LONDON

TABLE OF CONTENTS

A

THE ERA OF
DIGITAL TRANSFORMATIONS

WHAT IS **BRAND POWER**
AND WHY IS IT IMPORTANT
IN THE DIGITAL FIELD

THE ERA OF **DIGITAL TRANSFORMATIONS**

CHAPTER

01

THE ERA OF DIGITAL TRANSFORMATIONS

Digital transformation is not just another fancy term. It is our reality that is happening as you browse through this book. The Industrial Age has given us modern mobility, unquestionable interconnectivity, air travel, wider distribution of wealth and so much more that we can thrive on as a society.

But now we are living in the age of digital revolution, which makes the companies deeply re-evaluate their well-established business models and organizational culture in order to stay in the game.
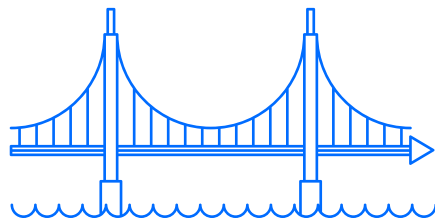
Following the old strategies, and still believing that having a great sales team on the ground is sufficient to keep up with the curve and to maintain the competitive advantage, will not do the trick anymore. Now we are facing the transition from the old to the new. From the safe and proven past to the overwhelmingly changing future.
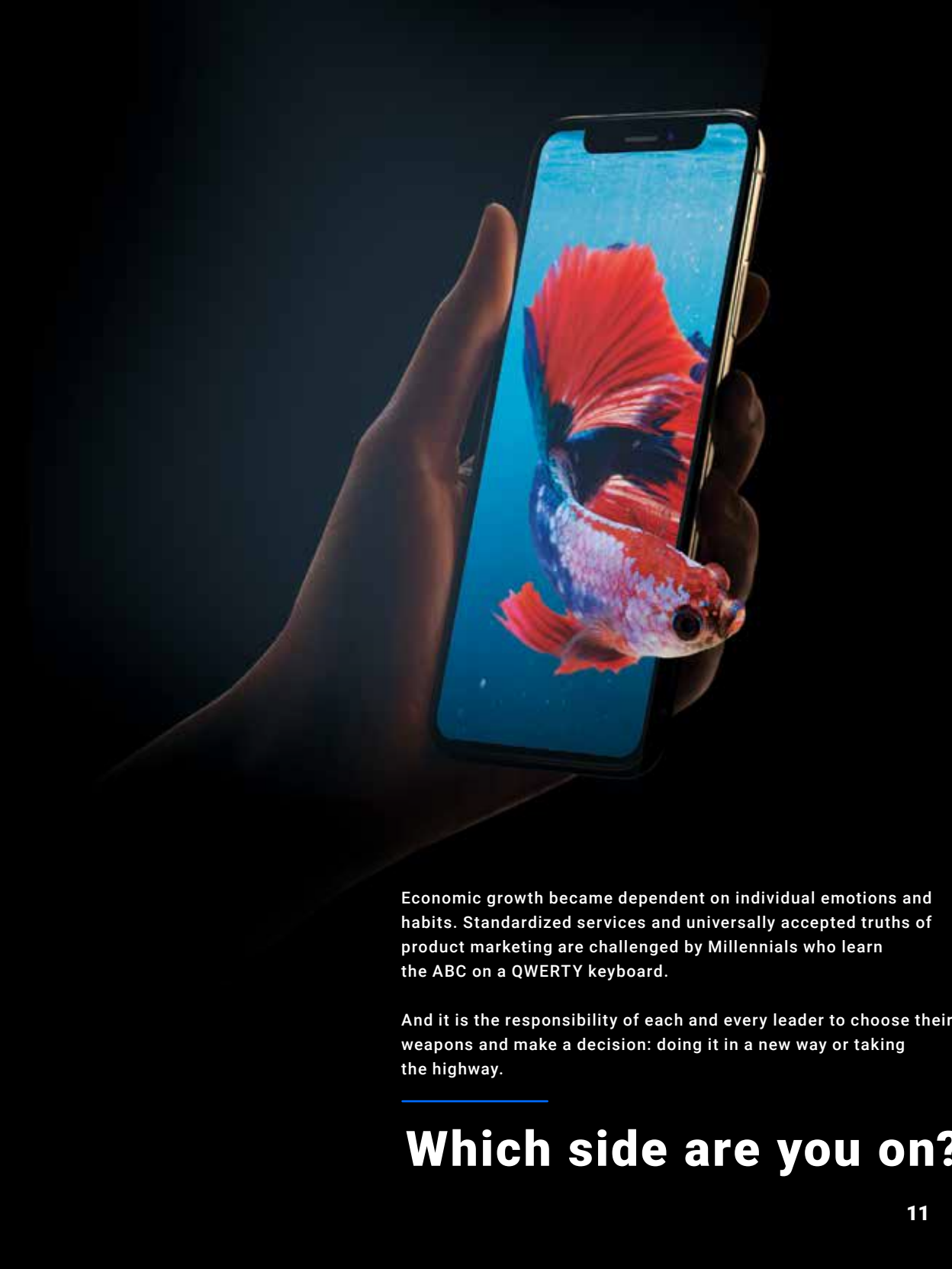
Economic growth became dependent on individual emotions and habits. Standardized services and universally accepted truths of product marketing are challenged by Millennials who learn the ABC on a QWERTY keyboard.

And it is the responsibility of each and every leader to choose their weapons and make a decision: doing it in a new way or taking the highway.

Which side are you on?

02

CHAPTER

EXPERIENCE INFLUENCE PEOPLE TO TAKE OR NOT TO TAKE DECISIONS

Your **brand power** is the set of differentiators that position your company in your prospects' minds. It's the most intangible asset that creates the most tangible results. Moreover, your digital footprint is inseparable from the power you reside in. If your brand power is the engine, your digital identity is most definitely the accelerator. Building brand power can be a complex process, however, the basics are related to simple psychology.

EXPERIENCE

▼

PERCEPTION
(OFFLINE & DIGITAL)

BRAND POWER
(OFFLINE & DIGITAL)

▼

BRAND EQUITY
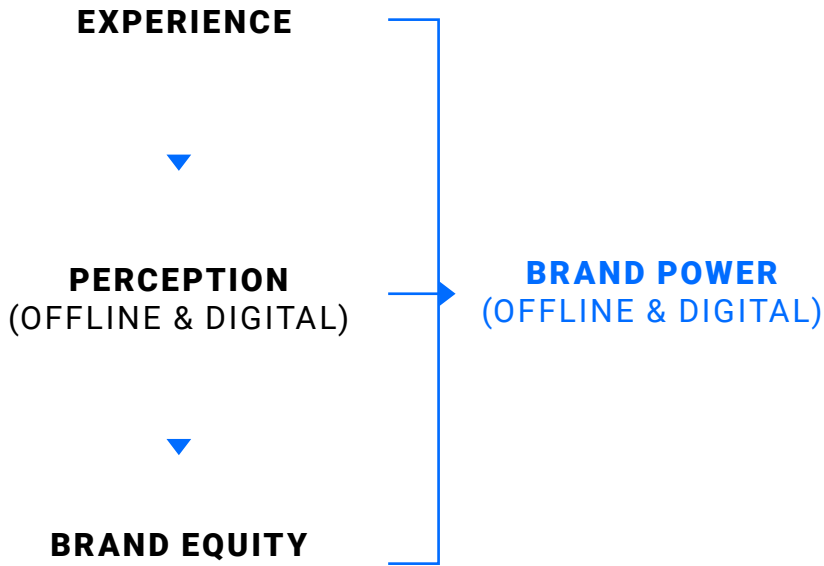
DIGITAL BRAND POWER

The identification of your digital brand power is a comprehensive analysis process that results in a clear picture of where your brand stands in the digital landscape of current trends. Mapping your major competitors and doing a thorough analysis of their popularity compared to yours, followed by evaluating the visitor's traffic by precise criteria, and analyzing the explored marketing and social channels are the major milestones of this process. We are aiming to contour your brand's Social and Google identity, your constellation in this ever-expanding Universe of Digital.

EXPERINCE

Every interaction between your company, your prospects, and clients creates experiences. These experiences, impressions, feelings are formed both in our tangible world and in the digital sphere as well. Even if they get different shapes, at the end of the day, these experiences influence people to take or not to take certain decisions. These formed perceptions define whether your company is on a growth wave or on a downslope.

PERCEPTION IS HOW PEOPLE INTERPRET ALL THE PROCESSED INFORMATION THAT THEY ARE EXPERIENCING.

POSITIVE PERCEPTION

You have a pair of shoes with high-quality leather, exigent details, premium materials. When people see it, they can already feel the perfect lines of a manufacturing masterpiece. Thus, they create a positive perception of your company: the perception of being a great footwear manufacturer, positioning the shoes above the average, as a high class good.

Your digital marketing team consists of kind and creative people, who truly care about your clients' needs and expectations. They keep track of their birthdays, hobbies, interests, favorite casual wear in the autumn. They not only send out mass newsletters of generic product recommendations, but they are also able to differentiate individually. That is why Tom, our hero, doesn't just receive a birthday email from your team, but he also gets a free, personalized styling service near his office address. Thus, your clients create a positive perception of your company: the perception of being a professional service provider, whom they can trust.
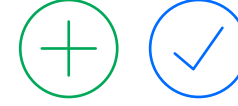
NEGATIVE PERCEPTION

Your customer support team is being rude when clients ask the same questions again and again. They have no patience and want to hang up the phone as soon as they can. When customers talk to them, they feel frustrated and angry. Or on your webpage, there are too many loops until the customers can submit a contact form requesting a quotation. Time is precious and no one has enough of it, so they get impatient and give up halfway, feeling anxious.

Thus, they create a negative perception of your company: the perception of being an unserious brand that doesn't care about its customers.
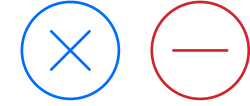
USER BEHAVIOUR SUGGESTS THAT MOBILE UX IS STILL NOT GOOD ENOUGH

5.00%

4.00%

3.00%

2.00%

1.00%

0.00%

Smartphone

2.03%

Desktop

3.83%
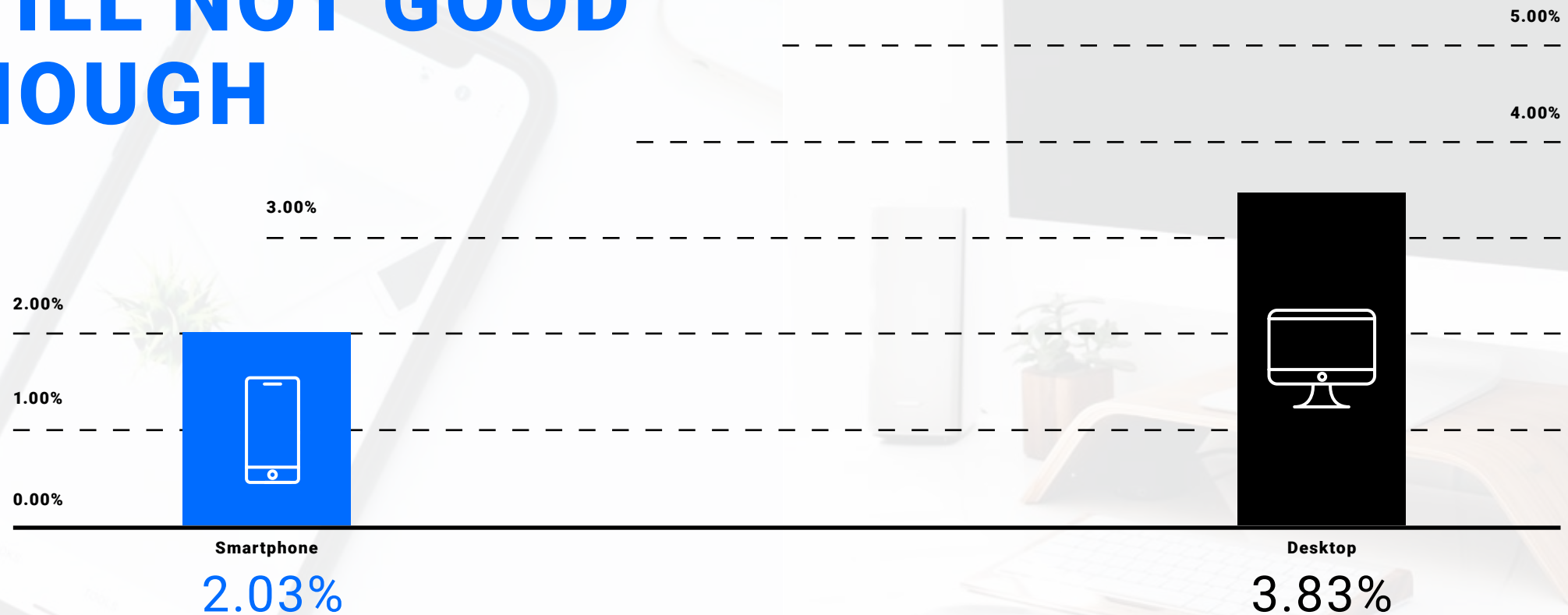
Source:
Monetate, July 2018
Mobile UX Marathon, by

Google

The image of your brand is determined in your consumers' minds by their experiences before, during, and after the "consuming" process. These experiences form your brand equity add up in time and create your brand power. If you handle it in a smart way, predicting the users' behavior, it makes it easier for you to sell your new products and services at a higher price.

There is no such thing as a perfect company. Mistakes happen, people mess things up from time to time. However, if your company is perceived as a great brand, it's a lot easier to handle these dropouts.

BRAND POWER:
THE ABILITY OF A BRAND TO ATTRACT A SHARE OF ITS PARTICULAR MARKET.

Cambridge Dictionary

PIXAR

EXPERIENCE ECONOMY

Throughout history, consuming trends have changed due to the industrial revolution, economic shifts, and several other factors. As technology developed, the focus from commodities slowly shifted to experiences. In digital, the more engaging the user experience is, the higher price the consumers are willing to pay. Again and again.

EXPERIENCE
2$ - 5$ / cup

SERVICE
75¢ - 1.5$ / cup

PRODUCT
5¢ - 25¢ / cup

RAW MATERIAL
1¢ - 2¢ / cup

SECTION

B

CASE STUDIES

CHAPTER

03

DATA DRIVEN
DIGITAL LEAD GENERATION

For over 25 years, Borealis has been a leading provider of polyolefins, base chemicals, and fertilizers. In line with its mission to Keep Discovering, innovative solutions that were made possible by Borealis are driving the transformation to a more circular economy. The company has taken strong steps toward digitalization. It is constantly working on transformations that can create more value for its customers.

The polyolefins department decided to pilot a digital lead generation campaign and asked us to get on board as strategic advisors on funnel mapping, campaign monitoring, content performance, and conversion psychology.

BOREALIS

Pilot B2B lead generation

During the campaign, we have tested 6 funnels with 4 different types of calls to action: 2 direct sales, 1 white paper, and 1 webinar. The milestones helped us to do the necessary fine-tuning on the targeting parameters, as well as on the fly modifications on the content in order to shortlist the best lead traffic channels, and finally, find the call to action strategy that works the best.

The main challenge was to map a funnel that can drive business results via dedicated content in a short, 8-week timeframe. As digital has not yet been used for this scope, it was the first attempt for such a campaign and there was no historical data for preparation, everything was expected from the pilot.

AGILE PILOTING FOR EFFICIENCY

We have decided to create intermediate milestones that would confirm if we are on the right track or if there are any required modifications. This way, we made sure that we minimize risks and we are always in the direction that we are aiming to.

