

# BATTING PRACTICE

12/16/13



# THE MISSION:

**Help map Inventioni.st's key competitors and suggest new ways to reach and convince the target customer (CMO's) to buy the invention service.**



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# THE COMPETITION



If we want Inventionist to be the go-to source for innovation consulting, first we must understand our competition.

Innovation consultants and Innovation Design agencies are our most immediate competition. However, the biggest companies are still turning to traditional consultants for help, as these firms add digital facets and innovation to their long list of offerings.

# The General Space:

INNOVATION CONSULTING

seymourpowell

native

IDEO



FITCH



CONTINUUM

INNOVATION

AS AN ADD-ON



pwc

AS PRIMARY-FOCUS

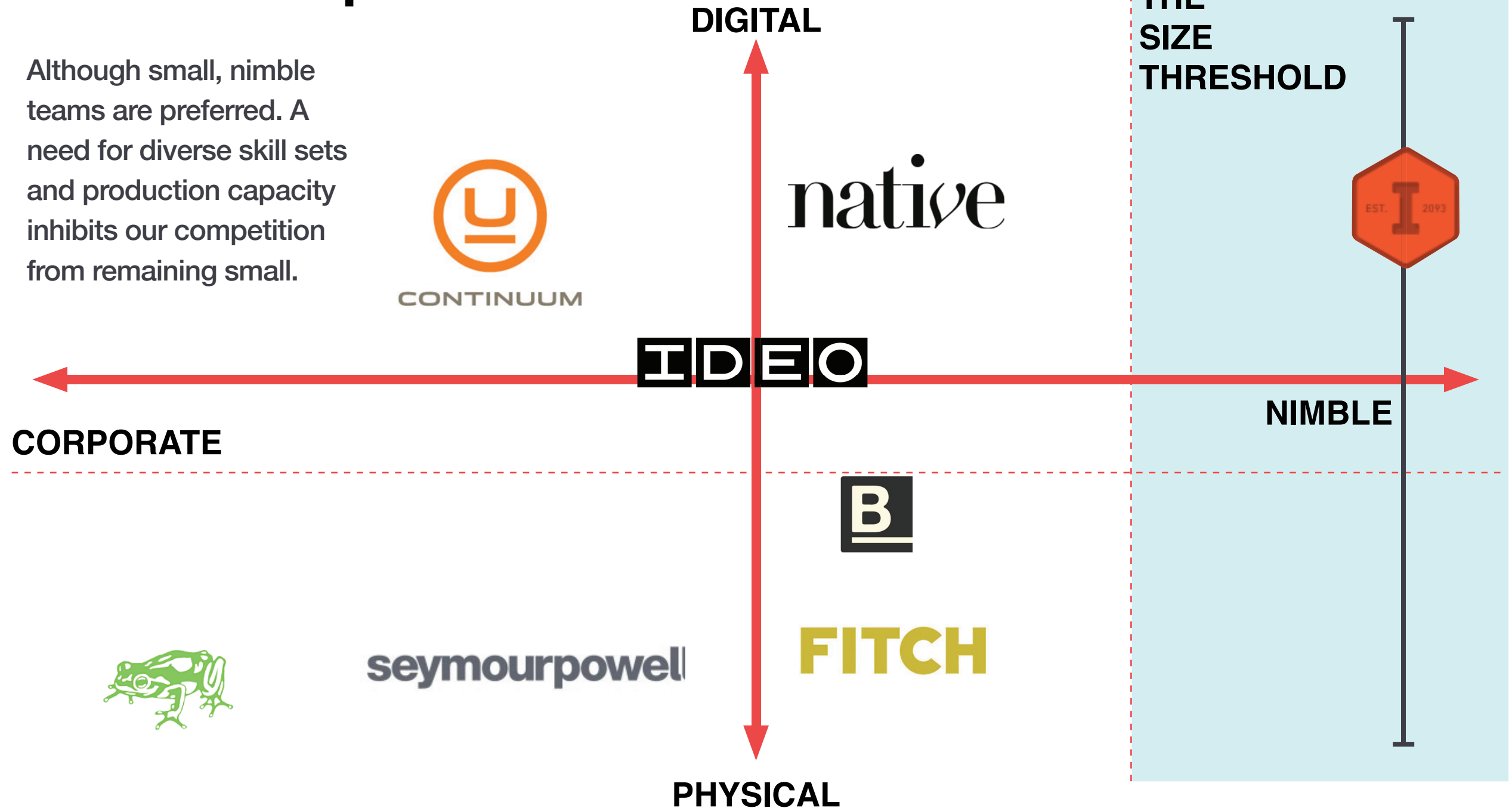


TRADITIONAL CONSULTING

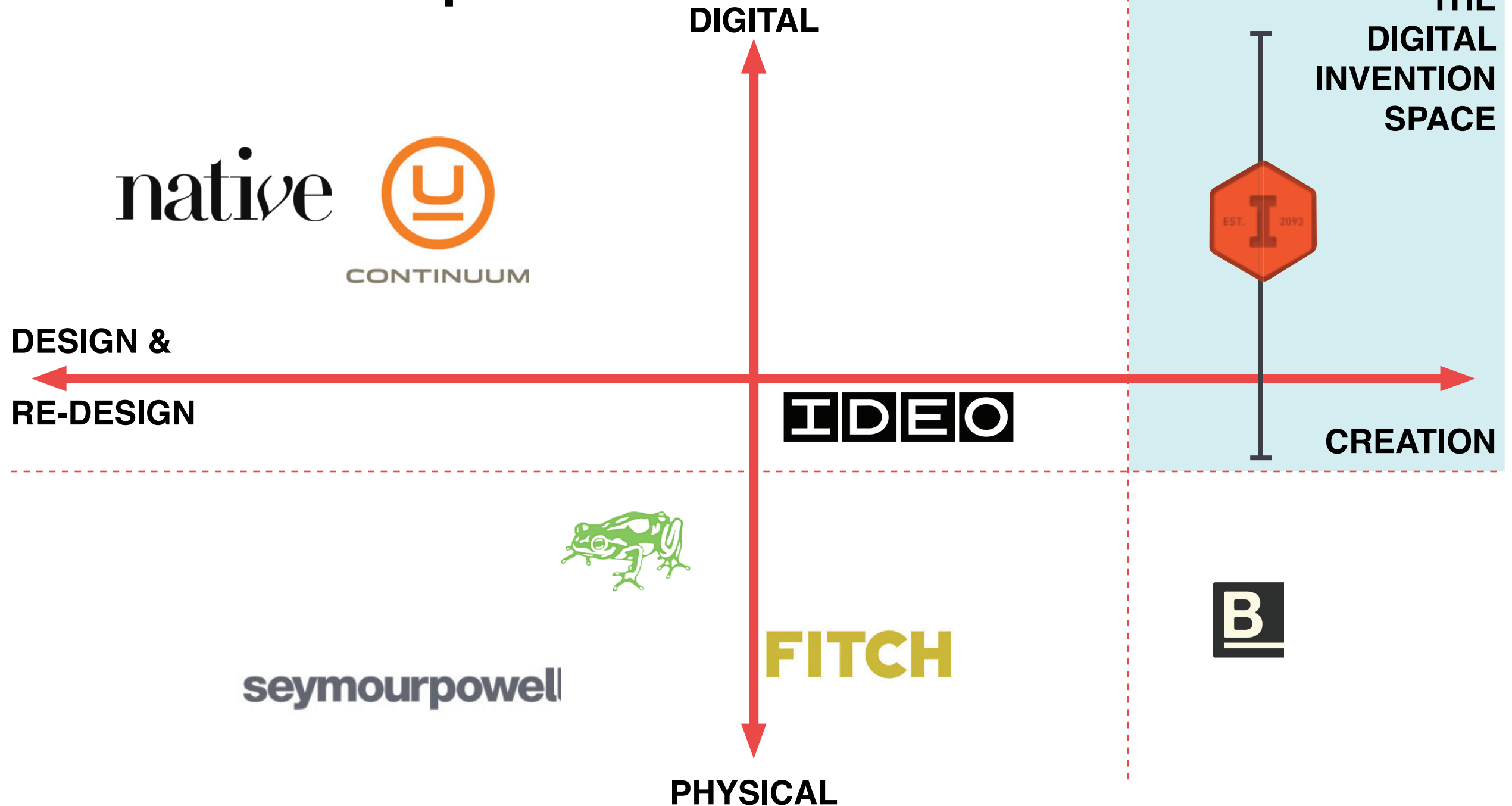
We are not alone in the “consulting” game. However we do cater to a specific genre of consulting.

# The Local Space:

Although small, nimble teams are preferred. A need for diverse skill sets and production capacity inhibits our competition from remaining small.



# The Creation Space:



# Legend:



An integrated experience design company dedicated to delivering holistic product and interaction design solutions for the world's most exciting companies and brands.

**Primary Focus - UX Design | Secondary Focus - Product Design**



A global design consultancy that strives to create holistic customer experiences.

