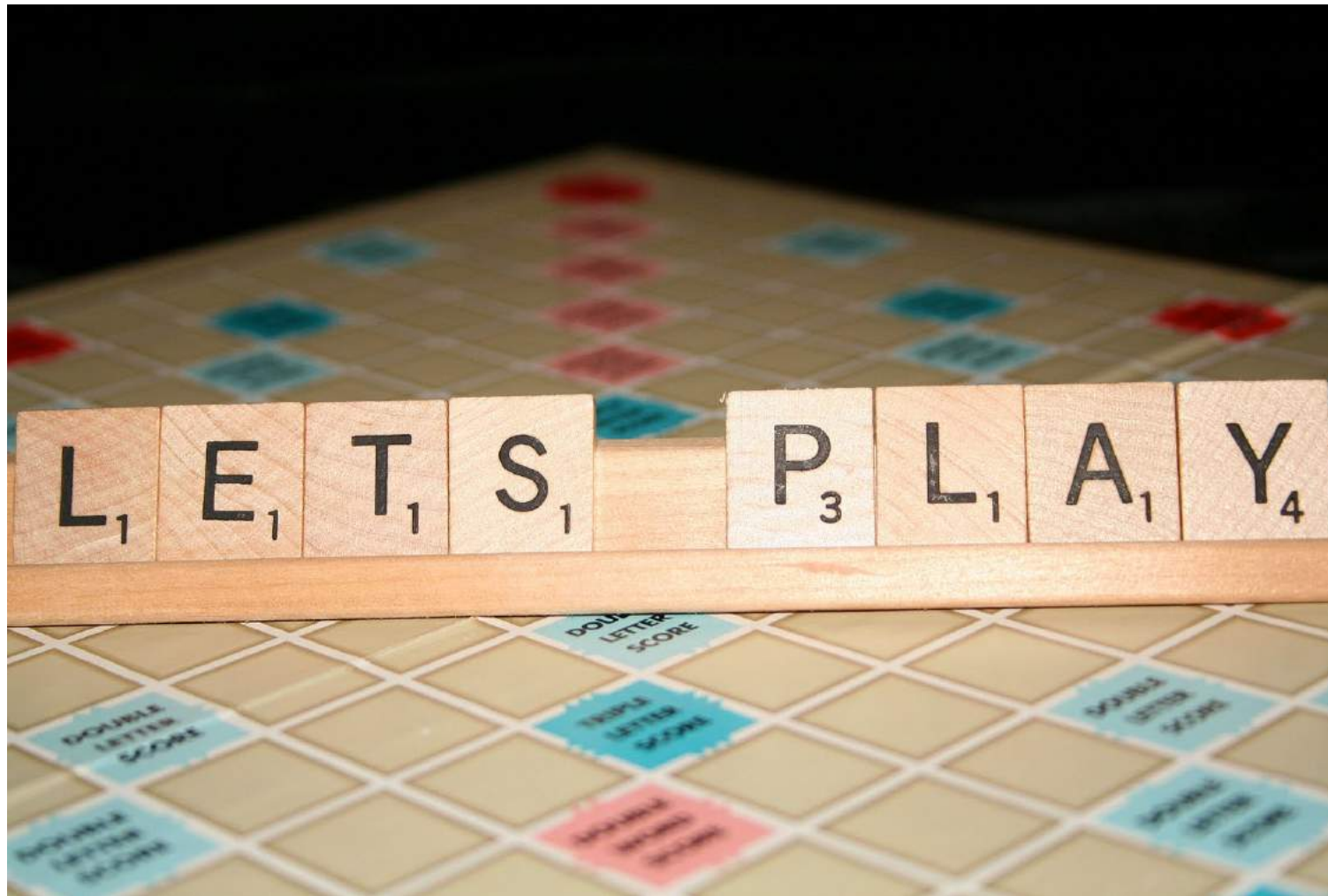


Hvordan ble
skyskraperne til?



Husk at alt som er nytt ikke nødvendigvis er fantastisk.





Lek med
ordene!

Brad is single

Los Angeles. From/one way, incl taxes.