01

Kick-off workshop:
Defining the business goals and
understanding the context

02

**Creating a funnel mapping
strategy for a rich data collection**

03

**Defining the technical
requirements for data collection
on channels, users and usability**

06

Project summary workshop:
Key learning, conclusions
and takeaways

05

**Campaign monitoring and data
analysing based on the set
milestones**

04

Setting up the milestones

ROADMAP

80+ LEADS THROUGH 2 SUCCESSFUL FUNNELS IN 8 WEEKS

From the 6 funnels, we managed to narrow down our focus to 2 highly performing ones as these had the best conversion and lead generation performances. In terms of performance KPIs, the pilot insured the basis for further digital activities, as it had a strong start:

5.268.692		39.924	398	82
Impressions and views		Sessions	Conversions	Filtered Leads
	0,71%			
	0,54%	30.530		
		Visitors		

0,71%

0,54%

1,30%

20,60%
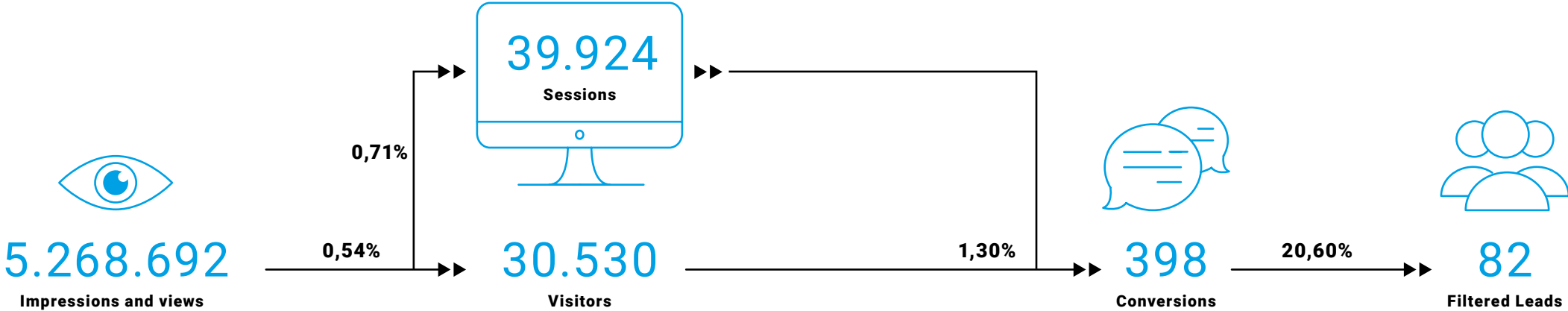
**Strategic consultancy
for digital transformation**

**Technical consultancy
or optimal data tracking**

**Data monitoring
and analysis**

**Funnel mapping
and conversion optimization**

**Content
performance**

**Custom workshop:
Digital Data Strategy**

L.A.T

growing with joy.

A member of the
Borealis Group

Step into the digital world of farming

The journey of our collaboration has been one of a kind, and we still have many more milestones ahead of us. Borealis L.A.T, with its headquarters in Vienna, Austria, is one of the major European market leaders of producing and supplying crop nutrition products serving farmers and retailers in 19 countries across Europe on the highest industry standards.

In January 2018, we embarked on a multi-year long partnership to change the Borealis L.A.T digital identity and help them realize their vision of making a future-proof digital mark in the fertilizer industry.

Working in close collaboration with the
company's PM team, the relaunch of the
Borealis L.A.T website along with a renewed
brand identity stirred up their way of thinking
about digital space. We are bold creators,
so we grabbed the opportunity to shape
the way the world sees the fertilizer industry.

Thus, we created a unique process that
resulted in high-standard technological
solutions, increasing customer satisfaction,
and a new visual brand to strengthen the
recognition of Borealis L.A.T's position
and products.

AIN'T NO MOUNTAIN HIGH ENOUGH

Our marketing and digital CX specialists team has traveled about 5000 km, involving 8 site-visits to get to know the Borealis L.A.T customer base in-depth, in order to create a comprehensive customer experience mapping. Alongside this, we conducted an international market research survey with the purpose of defining the user personas most accurately. Well-defined farmer and reseller personas enabled us to efficiently identify, communicate, and comply with the company's user needs. Knowing the audience precisely, helped us refine the features, visual and functional elements of the Borealis L.A.T website, which was of utmost importance in creating the overall added value.

THE CHALLENGE

The company, as a leader in the European fertilizer business, needed an improved strategy and identity with updated technological solutions. On the other hand, we assigned for creating a digital product that had to be engaging and appealing for farmers from 19 different countries who generally spend their time away from the wwws and .coms of the world. Thirdly, the current content management system had a rigid structure not able to organize translations and automatization, which was reflected in the website's lack of personality, and a very low level of user engagement.

FARMER

RESELLER

APPEARANCES THAT MATTER

DIGITAL IDENTITY AND VISUAL CONTENT CREATION

We needed to turn the tide and show the world the hidden beauty and clear benefits of crop nutrition. We addressed this based on our research, thus we have created a connected UX strategy focusing on the touchpoints at which the different user types come into contact with the brand, seeing our product less as a stand-alone experience, but part of a wider network of experiences. For making it shiny, our UI design team had created a new digital identity with an entirely renewed icon library, engaging design elements, and a unique visual style guide.
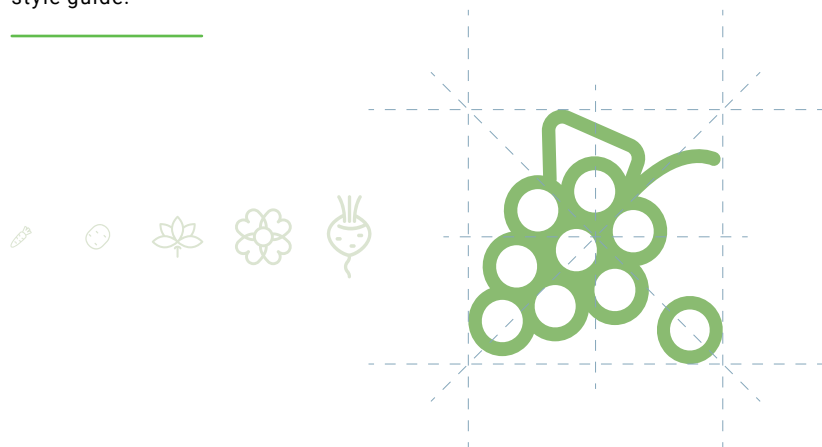
Care and appreciation for nature, human engagement were the elements that could complete the precise and factual offers of the brand. That is why we upgraded the visual content of the website by creating a fresh and vivid photo and video library consisting of more than 1000 new images, as a result of 6 seasonal shootings following the evolution of nature throughout the year.

WHAT IS UNDER THE HOOD?
COGNITIVE STUDIO

A while back, we have transformed the old ways of content management by creating our in-house DXP. So we have taken our DXP as a basis and tailor-made it complying with Borealis L.A.T's needs: custom modules, able to uphold 19 different countries with multilingual contents, crops that are country dependent, and different fertilizer products specter available in specific countries.

User-friendly content creation and management, connectivity to external translation agencies are all such features that Cognitive Studio is capable of upholding. A future-proof content management tool with an appealing layout and flexible structure serves the editors in the most self-explanatory way. Thus we implemented the Cognitive Studio with personalized functionalities with 8 levels of admin and editor types. Due to its modular built and scalability, Cognitive Studio facilitates the cross-country organizational structure of the company and handles the high complexity of the country-crop-nutrition combinations.

READY, STEADY, GO!
BRINGING THE BRAND TO LIFE

The launch of the rebranded website and its new identity was strategically planned to have the biggest impact in the digital space of the agronomic industry, so we raised the bar high.

The implementation of the launch strategy consisted of building:

2
Dedicated landing pages

6
Different countries
hyper personalized

10
Custom video ads

5
Targeted channels

2000
Digital banner ads

The company's philosophy of supporting farmers with the best quality fertilizer products enhanced by its online tool, NutriGuide offering personalized recommendations to grow efficiently was the basis of the strategy. During the launch period, in partnership with Borealis L.A.T, we brought to life one of the most sophisticated digital products step by step.

During the launch campaigns, we managed to overachieve our initial KPIs:
we reached **137% of the initial target number** of farmers and resellers in **6 countries** through the revamped digital identity and new online farming tool in the first month.
Then, in only **4 months**, we already **engaged 9% of our 5-year target in only 19 countries.**

19 countries
1st launch

2000 CTA
Web banner ads

571 - graphs

180
180 - working days

5
Nationalities within
the core team

1000
Emotional pictures
taken
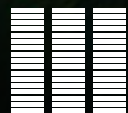
More than 300.000
lines of code

28.5
CC and Borealis L.A.T
teams' average age
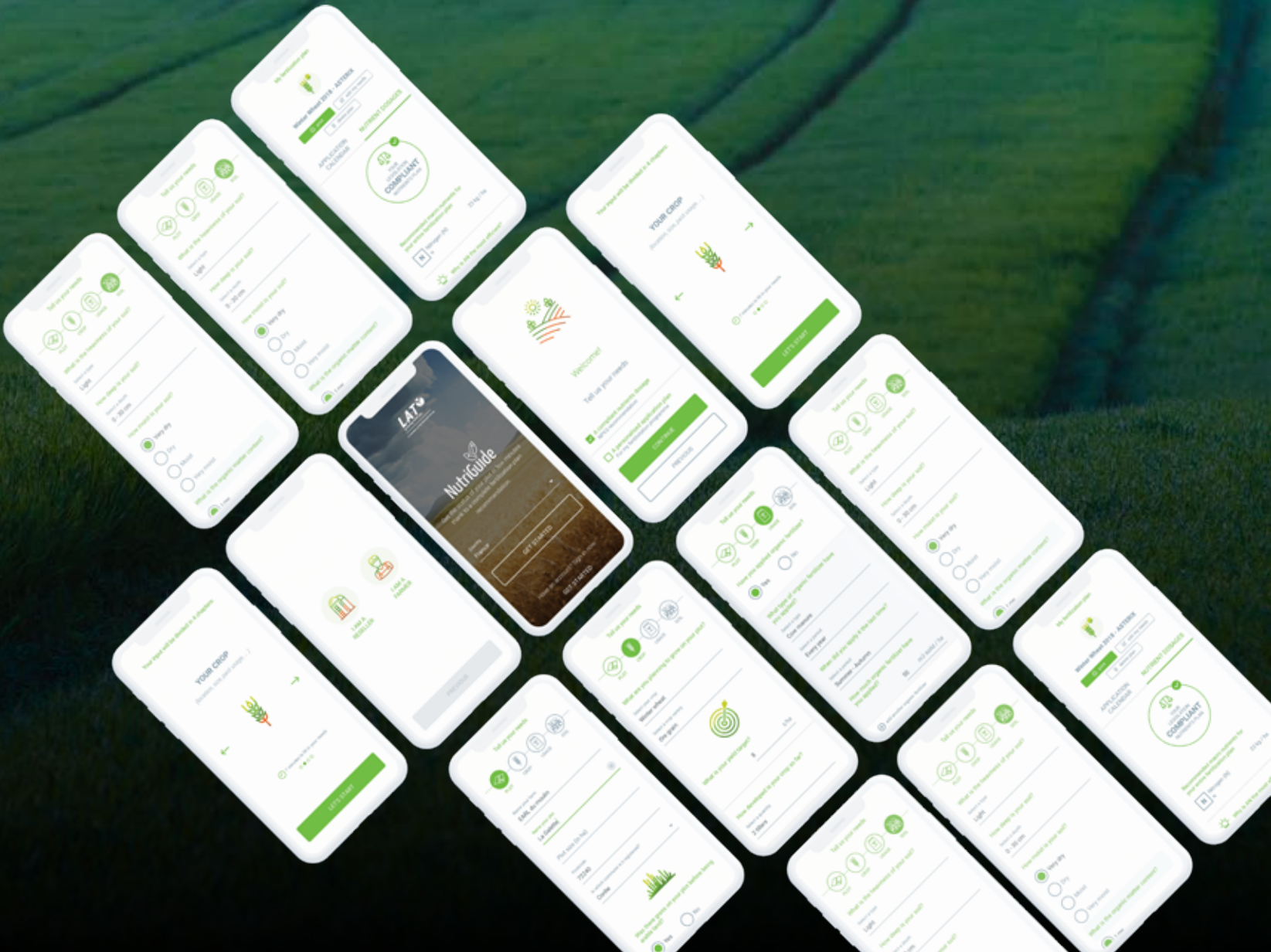
The journey has not yet come to an end. Along the way, we had our laughs, our moments of truth and we can say that our partnership and mutual appreciation for each other is still growing, as we have the same goal: reaching for the stars and never stopping there.

The enormous workload of content creation by the Borealis L.A.T team, the obstacles we've overcome during the building and creation process and the high complexity of challenges had made us a great team and better human beings.

The results are showing that our team effort has been paying off. Stats of January 2019 compared to January 2018 show already significant improvements:

- Returning visitor rate: **increased by 30%**
- Bounce rate **decreased by 20%**
- Average duration per session **increased by 74%**
- Pages per session: **increased by 74%**

ROADMAP

January - **Project kick-off**

February - **System architecture for digital identity**

March - June - **Cognitive Studio implementation**
Customer development

March - **International market research**
Customer experience mapping

April - **User persona definition**

April - October - **Visual content creation**
(photo and video library expansion)

May - June - **Wireframes, UI design**
Launch Campaign strategy & planning

June - August - **Campaign materials**
(messages, contents) & channel setup

August - **Fine tuning system demos**
Start the launch campaign for both
website and Nutriguide in 6 countries

September - **Internal launch of website**

October - **Official public launch**
of website and Nutriguide
Today supporting
and sustaining digital growth

TESTIMONIALS

Veronika ETTINGER
Head of Marketing at Borealis L.A.T

"Going through our digital step-up journey was a fantastic cross-functional experience for our team. Cognitive Creators stood out already in the pre-tender qualification phase with their pro-active approach in perceiving and understanding customer needs. The initial positive impressions were confirmed throughout our cooperation. Working together was a great experience of creativity, professionalism, flexibility, achievement and last not least, it was also really good fun!"

SERVICE LINE:

Brand strategy planning and implementation

Visual content creation (photography & videography)

Web development

UX Strategy & UI Design

Digital Identity Design

User Persona & Market Trend Research

Customer Experience Mapping

Launch Strategy Creation and Implementation

Digital Marketing Campaigns (Google Ads, YouTube, Facebook, Media Partners)

Implementation of Cognitive Studio and custom modules

Quality Assurance, Support and Maintenance

Combridge

Deutsche Telekom Group

T ▪ ▪

New branding

Combridge, as a premium subsidiary of Deutsche Telekom Group, has established a strong position in the B2B segment, where it delivers its core activity as an IT&C integrator. However, as competition grew stronger, the neglected brand strategy started to have a negative impact on the brand's message. A rebranding strategy for the company's digital identity was more and more needed.

Firstly, we started to work on a brand book that communicates the company's design standards and acts as a key document both internally and externally. The style guide contains the company's values, proper uses of the logo, color tones, typefaces, tips for layouts, printing rules, copywriting instructions, and wireframes for web design.
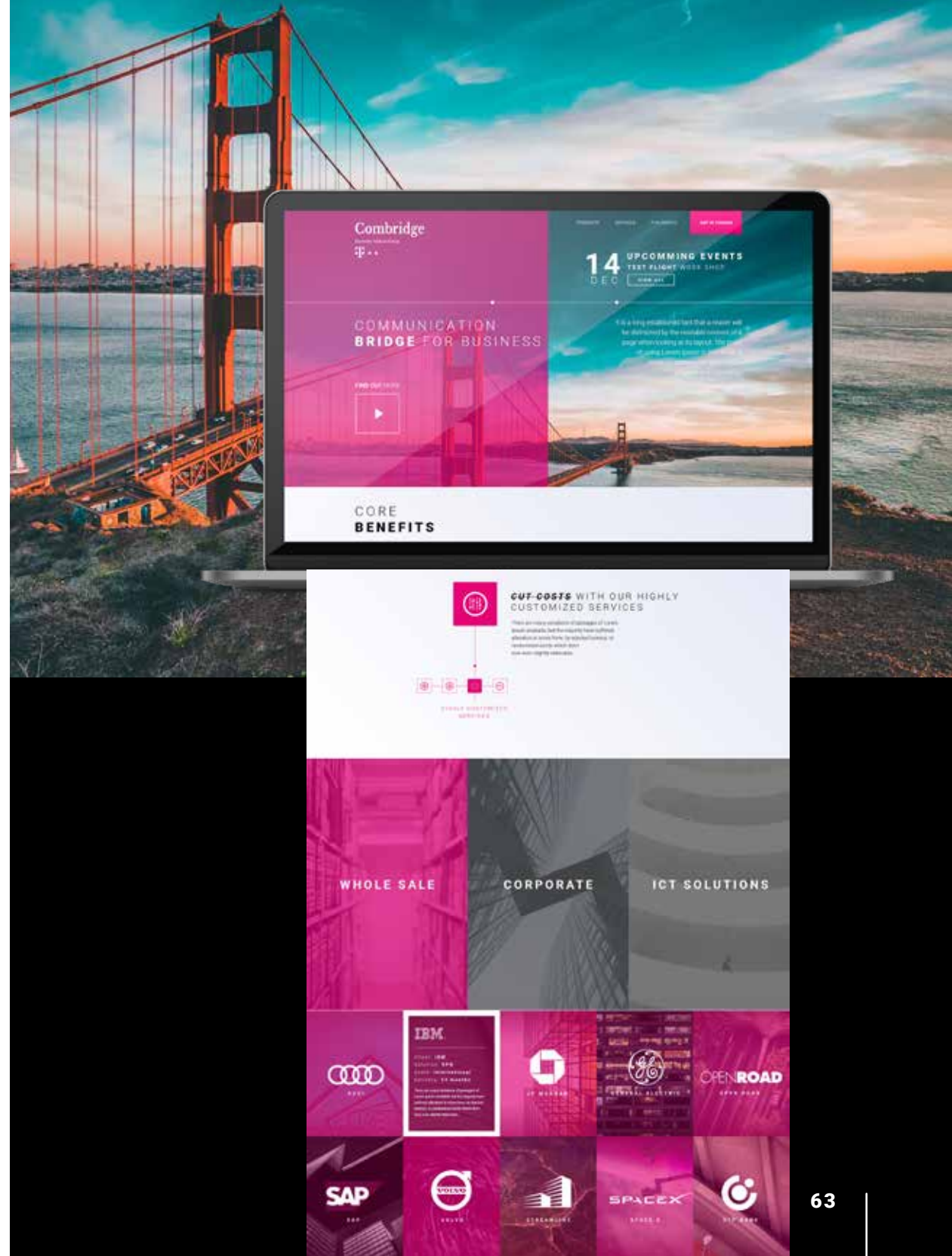
At first, it may sound easy as a walk in the park, but the start was bumpy indeed. It wasn't simply about rebranding an outdated look and feel, due to the fact of having to be compliant with the corporate standards and still needing to achieve a high level of originality.

