



b.bold

say less -
achieve more!

finding your strategic niche

Maren Lier

BLI BØSSELEVERER FOR
TV-AKSJONEN NRK 21. OKT.
RING 02025

STÅ OPP
MOT URETT!

OMEN MED AMNESTY BIDRAR DU TIL
FERDIGHET FOR MENNESKER SOM ER
RIMNERT, FORFULET OG FENGSELET



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- three common problems
- the power of saying less
- exploring your strategic niche

why is
positioning
important

the work your
organisation
does, is not that
important...

the most important
thing in marketing is
not to BE superior,
but to be PERCEIVED
as superior.

wrapping is
everything?

the
problem

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A FILM FROM DANIELS
**EVERYTHING
EVERYWHERE
ALL AT ONCE**



1

the more things you
ask people to focus
on, the fewer they'll
remember

Ken Segall: Insanely simple

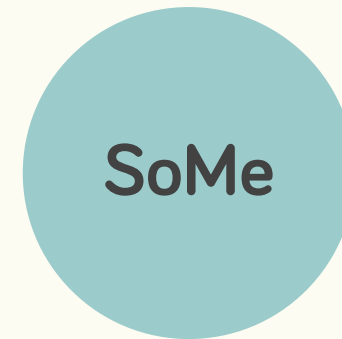
integrated marketing

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whatever we are writing about in our
next direct mail campaign



whatever we are writing about in our
next direct mail campaign

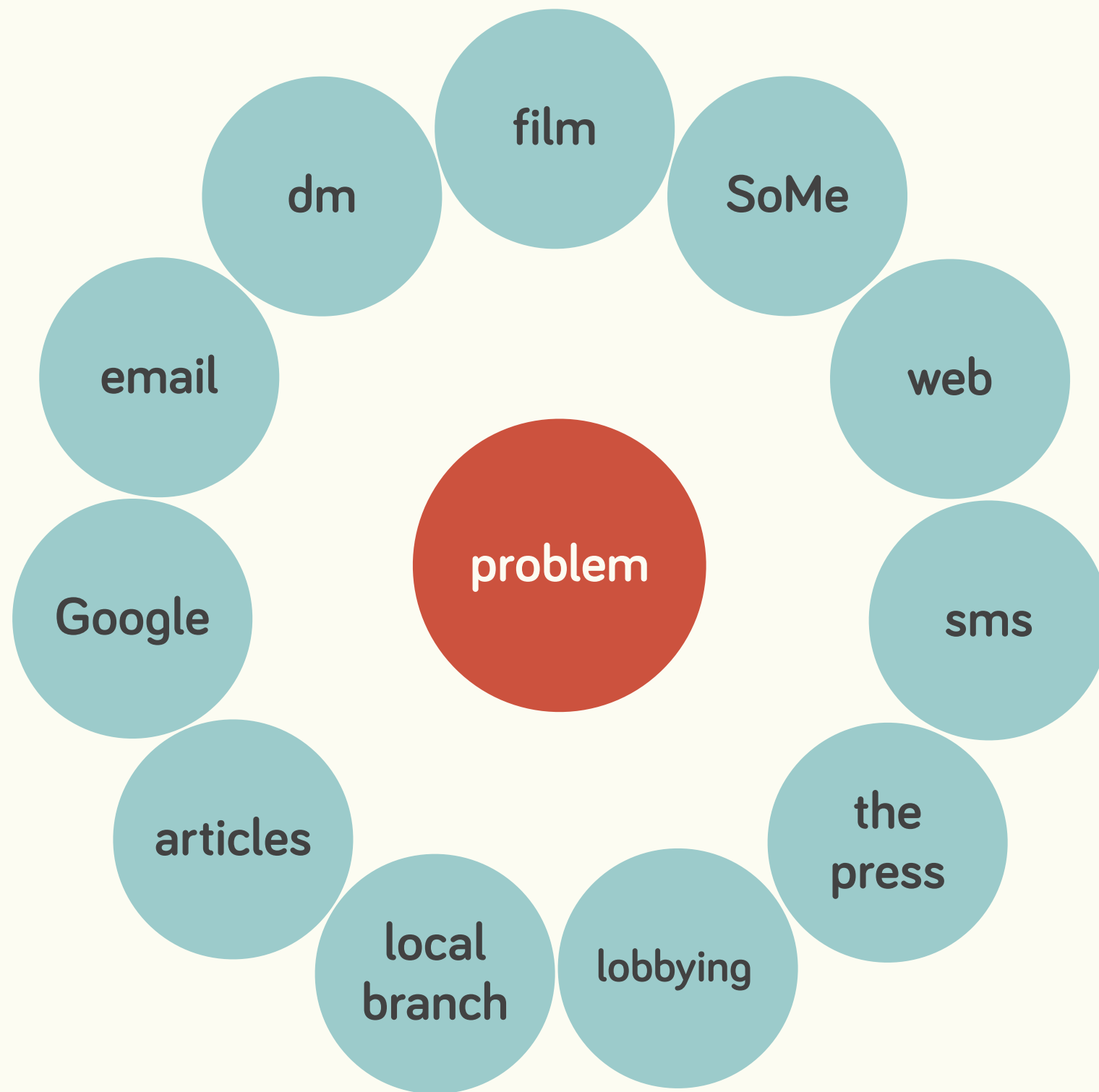


«**integrated marketing** aims to merge **all aspects** of marketing communication [...] so that all work as a **unified force**. [...] to ensure that all messaging and communication strategies are consistent [...]»

