



## *Advisory Model*

## *Scenario for Branding and Marketing*



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# **Title: Advisory Model Scenario for Branding and Marketing**

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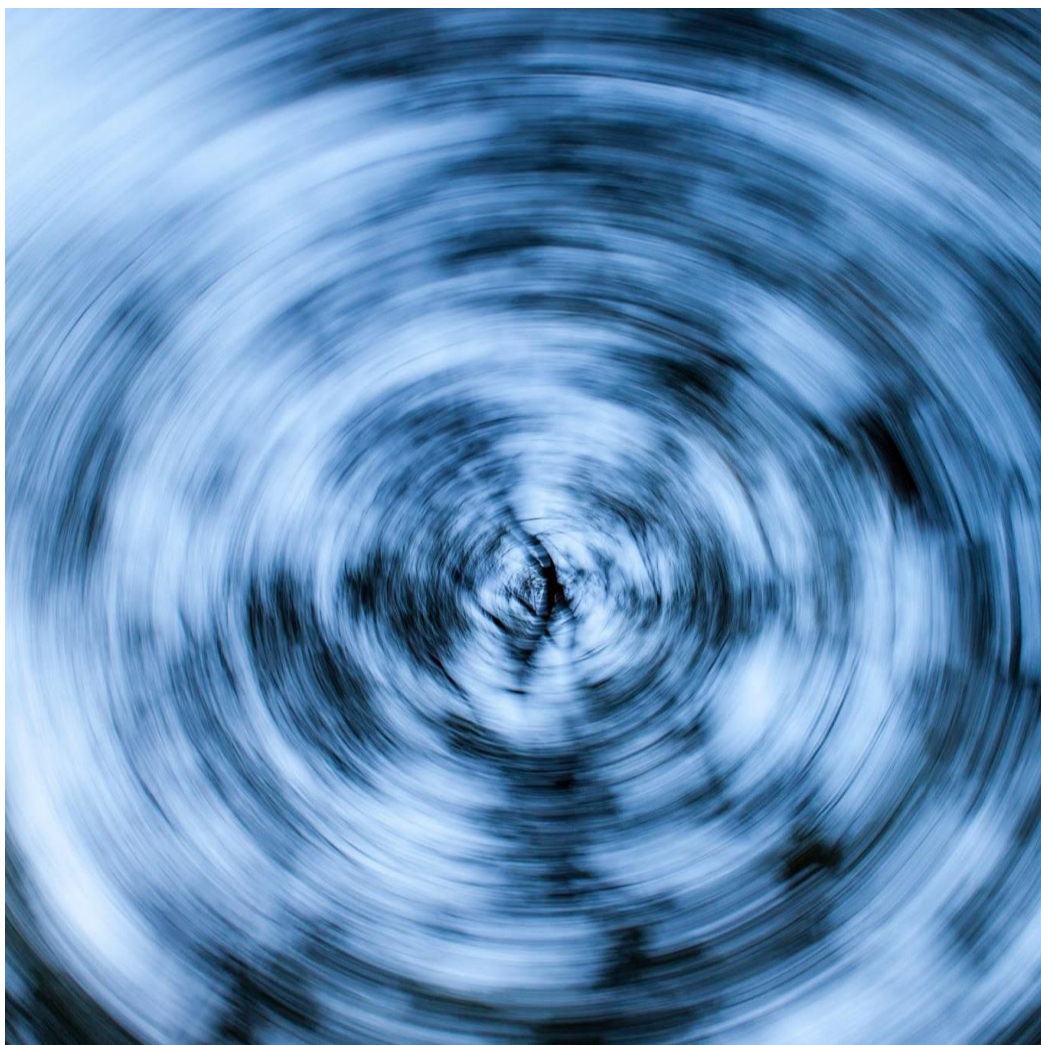
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# Advisory Services Model Scenario for Branding and Marketing

*Based on Final Report from Odd Yellow &  
Energikontor Sydost for the Cirtoinno project*



# Advisory Service Model Marketing

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# Advisory Service Model

## Scenario for Branding and Marketing

**1. Introduction to service and related content**

**2. Advisory Work Session**

**Brand Essence + Audiences**

**Narrative + Channels**

**3. The 1:1 Advisory**

**4. Exit Survey**

## About the model

### Purpose

The purpose of the Advisory Services is to empower tourism innovators to bring their Circular Economy and Sustainability stories to the public.

