

Greater Copenhagen

Strategic briefing

CopCap
Advice A/S

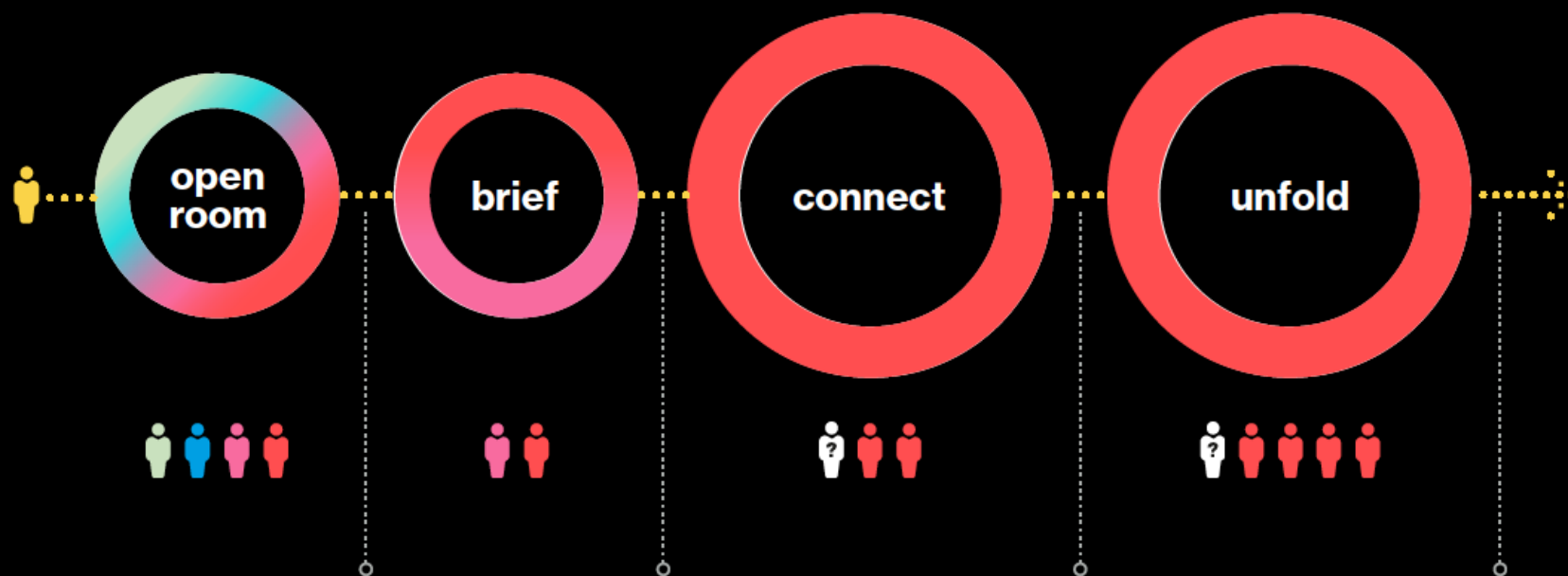
23.09.2016

advice/

The task

Konceptudvikling på 2 niveauer

- **Programkoncept:**
Det generelle koncept for en effektiv kampagneplatform, der gør det muligt at leadgenerere med data-beriget output overfor en række brancher og både talent og virksomhed med samme grundlæggende greb
- **Kampagnekoncept**
Det specifikke koncept for en kampagne målrettet fx Fintech talent.



