

A black and white photograph of a man with short, light-colored hair and a beard, wearing a dark shirt. He is sitting at a dark wooden desk, looking directly at the camera with a slight smile. On the desk to his left is a laptop and a white cup of coffee on a saucer. He is holding a book or a folder in his hands. The background is a dark, textured wall with vertical lines, possibly a door or a partition. The lighting is soft, coming from the left, creating a slight shadow on his face.

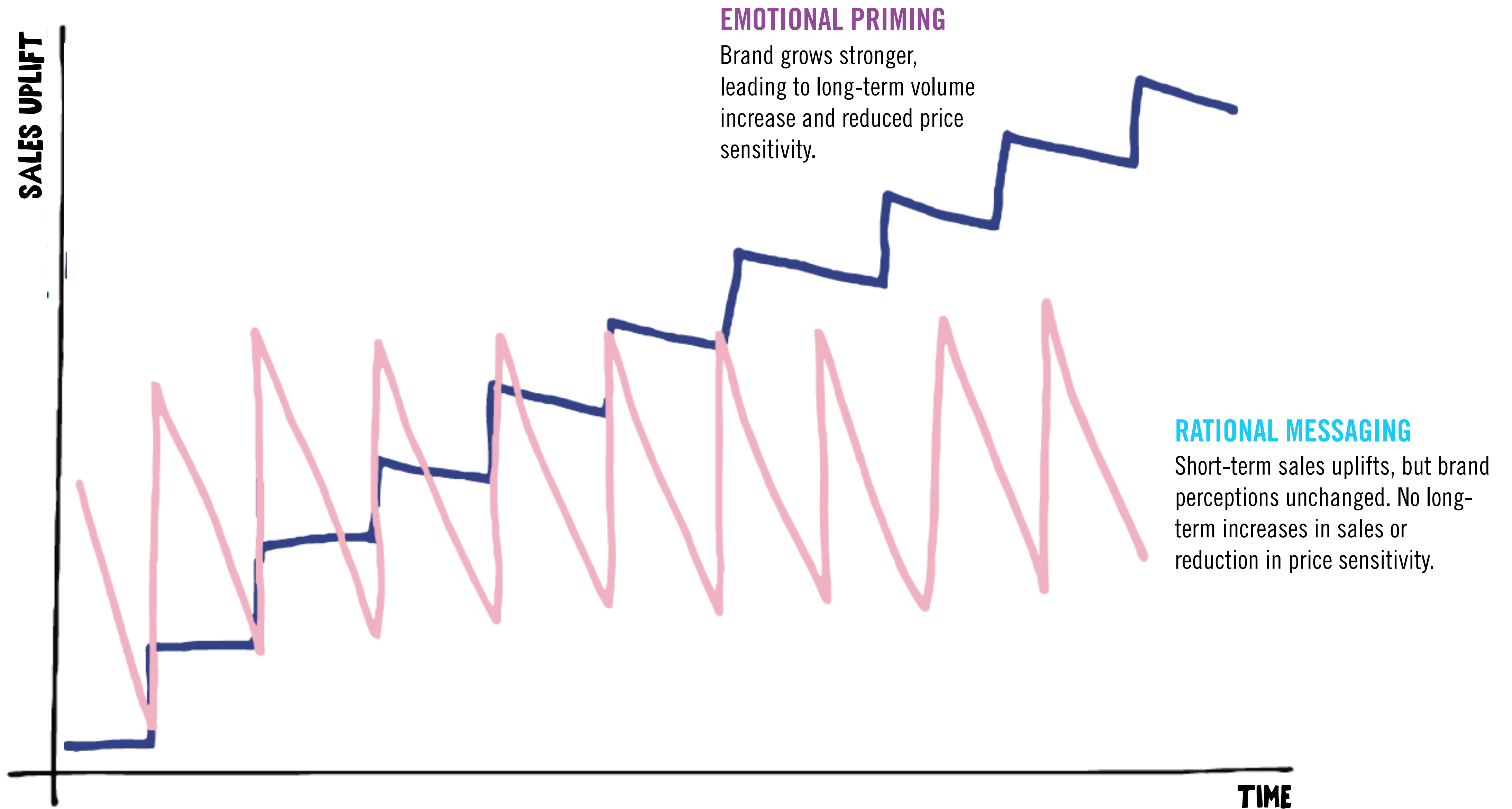
How to create meaningful experiences

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"We are to thinking as cats are to swimming. We can do it if we have to, but we don't particularly like it."