A large, solid red circle is centered on the page.

problem

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coherent
relevant
ownership
break down
silos
goal-driven

campaign

campaign

campaign



campaign

campaign

campaign

campaign

campaign

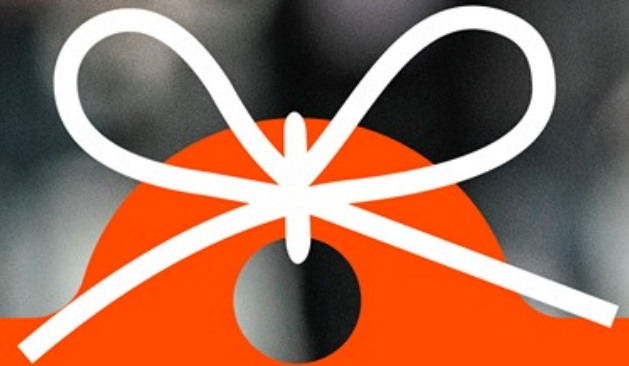


making complex
problems..

compI3x

perfection is achieved, not
when there is nothing more
to add, but when there is
nothing left to take away

Antoine de Saint-Exupéry



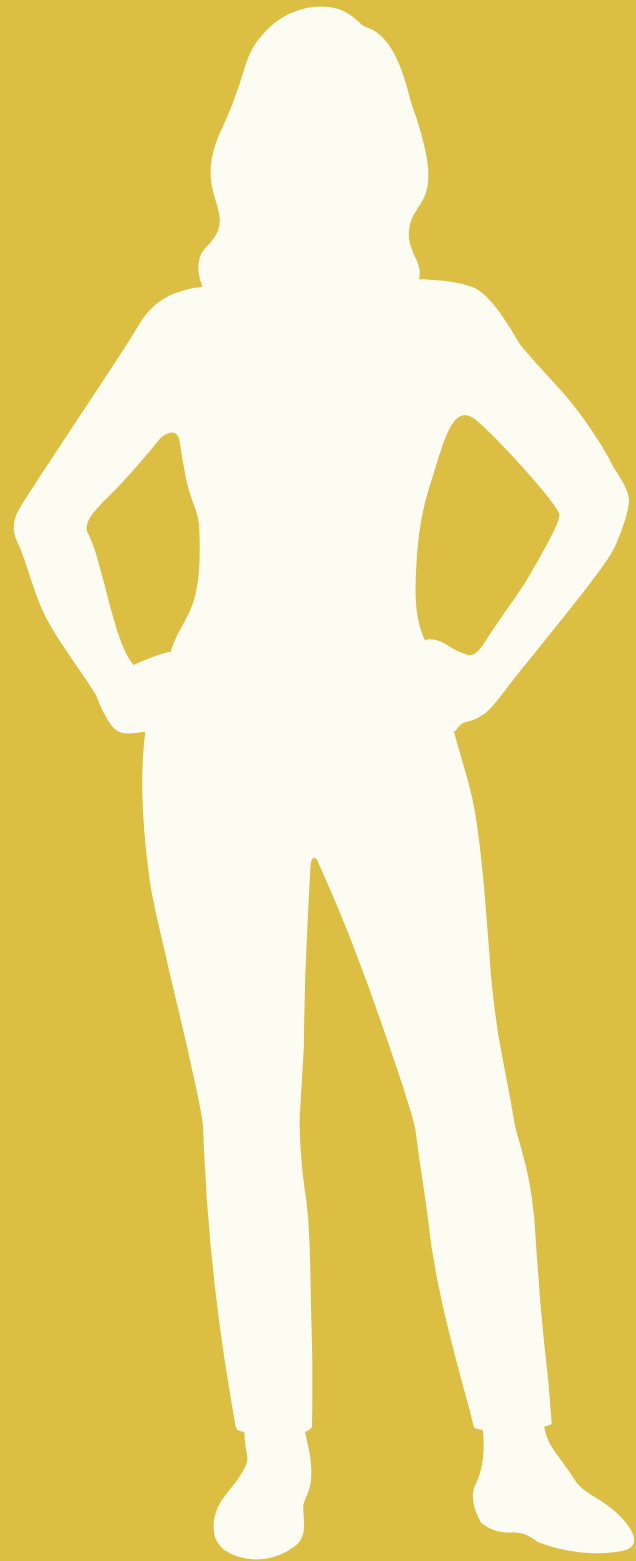
Gled en

som gruer seg til jul

Gi to middager og et godt
sted å være

«bring joy
to someone who
dreads Christmas.
Give two dinners
and a good place
to stay»





**The best ask
offers a fixable
problem -
a donor shaped
hole**

the root cause -
what they are trying
to solve

social exclusion, marginalisation

«and what does
that lead to?»



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drugs, life on the streets, homelessness

«and what does
that lead to?»



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lack of access to society and services

«and what does
that lead to?»



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lack of basics: food, shelter, human companionship

«and **what** can I
do about it?»