Participants are guided towards taking a small but concrete step in their journey of establishing a circular economy business, and to be sustainability leaders within the region, creating business growth and positive impact by driving the circular economy culture.

### Desired Outcomes

The following Desired Outcomes were outlined in order to assess the validity of Purpose and Process of the Advisory Process:

- The goals of participants regarding this Advisory Process are clear.
- Their Brand Essence is clear.
- Their Target Audiences and channels are mapped.
- Their Storyline and Narrative is outlined.
- Simple Strategy: First action steps are picked and timeline is designed.

### Process

Strategist Maíra Rahme (Advisor), from Odd Yellow, worked closely with André Benaim, from Energikontor Sydost, to design and deliver the Advisory Model, which drew from the Advisor's experience in Marketing, Branding, Circular Economy and Sustainability.

#### Sessions

***In this phase, the Advisor worked on the following:***

Delivery of the kickoff webinar (60 minutes)  
Delivery advisory work session  
Delivery of individual bespoke sessions

#### Availability

The advisor was available for following up on Q&A and online support with Companies over email for a total of eight hours for the duration of the process.

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**Footnote about the the original and implemented design:**

Originally, the process was designed to have 1 kickoff collective session for all Participants, and two bespoke sessions per Participant. Between the sessions, the Participants were supposed to be working on the Modules using the Guide at their own pace, and had full access to the Advisor for questions/guidance over email. The advisor and Energikontor noticed, however, that the Participants did not engage with the online materials and did not respond well to the amount of self-led reflection that had been proposed. Therefore, the first round of 1:1 calls were substituted by an in-person work session, described in more detail in the next chapter.

**Footnote about online availability:**

Very little online support was requested in between sessions.

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## 1. Introduction to advisory services and related concepts

The introductory meeting aims to frame and remind participants of the main concepts and lay out the work ahead. It does that by introducing the concept of Branding, talking about the 4 “P” of marketing and setting a focus on promotion. Moreover, the workshop bring some clear examples about sustainability branding and product marketing, as well as it provides a check list for avoiding greenwash.

In order to prepare for the first workshop, participants were sent a basic set of slides a week in advance. (see attached)

The introduction should take approx. 60 minutes long

### Structure and Content for the Introductory Session (see attached)

- Framing and introductions
- Check-ins
- Presentation of Process and Purpose
- Branding 101 / Marketing 101
- Marketing and Branding in the Circular Economy and for Sustainability
- Introduction of Module 1 tasks and exercises



## 2. Advisory Work Session

The working session was designed to address a need that was voiced by the Participants: they wished to be working together with other people, and in close proximity to the advisor. The advisor and Energikontor agreed on substituting the first round of 1:1 Advisory Sessions for an in-house workshop for all Participants, which we called "Advisory Work Session". The aim for the session is that participants get support and immediate advisory feedback while applying the learned tools in their particular case with more depth.

For the Work Session, the advisor combined all exercises and tasks from the two modules into one big canvas-like template, that can be printed in black-white, on A4 paper. To be reminded that many tools and content can be drawn upon the marketing training from cirtoinno project in the following link <http://cirtoinno.eu/know-how/learning-materials/>

### Structure and Content for the Work Session (see attached)

- Check-in and Introduction
- Brand Essence + Audiences (Module 1)
- Narrative + Channels (Module 2)
- Check-out