**Primary Focus - Retail Design | Secondary Focus - Social Media**



Seymourpowell is one of the world's leading design and innovation companies. Seymourpowell is currently 90 people, combining a design studio, research centre, materials library and prototyping workshop.

**Primary Focus - Product Design | Secondary Focus - Brand Strategy**



A strategic-creative consultancy that combines research, strategy, technology, and design to create products and services for Fortune 500 clients.

**Primary Focus - Product Design | Secondary Focus - Branding**



IDEO is an innovation and design firm that uses a human-centered, design-based approach to help organizations innovate and grow.

**Primary Focus - Product Design | Secondary Focus - Digital Design**



BreakfastNY creates custom physical-digital goodies that connect the wonders of the web with the real world. "A nice mix of design, web, robotics, and and ol' fashion fun."

**Primary Focus - Product Design | Secondary Focus - Digital Design**



A global design & innovation consultancy that realizes ideas as products, services, brand experiences, improves lives and builds businesses.

**Primary Focus - Product Design | Secondary Focus - Branding**

## ALTERNATIVE COMPETITION:



Helps clients develop a wide array of capabilities to achieve market-leading revenue and profitability growth.

**Primary Focus - Consulting | Secondary Focus - Accounting**



Bain & Company is a top management consulting firm. We advise leaders on strategy, marketing, organization, operations, IT and M&A, across all industries.

**Primary Focus - Consulting | Secondary Focus - Accounting**

## SO WHAT DOES THAT MAKE US? WHAT SHOULD WE BE?



### Currently:

Inventionist is a small team ready to help our clients find opportunities, revenue, and growth by inventing new products and services for the digital age.

**Primary Focus - ?**



# **Where do we position the brand?**

## **In the Digital Invention Space.**

The digital invention space is an area normally reserved for tech start-ups. It requires fewer resources, moves fast, and grows even faster.

However, Inventionist has a resource no start-up has, which negates the high failure rate in this space: the backing and resources of an industry giant Deutsch LA.

**So... How do we position the brand?**

**As the small and nimble digital innovation engine backed by an industry giant.**

**Inventionist can exist where no other competitor can. Due to its formation within Deutsch LA, Inventionist has diverse production skill sets, while remaining nimble, cost effective, and innovatively rouge.**

While other firms have to decide between agility and strength, intimacy and capacity, Inventionist does not.

# THE TARGET



If we want inventionist to be the go-to source for innovation consulting, we must understand our market and its key decision makers.

**According to the latest numbers from Spencer Stuart, the average CMO tenure for 2010 was 42 months, up from 35 months in 2009.**

# THE TARGET

**before we think about our approach, examining the basics of our target will allow us to better cater our efforts**

The position of CMO is a unique one:

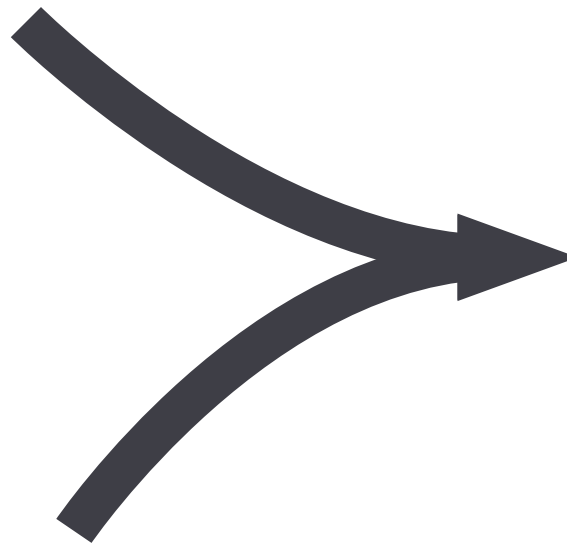
- **High Turnover Rate**
- **Managing Relationships**
- **Long and Steady Career Path**
- **Correlating work and success is elusive**
- **Stock Options**

Such a person is often:

- **MBA Education**
- **Family Oriented (i.e. Kids)**
- **Manager (not a creator)**
- **40+ Years Old**

Because of this we often find that CMO's are:

- **Cautious/Nervous**
- **Ambitious**
- **Pragmatic**
- **Family Oriented**
- **People-Person**
- **Outgoing**
- **Active Online**
- **Chasing Trends**



# LEVERAGE POINTS

## OUR TARGET

Because of a CMO's high turnover rate:

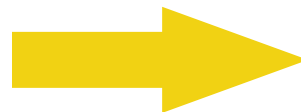
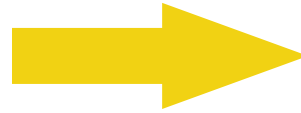
**We find that they are often searching for new ideas, and trackable results to validate their work.**

Because a CMO is often risk averse and nervous to try new things:

**We find that they are slow to spend money on new or non-traditional marketing channels.**

Because of a CMO's high turnover rate:

**We find that new CMO's are constantly looking around them for small changes to warrant praise.**



## OUR ASSETS

**Case Studies**

**Price Point**

**Media Coverage**

# THE FRAMEWORK



Piquing the interest of a CMO will never be enough. Established CMO's are slow to change. Our digital strategy surrounding new business must be efficient yet effectively comprehensive.