£169*

Brad is ^{NOT} single

~~Los Angeles Film Festival~~



Rome from \$540



De første skruene ble brukt til å presse druer og oliven





Vi har
verdens
beste biff!



Vår biff er så god, at i går sa en gjest nei til en Heimlich-manøver.

X % av alle som røyker får kreft.



Vil du vite mer om kreft? Fortsett å røyke.

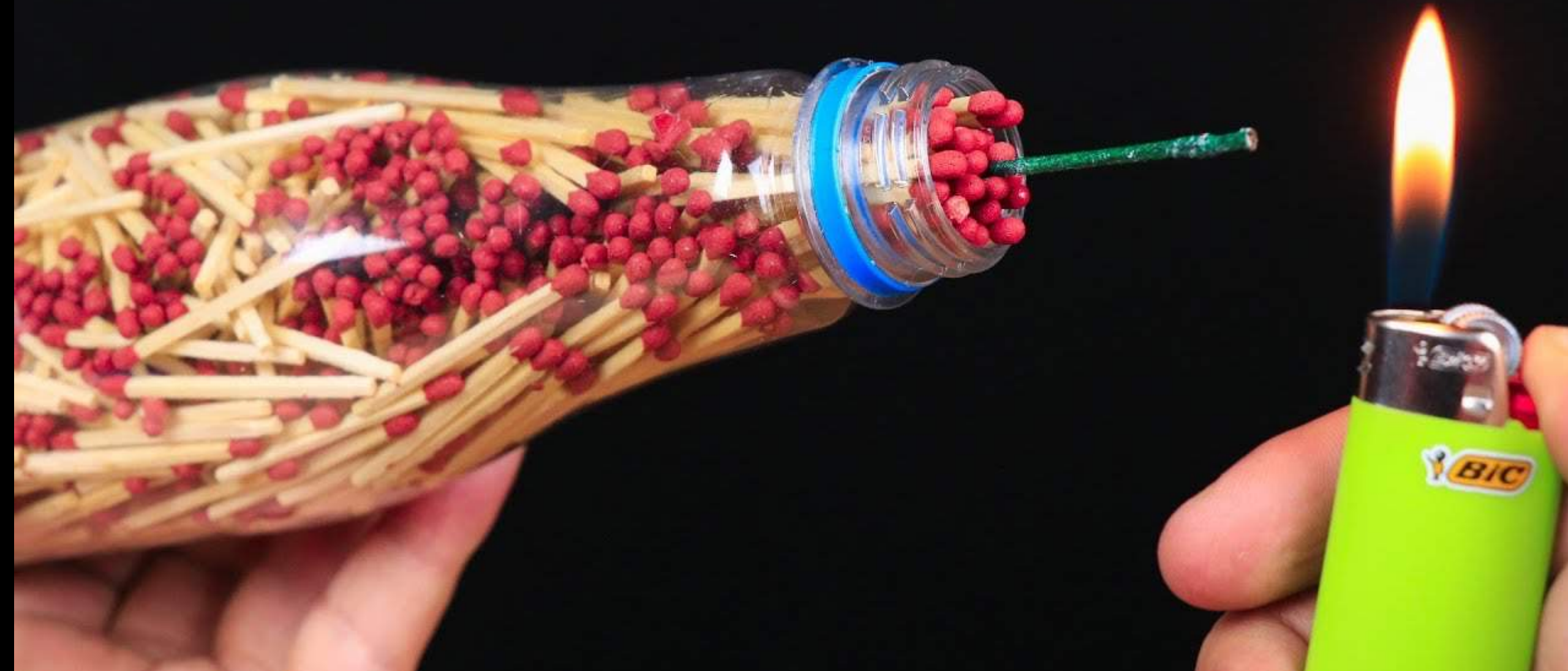




Frigjør din
indre
"gudekanin"!



Gode ideer er sjelden logiske – før etterpå!





STARBUCKS COFFEE

STARBUCKS

ONE WAY

ONE WAY

CVS
PHARMACY
24 HOURS

DESIGNER PROMISE MASSAU

ONE VOICE



We don't see things as **they** are,
we see them as **we** are.

- Anaïs Nin



Takk for meg!

kim@bjornqvist.no