

Create a HYPE

INNOVATION IN ACTION 2016

This briefing paper includes key takeaways from the Innovation in Action 2016 workshop, facilitated by Anne JM Norman, Jessica Bondesson, Matias Pakarinen from IKEA of Sweden, Cecilia Andrén Nyström from Futebol dá força, and Klas Bertilsson from Googol. The workshop included presentations, individual reasoning exercises, and group discussions.

PURPOSE

“Creating a hype”- it’s about connecting to fans. The starting point of the workshop was to assume that you already have a great product/service. You have created a “WOW” but how to create a pull from the market was addressed. The purpose of the work wish to find out how to generate fans. We will try different models for this and get deep insights on how matters such as customer involvement can influence the whole process.

METHOD

The workshop was structured around the recently developed hype canvas model, based on the last five (of the ten) types of areas to innovate in: customer engagement, channels, brand, service, and product system. Since hype is created by fans, the main topic of the workshop was: how does one generate fans?

In the canvas model, the fans are represented by the upper level of the customer engagement area. Discussions were held regarding how to approach the other areas so that they may support the ability to generate fans.

DESCRIPTION

The model was first introduced by Matias and Klas, so that the participants could have it in the back of their minds while listening to Cecilia’s story about Futebol dá força. The attendees did later on get a chance to put this model to use while analysing and discussing how Futebol dá força could generate more fans. After these discussions were concluded, Anne and Jessica shared the story of children’s IKEA. With the IKEA-story as inspiration, and with more experience with the model, the participants had the ability to

6 Takeaways

- ◆ The driving force behind hype are the people that actively support and help your offering.
- ◆ An emotionally engaging story has great power.
- ◆ Working with customer engagement to a greater extent is exactly what we need in the Swedish corporate culture.
- ◆ Dare to take decisions that may have negative impact in the short term, but could lead to the establishment of a stronger long term relationship with the customer.
- ◆ Value truth, honesty, and putting the customer in focus, rather than focusing on making money.
- ◆ Do business with passion and heart, and act according to the company’s vision.

share how they could use these new insights in their own businesses and with their WOW-products.

LEARNINGS AND RESULTS

During the first part of the workshop, as Cecilia presented the story of Futebol dá força, the importance of an emotionally engaging story became apparent. The presented narrative was heartfelt, leading to greater audience engagement. As such, the attendees got to experience first-hand how emotions can help generate interest for a business. As the presentation concluded, the impression was that the whole room now identified themselves as fans of Futebol dá força. Further aiding the power of this particular emotional narrative was the communication channel used – word of mouth. While this form of communication is undoubtedly powerful, its greatest limitation is its inability to easily reach a global audience. Because of this, some participants suggested that ambassadors could help provide this effect and sharing the message. Services that would support this form of communication could be meetings and workshops, carried out together with other ambassadors, with the ultimate goal of presenting the complete story in an emotionally engaging way.

In this first part of the workshop, there were different approaches on how to use the model. One effective approach was to roleplay as a fan. One could start with the customer engagement and take the role of a specific fan, for instance a parent of a football player. One would then seek to find what kind of support and activities that would increase the engagement of this particular fan.

In the second part, Anne and Jessica shared the story of children's IKEA. The journey started in 1994 with a handwritten letter from Ingvar Kamprad to the board, encouraging them to focus on the many children, and ended with where they are today; with such vast knowledge of doing business with the perspective of children in mind, that they receive hundreds of calls per day from people that want to take part of their expertise. The story was not directly about how to create hype. It highlighted the ups and downs throughout the journey, and the importance of doing things with passion and heart. The importance of valuing truth and honesty, and always have the customer in focus. To dare to make decisions that may be bad short term for a greater long term relationship with the customer, rather than focusing too much on making money. The representatives emphasized the importance of remembering the purpose of the company's existence, which in IKEA's case is to create a better everyday life for the many people, and act according to that purpose. This will lead to success, and, as it did in the case of children's IKEA, hype will be generated along the way. Examples of this could be seen in [Lufsig](#), or the [soft toys for education](#) – even though generating hype was never the primary goal, hype was achieved thanks to the company sticking to its core values and purpose.

As mentioned previously, we are all fans of Futebol dá força. Reach out to Cecilia (cecilia@futeboldaforca.com) and contribute to the hype, or visit futeboldaforca.com for more information.