So, Combridge wanted to be unique on the market and not to be confused with any other less trusted brand, and at the same time, all the visual brand elements needed to be compliant with the rules of Deutsche Telekom. Now, being part of a large corporation allows very little room for changes.

The brand message used to be very technical and hard to understand for the target audience, so we needed to redefine its core message:
COMBRIDGE SOLVES YOUR IT&C CHALLENGES WITHOUT YOU NEEDING TO HAVE TECHNICAL KNOWLEDGE.

Once we had set straight the key messages and values on the level of wording, we could move forward a lot easier on strengthening the relationship between the brand and its customers by creating a new, visually unique guideline, thus offering a better approach in copywriting as well.

Visual content creation

UX Strategy and UI design

Content performance

Digital identity design

November 2018 **- Project kick-off**

December **- Version 1.0 of brand book**

January **- Re-define the scope and the UX strategy**

February **- Version 2.0 of brand book**

March **- Finalise the brand book**

Levente CSENTERI,
Executive Director

*"Attila amazed me with his dynamic and professional way of working.
We started to talk about his company and about the services he provides.
Thanks to rebranding and following the new strategy, the company
has been repositioned. This happened because of Cognitive Creators'
professional services."*

Digital disruption

DIGITAL DISRUPTION
THAT EDUCATES FAMILIES
THROUGH GAMIFIED ENGAGEMENT

OTP Bank is part of one of the most robust Central-East European financial enterprises, OTP Group. Founded in 1949, it has a considerable history that gave the company a competitive advantage thanks to the experience and expertise they built up through the years.

Lately, the company has opened multiple doors towards digital transformation with the scope of being aligned with the trends that are shaping the financial sector. As more and more fintech startups passed their scale-up phase and now are becoming serious competitors against traditional banks, OTP Bank's leaderboard knows there is no time to waste.

The challenge and the opportunity we identified were going hand in hand. On the one hand, we noticed that financial education and the habit of saving money is not widely practiced within families. On the other hand, there is definitely a need to prepare the upcoming generations to have appropriate economic discipline. As these two points met, we shaped a bridge from an obstacle that will assist transactions within families in a disruptive way. This is how the concept of the OTP Family app was born.

THE WORKING MECHANISM OF THE APP: ENGAGING VISUALS AND SMART INCENTIVES

As our target audience was not familiar with making transactions between family members, we aimed to create something truly appealing for the youngsters. This way, we ensured that the onboarding process will be initialized by a younger family member, who often uses digital technology more easily than his/her parents or grandparents.

THE USER INTERFACE DOESN'T ONLY HAVE A PLAYFUL LOOK AND FEEL, BUT ENGAGES ITS USERS TO START A FINANCIAL INTERACTION BETWEEN THEM

Young people can define real-life goals they would like to achieve, eg. buying a new mountain bike, while their elder siblings can set the conditions of fulfillment, eg. washing the dishes after each dinner grants 10% of the total sum, while painting the fence will boost the savings with another 20% from the total amount.
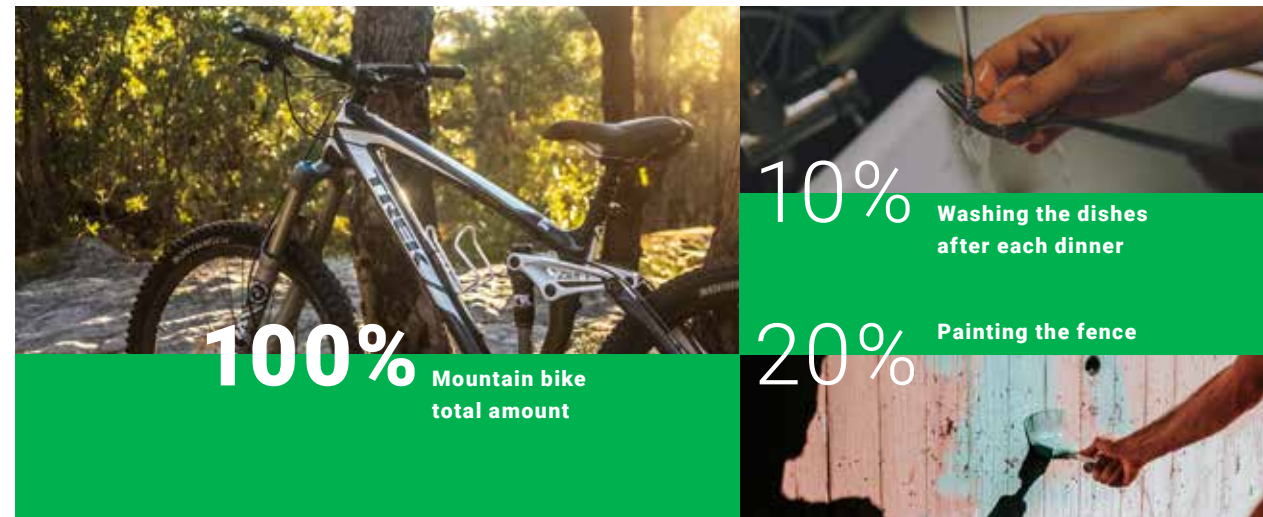
100% Mountain bike total amount

10% Washing the dishes after each dinner

20% Painting the fence

Defining the project scope

Creating the business requirements documentation including the most relevant user flows

Designing the user interface with engaging motion graphics

Preparing the concept for handover

Strategic consultancy for digital transformation

Technical consultancy for product development

Business consultancy for mapping and documenting business requirements
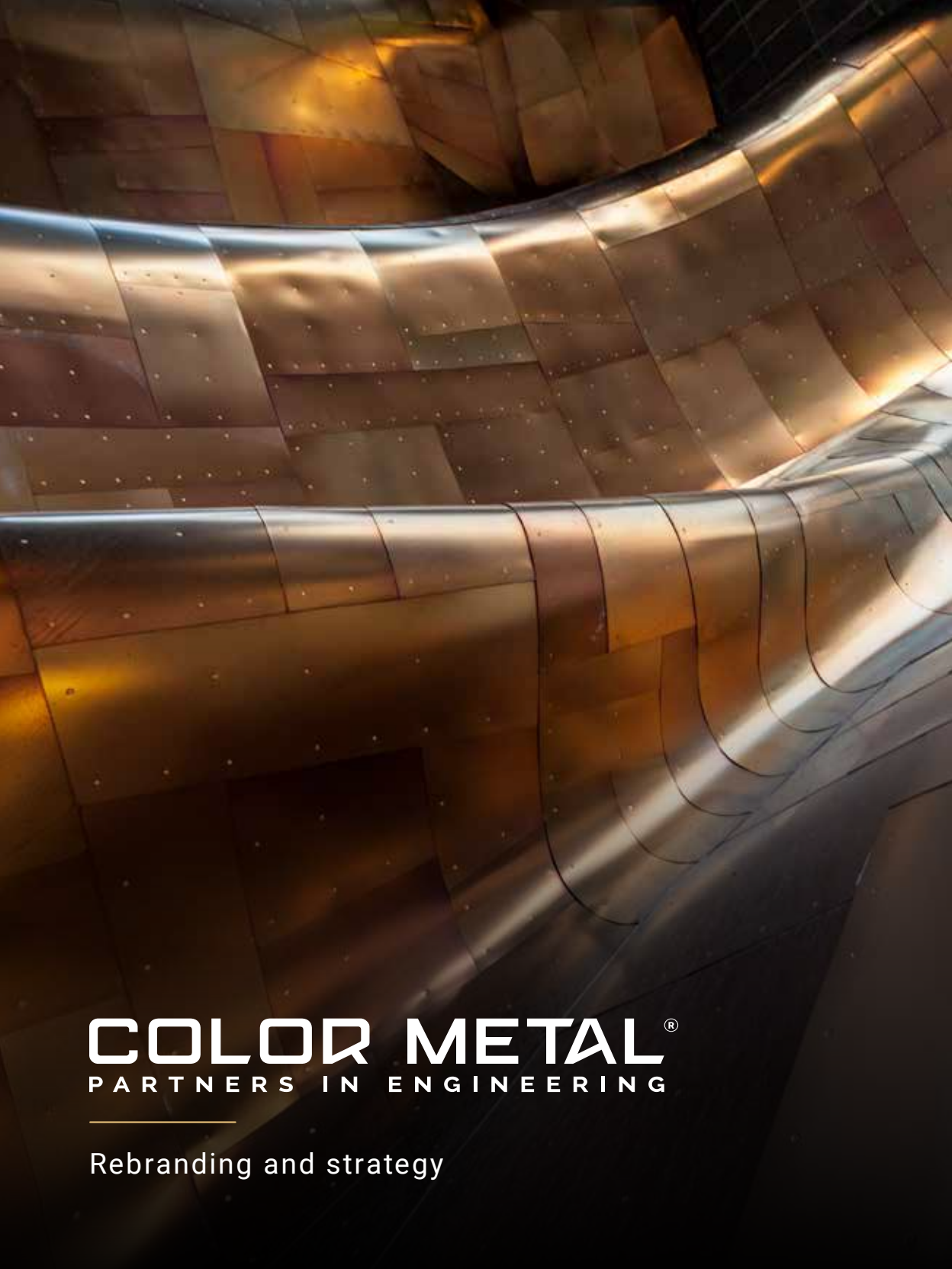
Concept Design

User Interface Design

Interaction Design

COLOR METAL®
PARTNERS IN ENGINEERING

Rebranding and strategy

Color Metal with its headquarters in Odorheiu Secuiesc is one of the main distributors of non-ferrous metals (aluminum, copper, brass, bronze, and titanium zinc) in Romania and market leaders in this segment.

The company's outdated image and the desire for internationalization triggered our collaboration in 2018. Working in close collaboration with the company's marketing team, we created a renewed brand identity and a 12-month communication and brand strategy.

Understanding the non-ferrous metal industry was a challenge despite its high importance in the automotive, aerospace, mechanical engineering, and construction sector. We had to break down the industry specifics to fully understand every tiny detail and reassemble the concept in order to create a solid digital presence for the company.

Once we managed to comprehend in-depth the industry specifics in the context of marketing, we created an improved digital strategy, accompanied by on-the-ground solutions and brand identity, which had to be both adaptable and appealing to different cultures and economies in the world.

COLOR METAL®
PARTNER IN ENGINEERING

WIDE RANGE OF SEMI-FINISHED PRODUCTS

ALUMINIUM

COOPER

BRASS

BRONZE

TITANZINC

The complexity of the project was reflected in the number of brand elements we had to place in numerous scenarios taking into consideration all the external factors affecting their visibility.

Firstly, we focused on Romania, where the company has offices in 4 different cities. Our biggest challenger was air pollution, which has a negative impact on the quality of outdoor advertising elements such as billboards. Therefore, we needed to take the limits in the color choice of the different banners into account to guarantee its longevity.

In order to level up the physical B2B flow, we created a multi-channel lead generation campaign strategy through Facebook, LinkedIn, WhatsApp, and YouTube.

According to Color Metal's main product families, we suggested creating four types of content strategy. After capturing their attention by visually engaging videos, we proposed to convert visitors into leads by offering them valuable assets such as white paper or e-book.

The basic principle that triggered this strategy was to create a scalable system, integrable with other tools that ultimately drives to quality leads and increased revenue streams.

2000+
km

380+
keyword analysis

120+
outdoor banner design

40+
slogan recommendations

Kick-off workshop:
Defining the business goals
and understanding the context

Market trend research and keyword analysis
in 4 countries

12-month brand and communication strategy

Creating a brand book

Project summary workshop
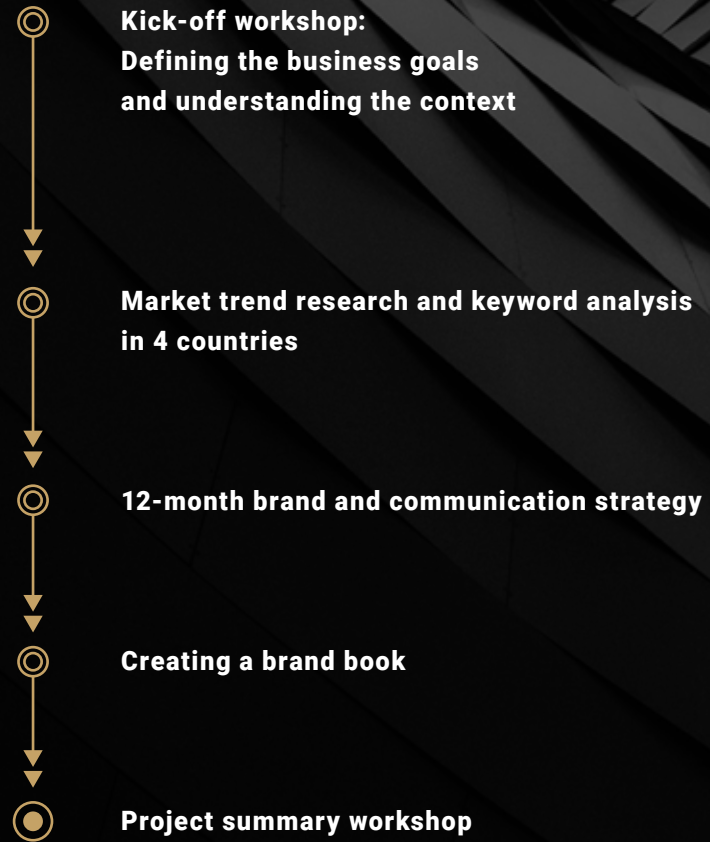
Brand strategy planning

Visual content creation

UX strategy & UI design

Digital identity design

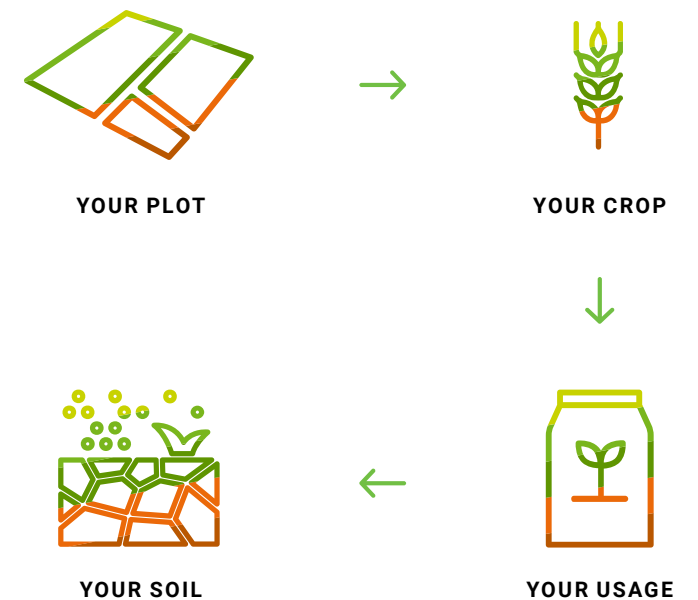**User persona & market trend research**

Sustainable crop nutrition solutions are key to overcoming the challenges of food security for the growing world population. Borealis L.A.T, one of the major European market leaders of the industry, provides efficient crop nutrition products and environmentally-friendly solutions for farmers and retailers in 19 countries across Europe.

Our collaboration with the Borealis L.A.T team continues, so in May of 2019, we embarked on a new journey to upgrade Borealis L.A.T's digital tool called NutriGuide.

NutriGuide is combining effective fertilizer products with customized fertilization advice. The old version of the tool was designed to help farmers plan their customized fertilization activities, but new key features had to be implemented that could enhance user engagement. The aim was to help them build a future-proof fertilization planning and crop nutrition software which can compete with other players on the market.