– Daniel Kahneman,
nobelpristagare

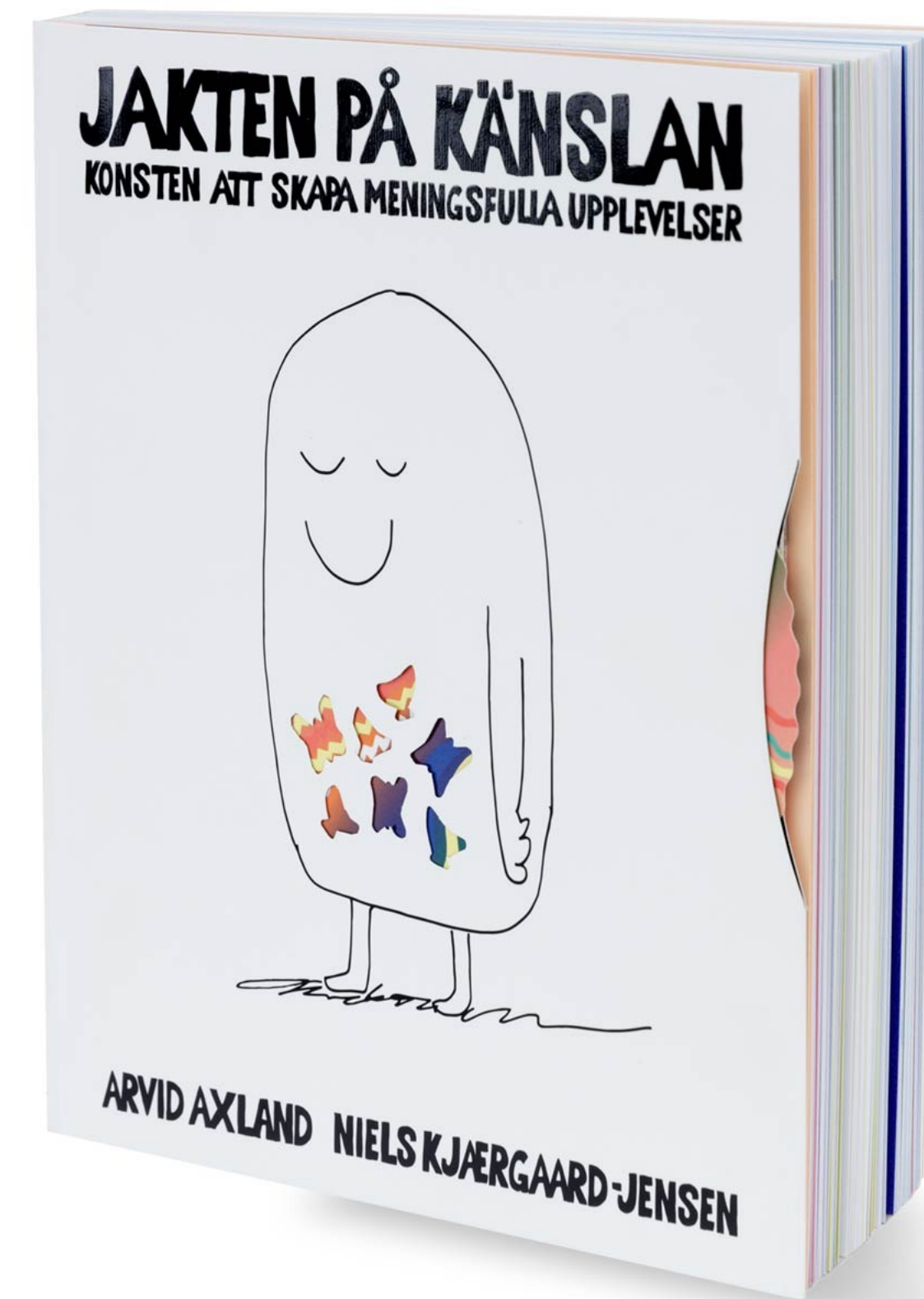
customer experience
is becoming more
important than
the product itself



