

KØGE KYST

Digital Transformation Process

 **WHITE
BOOK**

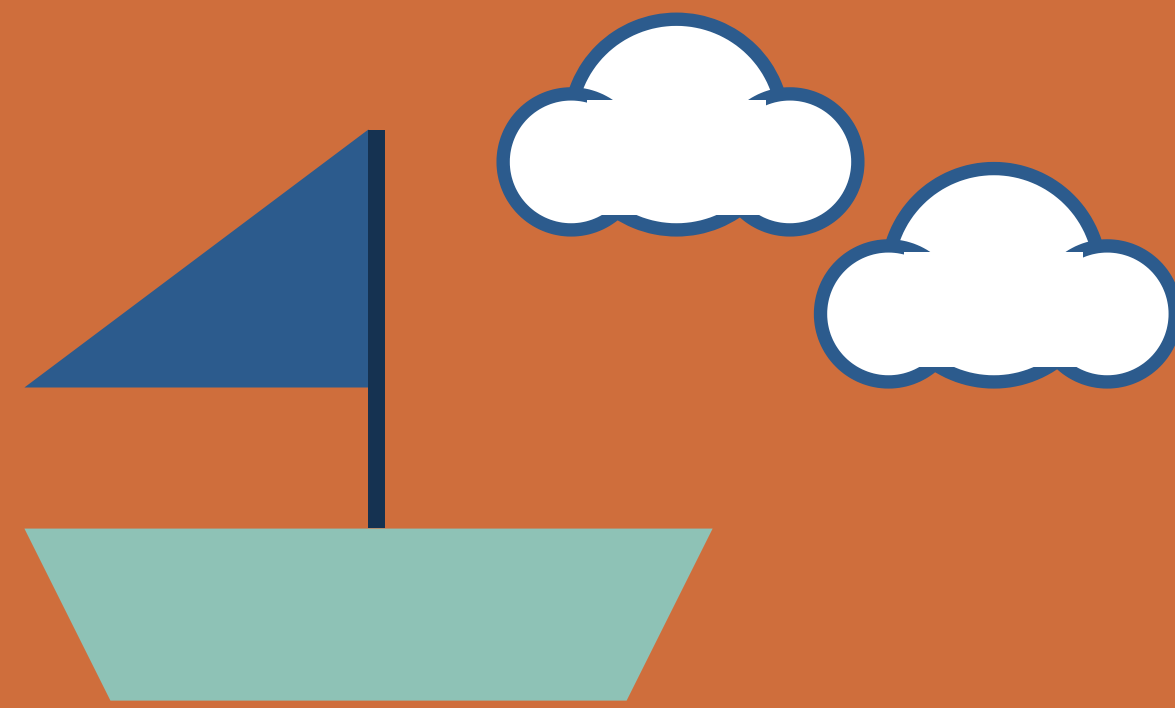


**IMPROVE
YOUR
CUSTOMER
EXPERIENCE**



85%

of people would like to see more video content from brands/ services in 2021.



EXECUTIVE SUMMARY

For companies to succeed many things are required; visionary leadership, an irresistible product, outstanding service, sustainability, resilience and much more. However in today's vibrant marketing scene what your brand requires is a story, visualized through a variety of engaging visual content aimed to attract future inhabitants to Køge Kyst. According to "The State of Video Marketing in 2021", a survey conducted by Wyzowl, "79% say that they have been convinced to buy or subscribe to services after watching a video".

Our storytelling and video strategy will make for a powerful marketing tool as they evoke emotion. The videos would be a powerful and efficient way of communicating the valuable information from the website. They can help the future residents understand the multitude of information that is present, target their wishes and influence them to trust you. The aim of this campaign is to strengthen the overall awareness of Køge Kyst, and as a result, attract future inhabitants in the area.

INTRODUCTION

In 2009 the municipality of Køge and Realdania By & Byg went on a partnership with the shared ambition & goal of developing “Køge Kyst”, a major urban developing project that will transform areas around the coast of Køge, with strong focus on culture, infrastructure, residential areas, commerce and sustainability.