YOUR PLOT

YOUR CROP

YOUR SOIL

YOUR USAGE

NutriGuide
Your Crop Nutrition Advisor

Development and growth

ADAPTING THE INHERITANCE

The company aspired to bring its own NutriGuide digital tool up to 2020 standards in order to stay on top of their game, and also, to compete with the market leaders when it comes to farm management systems.
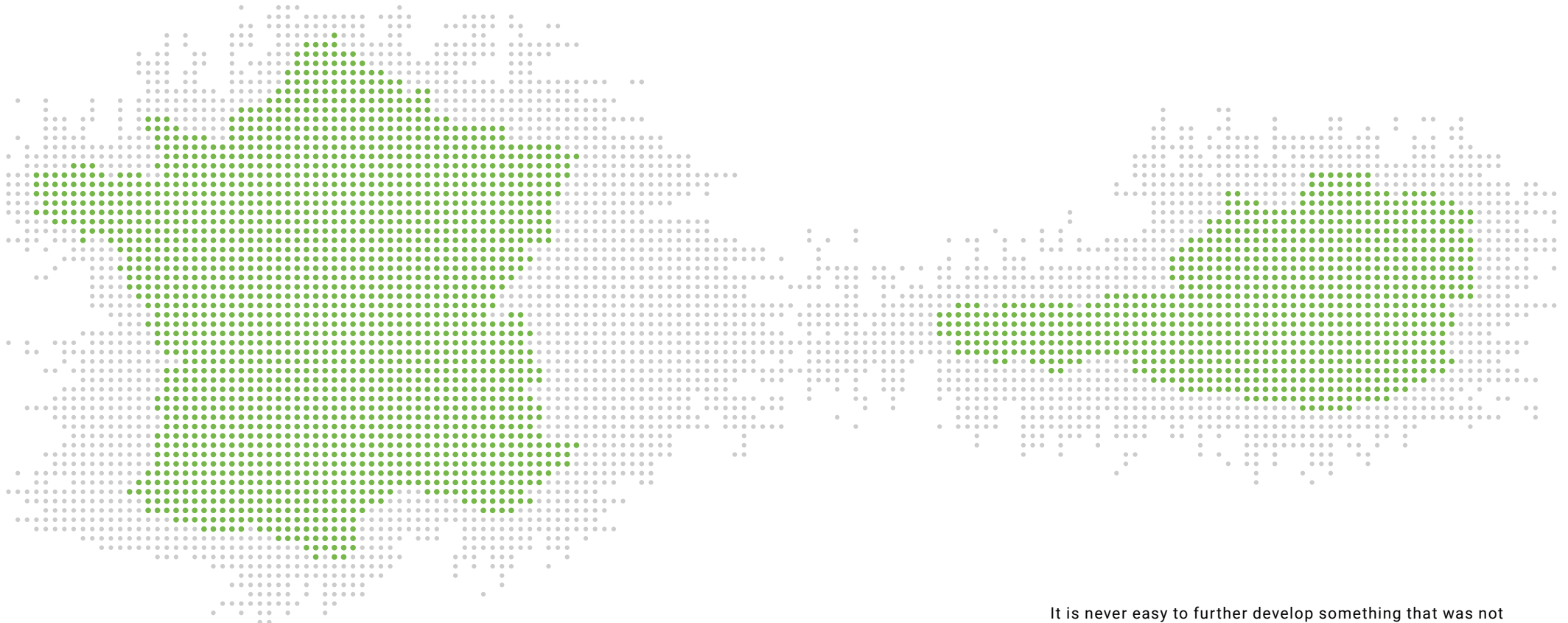
We were assigned to inherit the 2.0 version of this tool and using our own processes, we embarked on a journey aiming to add extra value to NutriGuide which is present on two key markets (Austria & France).

AUSTRIA

FRANCE

It is never easy to further develop something that was not started by your own team, but our highly skilled experts were set out to face this challenge and make the best out of it. Using Agile methodology, divided into carefully crafted sprints, our development, design and marketing teams joined forces and created a state of the art fertilization planner.

By the end of 2019, NutriGuide 3.0 graduated from being a basic fertilizer planner to having complex functionalities like Plot handling (adding/editing plots manually and importing them via XML), Crop rotation planning and additional crops support.

Although digitalizing agronomy sounds a bit out of touch, the first steps in this quest are to have the farmers involved, and NutriGuide is the best tool to introduce the wonders of digital products to the world of agronomy.

How do crop rotation planning, fertilizer applications and software development work in one universe? Not as smoothly as previously thought, but hey, we will never say no to a little extra challenge. It is not always easy to handle a situation where two worlds collide, but looking back, this was the beauty of it after all.

Following countless workshops held in Vienna, Budapest and Marosvásárhely, our team gradually tapped into the world of agronomy. And by all means, our partners also gathered valuable insights when it comes to the processes of top-notch software development.

CULTIVATING TRUST AMONG THE AUSTRIAN FARMERS

Farming is not just a job. It is a way of life. And mostly, life is about saving time for what is most precious to us. This concept was the driving force in our marketing campaign. The goal was clear: we had to make NutriGuide better established on the Austrian agricultural market and promote the new features of the free tool, thus increasing the number of quality users.

We all knew that making a digital tool appealing to working farmers, who are seemingly distant from technology and innovation, was a challenging task. But we were willing to ask the right questions: how could we spread the message and bring more potential users to the new version of NutriGuide?

RAISING AWARENESS AND REACHING THE TARGET

To reach our goal, we built up a 4 month (December-March) marketing strategy to encourage farmers to try out this new fertilizer planning tool. We knew that timely and helpful content would be key for attracting new visitors, so we emphasized and communicated that NutriGuide attempts to spare them time by easy long-term planning and tracking, helping farmers in making sound decisions in getting the best out of their soil and crops.

Taking into account the fertilizer planning trends, we divided our target audience into two main categories. **Early Planners** - those who start their planning process early in December and January - and **Late Risers** - those who are planning in the last step. Through personalized messages to the specific audiences, we announced that a new version of NutriGuide is available, emphasized the opportunities and advantages of this smart tool, including the newly implemented features (Farmdok integration, simple and easy upload of plots, crop rotation and product recommendation) and draw farmers' attention to try out this free fertilizer planning tool.

The campaign assets we proposed reflected the idea of optimized planning, thus giving back time to spend outside on the field where their passion lies. The implementation of the marketing campaign consisted of rebuilding the existing landing page in terms of design and content, creating and promoting short animated "how it works" videos for the first time users, and one - visually more appealing - video for the landing page, explaining step by step how NutriGuide works. Also, more than 170 digital banners were created and promoted throughout different channels showcasing these timely messages and driving traffic.

AN EYE ON WINNING
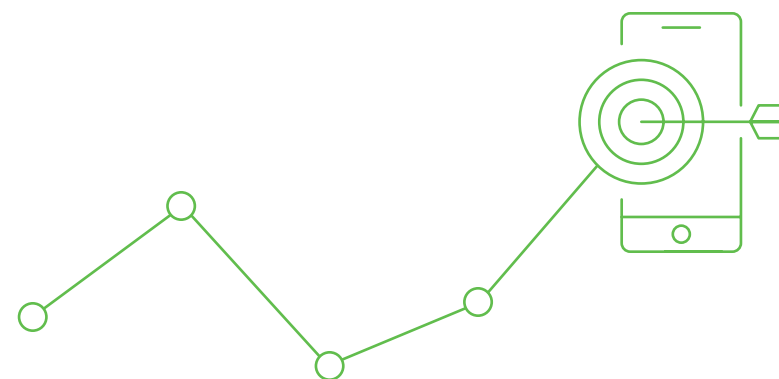
Our marketing campaign promoting the new features of NutriGuide paid off handsomely. The results of 4 months of intense campaigning helped us improve brand awareness and drive quality subscribers to our web-application.
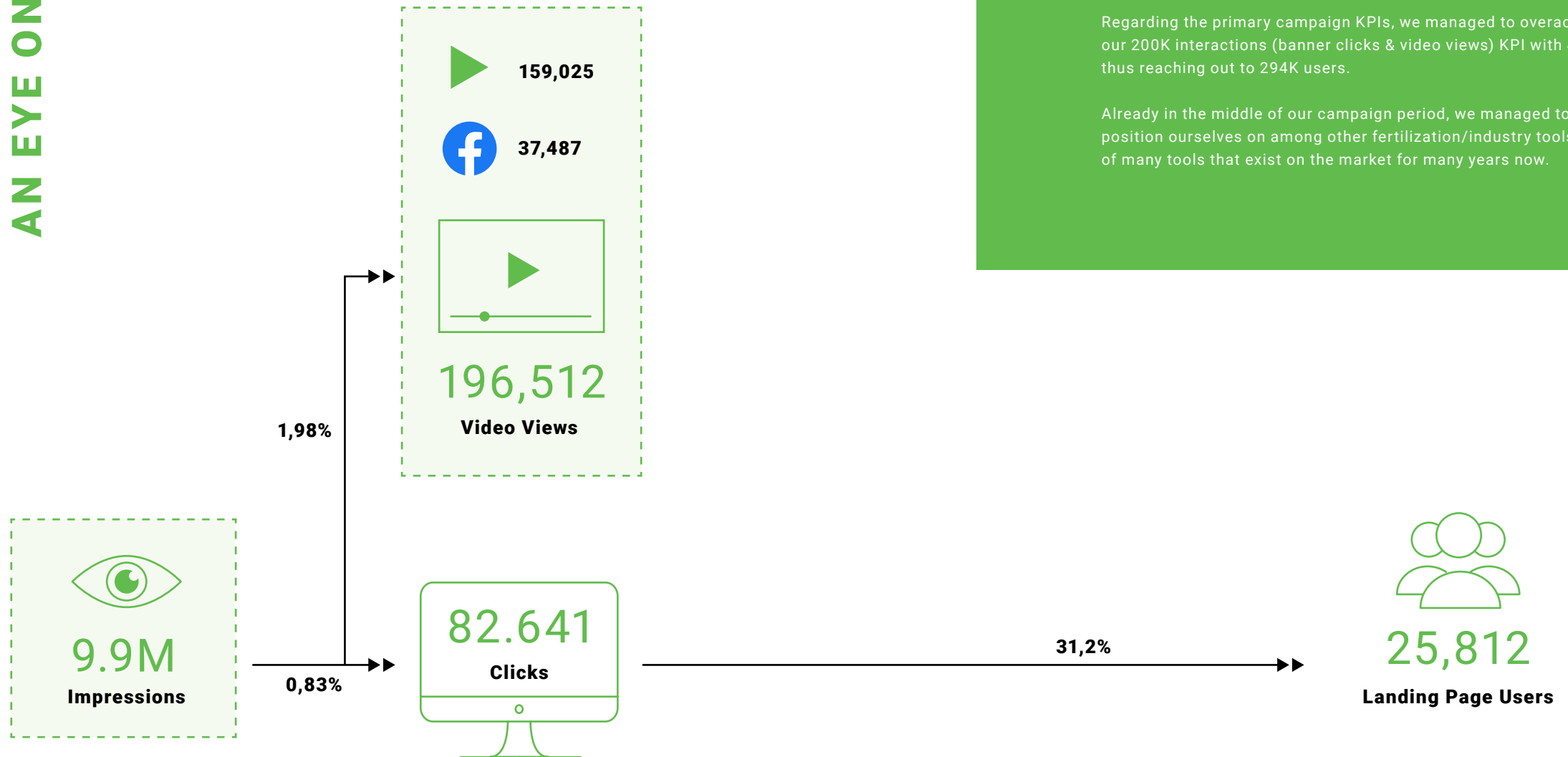
Our online activities showed the highest effectiveness in building up a new user base for NutriGuide. During the marketing campaign, the video ads were overperforming, YouTube being the most effective channel, with the lowest interaction cost. Also, NutriGuide's brand recognition was heavily improved as the number of organic traffic has doubled from December to March following the strong awareness campaign activities. What's more, we managed to overcome a fitness brand with a similar name in Austria, thus ranking **#1 in Google search results**.

Regarding the primary campaign KPIs, we managed to overachieve our 200K interactions (banner clicks & video views) KPI with 47%, thus reaching out to 294K users.

Already in the middle of our campaign period, we managed to position ourselves on among other fertilization/industry tools, ahead of many tools that exist on the market for many years now.

159,025

37,487

196,512
Video Views

1,98%

9.9M
Impressions

0,83%

82.641
Clicks

31,2%

25,812
Landing Page Users

No time to stop

Following our successful launch of a refined user experience and additional features to NutriGuide, Borealis L.A.T decided to stick with us and trusted us with further developing the product.

With version 4.0 the whole architecture and algorithm of the software will be built up from scratch in order to be more scalable and to be customized for several other markets. (The first countries where this next version will be available are Hungary and Romania, with more to come later in 2021).

2021 ►►
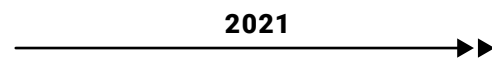
HUNGARY　　**ROMANIA**

May 2019 - December 2019
Defining the project scope

Creating the business requirements documentation including the new features of the tool

Product development (NutriGuide 3.0)

Redesigning the landing page

Implementing the marketing strategy

January 2020 - March 2020
Marketing strategy and campaign for Nutriguide 3.0

Implementing new features (NutriGuide 3.1)

April 2020 - December 2020
NutriGuide 4.0 development

OFFERED SERVICES

**Strategic consultancy
for digital transformation**

**Technical consultancy
for product development**

NutriGuide 3.0 development

NutriGuide 3.X & 4.0 development

**UX Strategy & UI Design
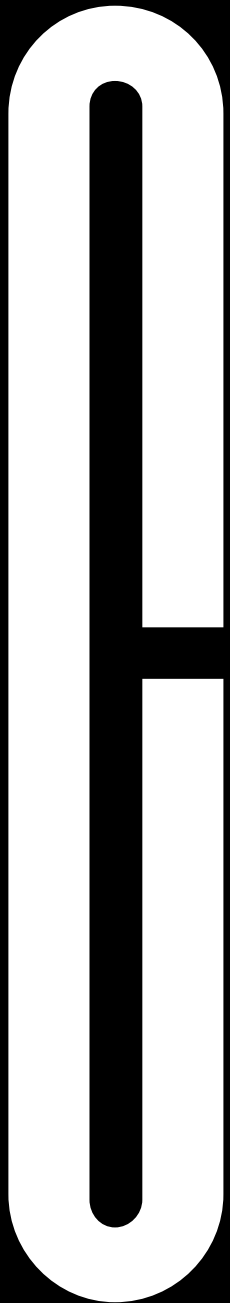for versions 3.0 and up**

Landing Page Design

Competitor Analysis

Funnel Analysis

**Marketing Campaign planning
& implementation**

CHAPTER

04

If you are in the business of waiting for miracles to happen overnight and believe in solutions only by laying on of hands, then we might not have a shared future. But those of you, who are aware of the fact that disruptive results need strategy, patience, periodic re-evaluation and enormous effort to achieve the desired growth, we are on the track of building a brighter future.

CREATING NEW REVENUE STREAMS THROUGH DIGITAL REQUIRE YOUR BUSINESS TO BE ABLE TO SOLVE THE PAIN POINTS OF TOMORROW.

You should be strategic in setting proper goals, measurable and relevant KPIs, and an ambitious long term mindset. Many people out there will promise instant results. If instant starts in 6 months, then we would agree, otherwise don't expect that you will double your revenue in the first week of applying digital to your business. While goal setting for executives is a common thing, setting the right KPIs for your digital project can have a few tricks.

5 THINGS YOU SHOULD CONSIDER

01
Why are you moving towards digital?
Except that all of your key competitors do, you should have a strong why that will keep you persistent.

02
What are you changing with digital, how and where are you adding more value to the customer journey?
Define the key-value offerings that you are building through digital, and where these create competitive value.

03
What are the risks that can sabotage your goals?
Digital can be the road to the future, but shifting a business model towards it can have its threats. If the plan looks too good to be true, you might do a background check to avoid falling in a digital black hole.

04
What are you measuring?
Revenue streams facilitated by digital makes sense, but if your plan is not going according to your expectations, you should be able to break down your metrics to find out what went wrong.