lockdown:
strategisk indsigt
team

lockdown:
kommunikativ indsigt
brief

lockdown:
koncept og idé

lockdown:
final delivery

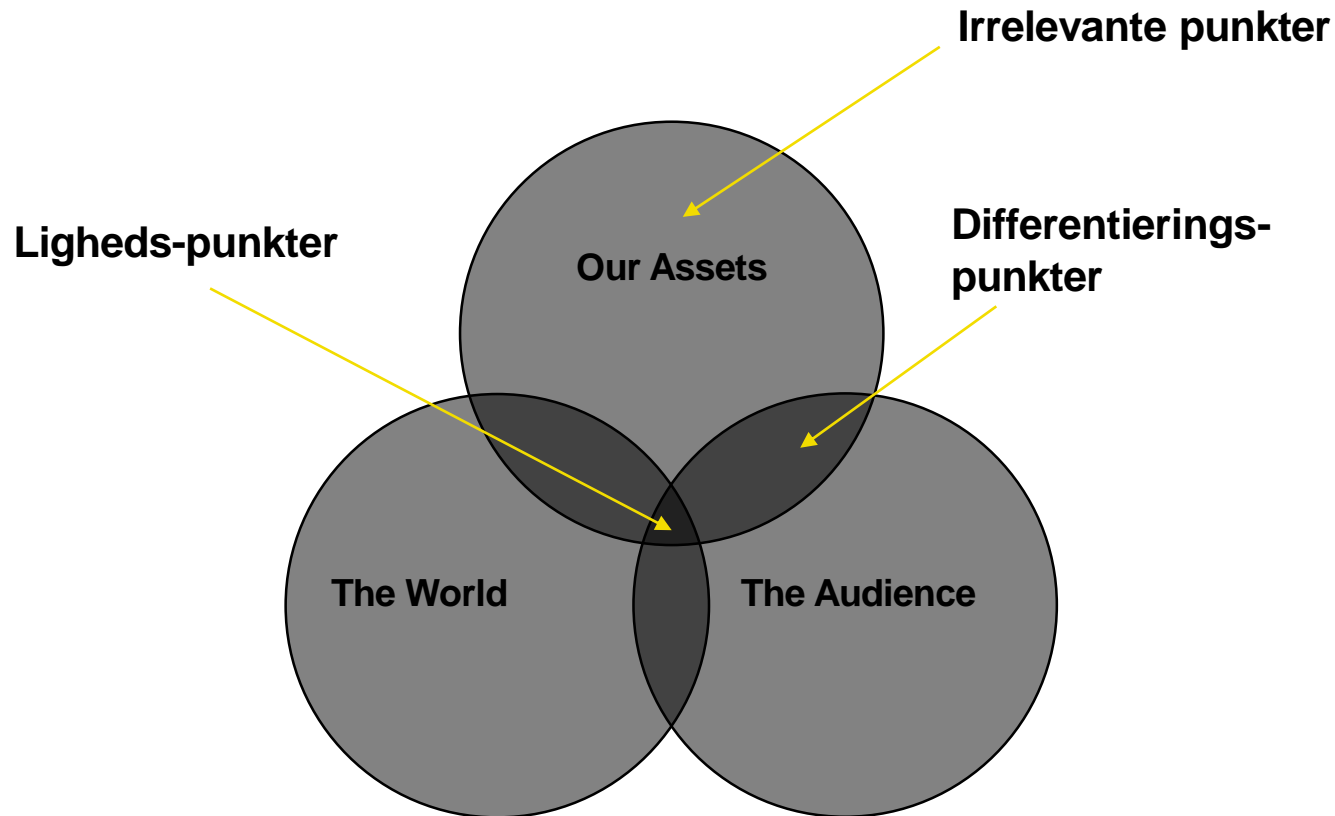
- Skarphed på:
- Problem og mål
- Målgrupper
- Målgruppe-behov
- Kontekst og konkurrenter
- Teknologisk mulighedsrum

- Skarphed på:
- Value proposition
- Kommunikativ indsigt

- Skarphed på:
- Det kommunikative greb, der er unikt, langtidsholdbart og appellerende

- Skarphed på:
- Kunderejsen
- Leverancen i hvert kontaktpunkt
- Den skarpe bestillingsliste (minimal viable solution)

