

ESSENCE

Why do you do this work?

What do you offer to customers that is different from everything else out there?

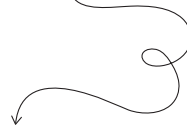
How should your service make customers feel?



INTENTION AND GOALS WHAT ARE YOUR HOPES AND DREAMS?

CHECK-IN

Who you are, what you do, why it matters and why you are here.



MY ONE-WORD INTENTION FOR THIS WORKSHOP

GOALS

What I would have liked to achieve by the end of the CIRTOINNO project

1 _____

2 _____

3 _____

4 _____

source: in house / icon design by Sumit Saengthong

CIRTOINNO



BRAND PROMISE COMPLETE THE SENTENCE

THE ONLY _____
WHAT

E.g for Harley Davidson this would be "The only motorcycle manufacturer

THAT _____
CATEGORY

"that makes big loud motorcycles"

FOR _____
WHO (CUSTOMER)

"for badass people and badass wannabes)"

IN _____
WHERE (MARKET GEOGRAPHY)

"mostly in the United States"

IN AN ERA OF _____
WHEN (UNDERLYING TREND)

"in an era of decreasing personal freedom"

source: www.circulardesignguide.com



IDEO

NARRATIVE

What is your story?

Why does it matter?

WHAT MY AUDIENCE VALUES

e.g freedom, social status, convenience,
saving money, being hip etc

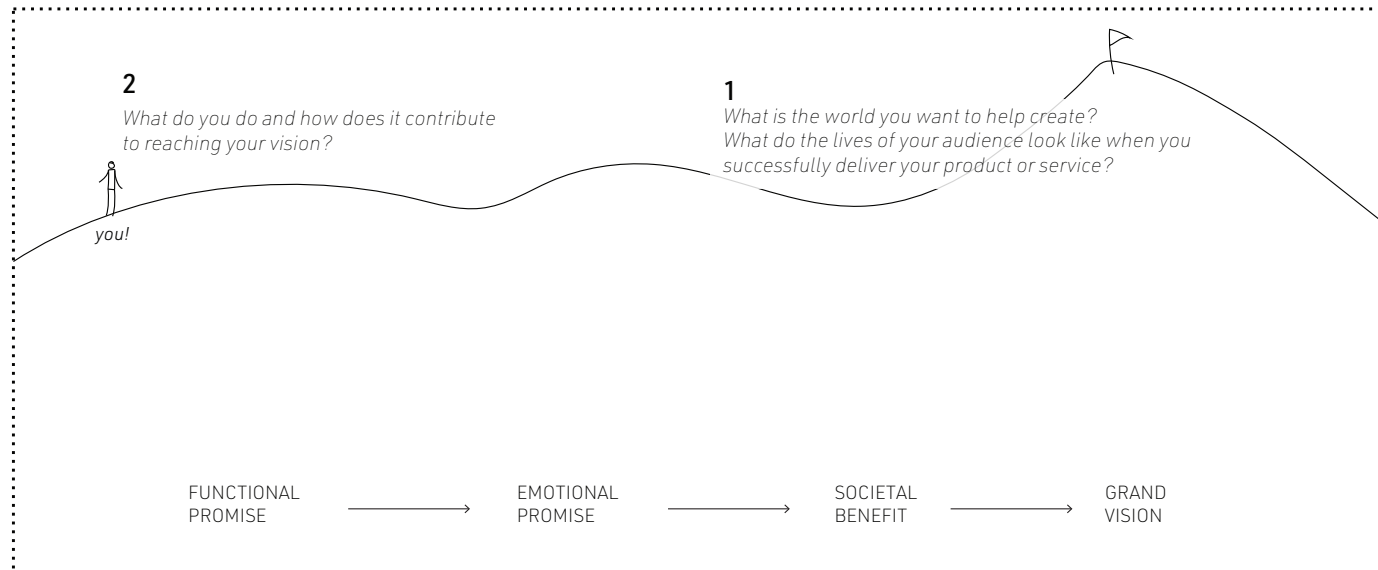
EMOTIONAL DRAW

HOW THIS MAKES PEOPLE FEEL
e.g altruistic? empowered? inspired?

CIRCULAR OPPORTUNITY

e.g making our packaging biodegradable

YOUR STORY



SO, WHAT'S YOUR POINT? Frame your insight in one compelling sentence.

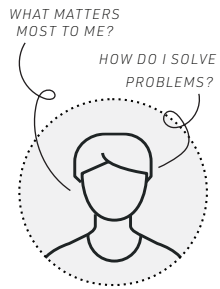
e.g "You'll be ahead of the curve
if you integrate ___ into your life"

AUDIENCE

Who are the most important people you need to reach?

How can you get them excited by your potential project?

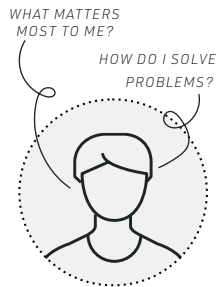
SEGMENT:



WHY SHOULD THEY KNOW ABOUT US?

HOW WILL WE REACH THEM?

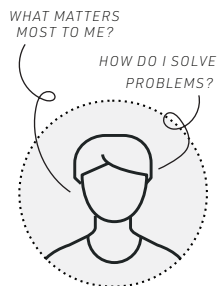
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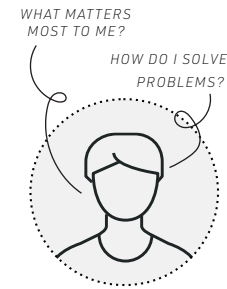
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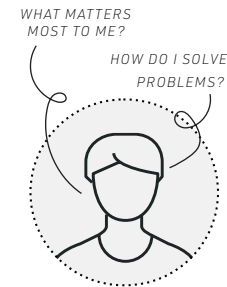
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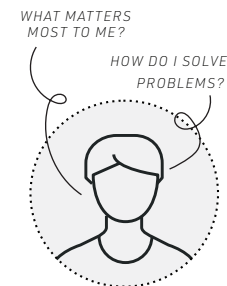
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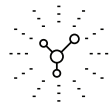


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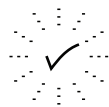
CHANNELS & PLAN

Who are you going to reach out to, where and when?



CHANNELS PICK 3 MAIN ONES

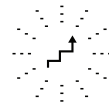
- ☐ Website
- ☐ Social Media
- ☐ Networking Events
- ☐ In-house PR Events
- ☐ Partnerships
- ☐ Promotion (sales, coupons, buy 1 get 2)
- ☐ Newsletter
- ☐ Visual Identity / Brand Imagery
- ☐ Ads: Magazines, Newspapers, Radio
- ☐ Press Release and interviews
- ☐ Encourage word of mouth
- ☐ Loyal Customers



CHECKLIST GESHIDO LIKE A BOSS

- Is my goal still the same?
- How long am I going to test this for?
- Who else could help me implement this?
- Do I have a budget for this implementation?

source: in house / upper icon design by Wibowo



NEXT STEPS WHO ARE YOU GOING TO REACH OUT TO, WHERE AND WHEN?

	TODAY	SOON	FUTURE
CUSTOMERS	Who are the loyal customers you already attract?	What learnings can you take from your loyal costumers to attract similar audiences?	Who are the audiences you are not yet attracting, but would like to?
CHANNELS	What channels are you using to reach them?	How will you reach them?	How will you reach them?
SMALL NEXT STEP	What is the smallest next step you can take to strenghten your bond to your loyal customers?	What is the smallest next step you can take to harvest learnings and expand your audiences?	What is the smallest next step you can take to attract new audiences?

source: in house icon design by iconcheese

CIRTOINNO