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a dinner and a place
to stay



people don't know
what you

DO

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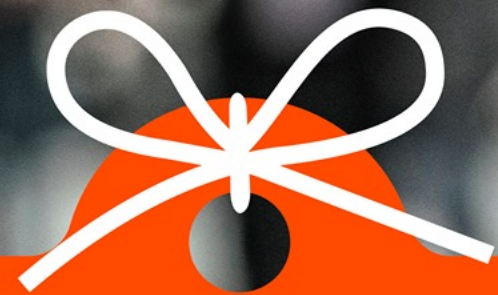
the
power
of saying less

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by communicating
fewer things

you will be perceived
as doing more

it's better if donors know
one thing well

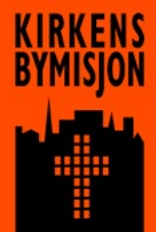


Gled en

som gruer seg til jul

Gi to middager og et godt
sted å være

sms **GLEDE**
til **2490** (80,-)



fewer things, over
time, will make
people understand
the problem

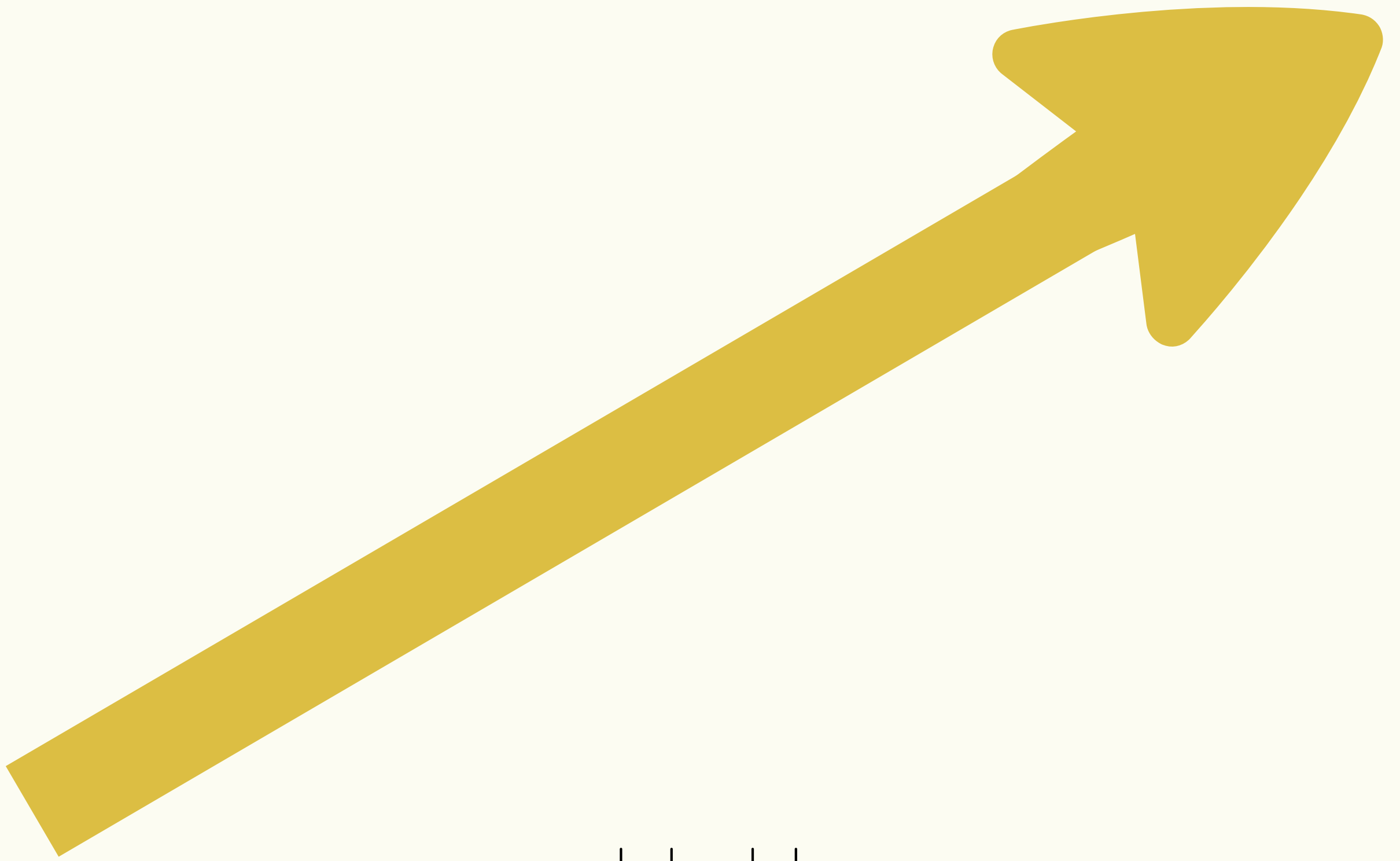
learn from great

| meat | fish | fowl |
|---|---|---|
| THE GIOPH HOT PASTRAMI & MELTED SWISS 6.29 GOLDEN ARCH HOT ROAST BEEF, AMERICAN CHEESE, KETCHUP, FRENCHY MUSTARD & CHIPPED ONION ON A BUN 6.29 JUDY GAY HOT PASTRAMI, SWISS, KETCHUP, FRENCHY MUSTARD & CHIPPED ONION ON A BUN 6.29 REBECCA HOT PASTRAMI, SWISS, KETCHUP, FRENCHY MUSTARD & CHIPPED ONION ON A BUN 6.29 REVOKKAW HOT PASTRAMI, BACON, CHEDDAR, PRAIRIE BUT SAUCE (OPTIONAL DRAGON'S BREATH) 6.79 FRIGID BITCH SMALL TURKEY, SPINACH, CHINESE PEANUT BUTTER SAUCE, CHEDDAR, CHICKEN, TOMATOES, ONIONS & TIGER SAUCE 6.79 GODZILLA LARGE CORNED BEEF, MUSHROOMS, SPINACH, MUSHROOMS, ONIONS, TOMATOES & DRAGON'S BREATH 6.79 BFS TURKEY HAM, ROAST BEEF, SPINACH, PASTRAMI, 3 CHEESE TOPPERS 11.95 | WILL ROGERS HOT ROAST BEEF, AMERICAN CHEESE, KETCHUP, FRENCHY MUSTARD & CHIPPED ONION ON A BUN 6.29 PAUL & AL SMALL HOT PEPPERONI, SPINACH, AMERICAN, PROVOLONE, ITALIAN DRESSING 5.29 ALAN SHAWN FREINSTEIN HOT ROAST BEEF, SWISS & MUSHROOMS 6.79 RACHEL HOT