Masser af skarpe valg! = skarp strategisk indsigt



The task

Identify a holistic and impactful strategic position of GC -

resonating with both talents and businesses

and applicable for different lines of businesses

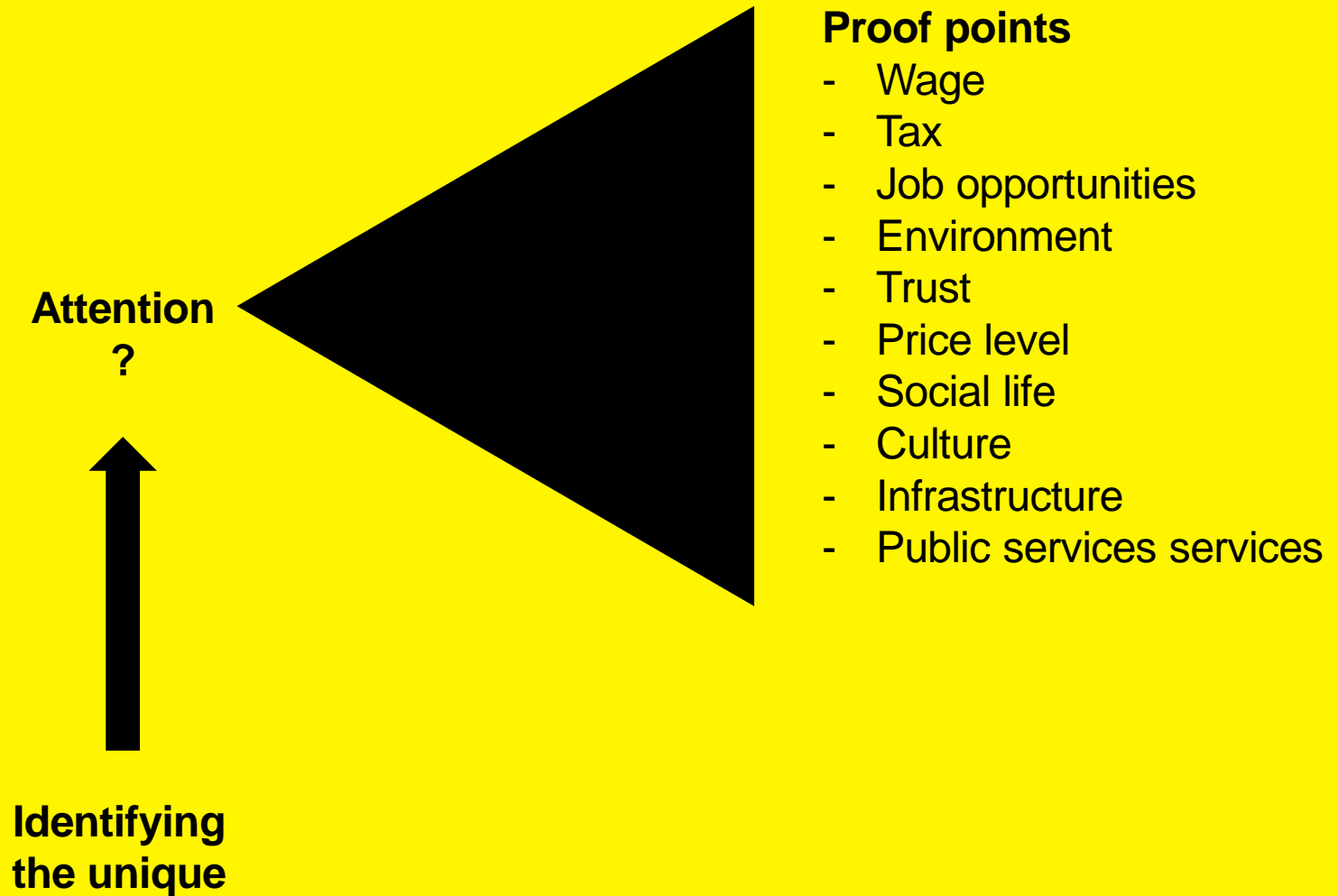


The challenge

The challenge

How do we differentiate from what seems to be very alike and in parity in it's core offering

