

This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PARTICIPACIÓN BELÉN DOMÍNGUEZ DE ECOEMPRENDE

Ecoemprende participó en la experiencia Erasmus+ organizada por el IES Huelin en lo que, desde nuestra entidad consideramos que constituye el motor para la co-creación de sociedades más justas, empoderadas y conscientes de la realidad que vivimos. No puede ser de otro modo sino a través de este tipo de iniciativas que la adquisición de este tipo de competencias se dé, la cual no estaría disponible para los alumnos ni dentro ni fuera de las aulas.

Ecoemprende se preocupa a través de todos los proyectos en los que se involucra por hacer llegar lejos esta formación para el emprendimiento ético y en valores, en sintonía con los principios de la economía del bien común y fue un placer participar en el seminario organizado, con una presentación en la que explicábamos a los jóvenes el por qué y sobre todo para qué emprender de esta forma.

Una experiencia más que satisfactoria, tanto por la perfecta coordinación por parte de los organizadores como por la respuesta del alumnado, que sin duda ya empieza a integrar estos preceptos para ser ellos mismos actores de cambio, y precisamente eso es lo que a todo el equipo de Ecoemprende le motiva a seguir adelante, sabiendo que las nuevas generaciones, las que en breve estarán cogiendo el testigo, sabrán cómo ser buenos, mejores y diferentes actuando a nivel local para la mejora global y sintiéndose culturalmente involucrados con los problemas y desafíos de comunidades cercanas y también lejanas.

Introduction Creative Marketing

*Interactive 1 ½ hr workshop for Erasmus Plus+ for high school students
Urban Lab, Málaga, 29 April 2016*

In this highly interactive and condensed workshop we will learn how to

- escape from more-of-the-same marketing;
- disrupt the standard marketing approach;
- use existing resources in a creative way;
- ask propelling marketing questions.

After every mini-presentation follows an example. Then we will do an exercise to apply what we have just learned.

At the end of the workshop you are able to come up with some ideas at will to market your product or service on a budget far less than a traditional marketing campaign.

The workshop will be performed by Gijs van Beeck Calkoen. Gijs is the founder of the Practice for Bold Thinking – *Creating Innovations*. He is the originator of Malaga Ideathons, idea sessions that generate ideas for apps that will enhance life in Málaga even more.

Gijs van Beeck Calkoen: Creative marketing

In the workshop “creative marketing” the students were challenged to come up with unusual ideas for market their mini-companies without having the resources bigger companies have.

Taking the attitude of a guerilla marketer, they applied some creative thinking techniques that forced them to think outside mainstream and costly marketing approaches.

The bio sandwich company that was looking for cost reduction strategies came up with ideas for a self service table with all natural ingredients on it and a sandwich machine. Another idea is using seasonal fruits to promote seasonal festivities in town.

The mini company that makes funny, creative note books consider the book to be distributed together by Apple: the computer notebook for creatives is promoted by a creative paper notebook.

A Center for senior citizens, children and refugees used the provocative idea of charging by age (f.e a child of four pays 4 euros. a senior citizen of ninety pays 90 euros) to come up with the idea that senior citizens can earn back their charges (f.i. by contributing to the activities).

The company that sells ecological friendly fresh fruitcups concluded that clients will also be interested in sustainability, so they will put some hints for sustainable behavior on the cups. Also, they will make a deal with a fitnessclub that clients could save points for a fitness abbonement. The fitness company can promote its business on the cups. For both companies a win-win situation

The students went home with some hints how to propel themselves forward to ask themselves questions about the marketing-mix, that will go beyond the obvious. The mini company that collect organic waste from citizens by wich they can buy food with a discount from ecological farmers around the city set up the propelling question: "How to collect too much pure organic waste, so that we have to export it, without citizens are going to cheat the puriness of the waste and without excessive quality control".

The workshop was given by Gijs van Beeck Calkoen of the Practice for Bold Thinking who set up Ideathons to make life in Málaga even better.

CREATIVE MARKETING

By Gijs van Beeck Calkoen

Practice for Bold Thinking – *Creating Innovations*

Campaigns

Classical marketing campaigns are mostly massive in nature, like the Napoleonic Wars. By using brute force and heavily leaning on resources (people, money, fire power, logistics, management skills) they try to win. Basically, both parties are in the same game, each trying to use better but more-of-the-same tactics.