After analysing Køge Kyst Touchpoints and their Marketing Strategy it is understood that there are some improvements needed in order to effectively promote their concept. A clear user experience flow is lacking and a lot of the online interactions should be simplified. The primary pain point identified is on the Køge Kyst website and how the information is presented. There is a disconnect between brand awareness and an attempt to attract customers.

It is important to rethink the strategy and make use of Køge Kyst's strong aspects in order to raise the number of interactions and potential tenants.



Storytelling is known for being a successful strategy to engage an audience. It builds relationships, makes people feel connected with the company's vision and starts picturing themselves part of it. Storytelling makes content more exciting and interactive while recreating your own version of a story someone else told already. This strategy is crafted so the Storytelling can be shared through Social Media spreading and creating interactions with a broader crowd.



**CREATE
AWARENESS
WITH
STORYTELLING**

PROBLEM STATEMENT

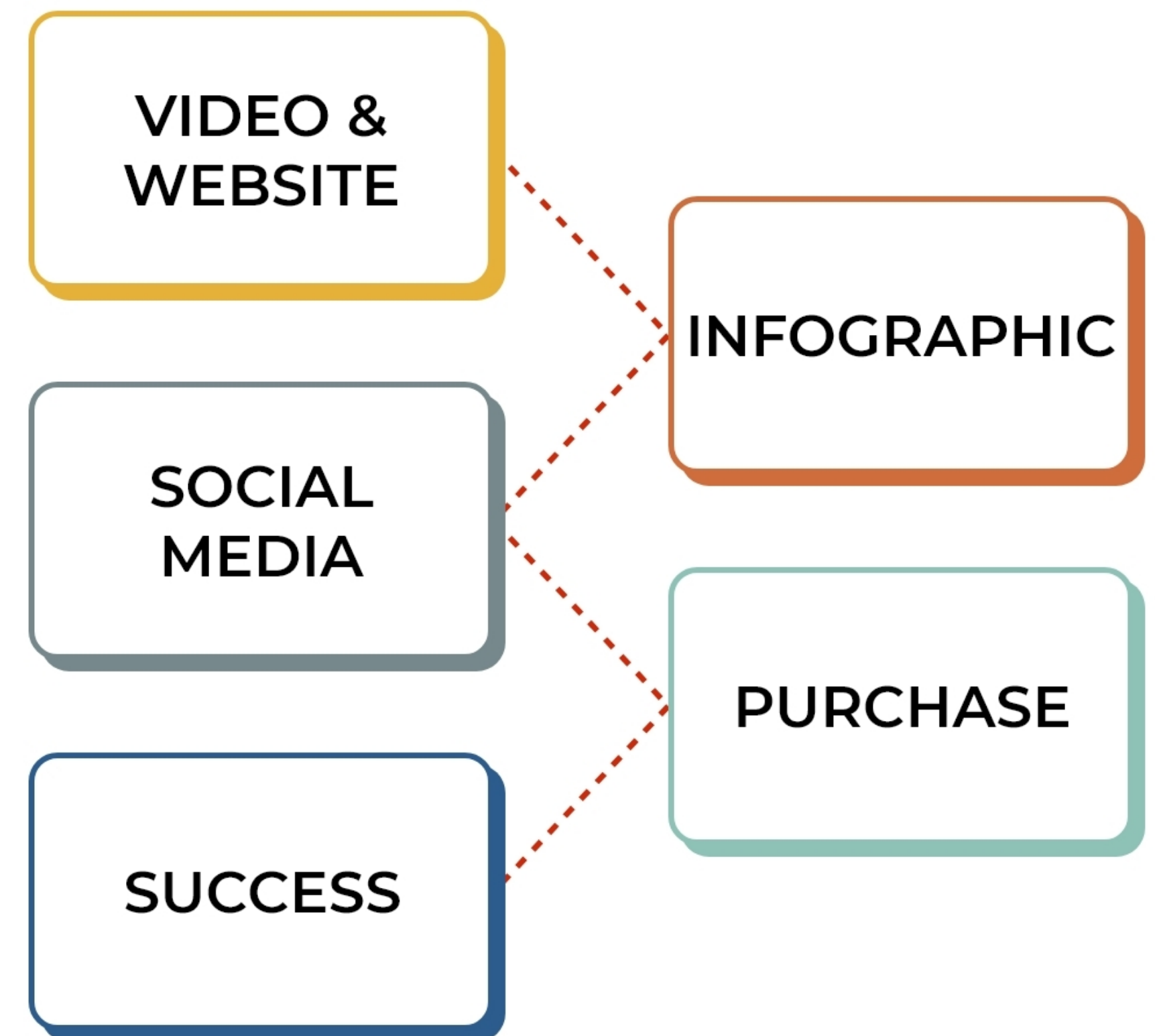
How can storytelling through videos be used to strengthen the overall awareness of Køge Kyst and attract future inhabitants?