How do we get the immediate attraction and appeal to a very complex system of decisions for both talent and business



The starting point

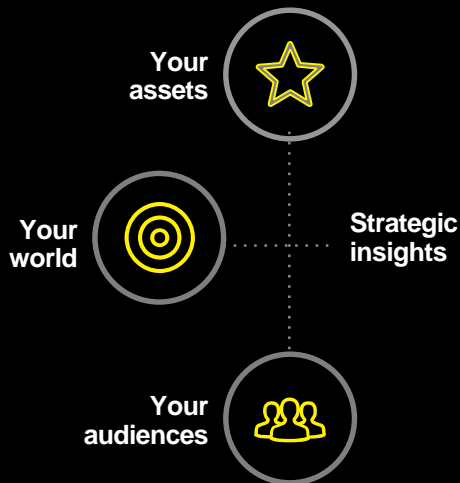
We will never be able to cover all cultural, behavioral and structural differences for both talents and businesses

Instead we need to find the unique and authentic “door opener” for GC and from here unleash all the supporting facts

The situation

The situation

Our world



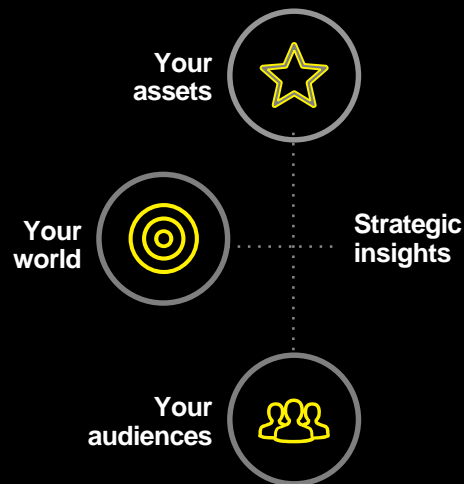
- Highly competitive field (Stockholm, Amsterdam, Hamburg +)
- No functional uniqueness but competitive. Competitors very alike in size and offering.
- Competitors have a traditional foothold on the competition for the large corporations. Cph. has a stronghold when it comes to good framework conditions for SME's
- Competitors known for more complex and rigid business structures
- GC has a potential in its optimal location - working as a hub for the Nordics, the Baltics (+Russia) and the north European markets.
- A lot of hype and media regarding Copenhagen on the way of living arena (not on the business arena)
- We seem expensive – but are not

The differentiation lies is in the detail...

**...and is most likely more of an emotional
choice than a rational choice**

They need a mirror in which they can trust

The situation



Our assets

Our democratic legacy and non-polarized society has created a very informal structure where all can contribute to their own and common development. This is quite unique even compared to the 'usual suspects' of comparison.

Our historic/contemporary position as a small and open economy - with no raw materials or big industrial companies (like Sweden or Germany) - has created a very special breed of talent and business structure - which in comparison is very agile, informal, R&D driven and creative in its approach and problem solving.

Supporting "Facts":

- Europe's easiest place for doing business
- Low company tax
- Europe's most flexible labour market
- Competitive business costs
- Scandinavia's talent hub
- The logistics capital of Scandinavia
- Easy interaction with public authorities - high transparency and no corruption
- The world's most liveable city
- Highest concentrations of knowledge - (12,000 researchers, 15 science parks and 14 universities and other colleges of higher education with top rankings for university-industry cooperation, Greater Copenhagen offers Scandinavia's most knowledge-rich research and business environment.)