Les Binet och Peter Field - Study of: 996 campaigns – 700 brands – 83 industries

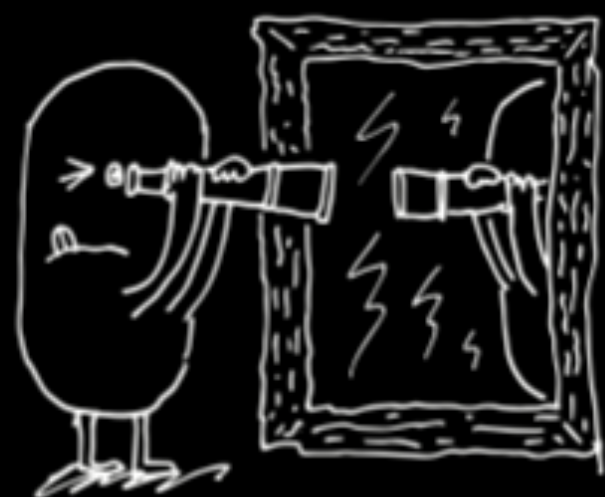
Everything a company
does or doesn't do,
say and doesn't say
creates the experience

TEN GAME RULES FOR CREATING MEANINGFUL EXPERIENCES





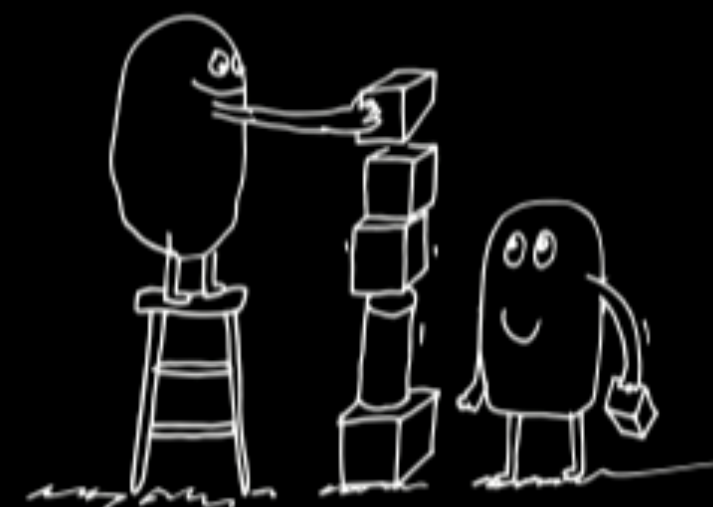
**CREATE A SPACE
FOR PEOPLE TO MEET**



**SEE THE BIG PICTURE,
FROM THE EYES OF
THE CONSUMER**



BE HUMAN