An alternative for the not so powerful is turn to guerrilla warfare. Poor but highly dedicated small teams use asymmetric tactics to surprise and confuse the enemy, thereby using maximal creativity.

But what is creative thinking?

Creative thinking is not doing more-of-the-same (in the example: applying straight lines), but breaking away from that, for instance by using curved or broken lines.

Thinking patterns

However, it is not easy to break away from standard patterns, as we experienced in the exercise.

Also, any time we break a standard way of thinking, a behavior or new idea, bystanders will react with a rejection: this is impossible, it can't work, it is too costly, complex, difficult or risky. Every time a NO is used, the thinking stops.

Apparently we need a new vocabulary to redirect our thinking from rejecting to pushing the thinking forward. That is why we use **PO**, what stands for a **P**rovocative **O**peration, to be used when we try to challenge an existing situation. It stimulates an attitude to look at an idea at hand as sheer impossible, but only temporarily. In other words, some more thinking might be needed to make the idea working. We look at the idea like a **hyPO**these, as we do in scientific research. Or like an **opPO**rtunity to exploit or a **PO**ssibility to utilize.

Creative marketing is escaping from the standard approaches that are used by big companies. But how to get new ideas?

Normally we think with the speed of light to the first satisfying idea (In the workshop “creative marketing” the students were challenged to come up with unusual ideas for market their mini-companies without having the resources bigger companies have. Taking the attitude of a guerrilla marketer, they applied some creative thinking techniques that forced them to think outside

mainstream and costly marketing approaches. The students went home with some hints how to propel themselves forward to ask themselves questions about the marketing-mix, that will go beyond the obvious.

The workshop was given by Gijs van Beeck Calkoen, Practice for Bold Thinking – *Creating Innovations* A->B->C) By that, we miss interesting alternatives along the way (B->E)

With a Provocative Operation we break away from mainstream thinking (B->D->E). The Provocative Operation is a set up to escape standard thinking in order to arrive at an original idea.

For instance about : PO Apple sells our (paper)notebook together with their notebooks.

PO life insurance is paid out before you are deceased. This Provocative Operation led to a new insurance product: an insurance for people without a partner. In that way it opened a brand new market segment. Instead of doing the same race with other insurance companies, they created their own race. It is called SUR/petition as an alternative for Competition.

We discussed four creative thinking techniques to escape standard thinking: Taken for Granted, The Provocation, Use Resources and Focus.

Taken for Granted

Make a list of taken for granted things of a product, at least 15. That is what is normal, assumed to be, standard, generally accepted or obvious. Then we escape by abandon it or modify it.

It is taken for granted that a restaurant has a venue and that the guests are dressed.

PO: a restaurant does not have a venue. That could lead to the idea to set up a picnic service for romantic people. PO: guests are naked. That could lead to the idea of a nudist restaurant.

To get creative marketing ideas about for instance an Eco bottle. What is obvious of a bottle (form, materials, filling, getting it, getting rid of it, etc.).Then modify (remove, amplify, change, combine, etc)

The Provocation

When setting up a provocation the first reaction will be NO. But NO stops the thinking. So, try to remove NO's by “this is interesting” and “under what circumstances does this have value”, or “could we create value out of this?”. The aim of a Provocative Operation is to move forward the thinking towards an idea that works.

PO Sandwiches will make themselves

PO Senior citizens, refugees and children donate by age for using supporting services

Use Resources

We tend to solve problems by using known and standard solutions. For instance: for attaching something to the ceiling we automatically think of a ladder. But only after we give ourselves the explicit thinking order to use what is at hand, we come up with alternatives: using tables, making a tower of bodies, using the walls, making a long pole. This creativity technique is also called: think within the box, meaning no adding additional resources.

Make a list of props (things) and persons in your immediate surroundings. Think up in what ways they could contribute or add value. Integrate.

A petrol company wanted to create more brand loyalty. That is not simple, for most drivers petrol is just petrol. One of the company's resources is the car driver. By getting under the skin of the driver, they discovered that getting a parking place in town is an important value for the customer. So they set up a cooperation with parking garages. For the drivers, the petrol company and the parking garage a win-win situation. Together they delivered an integrated value.

Could we design integrated values for the customers of Fruit2GO?

Focus

Defining the thinking task before beginning an idea generation session is one of the most neglected stages.