05
How are you measuring?
You know what you'd like to track, make sure you have the right tools and assistance to do that. Business KPIs need to be "translated" to digital metrics in order to get the most out of the data.

believe
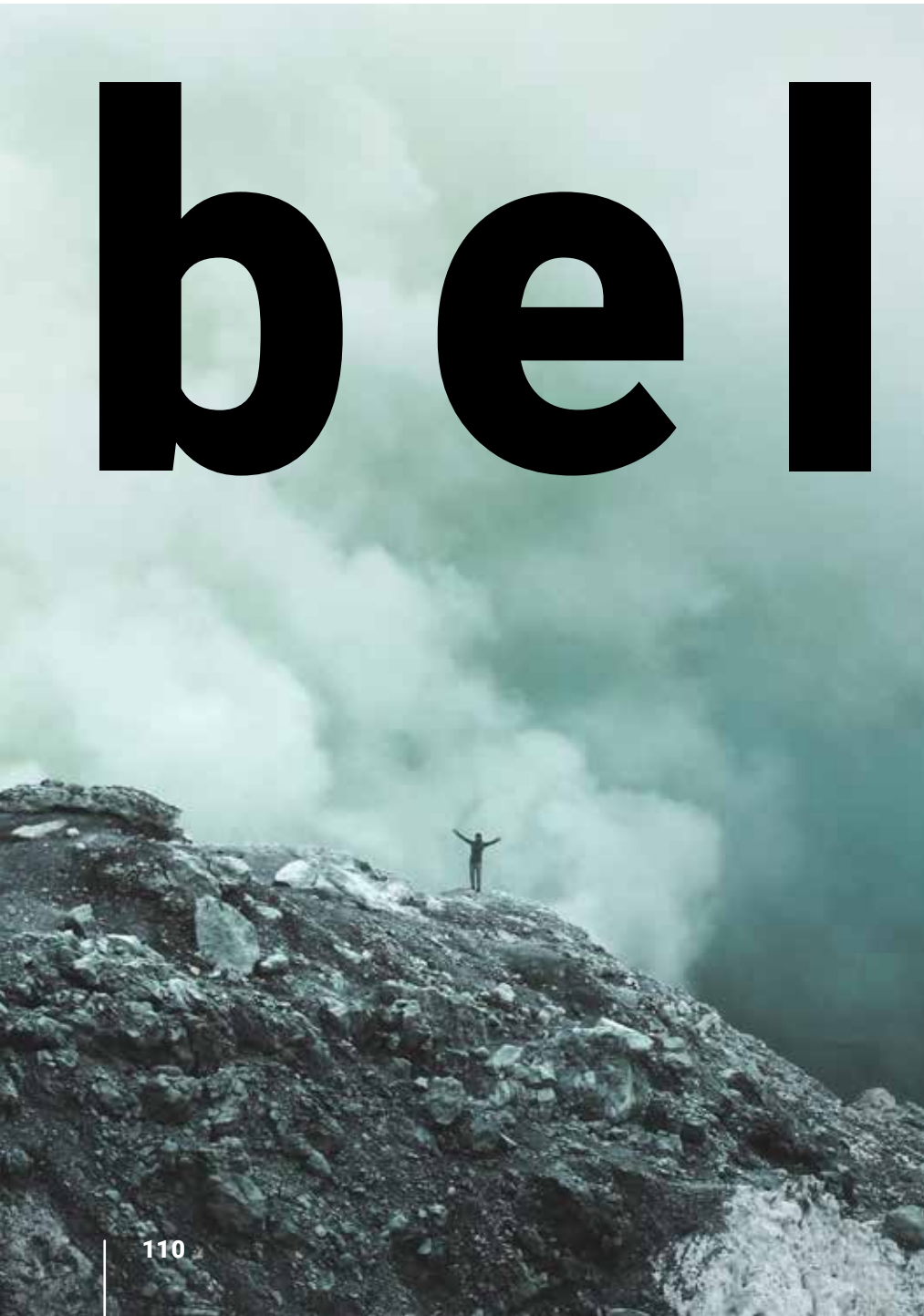
Once you have prepared your background, break it down to a timeline in milestones that you believe will drive you to your goals. Here, the word "believe" is used intentionally. Being a stubborn strategist is not the right road to take when it comes to digital. You should prepare to steer the boat quickly and adapt to the findings on the go. Depending on your goals, you should have alignment assessments where you evaluate shorter timeframes. Have a weekly sanity check on the operational level and a monthly strategic overview. Don't be afraid to shift lanes, be an agile captain of your digital spaceship that has the open-mindedness to adjust in order to achieve great results.

CHAPTER

05

Some say data is the new gold. We like to say that data is the new soil because data in itself won't change your business' results, but it can give you the proper soil for sustainable growth. Marketing has become rocket science. **Levente Csenteri, CEO of Combridge, Deutsche Telekom's premium subsidiary**, whose goal is to boost their B2B sales in East Europe, stated:

"I EXPECT MIRACLES FROM DIGITAL (MARKETING)."

Marketing used to be driven by two factors: creativity and sales. Creativity had the role of making your marketing activities stand out, while sales was imposing the numbers. These two are still key components of digital marketing, however, they do not have the award for the prime role. This award goes to data. With the shift from traditional to digital channels, we have more data than ever before. Leveraging the power of this can make or break your marketing.

Many leaders and C-level executives try to find a shortcut and adopt digital marketing in their growth strategy. Once they face with its complexity, they:

OPTION

A

Run away from it. Invest minimal effort and get back to their traditional methods of growing their business.

Realize it's a bigger challenge than just creating a Facebook Business Page or a Google Search Ad and start looking for experienced digital marketers, relevant trends and potential transformation strategies.

OPTION

B

DO YOU RUN AWAY FROM IT OR **DO YOU FACE THE CHALLENGE?**

CHAPTER 06

What can be automatized, should be automatized. We believe that the human race has a more important role in our society than working on repeating tasks. It might sound as a utopist future, but one day, we will not be doing any kind of work that doesn't have a greater meaning. Think of one annoying task that you need to do and repeat over and over again. Wouldn't be life more joyful without that? It probably would, and the good news is that somebody is already working on automatizing that as well.

While in the early 2000s making personalized emails and automating the process was enough to pump up your results, today we can say that it's trivial, as basic customer information is easy to acquire. To create meaningful value, marketers need to step out of the marketing noise and take their strategy further towards hyper-personalization.

In the last decade, process automation has become a business focus for many enterprises. With the rise of **RPA (Robotic Process Automation)**, from physical work to digital work, there are many appliances where automation is already delivering great values, and in the next 10 years, it will evolve even further. This applies to marketing automation too. Nonetheless, when we speak of growth through marketing, automation itself is not enough.

HY PER

As digital technologies open new ways in communication, many forget that they should not advertise for the sake of advertising or because the competition is also pushing its messages. The possibility to spend money in order to get attention is way too easy. This sets the background of the exponentially growing marketing noise because everybody can consume their marketing budget within just a few clicks; and because once people get results, it drives them to spend even more. The problem is related to the quality of the results. Spending $500,000 to get a 0.5% sales conversion that drives a couple of millions in revenue might look like a good deal. If you want to grow, you can double your investment and double your results. Sounds pretty straightforward.
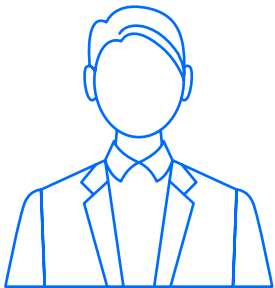
The question we don't ask is what happens to the 99.5% which don't convert and slip away from the campaign?

QUESTION

Even if we take some extraordinary conversion rates, it looks like over 90% of the energy was wasted. Well, probably not entirely, as some of your audience might return and convert in a later stage, but the overall efficiency is pretty demotivating. If the trends continue, conversion benchmarks will drop drastically in the next 10 years. However, before stopping all your marketing spending, wait a minute: there is hope on the horizon. Let us explain.

The noise is out there, but in the meantime, both human beings and businesses remain to have valid needs. The tricky part is that these needs are not obvious and they are not connected to our birthdays (unless you are in the cake business) or other basic personal/business information. To map these needs, we need to switch from personalization to hyper-personalization. What does this mean? It means we have to think in the 6Rs:

THE RIGHT TIME

When is the best time to show your message?

THE RIGHT MESSAGE

What is the message that resonates and makes sense for your audience?

THE RIGHT CHANNEL

What is the most appropriate channel to connect with your audience?

6R

6

The principles are simple, yet doing your marketing by these can be quite challenging. There are multiple ways to start your hyper-personalization strategy, but they are all complex. If you want to do it properly, you should understand and build your digital experience ecosystem.

THE RIGHT WAY

What is the right method to create engagement?

R

THE RIGHT AUDIENCE

Who are the right people that are truly interested in your offering?

THE RIGHT BUDGET

What do you need to spend to make sure yo position yourself with enough visibility?

CHAPTER

07

Think in the long term, but not longer than 12 months in the first phase. The digital world is fast, really fast. Thus many marketers and executives believe that such transformations will produce immediate results. They are wrong. Powerful digitalization requires a lot of hard work and attention to detail. You should have at least a 3-year vision about where you are heading, but your to-do-list in your first operative strategy shouldn't be longer than 12 months. Technologies and channels rise and fall as we speak, and you want to be agile enough to adopt new elements whenever it is necessary. While small businesses can achieve results faster, if you are head of marketing at a larger corporation, be prepared to see the first results within the first year.

It may sound complex and scary, but the essence of digital transformation can be structured in 5 pillars:

Market Research used to be hard to scale, as a research specialist needed to physically run the research on focus groups in your target markets. This can still give results, yet Digital Research can help you collect data in a more scalable way. This ensures that you start in the right direction and you don't waste time and money on something that might look appealing on your end, but the market wouldn't engage with it.

SCALABLE RESEARCH

Business environments are considered by many to be emotionless, strict, and super formal. While the back-office works like that many times, your communication with your audience should embrace emotions. This is not new in B2C markets; however, within B2B, it is still something that companies avoid. With the upswing of digital, the noise in marketing is also growing massively. People started to build marketing immunity, so it's getting a lot harder to grab someone's attention. Your voice in digital will fade away unless you differentiate yourself. Even though we talk about digitalization, the era of **H2H (Human-To-Human)** marketing is rising. It may sound like a paradox, but it isn't. Digitalization is the methodology, but your brand voice, your messages, and communication should be emotional, hyper-personalized, connecting people from your brand with people from your audience.

Depending on whom you are talking to, people will try to push their miracle digital products to you. The bad news: there is not one product vendor that can cover all your digital business needs. The good news: you don't need to cover all your needs, at least not in the beginning. Rather than finding the perfect tools, you should draw the diagram of your digital ecosystem first. It's likely that you are already using some tools eg. Social Media. Try to think about how these tools are connected. Instead of looking at them as single verticums, connect the dots. Think of what else might still be missing in terms of audience information. Is it their job experience, is it their product interest? Try to fill in the gaps. Once you have a diagram similar to the one below, you are ready to start exploring the digital tools that can help you build your ecosystem.

Last but not least, execution is key. You can have the best strategy supported by the best tools, but if the implementation phase goes wrong, you just wasted money and time, and you are back to square one. So how do you avoid a meaningless loop?

1.

Operative Strategy:
Your project's to-do list clearly defined on a monthly and weekly basis with key milestones and deliverables.

2.

Defining Responsibilities:
It's of critical importance to know who is responsible for what right at the start of your project. This way, you will be able to skip "the pointing fingers" phase where people delegate the one thing that they shouldn't, being responsible. Remember, shared responsibility = no responsibility.

3.

Consistency and follow-ups:
Have a monthly overview with strategic stakeholders (60-90min), weekly conference calls with project managers (15-30min) and on their end project managers should have a daily stand up call to keep things up to date (5-10min).
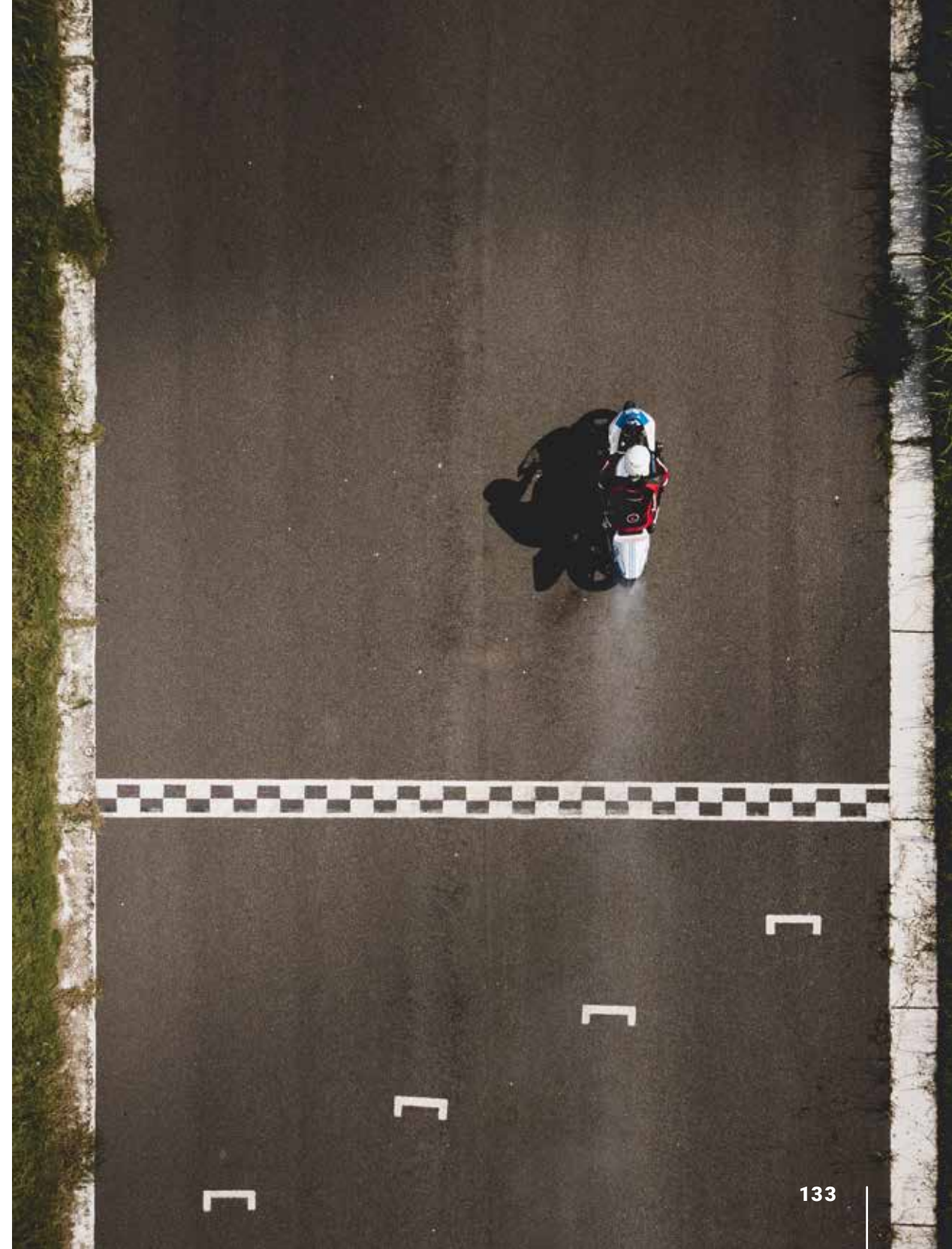
CHAPTER

08

WITH THE RIGHT STRATEGY, YOUR BRAND POWER CAN GROW REALLY FAST

Brand building is a process that requires time, money, and energy. Of course, with the appropriate budget, you can speed things up, but your goal should be to build your brand at a steady pace, which you can maintain in the long run and continuously broaden on digital.

THE EASIEST WAY TO GAIN COMPETITIVE BRAND ADVANTAGE

Be the first. Yes, it's that easy. Be the first in your prospect's mind when they are in need of something you provide. Even if you are competing in a market where you have thousands of competitors, you need to find that one thing that can make you be the first in your prospect's mind. Sometimes being the first in something means you have to state that you are the first second.

Avis, the 2nd biggest car rental company in the US, lost money for 13 years in a row against Hertz, the leader of the industry. Then they changed their approach and stated that they are the 2nd biggest car rental business. In the first year after the new approach, they've made $1.2M, reaching 5M in only 3 years. Today, they are at $8.5B in revenue. Their strategy worked because they were the first to dare to admit that they were the second biggest company. Moreover, people like underdogs, and they are more likely to choose their services simply for being humble and honest.

Sometimes you need to change your perspective on how a process is working. This is what happened in the case of Taavet Hinrikus and Kristo Käärmann, one working in Estonia and the other one in the UK. When they had a personal experience of losing money on international money transfer due to bank charges by converting from euros to pounds and vice versa, they realized that there should be a better way to these transactions. This is how Transferwise was born, a full digital service that made it possible to be up to 8x times cheaper than traditional international money transfers. This is how powerful digital can be, so start thinking about how your business can challenge conventional industry standards and give more value to its customers.

challenge

It's important to find the key competencies that differentiate your brand in a memorable way. One way you can do this is to align the values you stand for with the specific challenges you are solving. Once they intersect, you can create your ideal customer avatar (persona), your ideal target audience, who is willing to spend the most on your offering and bring the most value to your company.

