

Pointing the way. Implementation with shared common denominators.



Methods and tools

c = classic, i = innovative

Customer journey map / service blueprint *i*
General experience map *i*

Overview, far-sighted view

We make our way mentally to the vantage point: Where does our destination lie, what factors will facilitate our journey there, which are the tricky parts? When considering potential measures: Which are crucial to success? Where should we bundle forces and tools?

Step by step – there and back

Our plan is developed step by step. But good concepts also benefit from the interplay between tactical variants and strategic overview. The strategy evolves from the analysis summary and the objective definitions. This in turn leads us to the appropriate measures. But even the best strategy will yield nothing without tactical consistency and feasibility.

Basic ideas and key thrusts

A well-formulated strategy defines the key guiding principles for implementation on a single page. Who is being appealed to most strongly? What characterizes the various phases? Which channels are important? How do we base our implementation on a manageable three to five pillars? How do tone, frequency and style shape this implementation?

Example

The measures to launch the new Concept Recipe revolve around the following key strategic thrusts:

- We pass on the knowledge gained from our practical experience:
We apply and refer to the Concept Recipe in our everyday consulting work. Our clients are familiar with this tool as the starting point.
- Connection between online and offline:
Online and print content is interlinked. Both channels and all formats benefit from this interlinking. We look for and exploit synergies.
- Exchanges and feedback:
The concept recipe does not remain static. We obtain feedback and develop the format further. Online in the short term. With another iteration in the medium term.