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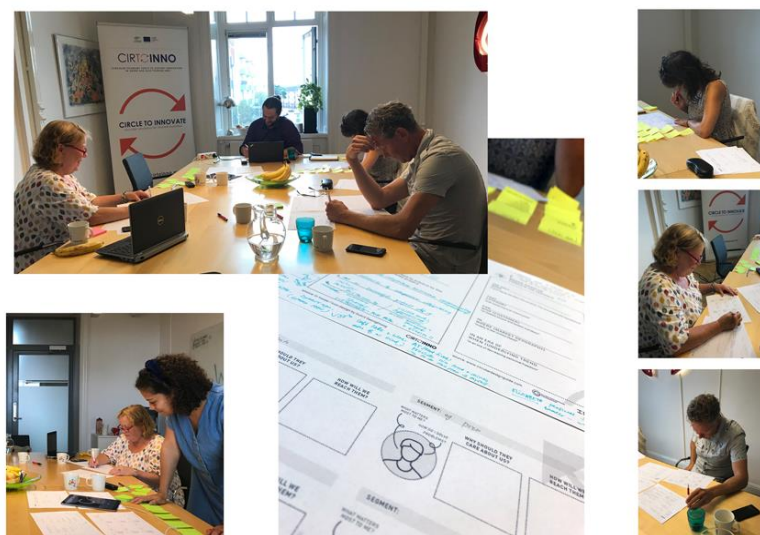
#### **Footnote about the work session:**

*The work session went better than expected. One of the participants voiced that "this was one of the best workshops I have ever been to". The only downside was that we had to wait for a couple of participants before we started, and one of them had to leave early, not only missing the last 45 minutes but also disrupting the workflow of the advisor and the other participants. The advisor considers that session to have been an important avenue to establish personal connections directly with the participants, which made it easier for them to reach out and follow up on 1:1 advisory sessions..*

#### **Footnote about online availability:**

*Very little online support was requested in between sessions.*

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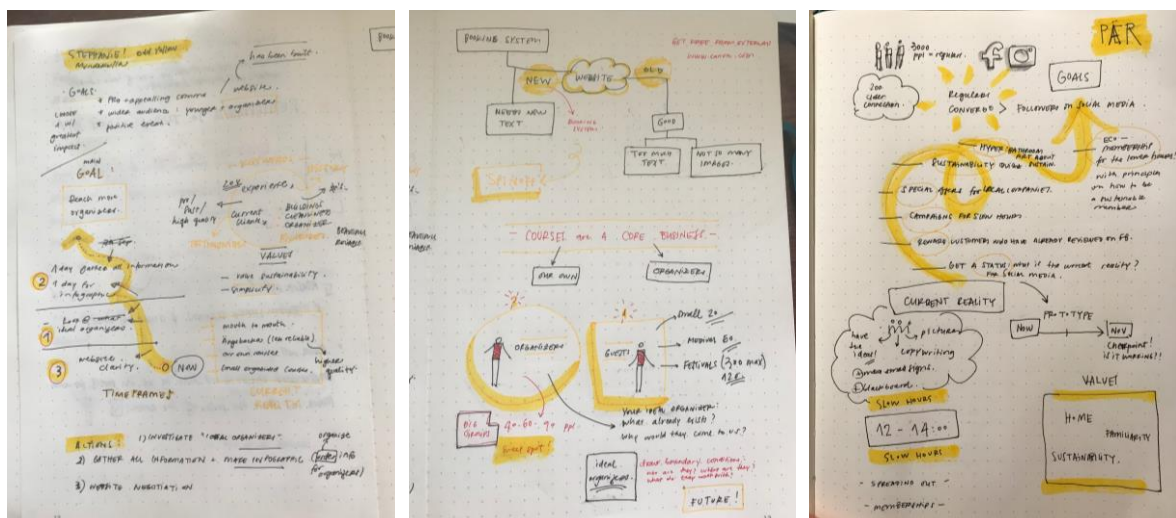
### 3. 1:1 Advisory Sessions

The Advisory Sessions may take as long as required. We suggest a session should take approximately 60 minutes long, and if required other sessions may be added. In our experience it worked well both online, and in person.

#### Implemented Structure for the 1:1 Advisory Session

- Remembering the Goals
- Prioritizing one goal
- Assessing the current reality around that goal
- Brainstorming communication actions
- Creating an action plan
- Distributing actions over the timeframe of their choice
- Clarifying the importance of assessing before and after the prototype
- Closing

This 1:1 Advisory Session is a follow up on the participants work with the Work Session Template, where the Advisor asked the Participants to recall their Goals. From those Goals, participants were asked to focus and prioritize the most pressing ones. That was set as the general direction to move towards. Advisor and Participant assessed together the Participant's current reality, and given their budget, time and staff availability, we brainstormed communication actions, outlining a small action plan.