SOLUTION

The solution proposed is a series of video, infographic and social media content that uses storytelling to strengthen the communication and customer engagement within Køge Kyst's touch points.

With Customer Journey Mapping it is possible to identify a lack of strategy regarding the awareness and engagement through the stages of the customer journey. Our focus falls upon the two first stages (Awareness and Consideration) of the Journey where important pain points were identified. The first two stages are crucial since the company focuses on attracting future residents of Køge Kyst.

TIMELINE



In 2020 the average amount of time people see online videos per week raised from 1.5 hours a week to 2.5 hours.

79% say that they have been convinced to buy or subscribe to services after watching a video

People are twice as likely to share video content with their acquaintances than any other form of content.



STEP 1

The storytelling strategy is divided into a series of steps. In order to create awareness about this area and project, a video with a more user centered approach is published on the homepage of Køge Kyst's website. The video is based on the already existing information published on the website, but demonstrated in a more entertaining and immersive way. The video is starring actors from the target group showcasing all the positive aspects of life in Køge Kyst and it's structured from a few key words for this project to enhance the strengths of this particular neighbourhood: Flourishing community, Sustainable Living, Serene surroundings, All your necessities and Modern housing opportunities.

As previously mentioned "79% say that they have been convinced to buy or subscribe to services after watching a video" (Wyzowl 2020). By using visual media to evoke emotions, the goal is to successfully engage and thereafter persuade possible buyers and renters to move from from the awareness phase to the consideration phase.



Visual content such as infographics are simple to absorb and understand as well as being visually engaging.



STEP 2

The next method that will be implemented on the website are infographics illustrating an easy-to-understand overview of how to navigate through the elements that Køge Kyst is offering. Visual content such as infographics are simple to absorb and understand as well as being visually engaging (Finance online 2020). The outcome of this would encourage the customer in their housing journey to move from the consideration stage to the purchasing stage.

90%

of marketing professionals said brand experiences are becoming increasingly important.



STEP 3

The final step in the storytelling strategy takes a deeper personal approach with a series of short interviews where current inhabitants of Køge Kyst talk about their life in the neighbourhood. “90% of marketing professionals said brand experiences are becoming increasingly important” (Weformulateit 2020). “Meet your neighbours” is a video series that will be published as a campaign on social media with the aim of cultivating trust. The goal is to persuade the target group to move from the consideration stage, to seriously considering moving further on to the purchase stage.





BUILDING MEMORIES

As humans we are prone to remember stories. As kids our parents read us charming stories and legends with deep meanings to help us grow into good people. This impact is not the same in adulthood although everyone likes a good story and we tend to remember the most important take-outs of it.

Storytelling engages users into a story that they can see themselves living if it's well told. If well crafted will create memories that are not even memories yet and attract users to this potential reality. Does not have to be a groundbreaking story but like the famous storyteller Kindra Hall says "You do not have to make someone cry. You just have to make them see the story and imagine themselves in it."