Positioning stands as a base of your brand strategy, as it influences your brand message, your pricing, your communication, and every element that assists in creating your brand image.
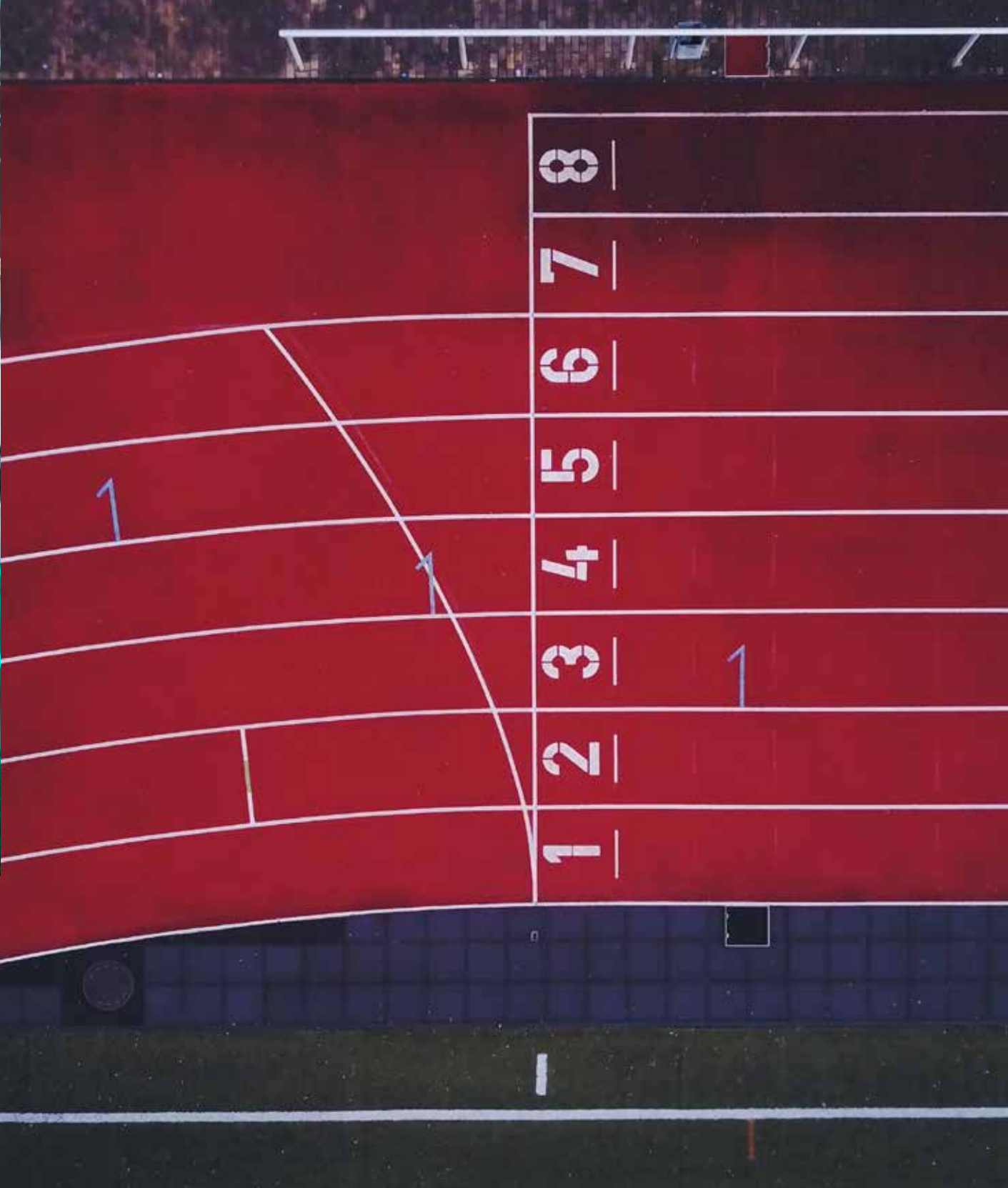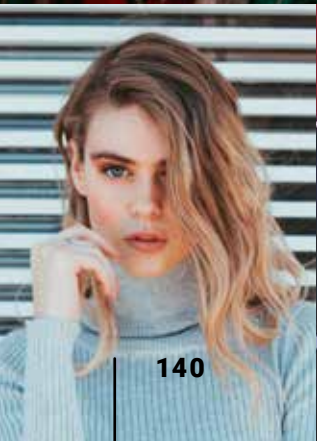
Consciously building your brand will make a difference in the long run. It's probably the best investment you can make in terms of ROI. Clive Jackson, a serial entrepreneur and brand expert stated in one of his interviews with the Forbes magazine: *"Over invest in your brand as much as you can possibly afford."* Of course, one part is the financials, but the more important one, is to do it the right way.

Brand development and digital transformations need to go hand in hand with each other, as they are complementary elements of sustainable business growth. In the next chapters, you will find a step by step guide that shows how you can combine these activities to achieve measurable results.

THE ROADMAP FOR CREATING A SUCCESFUL BRAND

BRAND **STRATEGY** CREATION
First phase

BRAND **DEVELOPMENT**
Second phase

Where are we now and where do we want to get?

Context Analysis

Where are we now, according to our target group?

Brand Analysis

Who are our ideal customers?

Avatar Pattern Recognition

How do we reach our goals?

Strategic planning
UX&CX

How do we maintain our brand's growth?

Market (Re)Launch
Online Marketing
Growth Hacking

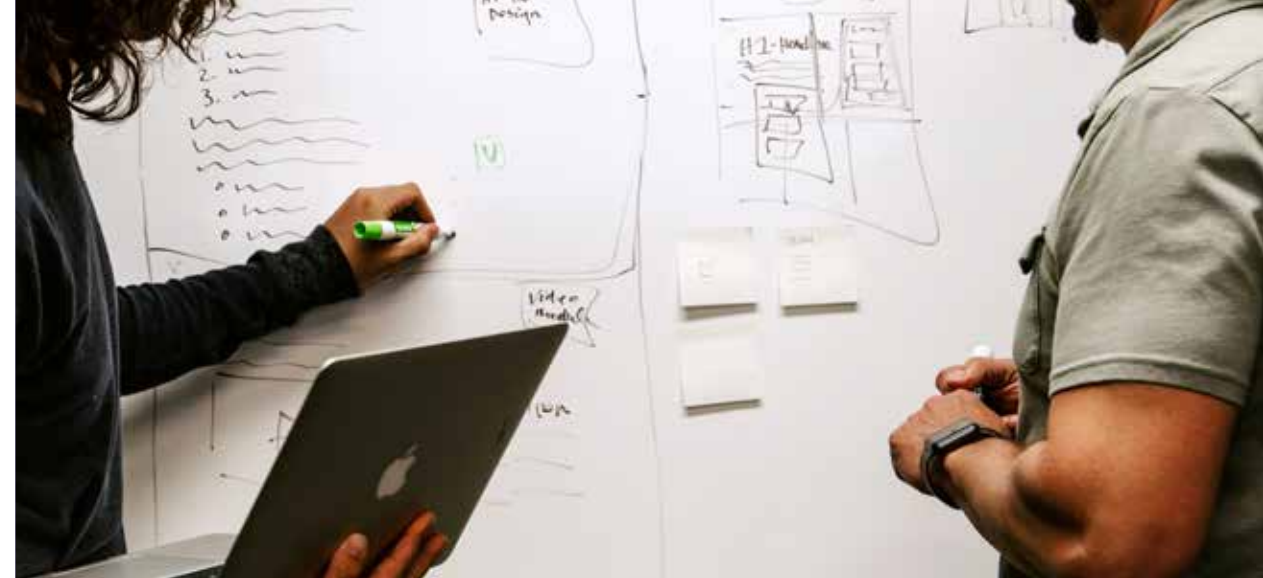How to measure our brand's performance?

Big Data Business Intelligence

How does our renewed brand look?

Visual Identity

How does our target group reach us?

Web Development Mobile Development Artificial Intelligence

CHAPTER

DIGITAL DUE DILIGENCE
A FRESH PAIR OF EYES ON YOUR DIGITAL POWER

For the sake of having a reliable picture of your true digital brand power and your actual footprint in the ever-growing Universe of Digital, one needs to take an objective look from a proper distance. That is what we can do for you: create a comprehensive digital due diligence assessment including an examination of your company's digital media assets - website traffic, social platforms popularity and online communities all in the context of the worldwide competitive market.

There is no question to it: digital business models are becoming overwhelmingly important and valuable. Therefore it's critical to fully understand the implications of the digital world to increase the value of a company, by exploring the opportunities that are arising in that particular segment of the industry.

In the previous era, Due Diligence used to have more of a financial meaning, identifying the risks that a company was facing. But now it is more about the uncovering of the opportunities with a focus on digital that can lead to greater returns.

We have **the proper mindset** to define what is driving to growth, **the critical thinking** to examine data and position your brand in the digital landscape, and **the creativity** to guide you on the right path of exploring new ideas for better conversions.

MARKET RESEARCH & CUSTOMER EXPERIENCE MAPPING

Now that you know where you stand and you are probably having a pretty good idea where you want to end up in the foreseeable future, you would definitely want to get to know your audience better.
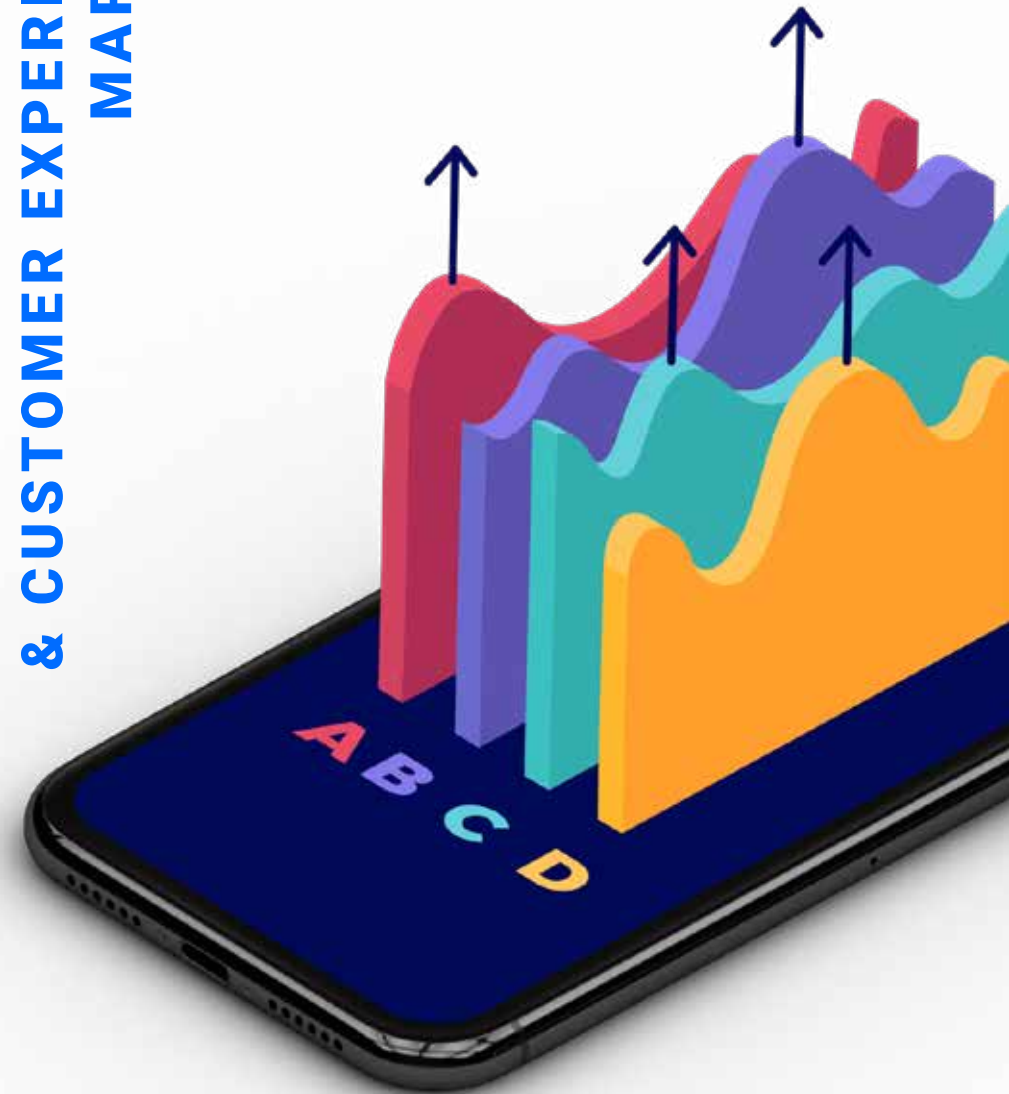
MARKET RESEARCH

Your customers are cast as the lead character of our movie from this point on. Let's just call them Joe, for the sake of argument. So we need to think as Joe thinks, we want to uncover his experience when he first meets your brand, we want to know his age, his motivations, his knowledg about your brand, his feelings and impressions he is experiencing while placing an online order on our website, for instance.
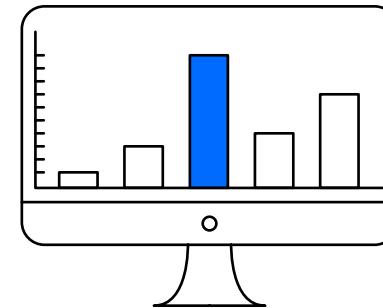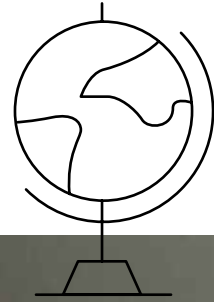
Therefore the next step is conducting comprehensive market research in order to see the overall picture of Joe's current behavior by collecting the most timely and relevant data from a well-defined geographic region, on precisely formulated questions regarding your brand, preferences, dislikes and other pertinent insights of the digital experience you offer. Once we have the datasets and analyze all the inputs, we are about to define multiple user personas with particular characteristics and user behaviors. Digital research is scalable and points you in the right direction rather than speculating about the next steps.

CUSTOMER EXPERIENCE MAPPING

CX

Customer experience is the sum of all things happening to your customers from the first point they meet your brand (e.g. a motorway billboard) to the last point where they return for help (or complaints) to the customer service department. These touchpoints can create positive and/or negative experiences as well.

In order to create a proper customer experience journey map, we have to analyze the map from two perspectives. The first one will show what is your internal view about the relationship between your company and the customers, while the second will show the customers' experience during the collaboration. In most cases, there will be slight (and in some cases even significant) differences between the two. These will help you understand where and how you can improve your service line and communication to have a more positive impact in the future.
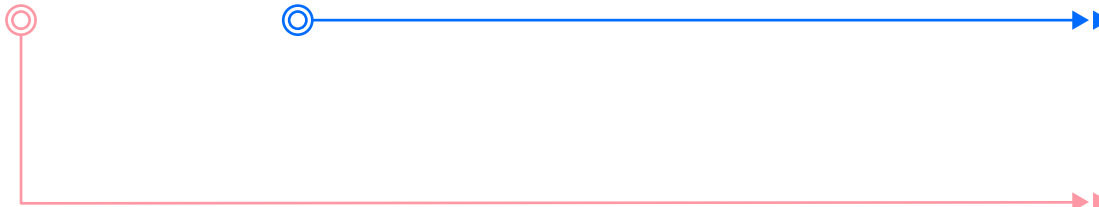
In the process of analyzing the customer experience journeys, we are examining the entire scope of the connection between the company and its customer base, and as a result, we are identifying the pain points and the new value-added aspects.

Note: there is no such thing as a flawless company, but the way the deficiencies are handled makes all the difference.

USER PERSONAS & PATTERN RECOGNITION

Before starting to brainstorm the groundbreaking ideas to introduce new products, incentives, and services, you need to have a straight and reliable strategy to decide who is responding to your brand's offer.

It's a good thing that you've already done the market research, and you have a bunch of data at your disposal. So remember Joe, your one-faced customer base? After retrieving all the data from the research, we can define the multiple personas by common denominators in their behaviors, demographics, interests, and desires towards your services.

The goal of pattern recognition is to set behavior guides for the main target groups. It's recommended to create at least two secondary patterns as well. This way, you will identify who you need to target with your brand strategy.

So there is not one Joe in the picture, but he can be categorized more precisely by several common indicators, thus we would have several patterns: we would have a Jane, a Rob, a Stephen, and a Catherine with well-defined patterns of behavior and references.