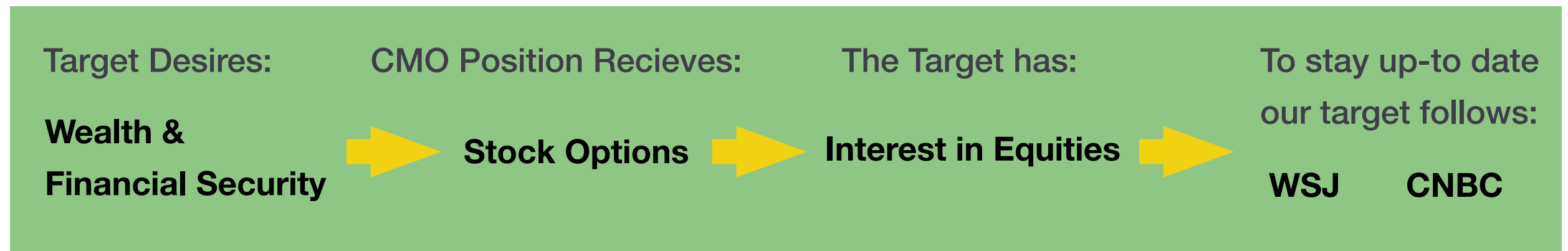
For this reason, our brand strategy, content strategy, search strategy (SEO), and PR strategy must all work in coordination to further our new business efforts at each potential leverage point.

# How do we reach our target?

by communicating on the right channels in the right way

As a marketer, our target will be keyed into familiar advertising review/media channels. These include Fast Company, AdAge, Adweek, and more. However, our forward thinking targets are already seeking innovation and staying privy to technology news. We should also seek PR coverage in Mashable, TechCrunch and Gizmodo. Furthermore, considering the compensation packages, background education and personal lives of the target reveal even more potential channels of communicating the Inventionist message.

Following our target's desire path and interests we see high value PR hits that may have been neglected:





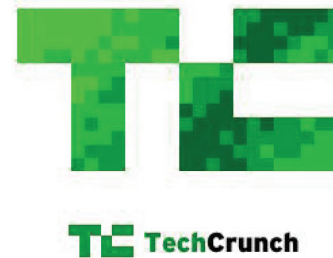
# Who will the target trust to validate the Invention service? the same news outlets they choose in their daily lives.

More Outreach Necessary

THE WALL  
STREET  
JOURNAL.



Mashable  
All That's New on the Web



GIZMODO

Previously Targeted



FAST  
COMPANY

# **How do we achieve the desired brand identity: Digital Invention, in our outreach?**

first, by differentiating the brand.

As the same entity, Inventionist exists as a new business gimmick for the larger organization. Branded as a stand-alone entity, Inventionist is a nimble team with the support of an incredible organization.

**Currently, Inventionist does not have its own twitter handle, or Facebook page. It is an incomplete brand.**

# PR Outreach

contacting the right authors to reach our target.

Our targets may be interested in the whirlwind of start-up buzz and news surrounding the latest trends. However, in our target's work life they are more interested in the ideas that can be copied, acquired, or parlayed to their core business. For this reason we should target writers who focus on corporate intelligence, acquisitions, and industry analysis.

These Wall Street Journal authors represent high value/  
relevant PR hits that Inventionist should contact:

- Maxwell Murphy (Innovation & Acquisitions)
- Tom Gara (Corporate Intelligence)
- James R. Hagerty (Start-up Culture)
- Joseph B. White (Start-up Culture)
- Melissa Korn (Innovation) - [Melissa.Korn@wsj.com](mailto:Melissa.Korn@wsj.com)
- Arhad Manjoo (Innovation & Corporate Intelligence) - [arhad.manjoo@wsj.com](mailto:arhad.manjoo@wsj.com)
- Greg Bensinger (Innovation & Corporate Intelligence) - [@GregBensinger](#)

# Content Strategy & SEO

contacting the right authors to reach our target.