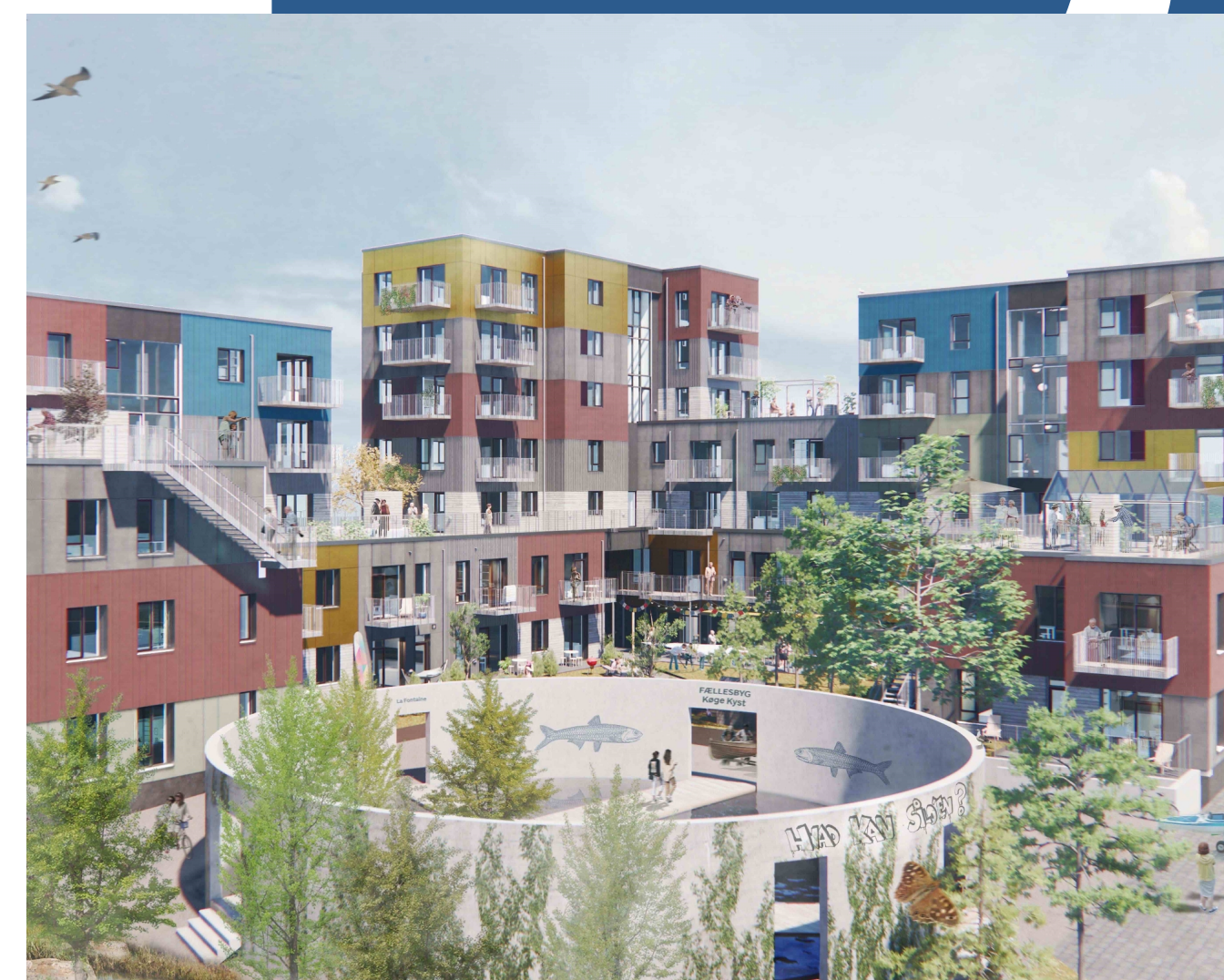
To sum up our proposal is to strengthen the touch points with strong visual content, more specifically videos, to raise the awareness and engagement of potential buyers and stakeholders towards Køge Kyst Apartments and Community.





These videos aim to capture all the strong aspects of Køge Kyst, its interest in using sustainable resources, the serene environment surrounded by the sea, the community spirit all casted by actors representing the target group. The second step will be relating this visual content to a campaign called “Meet the neighbours” filmed in a series where we collaborate with current tenants that fit Køge Kyst vision and hear about their experience. This strategy will trigger emotions and tell a romanticized story that will raise the engagement with the audience.

Køge Kyst aims to be more than just an Accommodation solution but also a Community where everyone part of it can enjoy a range of activities and social environments. Basically an experience and how can we convince people that it is a worthy experience to embark in? With a stronger Storytelling Strategy.



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