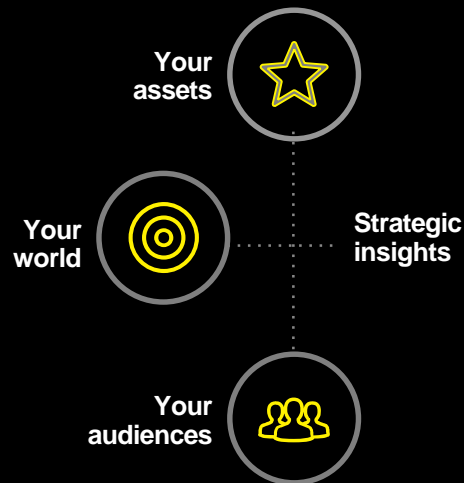
“The Italians* of the Nordics”

or

“Where efficiency meets creativity”

(* The Piemonte, Lombardia and Veneto area)

The situation



Our audiences

Talents:

A dream of new intellectual or competence challenge

- Willingness to leave their origin
- A diverse group - depending on their life cycle situation and cultural legacy

Looking for a more flexible (work/life) approach - still with a high professional ambition and focus on empowerment of their own capabilities

Businesses:

Searching for the right cocktail of business environment (talent pool, business tradition, rewarding legislation, infrastructure etc.). All cities claim the frontrunner position.

All in all looking for an easy access and transparency to seek potential growth with concrete business opportunities as the final trigger.

A change of perspective

What they know

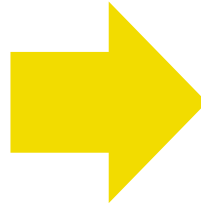
The personal perspective:

The way we live = happy people

The happiest people

- Freedom
- Trust
- Stability
- Security

= A strong reason to believe



What they don't know

The professional perspective:

The way we work = happy business

The free-thinkers

- Independent/responsible
- Low power distance/informal
- Non-bureaucratic/transparent
- "Customer-oriented"
- Co-creating

= A unique business environment

“Where you can focus on your talent and competences”

Or

“Where you can focus on your business”

A potential strategic insight



Conclusion one:

We don't want to confront the competition in the category.

We want to create a positive alternative instead.

One that taps into the needs of the 'globalized' talents and one that resonates with progressive businesses ...feeding their intuitive intelligence

The concrete business opportunities are key. BUT we are not a leader in a specific field like Silicon Valley or London.

We have to claim positive business opportunities combined with a general good cocktail of qualifying elements

And foremost GC is the place where trust, low power distance and an informal culture creates an unique business environment with no bias or disturbing factors

Strategic aspirational field

“GC - Where efficiency meets creativity”

“GC - The progressive safe haven”

“GC - The capital of co-creation”

“GC - The informal way to success”

The strategic insight

A society where human behavior is based on

- Egalitarianism and democratic behavior
- Work Ethics and punctuality
- Social justice and respect for the law
- Availability of social services and free education
- Respect of people - no matter their formal status
- Free thinking and creativity
- No corruption and transparency
- A minimum of bureaucracy and control

**Creating a talent and
business environment**

**With no bias, disturbing
factors or hidden agendas**

A place where Talent and Businesses can focus on their core purpose and ambition...



Talents

- Personal empowerment**
- Informal co-operation**
- Focused and agile behavior**
- No power regime or hierarchy**