In addition to PR Outreach, we should strive to be content creators ourselves. Original content will produce valuable SEO indexable webpages and backlinks to increase organic traffic.

## SEO Relevant Content Topics:

How innovation leads to ROI.

Start-Up Acquisitions

Failed Innovations

Company Digital Innovation Profiles

Video Content - Interviews, hands-on reviews.

# THE SELL



Now that we have a solid framework, to optimize potential leverage points, lets hit the mark.

Using small digital and physical tools and innovations we can capture the imagination of our target and show them that innovation is a tangible, trackable, affordable and proven avenue to company growth.

# JIM WILKINSON

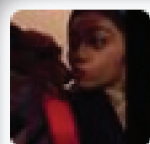
EVP Communications and Marketing at PepsiCo

- Avid Snowboarder
- Active on Twitter
- Reads Vanity Fair, WSJ, Mashable
- Follows over 20 Tahoe Related Twitter Handles
- Watches CNBC's Closing Bell and Duck Dynasty
- Dallas Cowboys Fan



# PEPSICO





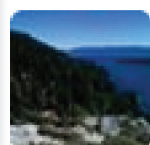
**Lynn C** @lynnslogic

6 Apr

heres a long shot but... I'm supposed to be doing a paper on EVP's of Communication, @jrwwarathon ... mind answering a couple questions?

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



**Jim Wilkinson** @jrwwarathon

13 Apr

@lynnslogic hey there. You bet! Happy to help. Call me in the office on Monday. Got it?

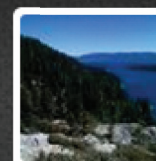
💬 Hide conversation

← Reply ↻ Retweet ★ Favorite ⋮ More

1  
RETWEET



9:17 PM - 13 Apr 13 · Details



**Jim Wilkinson**

@jrwwarathon

Husband, dad, runner, snowboarder, EVP Communications at  
PepsiCo...God Bless Tahoe!  
Westport, CT

315  
TWEETS

1,282  
FOLLOWING

465  
FOLLOWERS



Follow

# JIM WILKINSON

We already covered basic PR outreach to target periodicals such as the Wall Street Journal and Mashable. In this case, we will be playing off one of the target's key interests and the social platform that he uses most.

**Avid Snowboarder | Active on Twitter | Follows over 20 Tahoe related twitter profiles**

## @JRWMARATHON FOLLOWS:



**Squaw Valley** @SquawValley  
Lake Tahoe Ski Resort | legendary terrain, deep blower powder, inspiring views, world-class lodging & hospitality | experience like no other!



**Tahoe Mtn Guides** @TahoeMtnGuides  
Tahoe Mountain Guides operates under special use permit from Tahoe National Forest District. TMG offers half/full-day tours. See Tahoe from exceptional guides.



**EverythingTahoe.com** @EverythingTahoe  
EverythingTahoe.com is your online resource for reviews, news, and information for all Everything Tahoe.



**Tahoe Bonanza Life** @NorthTahoeLife  
Community news and events in North Lake Tahoe



**tahoedonner** @tahoedonner  
Tahoe Donner is a mountain lifestyle community located in Truckee CA.



**Tahoe.com** @tahoedotcom  
Your premier online destination for everything Tahoe.



# How do we contact our target effectively?

harness the social channels that they already use.

## Twitter Outreach.

Jim Wilkinson is very active on twitter. He uses it to communicate with his family and keep up to date with the topics and news channels that he cares about.

Twitter can be used to create conversations and tie our target into our published content.

Jim does not have many followers because, as a CMO, he is not the company officer usually in the spotlight. In the past, he has proven receptive to straightforward outreach.

# How do we cut through the clutter on twitter?

by sharing in the targets interest, providing value, or starting a conversation.

## The Tweet

With a 140 character limit we must strive to start a conversation rather than make a statement.

**@JRWMarathon How is PepsiCo being innovative today?**

*OR*

To avoid alienating the target, being overtly aggressive, we can wait until he posts about something relevant to our field of expertise and then chime in.

# How do we sell an abstract idea: Innovation?

## by making it something tangible and real

In this scenario we know that our target follows over 20 Tahoe related twitter profiles. So let's simplify his life with a beautifully novel innovation tailored to his passion.

### The Beacon.

The Beacon is an LED light that slowly pulses when it receives a signal. In the case of our Target, Jim Wilkinson, the Beacon will pulse a blue light whenever it is snowing in Tahoe.