PASTRAMI, SAUERBRAUT, SWISS CHEESE & RUSSIAN DRESSING 6.79 BANZINI BROTHERS ROAST BEEF, HAM, TURKEY & CHEESE 7.29 RAY DE FUSCO GENOA SALAMI, PEPPERONI, MARINATED HAM & PROVOLONE 7.29 ROMEO DE MARCO ROAST BEEF, KUMHAR SALAMI, PASTRAMI & CHEESE 7.29 JAIME BROCKETT HOT ROAST BEEF, HAM, SPINACH, KUMHAR SALAMI, PASTRAMI, 3 CHEESE TOPPERS 7.29 | LEE ANN TUNA & CHEESE 6.29 ANTOINETTE DOWNING CALAMEN, MUSHROOMS, SPINACH, LETTUCE, ONION & RUSSIAN DRESSING 6.29 BERMUDA TRIANGLE HOT SHREDDED, SPINACH, LEMON, THAI & MELTED SWISS 6.29 CELINA HOT TURKEY, CHICKEN, HAM, MELTED SWISS & PASTRAMI 6.29 JAWES TUNA SALAD & MELTED CHEESE 6.29 TAME-ME-AMY SMALL TUNA, MELTED CHEESE & BACON 6.29 SILVER OUTLINES ON BOARD INDICATES CUSTOMER PREFERENCE 6.29 JUDGE GIBNEY TUNA, LETTUCE, SPINACH & RUSSIAN DRESSING 6.29 |



exploring
your
strategic niche

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charity: water

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narrow campaign message



**wide over-arching
summary,
representing core business
area**



areas of focus that fit
under the umbrella



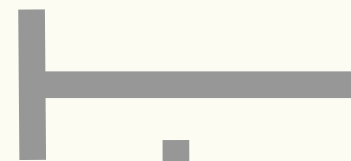
food queues



poverty



work training, social
work, visits with the
elderly, post prison
programs, etc



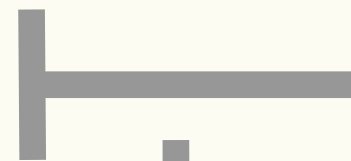
start of school



poverty



work training, social
work, visits with the
elderly, post prison
programs, etc



summer camp



poverty



work training, social
work, visits with the
elderly, post prison
programs, etc



1. is there room in the market?
2. is there product-market fit?
3. does it represent core business

what does the
market look like?



are there
obvious gaps in
the market?