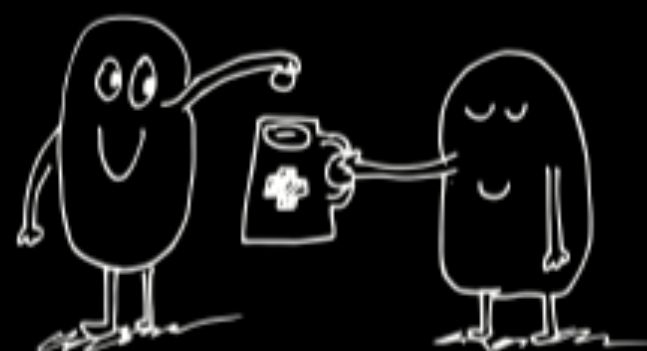
CO CREATE



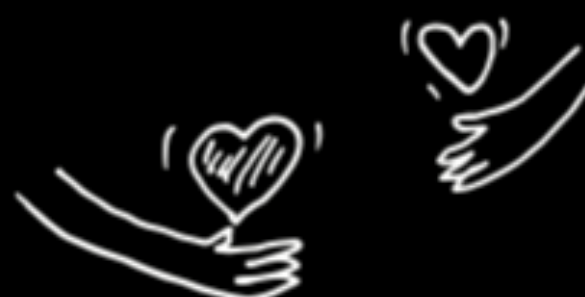
**ENCOURAGE
INTERACTION**



**GREEN
RESPONSIBILITY**



**INNOVATION
THROUGH
SOCIAL
RESPONSIBILITY**



**YOU GET
WHAT YOU
GIVE**



BE AUTHENTIC



**BUILD YOUR
BRAND FROM
THE INSIDE OUT**

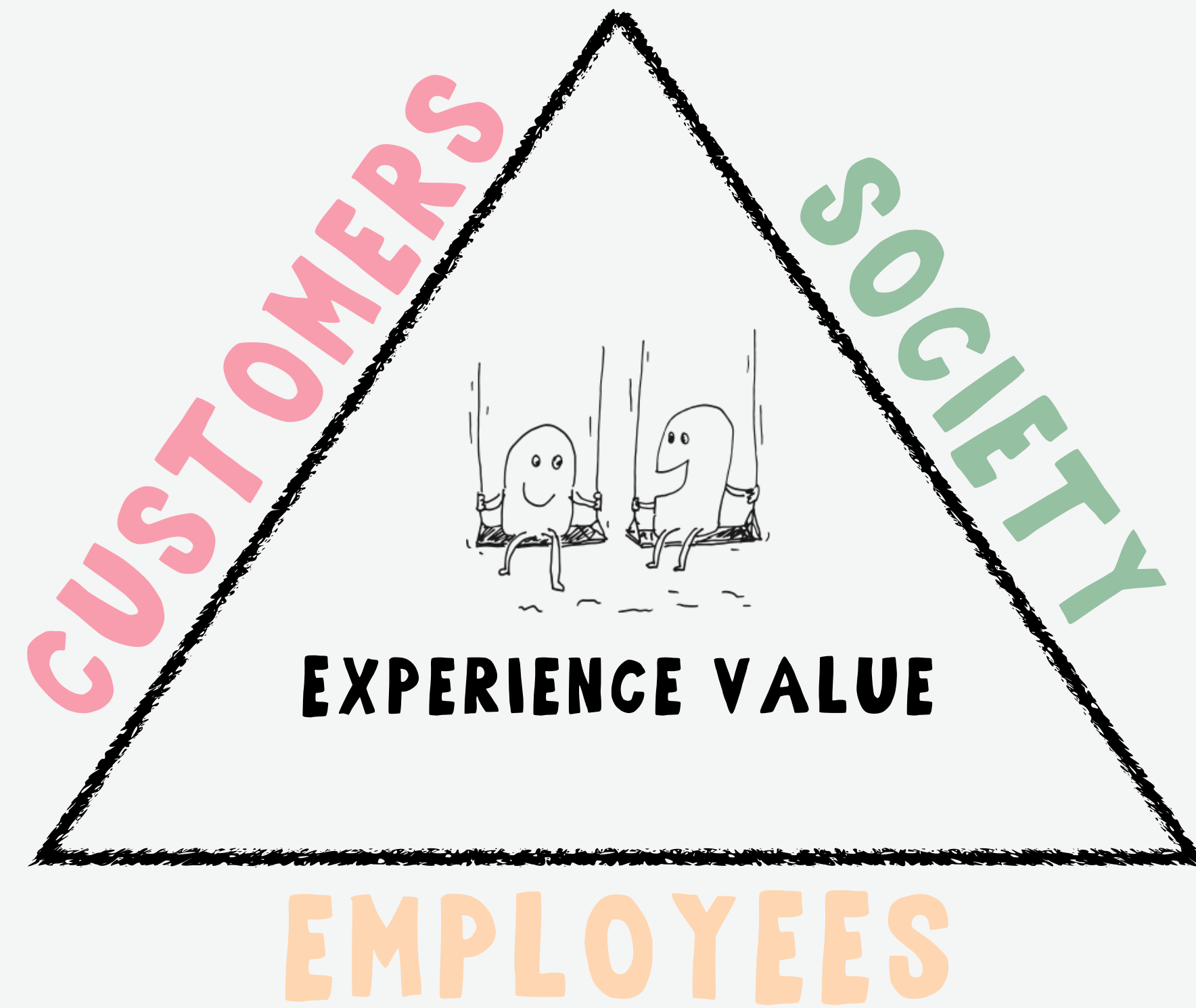
**”CUSTOMERS WILL NEVER
LOVE A COMPANY UNTIL THE
EMPLOYEES LOVE IT FIRST”**

SIMON SINEK

?