Takeaway: **Even the smallest innovation can change the way we interact with the brands we love.**



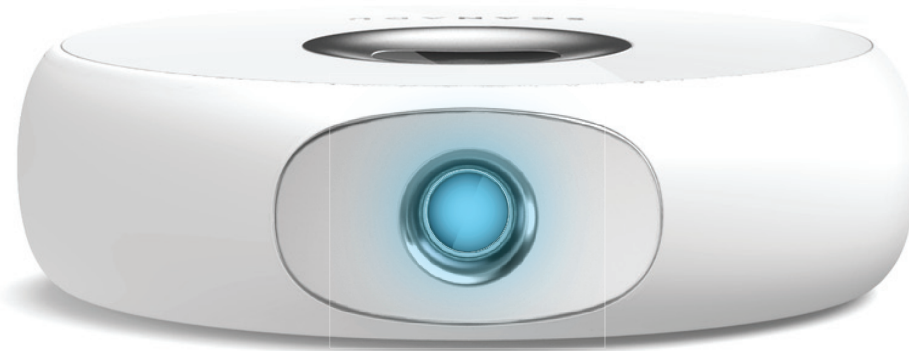
# The Beacon.

Replication: The Beacon can be tailored to any target's hobby, passion, or interest.

Activation: The Beacon will be delivered with one sheet of paper.

On one side it will explain what the Beacon does and how it does it, on the reverse it will say:

**“CALL US TO FIND OUT WHAT ELSE IT/WE CAN DO”**



Delivery: FedEx

# LEONTYNE GREEN SYKES

Chief Marketing Officer at IKEA

- Atlanta native living in Philadelphia
- Desires transparency and communication
- Looking for new ways to listen to customers via social
- IKEA CEO has significant interest in big data



**“a strong and successful relationship is all about transparency and openness. [...] we needed a partner who truly understands our business, [...] an agency that can challenge Ikea’s “internal thinking.”**

**-LEONTYNE GREEN - CMO IKEA**

# How do we ease the target's worries about communication and transparency?

by giving her a direct line to the entire team.

## The Calling Card

The calling card is a simple tool created to do one thing: Immediately place the target into a Google hangout with the entire Inventionist team.

This can be accomplished using a variety of technologies including: USB, NSC, LE Bluetooth, QR Codes, etc.

**Takeaway: Innovation can be helpful to streamline communication and achieve transparency.**



# The Calling Card

Replication: The calling card technology (in digital format) can be used for all outreach methods, to create an immediate face-to-face interaction with the target and provide immediate transparency.

Delivery Method: The physical card can be delivered by FedEx with a brief explanation of its function. However, the same concept can be applied to a button on the Inventionist website or a link within an email





**“But for me, the best way to engage my colleagues [in the C-suite] was with facts and looking at consumer insights. That’s why I put together a strategic insights group focused on looking at data.”**