poverty



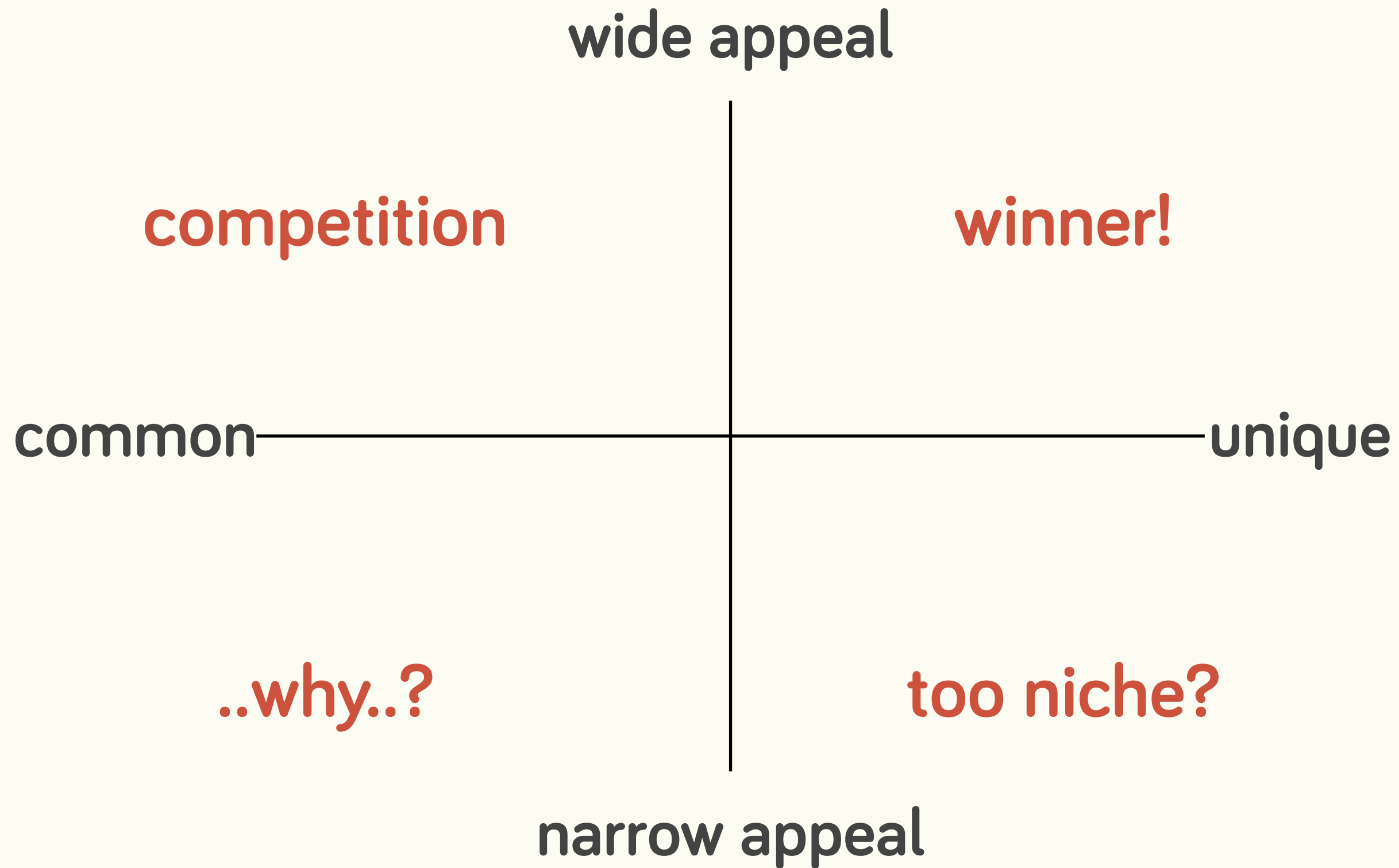


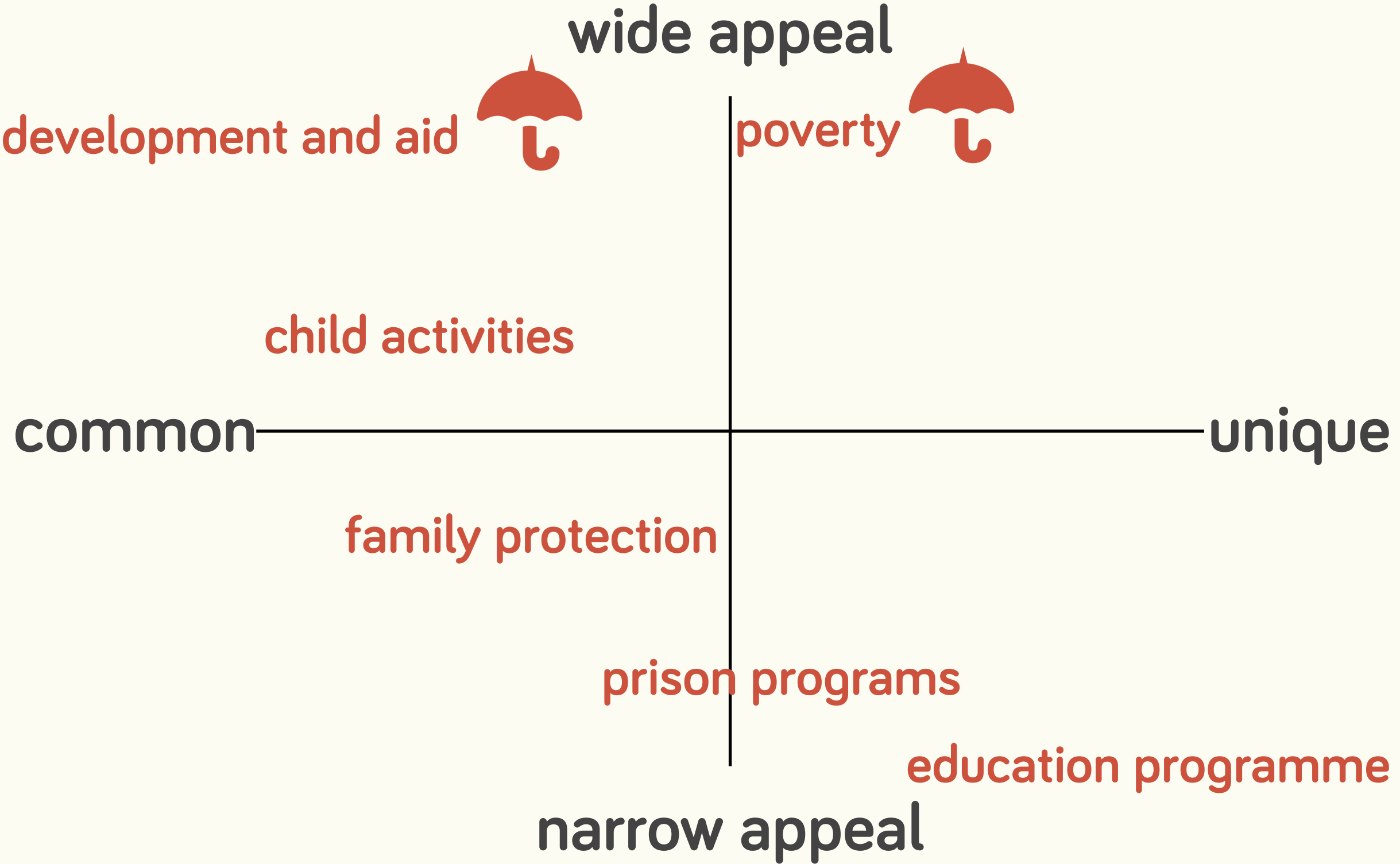
wide appeal

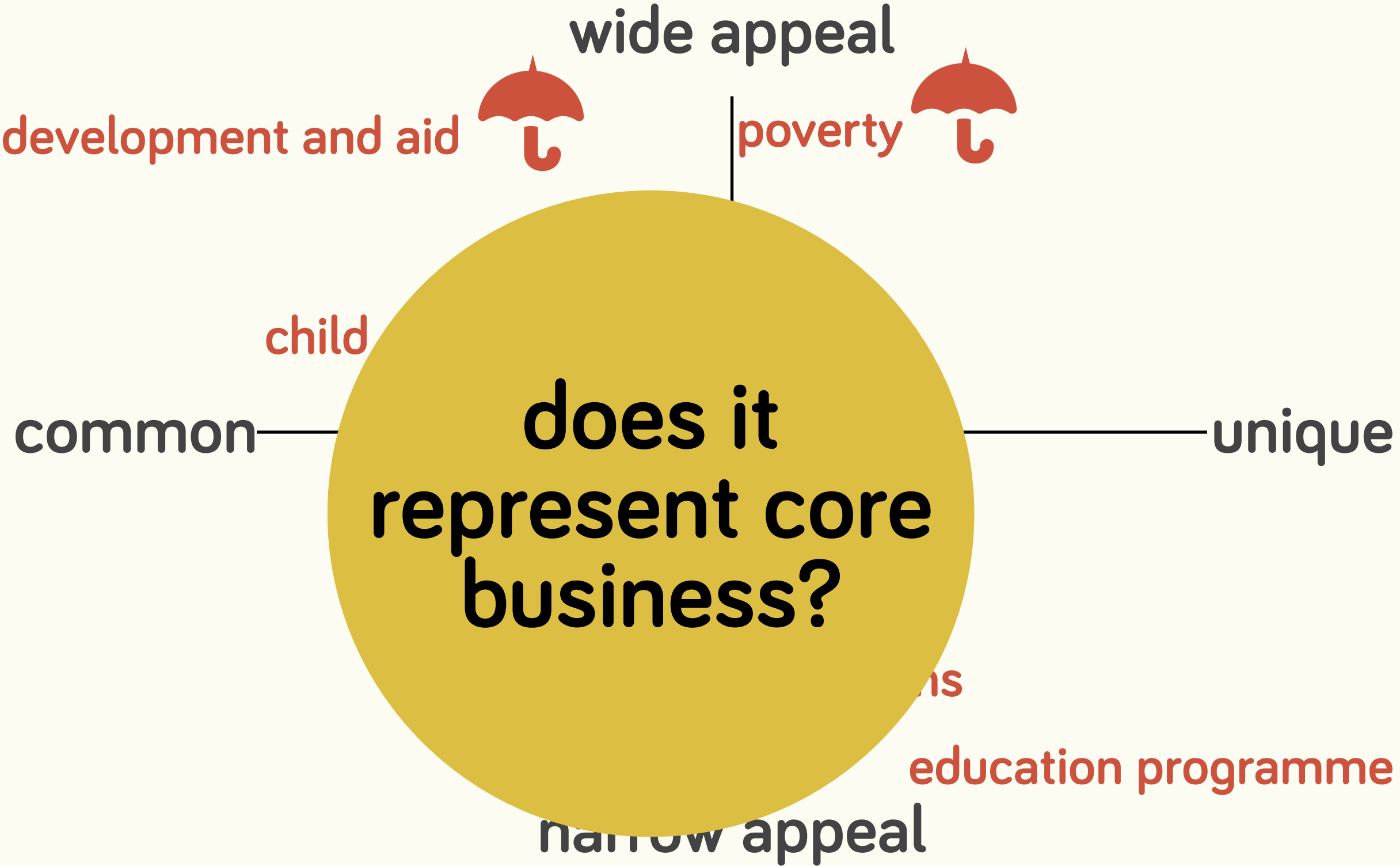