Business

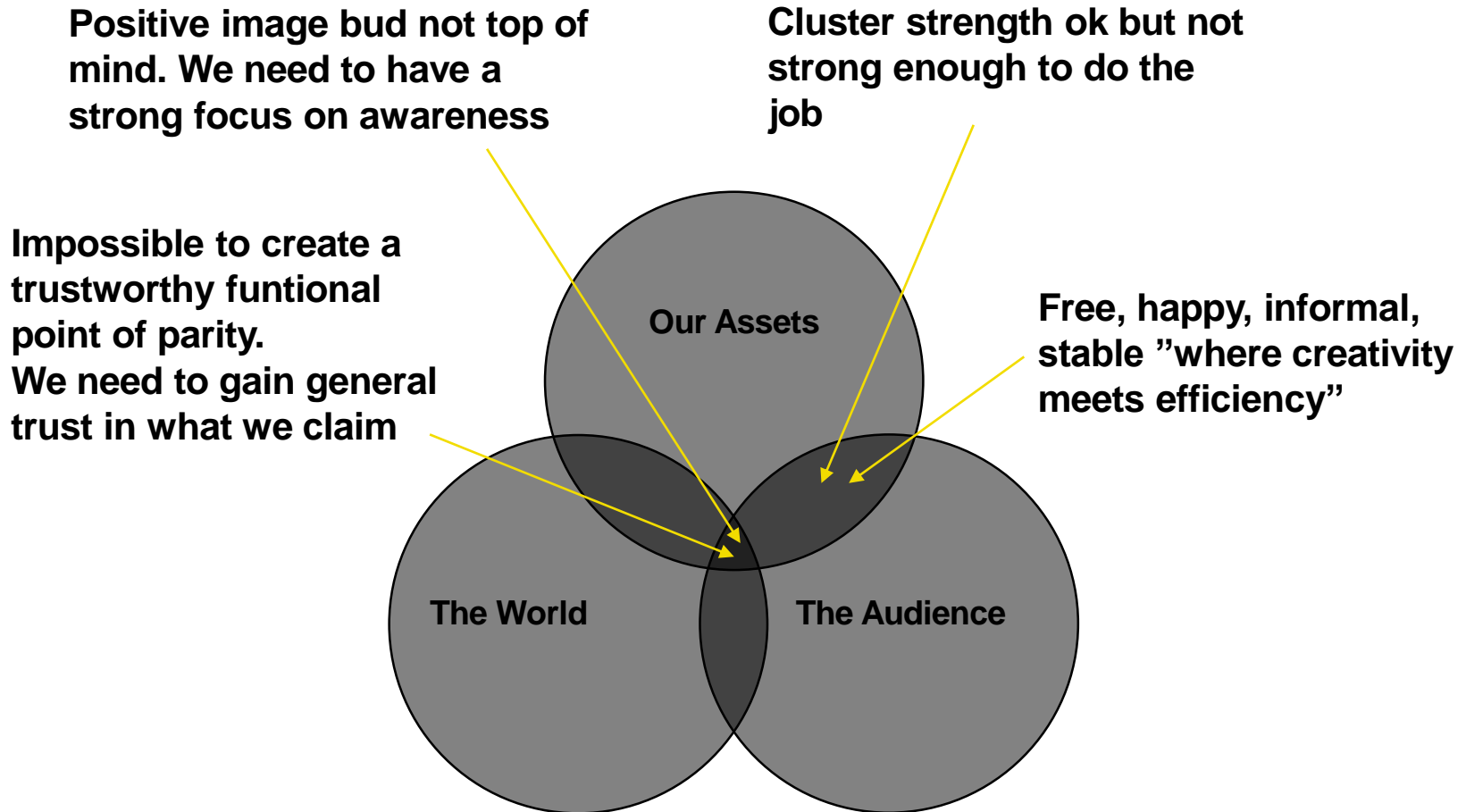
- High productivity**
- Creative innovation**
- Swift decision schemes**
- A minimum of bureaucracy**



Greater Copenhagen is all about

easy access

Conclusion



**Easy access
due to business
environment based
on trust, stability
and equality**

Proof points

- Wage
- Tax
- Job opportunities
- Environment
- Trust
- Price level
- Social life
- Culture
- Infrastructure
- Public services services