**-LEONTYNE GREEN - CMO IKEA**

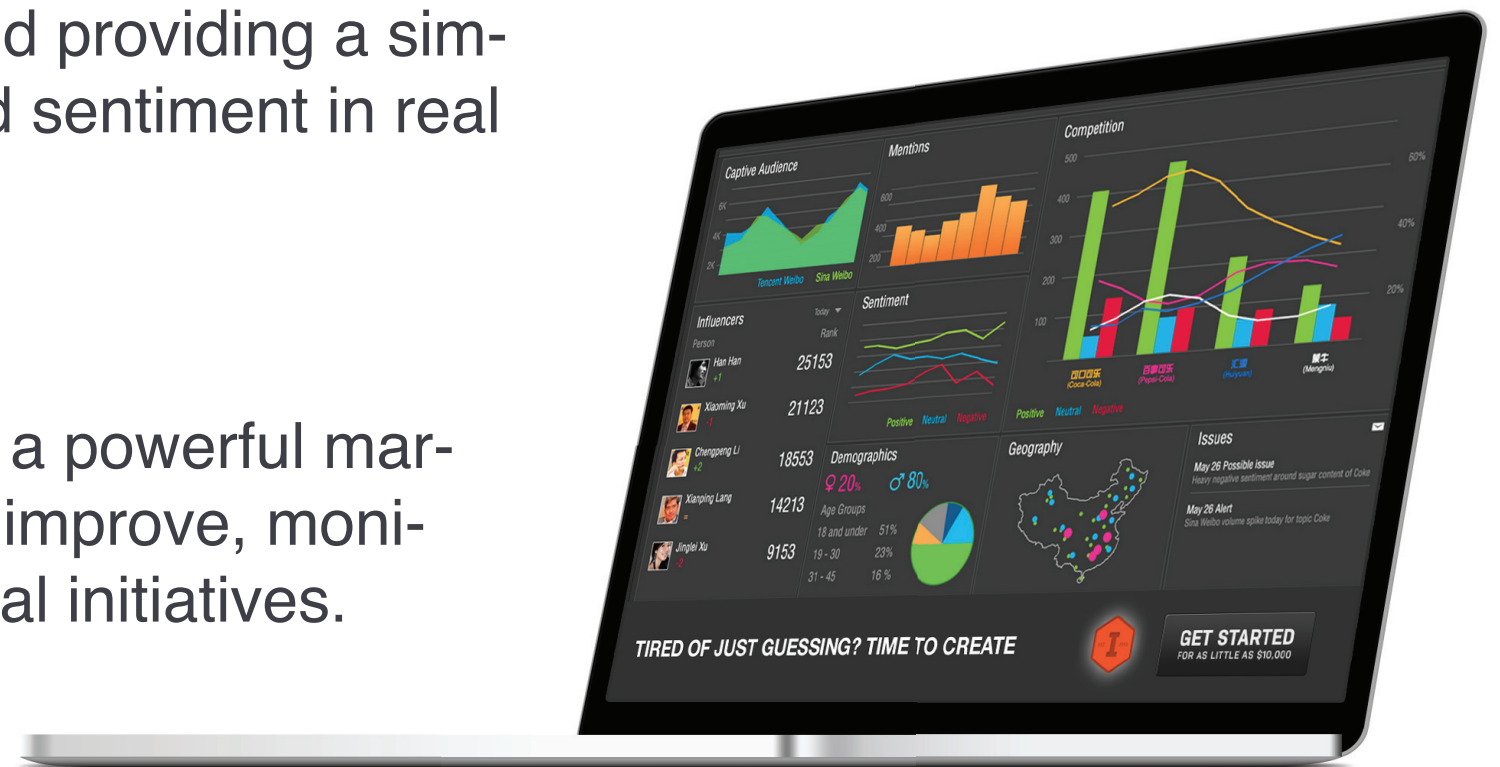
# How do we show the target our value?

by providing a tool that aligns with her interests and goals.

## The Social Pulse (Dashboard)

Open source algorithms for social sentiment are already available. Skinning them, and providing a simple data visualization tool for brand sentiment in real time will be valuable to any CMO.

Takeaway: Innovation can be both a powerful marketing asset and an important tool improve, monitor/track and test internal or external initiatives.



# The Social Pulse (Dashboard)

Replication: The dashboard's algorithms can be easily applied to render data based on any socially relevant brand.

Social sentiment has also shown a strong correlation to stock prices. CMOs may see value in using such a dashboard for stock trading analysis as well. Repurposing the dashboard for equity trading may prove useful for our PR outreach to CNBC and the WSJ.

Delivery Method: Leontyne is active on LinkedIn. We can directly message her on the business-oriented social network or send her the dashboard link via email.



# PATRICE BULA

Chief Marketing Officer of Nestle Inc.

- Active within Leadership Organizations
- Speaks to the Media often
- Wants to push the digital conversation while maintaining a high ROI
- Manages the marketing budget for one of the largest companies in the world



Nestlé

**“Digital is the way to manage the brands in the future. The relationship, brand conversation through the digital media, is so powerful that it has an impact, even before print or television advertising happens. Clearly, then, the shift of resources is taking place from traditional media to digital.”**