Most starting questions are far too broad defined. For instance. *“In What Ways Might We (IWWMW) get more clients?”*. It is more helpful to break it down in smaller topics, as *“IWWMW add more value to our product”*, *“IWWMW get more clients with help of our existing clients”*, *“IWWMW use other product to sell ours”*.

Redefine at least 15 IWWMW's in order to escape from the obvious ones and get a really creative challenge.

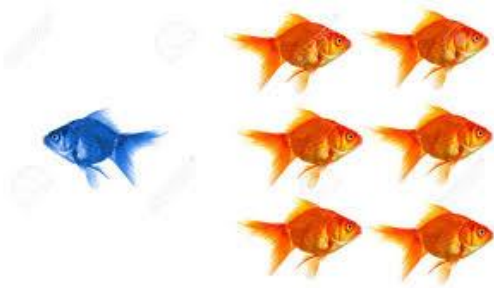
Avoid formulating IWWMW's becoming too small. In that case the IWWMW will just be a concrete solution and will not give you a direction for further searching new ideas.

Then make the challenge less boring and more sexy. That is: make them more imaginative, outreaching, challenging, interesting. For instance: sex up *“IWWMW get more clients by our existing clients”* into *“our clients collect so much organic waste that we have to export it”*.

Then add a constraint: people, money, time, channels.

Finally construct a propelling question, a question that drives forward the effort for creative thinking by using a bold ambition and a significant restriction. For

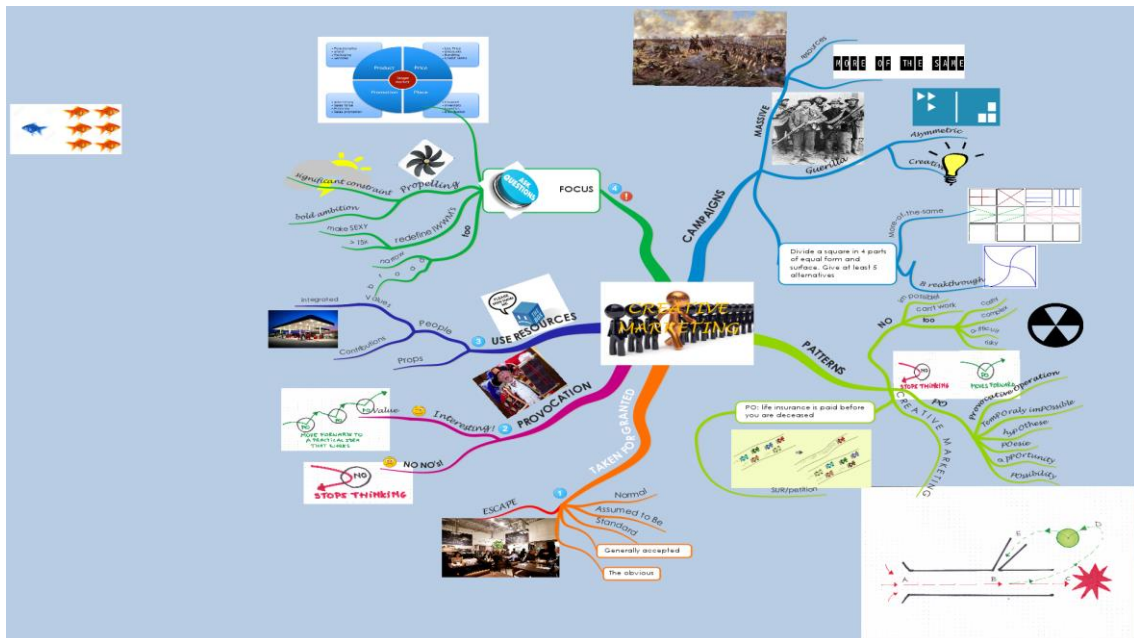
instance: “let’s get 50 more clients by firing all account managers”. Again, the technique of the creative focus is to force oneself outside common thinking.



The technique on the focus can be applied to all of the four **P**'s of the marketing mix:

- functionality, packing and service of the **P**roduct
- policies about paying and **P**rice
- sales, advertisements, publicity and **P**romotion
- logistics, storage, inventory and selling channels (**P**lace)

Creative Marketing is all about standing out your competitors, being perceived as a Blue Fish, **at no costs**.



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>.