**IS YOUR MARKETING DEPARTMENT
RESPONSIBLE FOR THE INTERNAL ENGAGEMENT**

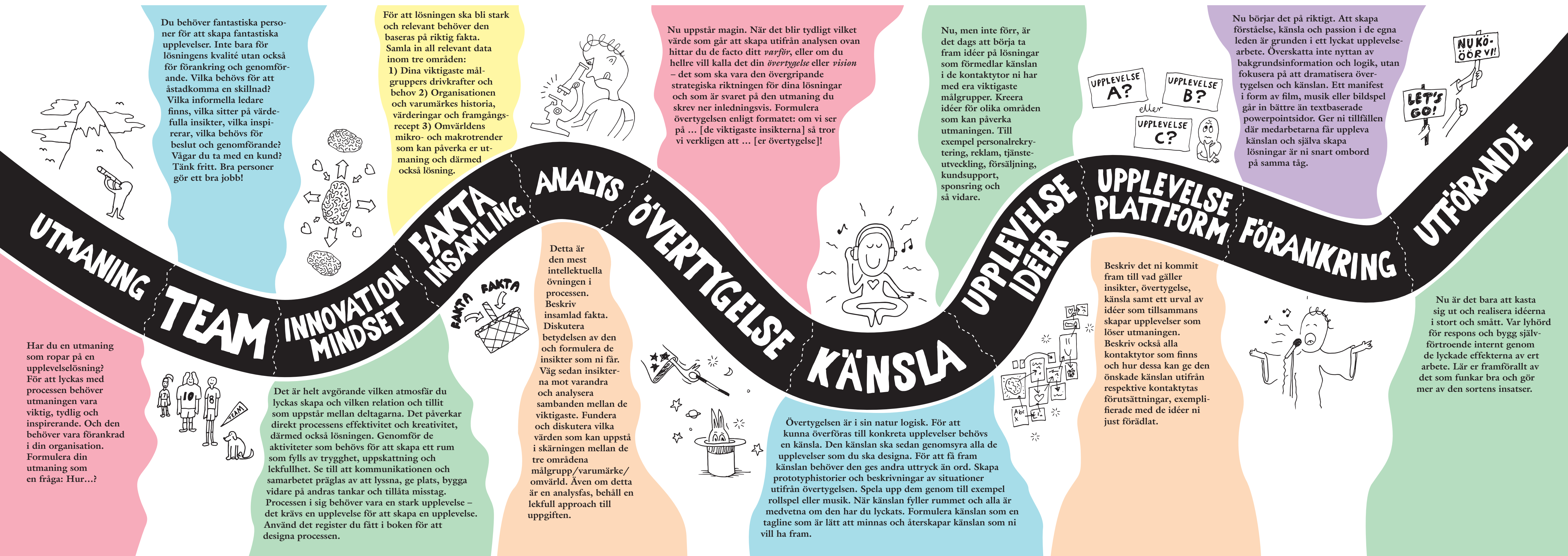
IT'S ALL CONNECTED



BUILD A HOLISTIC EXPERIENCE PLATFORM

Skapa en Upplevelseplattform

Här är en strukturerad process för holistisk upplevelsedesign och innovation. Processen kallas ursprungligen Imagineering. Den utvecklades från början av Disney i mitten av 1900-talet som ett sätt att föra samman storytelling med ingenjörsskap, i syfte att utveckla upplevelsen av de nu berömda nöjesparkerna. Imagineeringmetoden har utvecklats av NHTV Breda International University of applied Sciences, Academy for Leisure, och har sedan anpassats av Pool kommunikationsbyrå och Niels Kjærgaard-Jensen för att bli en effektiv process för att arbeta med strategisk varumärkesutveckling, marknadskommunikation och upplevelsedesign. Det centrala i processen är att designa konkreta lösningar utifrån en tydlig känsla som mottagaren ska få. Kontakta oss om du behöver hjälp att komma igång!

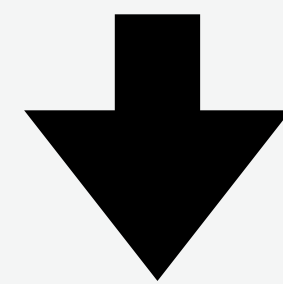


Ur boken:

JAKTEN PÅ KÄNSLAN
KONSTEN ATT SKAPA MENINGSFULLA UPPLEVELSER

© Pool Kommunikationsbyrå

**HOW CAN WE PLAY A MORE VALUABLE
ROLE IN PEOPLE'S LIFE ?**



HOW CAN WE SELL MORE PRODUCTS ?

"THE REASON IT SEEMS THAT PRICE
IS ALL YOUR CUSTOMERS CARE ABOUT
IS THAT YOU HAVEN'T GIVEN THEM
ANYTHING ELSE TO CARE ABOUT"

- SETH GODIN

Most cases shown today are to be find at jaktenpakanslan.se



Let's connect on LinkedIn!

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