Michael
User Persona 1

Age Range	30-45
Gender	Male
Interest	tech, digital
Location	Western Europe
Device	Desktop

Kim
User Persona 2

Age Range	28-42
Gender	Female
Interest	marketing
Location	Japan
Device	Tablet

The interaction between people and your company has to be a well-thought-out and well-planned experience. There are two types of experiences that you have to care about. The main category is called CX or Customer Experience. It covers the complete journey of a prospect becoming a customer. One thing is for sure: the better your CX, the better brand power you will have. In order to create a memorable journey, you need to answer the following carefully:

3 How do they buy from you?

4 How do they get back to you for new orders?

5 How do they get back to you for support or complaints?

Note: You, in this case, means: your product/service/business

1 Where do they first meet you?

What is your first touch point?

2 What do you want them to see in you?

A part of the CX you should plan yourself. You are the creator of your business, you are the most appropriate to envision how would you surprise your prospects to become a customer, and how will you impress your customers to retain them for a long period. A transformation expert company can help you improve your CX plan with branding techniques and technology solutions you might have missed, but it should start from you.

UX

In the 21st century, you will definitely have some completely technology-related interactions in digital environments as well. These interactions are covered by UX or User Experience. Usually, they happen through a UI or User Interface (a website, a mobile app, a software) and the more intuitive the UI is, the easier and faster the users will find what they are looking for, causing them a pleasant experience. To create an exceptional UI, you should reach out to an experienced UI design team. You can find more about UI design in the Development elements' Visual identity section.

CHAPTER

10

The elements you need after your strategy
creation process is done:

VISUAL IDENTITY & UI

**PIONEERING ARTIFICIAL
INTELLIGENCE**

BIG DATA & BI

ONLINE MARKETING

**WEB & MOBILE
DEVELOPMENT**

GROWTH HACKING
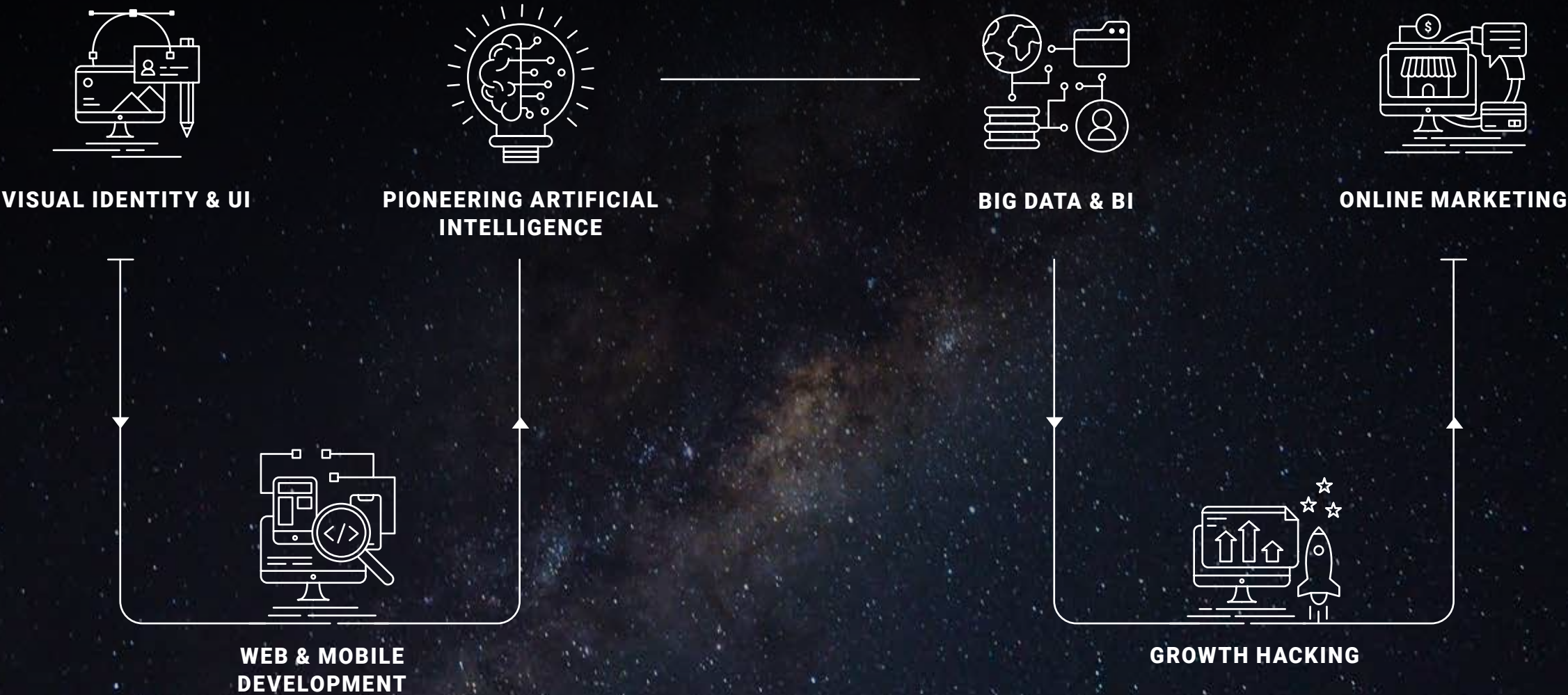
When you think of identity, you think about the sum of all attributes that make a person who she/he really is. The parts of people that make them unique. Their identity can include the sort of person they are, as well as the way they present themselves to the world — the way they dress, their general style, and any other badges they may choose to display.

"DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND." Paul Rand

A brand identity is no different, but instead of portraying an individual, a brand identity describes a company or a product line, or both. A brand identity is the entirety of a brand's expression of itself to the world.

Think of the most exclusive Opel and the most exclusive Ferrari. What do they have in common? Well, they are both the top products of their own brands. However, if you'd have the possibility to get one for free, you would probably choose the Ferrari, unless you are a super-crazy Opel fan. Even if you are not aware of the performance differences, a Ferrari is always a head-turner. Brilliantly designed, with attention to every little detail. Now the question is, how does your current visual identity look like? If you want to increase your business' trust level and the number of ideal customers you already have, you must have an intriguing visual identity. This is how your business is judged from the outside, and it makes the first impression of you even when you are not there. **Quality is key.**

A BUSINESS' VISUAL IDENTITY IS MADE OF 5 CORE ELEMENTS:

A brand's logo is a single visual symbol tasked with communicating as much as possible about the brand's internal identity. Designing a great logo is no easy task. It involves distilling a brand's identity down to its essence in order to create a single visual statement that immediately conveys the intended message.

This is the single largest consideration when creating a brand's visual identity. In order to properly convey the brand's values, it needs icons and artwork in its logo, on its website, and wherever it can instantly capture the flavor. It's not only about the chosen art, but also the style that matters. A more buttoned-up, corporate identity might require solid, imposing icons that convey strength, whereas a creative company might choose a quirkier, edgier style that screams "We don't subscribe to your corporate dogma… We do our own thing." Art choices are critical for creating a visual language that agrees with and quickly conveys a brand's internal identity.

Consistent stationery (envelopes, letterheads, T-shirts & clothing, car labels, etc.) which all have a design direction according to your logo and brand philosophy.

Static and dynamic promotional materials created in a way that increases your conversion rate. These materials are mostly consisting of custom flyers & placards, advertisement & services presentation video material.

It's important that the imagery a brand uses on its website, ads, billboards, and other visual mediums are consistent and convey useful information about the brand.
A line of childcare products would likely employ an imagery strategy that focuses on happy families, with bright, beaming children.
This imagery provides a quick snapshot of who the brand is and what they care about. The old adage that a picture is worth a thousand words, applies here. You can convey as much information with the image you select for an ad as you can with the copy that accompanies it.

WEB INTERFACE

A website designed to sell (more). Every day, thousands of websites are created, but most of them are generic and not efficient. They don't have a unique design, they are not user-oriented and they don't follow the web trends. This results in them hardly making sales, and most of them only lower the business value. Living in a world of technology, having a state of the art website is one of the ways to make a difference and boost your business.

How you convey who you are is critical because if your customers get mixed messages or entirely misread the message, you'll have a much harder time in the marketplace. Just like in the "real world", people are friends with people they like. People they understand. Authentic people whose inner identities match what they show the world. If you get your brand identity right, you'll find it much easier to grab customers. But it's a process, so get started!

MOBILE INTERFACE

Take a look around. What do you see? If you are anywhere in public, you will notice people around you focused on little glowing screens. That makes mobile-first web design and having a mobile-first website essential if you want to meet your business objectives in the future.

Mobile-first web design used to be simply a cool trend, but in 2020, it is of critical importance if you want to appear relevant and stay ahead (or at least at par) in the digital world.

USER INTERFACE

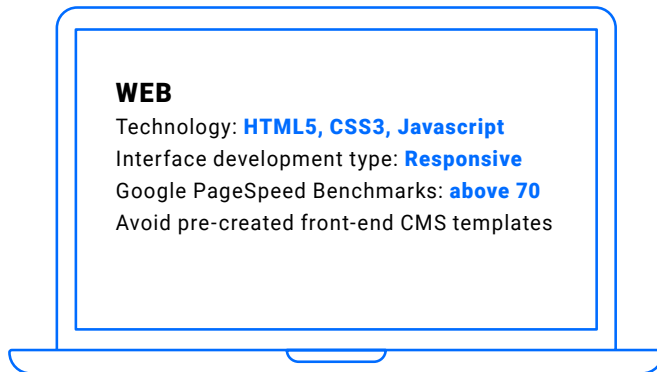**LOOKS ARE GREAT, BUT THEY ARE NOT EVERYTHING.**

To make your user interface work, you need to get it developed properly. We are living in an age where almost everybody is a programmer, or at least most of them think they are. With an evolving technology, web & mobile development has become a complex technological science. Both websites and mobile apps need to be beautiful and also fast because online visitors just despise waiting for pages to load. More so, they need to be stable and easy to use because users cannot support crashing applications.

When thinking about web apps, think first about the devices your target audience is using. It's very likely they use a smaller screen as there are over 3.7 billion people who are accessing the internet from a mobile device. Mobile-first thinking in terms of data delivery is also critical as the technology behind your website should be super user friendly and fast on limited speed mobile connectivity too.

MAKE SURE YOU FOLLOW THESE TECHNICAL CRITERIA:

MOBILE

WEB
Technology: **HTML5, CSS3, Javascript**
Interface development type: **Responsive**
Google PageSpeed Benchmarks: **above 70**
Avoid pre-created front-end CMS templates

Opt for dedicated technology for both **iOS** and **Android** platforms or choose **React**, the fastest growing hybrid technology backed by Facebook.

SERVER SIDE:
Use premium cloud solutions like Amazon's AWS that offers a stable infrastructure for your applications with options for dynamic scalability, ensuring performance under high loads.

Artificial Intelligence is a hyped terminology, but be aware: all that glitters is not gold. The first thing you should know that artificial intelligence actually should be called assisted intelligence. Though technology is evolving at an extremely fast pace, the AI you saw on the movie screens is not quite here yet.

Numerous tech providers use the word AI in their communication, however, not all of them actually use the assisted intelligence they are selling. There are at least 4 subtopics that are unde the umbrella of AI.

Deep Learning	Neural Networks	Machine Learning	Artificial Intelligence

The technology is becoming more and more powerful and offers solutions that were hard to imagine before. However, you shouldn't base your digital transformation on AI only for the sake of AI. Define your digital transformation strategy and discuss it with experts to see what kind of solutions can add value to your customer journey. The solution might be artificial intelligence. If it is a definite yes, then start pioneering with it. If it turns out that AI is not the right way for you, there is nothing to worry about. It means you can achieve your first digitalization goals without it, and you might be able to integrate it at a later stage.

EXAMPLE USE CASES:

A new kind of personal assistant on the radar:
Google Duplex service is an AI-driven technology that can mimic humans to assist in making appointments via voice call.

Saving time with automatized product descriptions:
Alibaba uses AI to create automatic product descriptions that are optimized for marketing and also search engines.

Customizing movie tiles:
Netflix uses AI that learns from the kind of movies users watched to compose tiles that are the most relevant for them. Let's say you like Robert De Niro, and there is a new movie coming out soon that he is in, but not as a lead actor. Netflix technology will prompt you a custom scene showing the part where he is playing with the scope to point out that this movie might be in your interest.

These are just 3 simple use cases, about how you could integrate AI in your business. Let your imagination flow.

BIG DATA & BUSINESS INTELLIGENCE

What are behind the scenes?

**Why is the company losing profit?**

Where does it lose?

Are there any hidden costs which drag you down?

Where are opportunities that could improve your market position?

The answers lie in the numbers. But which numbers?
Raw data by itself doesn't tell you much. Usually, it just creates confusion. Processed and centralized data can make a difference. Big data, data science, and business intelligence solutions help you see how your company is truly performing. Your accountant may have all the data, but quarter year financial reports won't give you quick insights or information which could help you react to market changes.

These solutions grant you real-time reports and make complex data sets easy to understand. Moreover, they can help you find what you are looking for, from human resource efficiency to logistics analysis, everything in an intuitive visual dashboard.
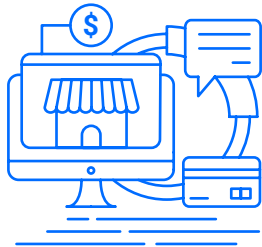
There are more than 4.3 billion internet users today, of which 3.4 billion are active social media users. Try to imagine all these people searching the internet every second, looking for information, solutions to their problems, products, or anything else. Now imagine how many of them could be your potential prospects if you could reach them? Through Online Marketing, there are several ways to get to the people who might be interested in your business, but they just don't know about you. Yet.

Online Marketing can be any tool, strategy, or method, basically anything that you do on the internet to spread the word about your business, grab your potential prospects' attention, and make them buy from you.

There's a wide variety of internet tools and solutions for this, but let's take a look at the most commonly used ones:

Search Engine Optimization, or SEO, is a very important element of an online marketing strategy and is one of the most powerful tools for increasing website traffic at the same time. SEO means driving traffic from search engines to our digital assets: be it a website, social media channel or a mobile app. It means optimizing your online content, in order to get listed by Google in top results. Think of the few ways people can get to your website: direct traffic (by typing the URL directly in the browser), referral traffic (by following a hyperlink), from social media and by searching in Google for something. And from all of these, search is the largest source of external traffic, driving almost 35% of all online visits (Shareaholic 2017 report). Let's say someone is searching in Google the phrase "comfortable running shoes" and you are a high quality sports shoes manufacturer. With a well optimized SEO, your website will show up as a first in organic search results. SEO is a long term investment, that will convert on the long run. On its core, it's based on link building, however you should hire a skilled technical team to take care of the complex details behind it.

In case you don't want to wait months, there's another option: SEM, or Search Engine Marketing. This means you can pay different prices for the keywords you want to show up for. Prices depend on the keywords' competition, but there is one catch in SEM vs. SEO: whenever your SEM budget runs out, your website will not get listed anymore, whereas your SEO investment will bring you traffic even if you stop spending money on it.
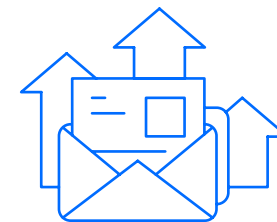
Another very commonly used online marketing method is **Email Marketing**. You can use this to reach out to current and new customers by sending out newsletters, coupons, special offers, event invitations, or informational letters about your services or products. You can make new customers subscribe to your newsletter for valuable information. Email Marketing is often considered old-school nowadays, but it's still one of the most effective channels.

CONTENT MAREKTING

Content Marketing is trendy and shouldn't be neglected. It is all about providing valuable and high-quality content for your prospects. The better you know your audience, the higher engagement you will have. Provide timely information, make them trust you, teach them, offer them advice, and convert visitors into customers. You can do this through articles, blog posts, guides, ebooks, etc. Tailor your content to your defined user personas, and make them read your content.

Social Media is currently one of the most powerful online marketing tools. As previously mentioned, there are more than 3.4 billion active users on social media. The number of social media channels you can reach your potential prospects on is continuously growing. You only have to find the one(s) that work perfectly for you business.

Just think of the many social media platforms you know: **Facebook, Instagram, Pinterest, Twitter, Snapchat, LinkedIn,** and **YouTube** are just a part of the list. Imagine if your business would exist only on three of these platforms, but you would have hundreds of thousands of followers. What a great number of audience to send to your website!

A method that works perfectly on social media is the *"word of mouth"* marketing. Nothing is more genuine and trustworthy than recommendations. On social media platforms you can engage with your customers, you can find out about their needs and encourage them to share their experiences through different channels.