common

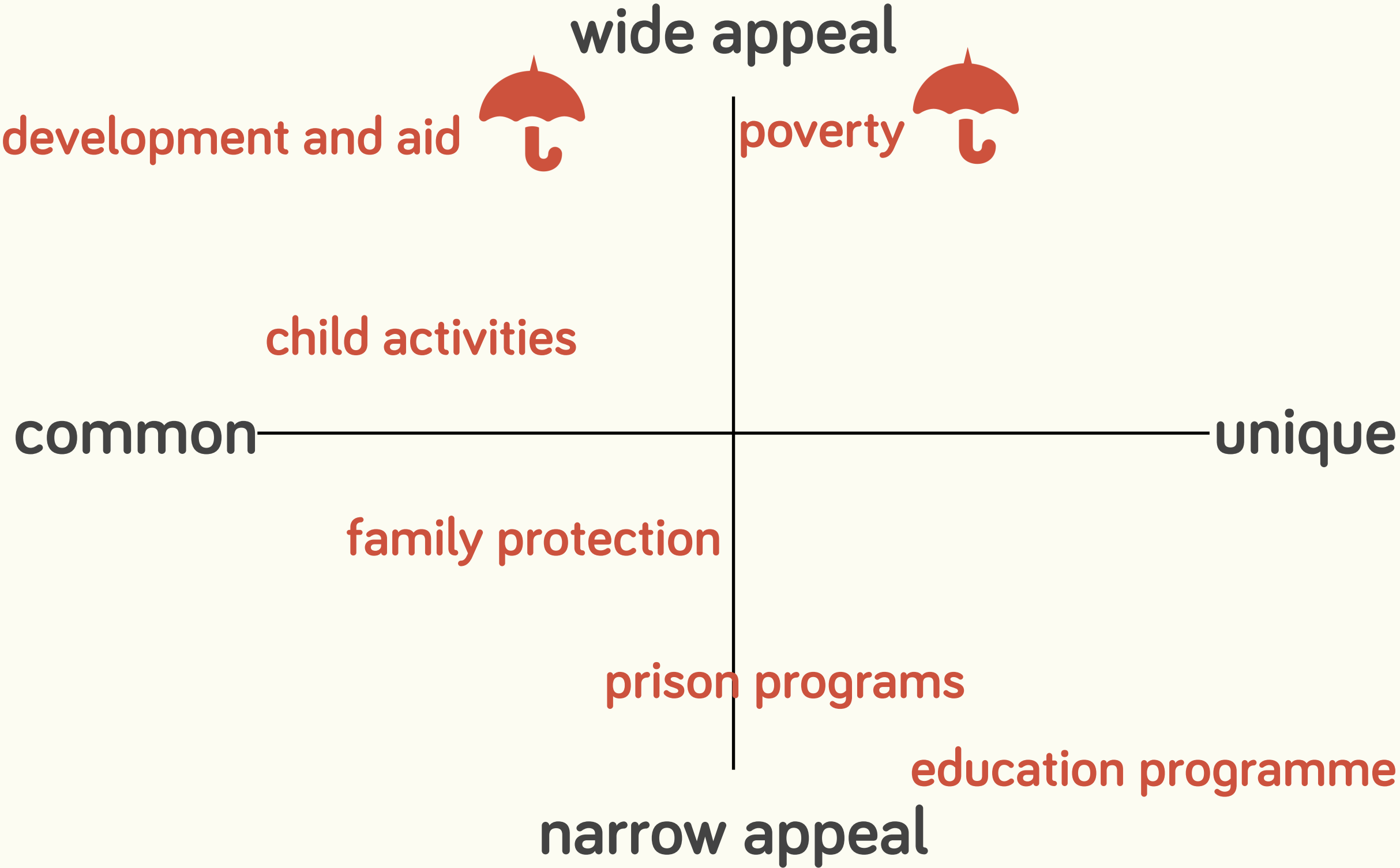
unique

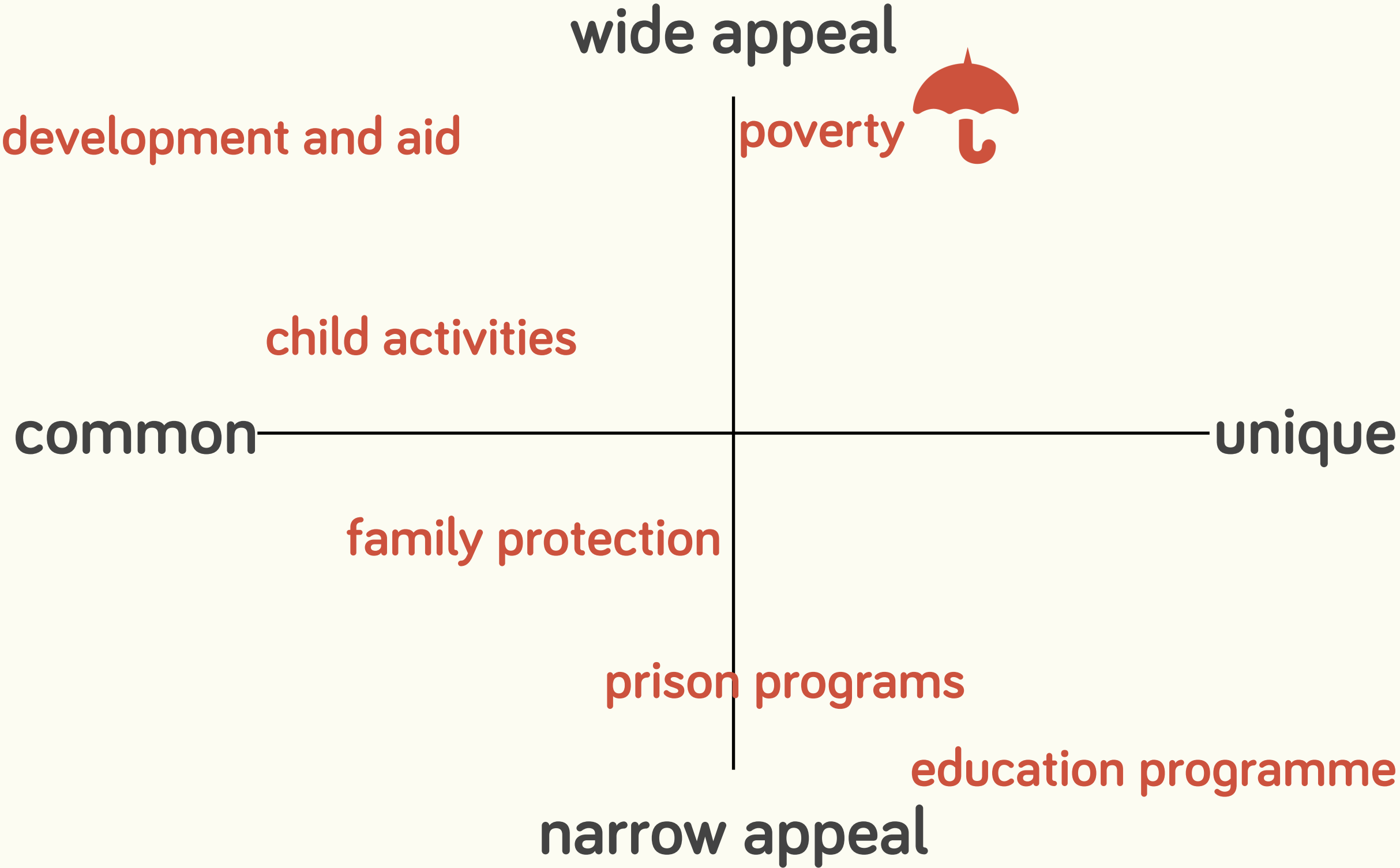
narrow appeal











If you manage to

- ▶ **say less**
