



# Learning café

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*Marketing, target groups and storytelling*

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# Marketing



*The four p` s by Kotler or maybe just communication?*

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# Marketing – the components



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- Marketing – the four P's (or 7)
    - Marketing communication
      - Advertising (or PR, In-store, fairs, events etc.)
    - Isn't this just all about praising your product?

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## Communication strategy

For whom?

Which message?

## Presenting a second opinion to fashionable TikTok & social media platforms

Which media?

(Timing?)

Efficacy of the campaign is creative idea x media budget (= story and the audience).

Own media, earned media, bought media

*"The blunter the nail, the bigger hammer you need"*

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# Short assignment



Make a short, channel independent marketing concept for your product

Often a tag line that closes everything we say:

"Just do it"

"Simply delivered"

"Good food, better mood"

"The best or nothing"

"Think different".

Tag line or slogan is not an aim in it self, but it's kind of a glue that binds everyhting together.

Hard in 10 minutes? Not if you know what there is to brag about.

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# Target groups



*People as audience*

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## What are the audiences we are talking to? Clients? Crowds?



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- Own personnel
  - Investors and other funding authorities (banks, public sector funds, F&F)
  - Other stakeholders
  - Suppliers
  - Wholsalers
  - Resellers, agents etc
  - End users
  - Consumers.

**These are all PEOPLE.**

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# In theory we get only talk about market segmentation

*In practise we do TikTok videos and Instagram posts. Newsletters etc.*

*How about thinking more closely what is relevant to your audiences? And what kind of communication strategy they would need?*



**Market Segmentation**  
[mär-ket ,seg-men-'t--shen]

A marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.

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## Let´s do a short assingment...

- *Have a chat and then, by company, give us **YOUR 5 most important audiences.***
- *5 minutes discussion/thinking and sharing.*



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# Human's nature and the the storytelling

*"It's like everyone tells a story about themselves inside their own head. Always. All the time. That story makes you what you are. We build ourselves out of that story."*

*--Patrick Rothfuss, author*

*"We tell ourselves stories in order to live."*

— Joan Didion, writer and journalist

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# Storytelling

*When you´ve got a hammer, everything starts to look like a nail*



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# The four boxes of messaging

Relevance

Waste of  
time/money

Winner

No matter what the  
technology, channel or  
budget is

Torture

Sponsored  
entertainment

Interesting

**Marketing is no  
longer about  
the stuff that  
you make,  
but about the  
stories you tell.**

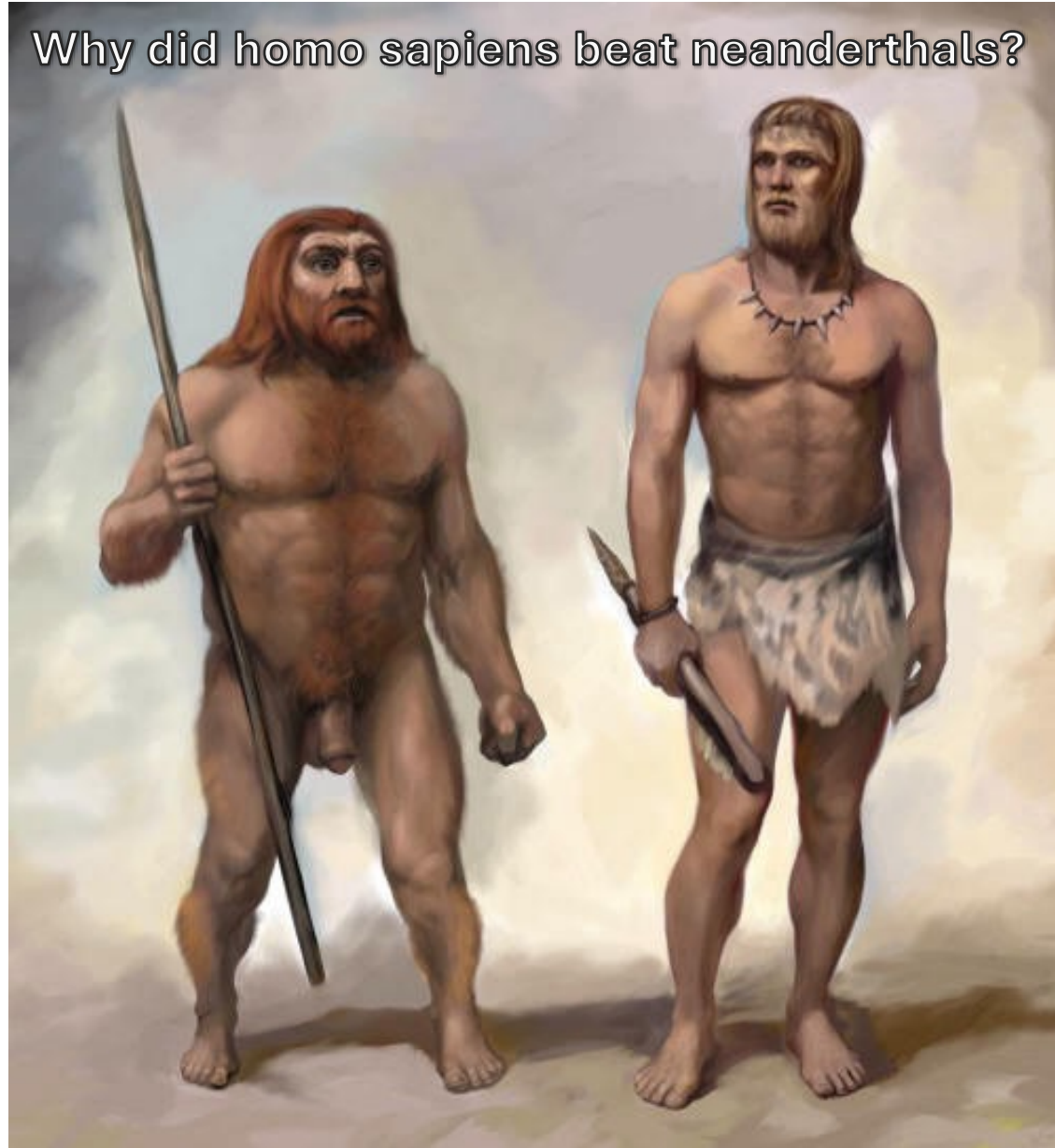
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**Headless  
beast –  
rockpaintings  
were the  
facebook of  
10000 BC**