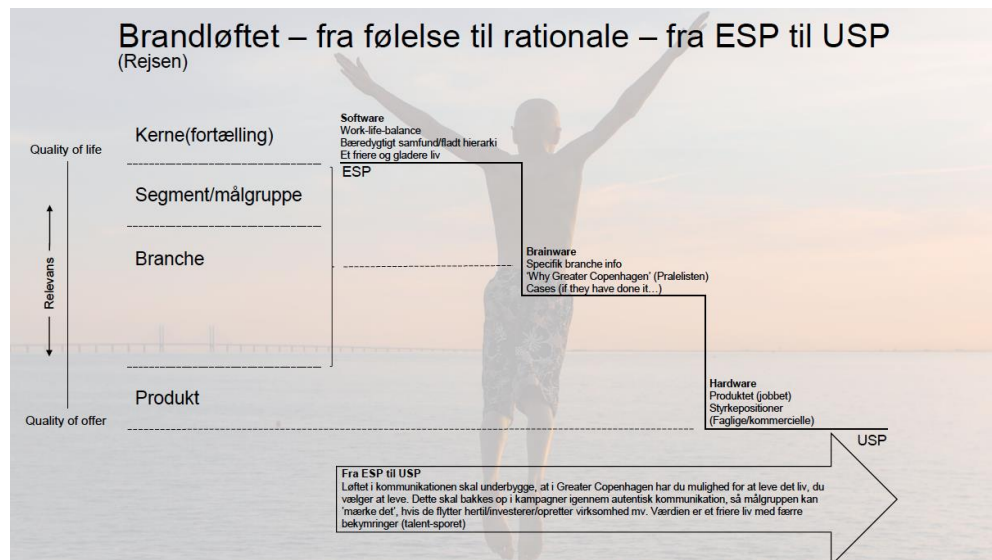
**(Concrete business
opportunities)**



**Holistic third party
analysis
(Asbjørn comes with
assesment of third
party analysis)**



**From long claiming
reports to "my score"-
tool approach**

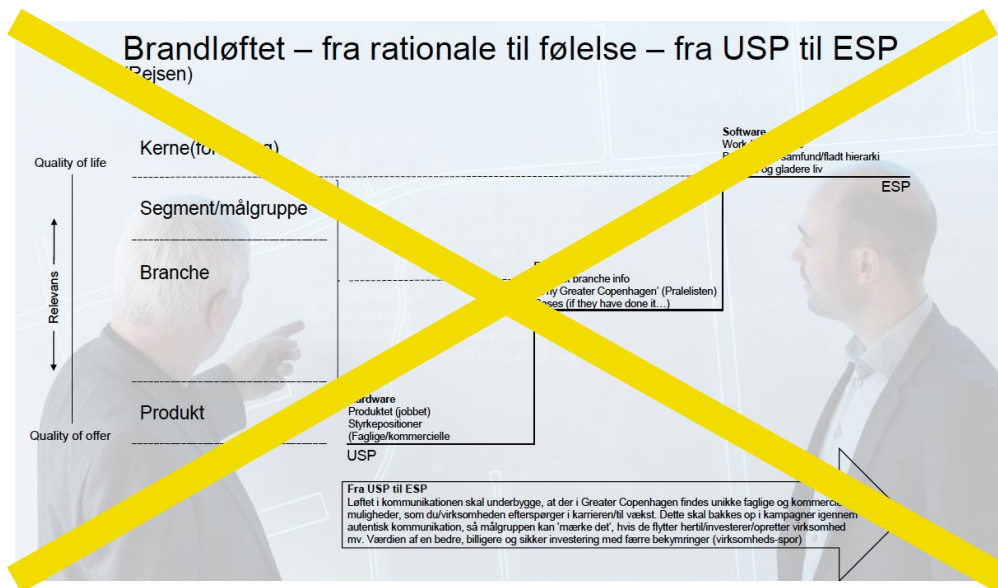


Our strength lies in our **business culture** which is closely linked to our culture as such

Which makes us competitive on all functional parameters

Our culture is the strong reason to believe

We have a functional issue on "price" which needs to be addressed early and effectively.



Conclusion:

Happy people = happy business

- **Core challenge:** Positive soft brand (quality of life), no distinct business brand. Generally not top of mind. Calls for communication with edge and high awareness effect
- **Value proposition:** Easy access. No disturbing factors. Pure focus on your talent or business
- **Reason to believe:** A direct translation of what the audience already know - that we are a free and happy people
- **The USP's:** A unique business environment, with low power distance, high transparency and a minimum of bureaucracy and control = soft components with direct effect on hard business objectives
- **The functional challenge:** We are perceived as an expensive place to live and do business + simple way to claim cluster status