GROWTH HACKING

Traditional marketing is less and less efficient. Growth hacking is a different approach. It's not just another buzzword or intangible concept. It's a new way to grow your business. Creative ideas implemented in unusual ways. Sometimes so unusual that nobody has done it before, and that's why it works. Society is immune to traditional marketing. Users are bombarded harder and harder on the continually growing social media channels. People are tired of listening to repeated and similar advertisements again and again, so they have created a defense mechanism and just don't listen to what companies are trying to sell them anymore. At least not in a way that they have used to.
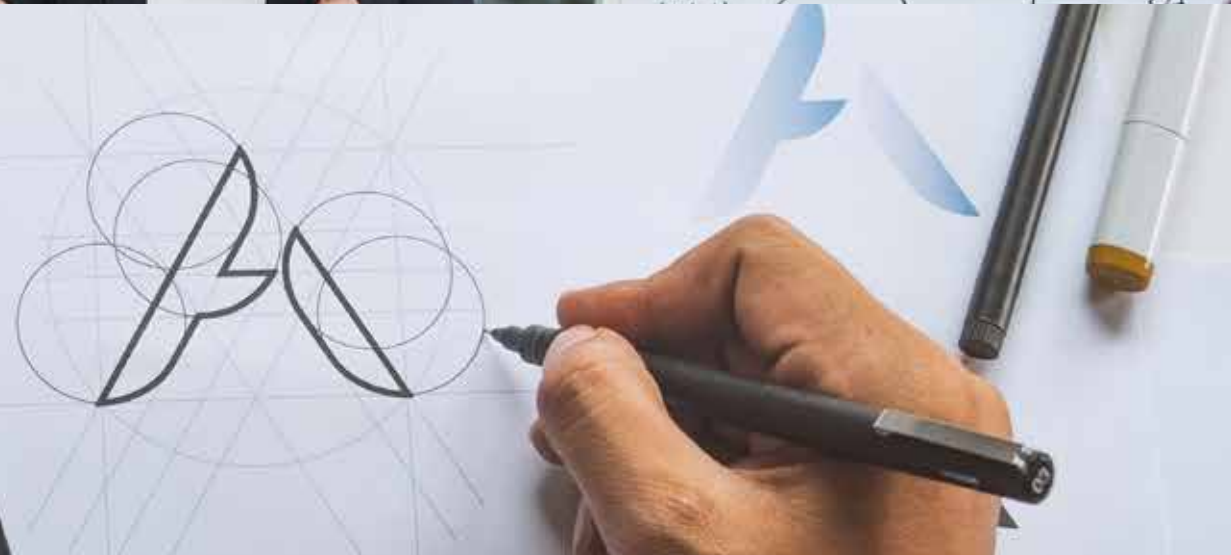
DISCOVERY

DESIGN

DEVELOPMENT

According to the Cambridge Dictionary, the term relaunch is a new attempt to sell a product or service, often by advertising it in a different way or making it available in a different form. The goal of a relaunch is to boost your brand with fresh energy, develop updated brand strategies, and sustainable positioning. This term is very often related to rebranding. When we do a rebranding, it will ultimately require a relaunch. And many times, a brand relaunch requires elements of rebranding.

HOW?

HERE ARE 5 STEPS YOU SHOULD CONSIDER WHEN THINKING OF A BRAND RELAUNCH:

Proper planning:

Many times, brands tend to jump in the process of transformation, thinking that all they need is a new logo and a slogan change. However, you need to do more than that to ensure your brand's future success. Your plan should include clearly defined steps, goals, and every aspect of the rebranding process.

Brand strategy re-evaluation and updates.

Market research, together with a **brand audit** is the basis of a good strategy. These two will help you define the rate of change you need to make, evaluate your brand's weak spots, and identify new areas for innovation and growth. Comprehensive research will reflect what you need to change, which elements should stay and go: are the logo, fonts, colors, and style reflecting the brand values? When is the right time to relaunch your brand? Do you simply need a refreshment of your brand or a major rebranding? - these are the questions that need to be answered in detail in the strategy.

Feelings and visuals (design):

Once you have defined a clear strategy, it's time to start (re)building your brand. You need to make sure that the brand is absolutely identified in every element, be it a logo, website, promotional materials, social media, etc., and that these are aligned with your values. To be effective, the secret of a successful relaunch lies in the emotions: you have to prove your worth and occupy a new place in your prospects' minds.

Relaunch:

in the first step, it is recommended to start with an **internal relaunch** when you introduce the brand to your team. This will be followed by an **external relaunch** when you reintroduce yourself to the world.

Measure:

Last but not least, measure the impact of your strategy and the commercial results.

Your brand is the face of your company. A brand relaunch not only helps to extend the life cycle of your brand, but it is the greatest asset when the attractiveness of a brand is declining. Now, a brand relaunch might seem very advantageous, but it can be risky as well. That is why it's so important to know the ins and outs of brand development. Otherwise, it is highly recommended to work with industry experts. This is not something you spoil now and correct later. You have to plan for the long run. We have listed a few important aspects of how to choose the right digital transformation partner in the next chapter.

# "TO STAND OUT, YOU MUST DO WHAT OTHERS WON'T."

Prashant Srivastava

HOW TO SELECT
**A DIGITAL TRANSFORMATION
PARTNER?**

CHAPTER

11

Under current market conditions, the most challenging job is to find the right partner providing you with the digital transformation that complies with your core values and identifies with your economic ambitions. These relationships rely on basic humane characteristics: integrity, being humble with mutual respect towards one another, and the ability to truly listen to each other.
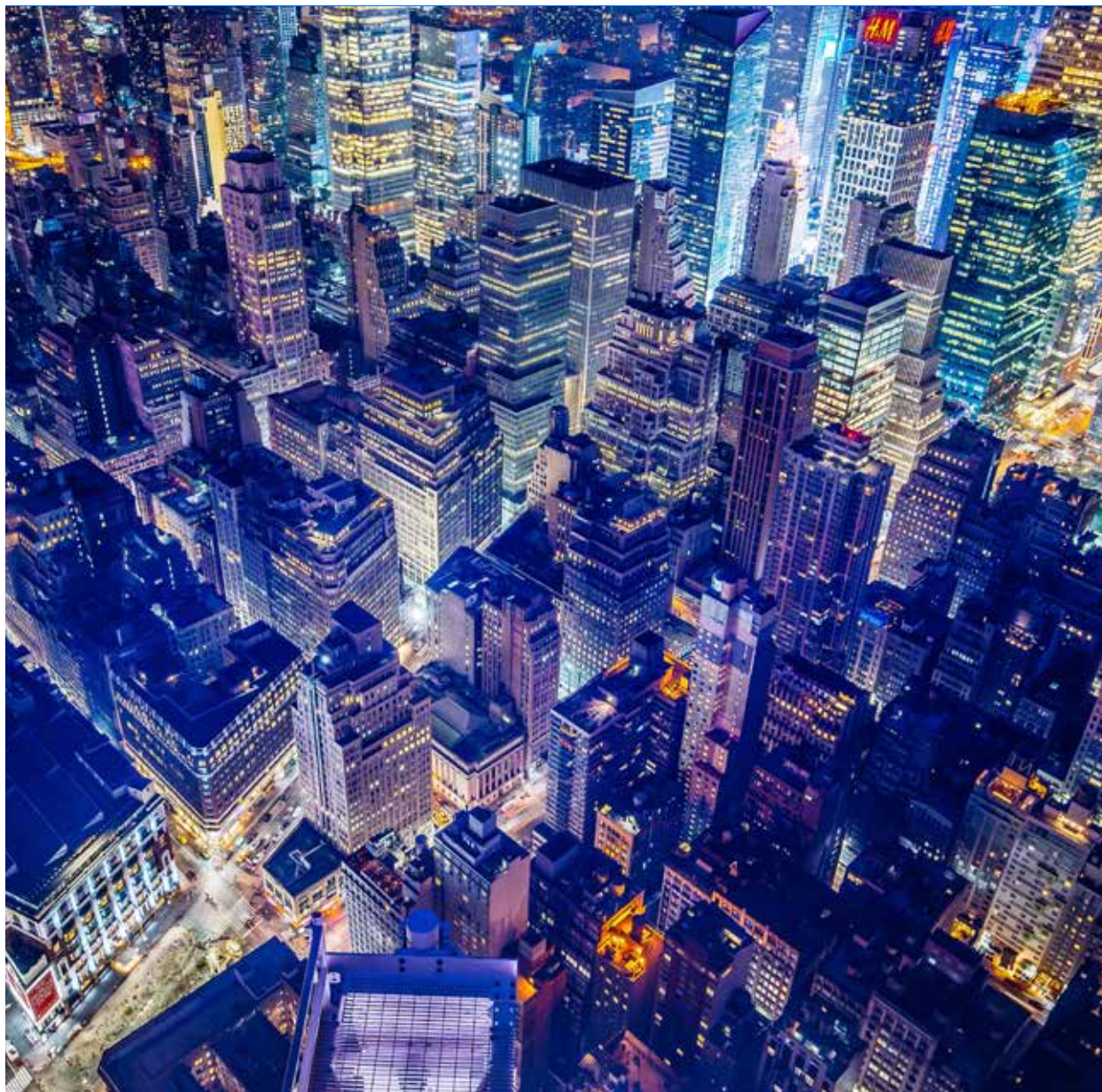
Enterprise businesses usually prefer to work with big consultancy firms, established brands with decades of history, like the big four. Be it them or other giants, these companies have powerful skills to create compelling business strategies and achieve business growth. However, usually, what happens is that they adopt similar business thinking that has worked on good old-fashioned business strategy. At first, it might make sense, although they typically lack practical agile thinking and are not striving to use disruptive digital technologies.

So the question is, who should you choose to support your roadmap of digital transformation? The answer is not easy. Rather than giving one type of company, we would suggest some parameters to check:

5

Wide understanding of the digital ecosystem:

many digital consultants have exceptional skills and experience in one or two fields, but when it comes to the big picture, they keep forcing their services or products. As digital transformations require to see and go beyond just a few fields, you want to work with people who focus on full-scale digital growth.

1

Proven track record in digital transformation that has impacted at least 3 markets. Many digital agencies can be disruptive locally, but fail to scale digitalization to more markets. Knowing the local market is always a secure card in your deck, but digitalization should have an impact on all the markets you are targeting.

4

Openness to go the extra mile:

Digital transformations sound neat, but in reality it demands a lot of hard work and willingness to go the extra mile(s) when things get rough.

2

Team of experts who can attend to physical workshops. While we are going forwards digital, in-person workshops create the best value for your company, so make sure you have a team that can support you on the spot.

3

Recognition of your driving values:

Your partner should start with understanding what you want and need not only from your RFP (Request for proposal) or BRD (Business requirements document).

THINGS TO CHECK

If you are the kind of person who prefers concise to-do lists instead of sentences with many verbs and adjectives, here is a brief of what you should consider before choosing a brand developer company:

1 Do they provide high-level expertise for your project and are they there for you?

2 Do they have international experience in different industries?

3 Do they provide a brand oriented schedule before the development phase?

4 Do they implement their suggestions and do they have a brand, that proves this?

5 Do their values match your business' values?

6 Do they perform extraordinary at creative execution in a wide variety of media?

We are that sweet spot of creativity and self-coordination. We are a rare breed.

We believe in value-added digitalization. Every step we take, it's towards improvement. Digital is a tool, a tool that can and should make a difference by creating new journeys and giving humankind back probably the two most important values: focus and time. Focus to enjoy mindful moments, and time to live life at its fullest.

WE THRIVE ON CREATIVITY, INNOVATION AND TECHNOLOGY.
Throughout the years and ever since our company was founded, we have dedicated ourselves to find the best blend of these and apply it to the digital industry.

Where others can't see through, we build the path of growth. Where others stop, we make the next step. Where others stagger, we go firmly and overcome obstacles. We are the symbiosis of human ingenious and artificial intelligence, the next generation of change. We are the league of extraordinary. **We are Cognitive Creators.**
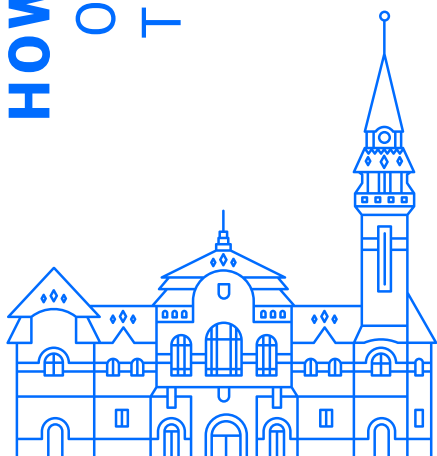
creativity
tech nology
innovation

TÂRGU-MUREȘ HEADQUARTERS

Visit our Headquarters in the ever-moving city of Târgu-Mureș (Marosvásárhely).

HOW CAN YOU GET TO US?

By plane to the Târgu-Mureș Transylvanian Airport and a 20-minute cab ride to us.

By car ride on national road E60 (from Cluj Napoca in West, from Sighișoara in South) directly to our office.

OFFICE ADDRESS:

18 Livezeni Street, Târgu-Mureș, Romania (Office building with mirrored glasses)

EMAIL:

hello@cognitivecreators.com

MIERCUREA CIUC OFFICE

Visit us in the cold but welcoming city of Miercurea Ciuc (Csíkszereda) in the heart of Transylvania.
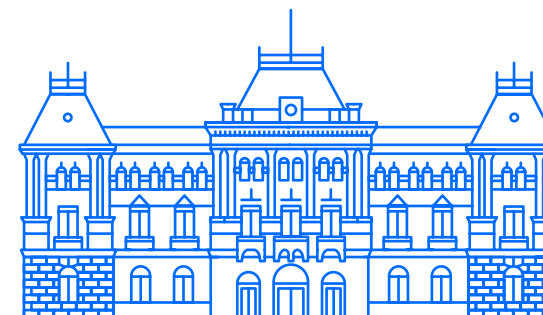
OFFICE ADDRESS:

5 Mihai Eminescu, Miercurea Ciuc, Romania

HOW CAN YOU GET TO US?

By plane to Târgu-Mureș Transylvanian Airport and by a 2.5-hour long drive.

By car on the E578 road (from Brașov in South), or the 13A road (from Odorheiu Secuiesc in East).

ODORHEIU SECUIESC OFFICE

Visit our office in this unique Transylvanian small town of Odorheiu Secuiesc (Székelyudvarhely).
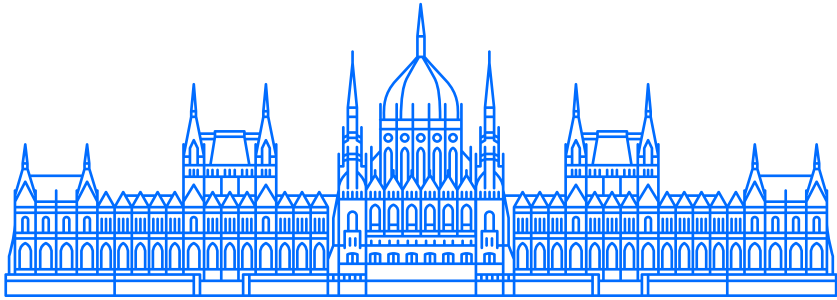
OFFICE ADDRESS:

69B/17 Nicolae Bălcescu Street, Odorheiu Secuiesc, Romania

HOW CAN YOU GET TO US?

By plane to Târgu-Mureș Transylvanian Airport and by a 1.5-hour long drive

By car on the 13A road (from Târgu-Mureș in West, from Miercurea Ciuc in East)

BUDAPEST

Visit us in one of the most beautiful capitals of Europe.
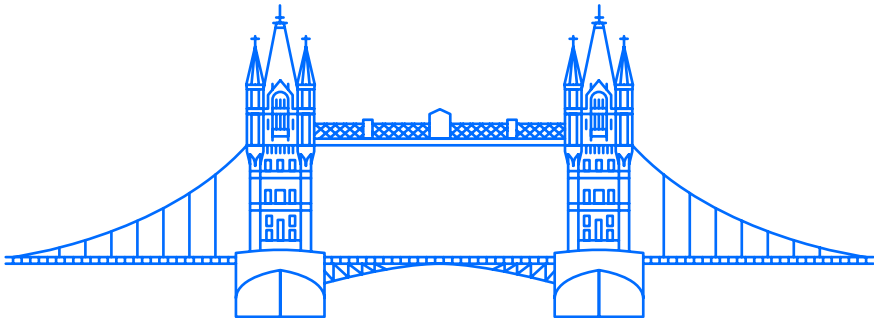
OFFICE ADDRESS:

Office address:
Impact Hub Budapest
2 Ferenciek Square, 1053 Budapest, Hungary

HOW CAN YOU GET TO US?

By plane to the Budapest Liszt Ferenc International Airport and a 40-minute shuttle or cab ride

By car on the M5 motorway (from Szeged in South) or M3 (from Debrecen in East) or M1(from Bratislava, Vienna in West)

LONDON

Our administrative centre in the United Kingdom.

OFFICE ADDRESS:

71-75 Shelton Street, Covent Garden, London

HOW CAN YOU GET TO US?

By plane to one of the airports: Heathrow Airport, Gatwick Airport, London Stansted Airport and London Luton Airport

COGNITIVE CREATORS
LOOKBOOK