Why did homo sapiens beat neanderthals?



**Food**



**Story**

**Food**

**Story**



Stories create communities, communities are stronger than individuals

# The Netflix of native americans



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# The aboriginal dreamtime story



# HOW STORYTELLING AFFECTS THE BRAIN

## NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

## MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



## DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

## CORTEX ACTIVITY

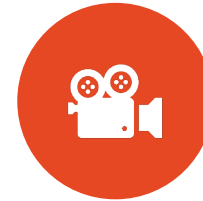
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

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# Short story as video format



GETTING AN IDEA, A STORY



USING AI VIDEO GENERATOR



PROMPTING: "CARTOON  
STYLE, A MAN DRINKS CIDER  
AND HIS HEAD EXPLODES.  
TEXT: MYSTIQUE CIDER,  
UNEXPECTED  
CONSEQUENCES.



PLATFORM: CHAT.QWEN.AI



RESULT IN 5 MINUTES.

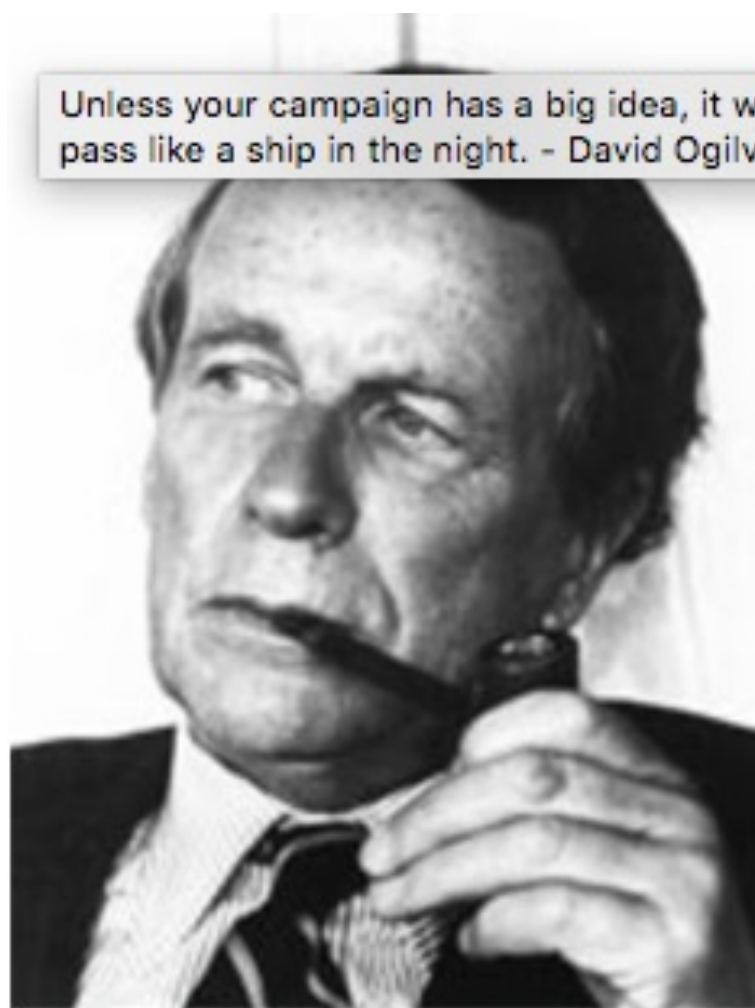
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# You tell us your story

*Why is your company and  
products important for  
human kind?*



Unless your campaign has a big idea, it will pass like a ship in the night. - David Ogilvy



Unless your campaign has a big idea,  
it will pass like a ship in the night.

— *David Ogilvy* —

AZ QUOTES