**-PATRICE BULA - CMO NESTLE**

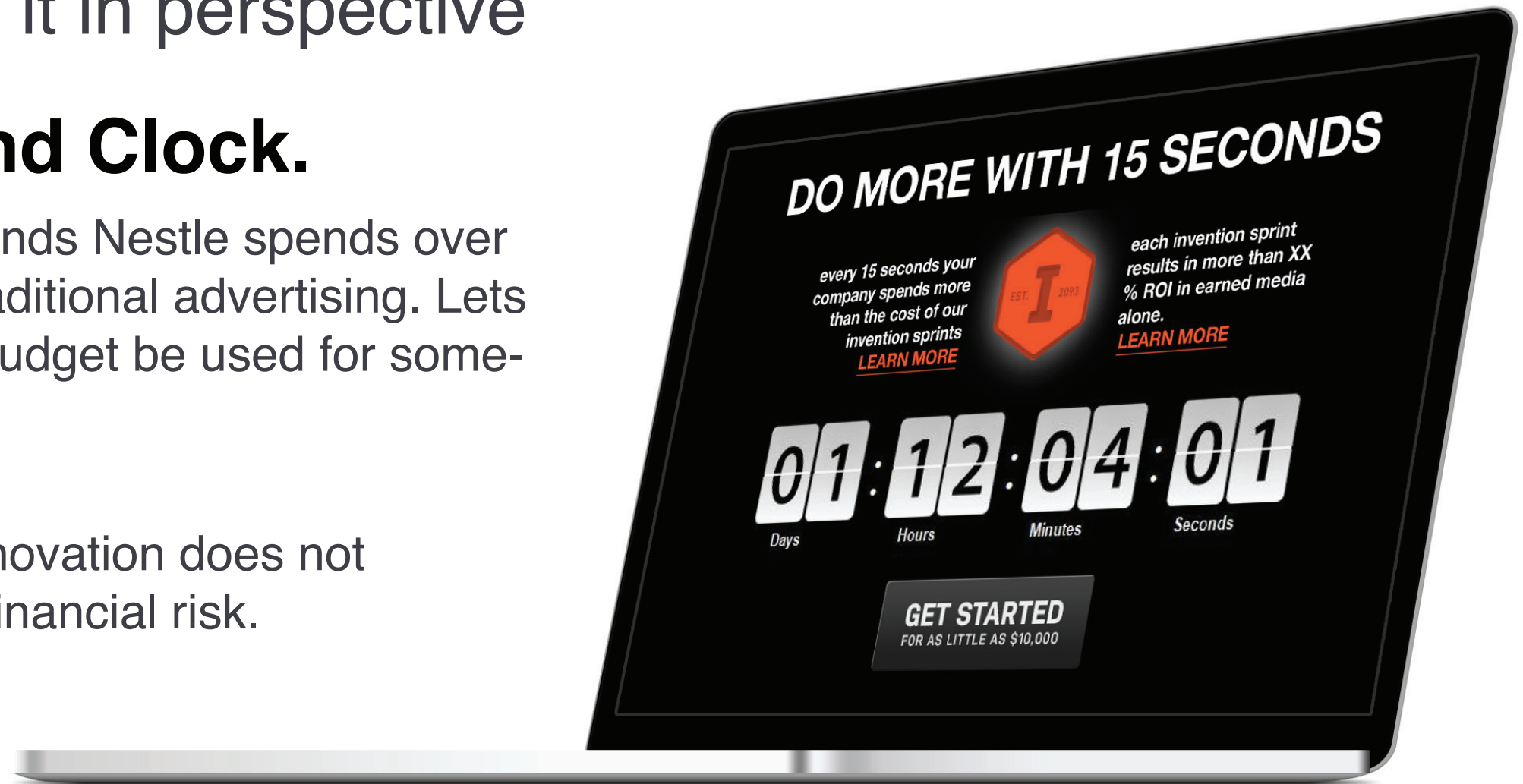
# How do we inform the target about the low barrier to entry: \$10,000?

by putting it in perspective

## The Spend Clock.

Every 15 seconds Nestle spends over \$10,000 on traditional advertising. Lets suggest that budget be used for something else.

Takeaway: Innovation does not have to be a financial risk.



# The Spend Clock

Replication: The spend clock can be applied to the finances of any public company.

Delivery Method: Patrice Bula is very active on Facebook. We can share the deep-link ([inventioni.st/spend-clock/#nestle](http://inventioni.st/spend-clock/#nestle)) via Facebook or in an email.

**“5 DAYS OF INNOVATION = 15 SECONDS OF YOUR TIME”**

**DO MORE WITH 15 SECONDS**

every 15 seconds your company spends more than the cost of our invention sprints  
[LEARN MORE](#)

EST. 2013

each invention sprint results in more than XX % ROI in earned media alone.  
[LEARN MORE](#)

01 : 12 : 04 : 01  
Days Hours Minutes Seconds

**GET STARTED**  
FOR AS LITTLE AS \$10,000

**How do we contact our target without coming off like a pitch?**

by going an entirely different direction.

## **The Speaker Series**

In this case, our target is very active in leadership organizations and frequently attends events as a guest speaker. By organizing one of these events, we can achieve valuable face-to-face time with the target.



# The Speaker Series

Replication: A consistent speaker series will be a valuable tool to meet industry leaders and decision makers.

Delivery Method: Traditional channels (Contacting an administrative assistant to determine schedule) will provide credence for our efforts.



# Conclusions

In order to claim expertise in an abstract and often muddied field of competitors, we must isolate Inventionist as a unique offering.

We must create a diverse portfolio of innovations and clients to better express our talent.

**We must make what is now just abstract: tangible, immediate and valuable to our target**

**We must create demand via the artificial scarcity of our talent.**

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