## 4. Closing - Exit Survey

The Exit Survey was designed as an online questionnaire to measure the qualitative and quantitative outcomes of the collaboration. We suggest to keep it under 10 questions, To be filled it out after their 1:1 session.

### **1) What part of the Advisory Process did you participate in? (list all that apply)**

Alternatives:

- Introduction to advisory services
- working session
- 1:1 advisory session

### **2) How satisfied are you with our collaboration?**

(scale rating in "starts", 5 starts is the best)

### **3) What did you get out of the collaboration?**

(scale 1-5 being, 1- Nothing, 3- Nothing -Usefull information, 5 - Interesting advice)

### **4) Does the following statement sound true to your experience?**

(closed answer: yes or no)

Statement:

"I have ended the process with a simple communication action plan; I know what I need to work on, and I have the tools to do so."

### **5) Feedback**

**(open ended question)**

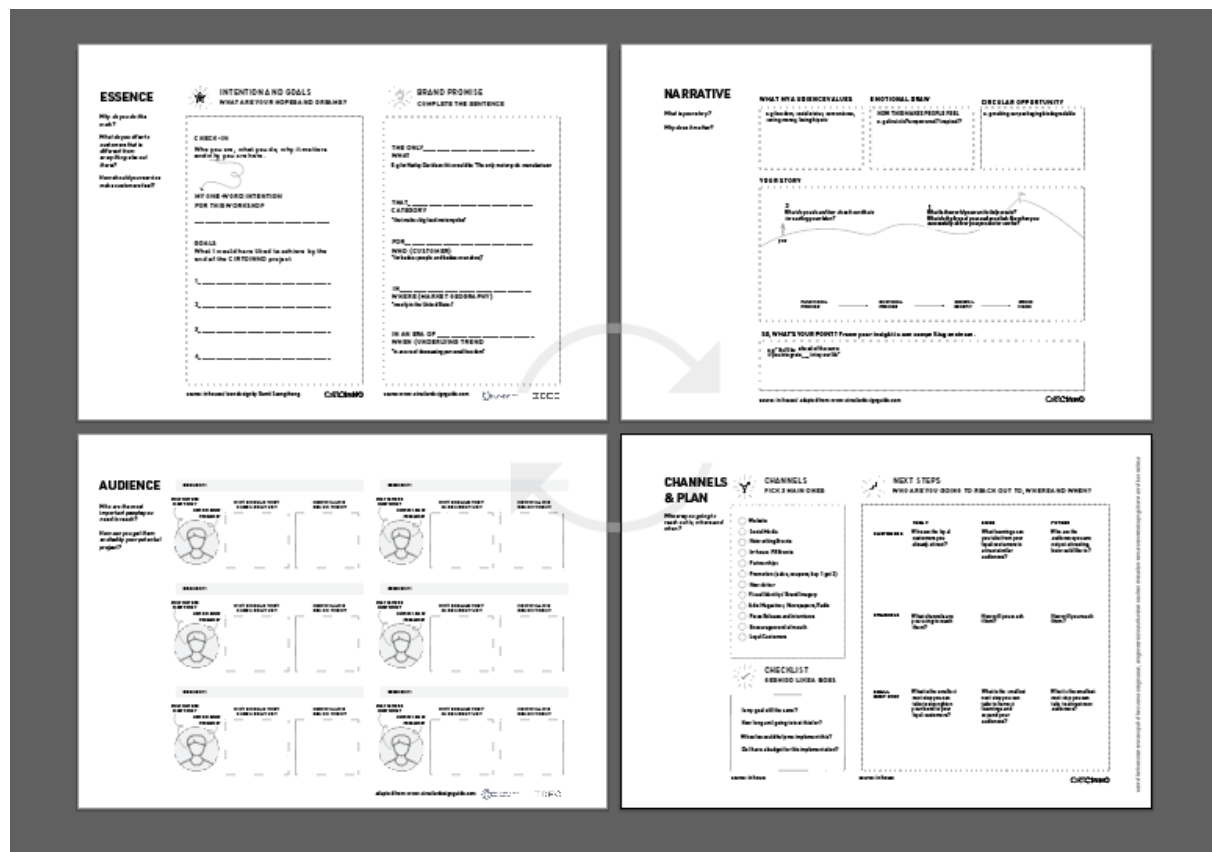
Sample of feedback

"Inspiring, useful and relevant info. Great thinking along and ahead. Gives oversight and makes bring big complicated processes back to their essence and action steps. Great! Thank you."