- ▶ **be clear**
- ▶ **master storytelling and**
- ▶ **deliver the fantastic work**
you do back to the donor..

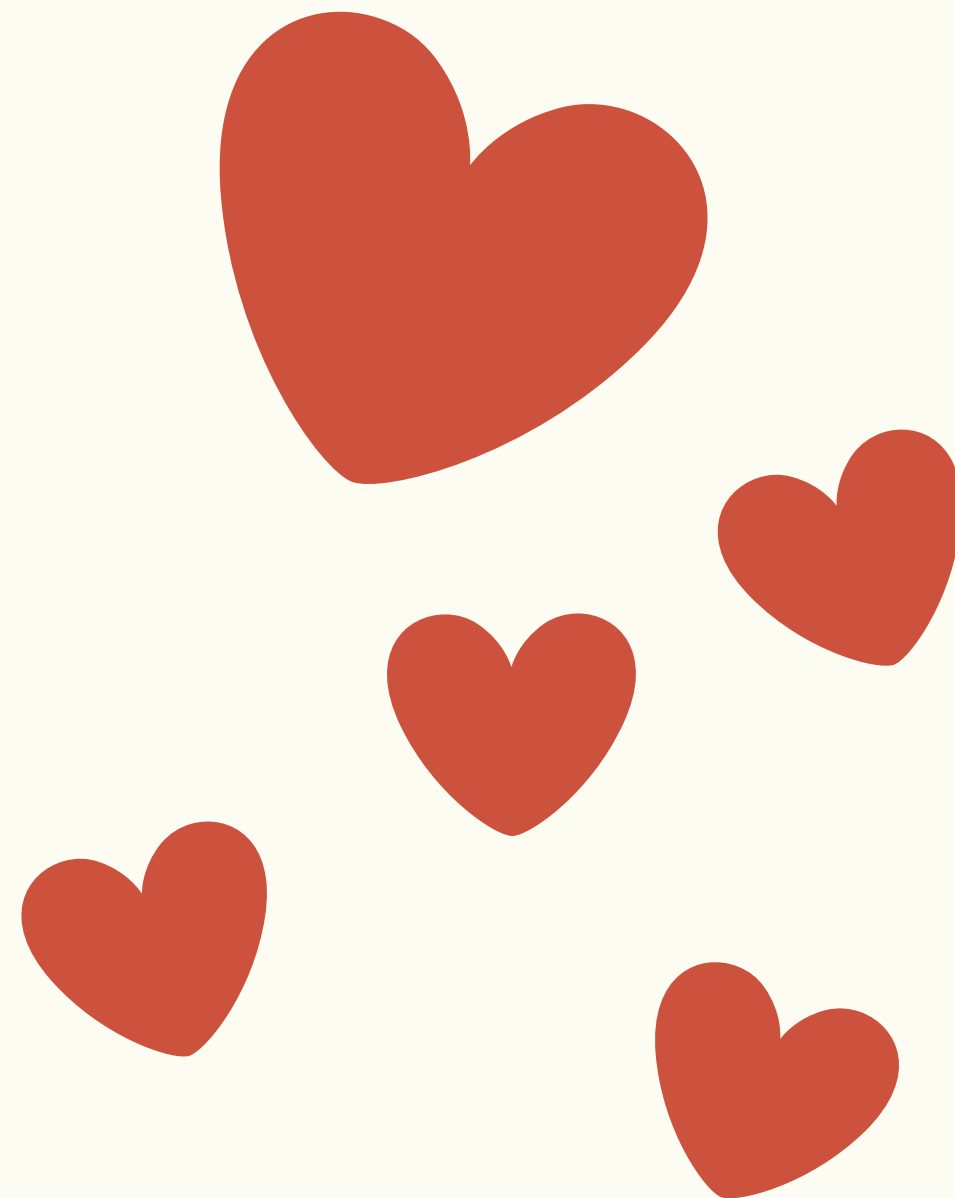


great things
will happen

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THANK
YOU!



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