"Very well performed and professional advices, it will increase my next step taking my company further in the future"

# Model Content – Description of exercises

The tasks and exercises for the Advisory Model are a blend of in-house work and tools borrowed from the Circular Design Guide. The Circular Design Guide has been developed by Ellen MacArthur Foundation and IDEO, with input from leading businesses, over 400 students and specialist design institutions. We picked the most relevant communication tools out of their 24 methods which are designed specifically to enable change makers to get to grips with the circular economy. Hopefully, the template will help participants become more fluent in circular design thinking, and feel empowered to communicate the value of their circular products and services. (see worksheets attached)



## ESSENCE

1. We opened the workshop with looking at Intentions and Goals, for this workshop and for the Cirtoinno Project. The objective of this first box is to set the tone for how participants show up, as well as start to clarify what are the goals that they want to achieve through this process.
2. We used part of the Ellen MacArthur's [Brand Template](#) to create or review your brand promise. This helps Participants think about how you they customers emotionally. *What does your brand promise to do for your customers that differentiates it from anything else out there?*  
For this part, we used sticky notes to play with different variations of the Brand Promise that felt most right according to the goals they wanted to achieve.

## NARRATIVE

3. For the narrative, we employed some parts of the Narrative Tool in the Ellen MacArthur Circular Design Guide, and also included elements from the Advisor's repertoire, including but not limited to The Branding Toolbox. It is divided in three parts:
  - a. Mapping what the audience values, the emotional draw and the circular opportunity;
  - b. Understanding and defining the envisioned future in a broader context (the world they want to see) first, and then reflecting on how their work can contribute towards that vision.
  - c. To summarize and join insights from both a and b into one compelling sentence.

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**Important: on this step, the advisor explains very clearly the progression from:**

- > a functional promise "we sell coffee", to:
- > an emotional promise "we are a local business selling good coffee", to:
- > a societal benefit "we are a coffee shop running on 100% renewable energy" to:
- > a grand vision "we strive to be the first fully circular / no waste coffeeshop in the south of Sweden".

*Good Branding and Marketing relies precisely in the ability to be able to distinguish between these different promises, and employ the right narrative at the right time.*

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*What does your brand promise to do for your customers that differentiates it from anything else out there?*

The story you tell can be what makes or breaks your initiative. A compelling narrative about your product can create loyalty in customers and deepen investment from stakeholders. Sometimes, the best story to tell isn't what you are doing that is circular, but actually just what you are doing that makes your product a better experience. Determine your unique selling proposition.

## AUDIENCE

4. We used an Audience mapping tool adapted from the Circular Design Guide, to map out who needs to know about us, and how will we reach them. The main point is to identify key stakeholders and make plans to get them excited by the business, and the businesses circular initiative. We let participants pick different types of stakeholders – internal (within company/project) and external (not only clients, but everyone who needs to know about you, including those you might need to partner with, for example, as part of a potential business development idea).

## CHANNELS AND PLAN

5. The last page focuses on choosing which channels to work with, and what next steps to take for each one of the types of audiences (that can be sourced from the previous exercise) on different levels of time scale (today, soon, future).

A description of different communication channels can be found at the training materials for marketing within the Cirtoinno project webpage

- To close, the Advisor presented a small checklist for the operationalization of the marketing plan:
  - *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?*

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*To close the session, the advisor spoke about T-Shaped individuals, for those working solo on their communications/marketing plan. She explained that someone working on their own, or with a small team without much experience, would have to hone their communication skills, and tackle diverse projects with creativity and agility while maintaining high effectiveness. The advisor also encouraged Participants to keep testing, keep iterating, to stick with what works and let go of what doesn't work!*

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