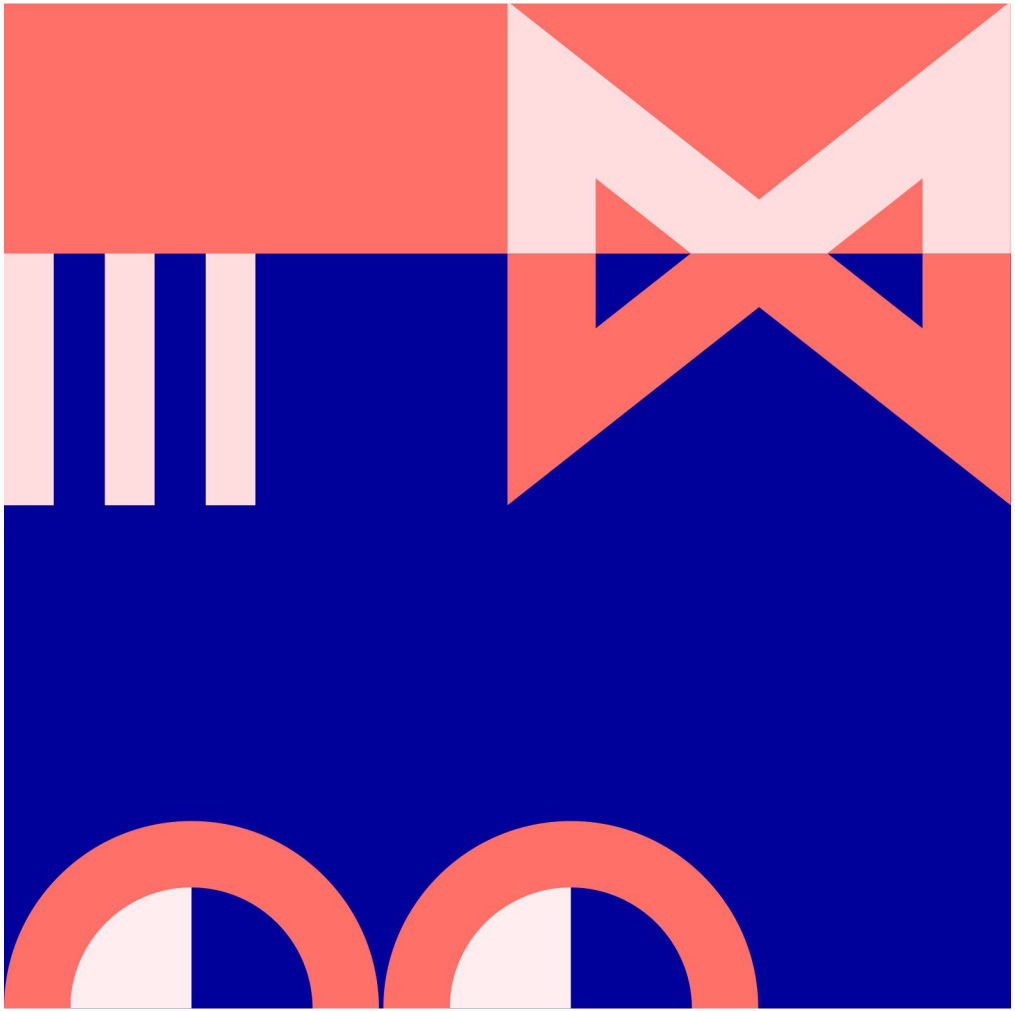

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Marketing Services - Profitable Growth in Finland

Teea Björklund, COO, Marketing Services

21/05/19

“TOMORROW BELONGS TO THOSE WHO CAN HEAR IT COMING”

-David Bowie

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Most wanted digital and creative partner offering agile full stack continuous marketing services.

Clients

Mid-sized companies looking for a partner to support their strategic goals

Large corporations in BtoB business and complicated BtoC customer journeys

Public sector

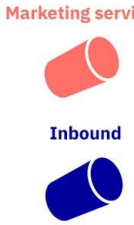
Marketing services

Services focused to achieve customer's strategic goals

Unique comprehensive range of marketing services - all in one spot

Vast office network

Efficient co-operation models



Our goals 2024

Organic revenue growth

5–10% annually

EBIT target

7–12% of revenues

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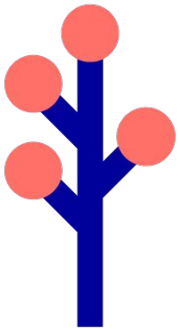
Leading marketers into tomorrow

#TOMORROWBOUND

Elements of profitable growth



“THINK GLOBAL, ACT LOCAL”

- Nationwide representation

360° SERVICES

- All services in one spot

MARKETING AS A SERVICE OPERATING MODEL

- Marketing as a continuous service
  - strategy and business
  - daily operation and production
  - agile way of working

DEVELOPING CURRENT ACCOUNTS, ACQUIRING NEW

- Serving our current customer base of over 500 companies with a wider range of services

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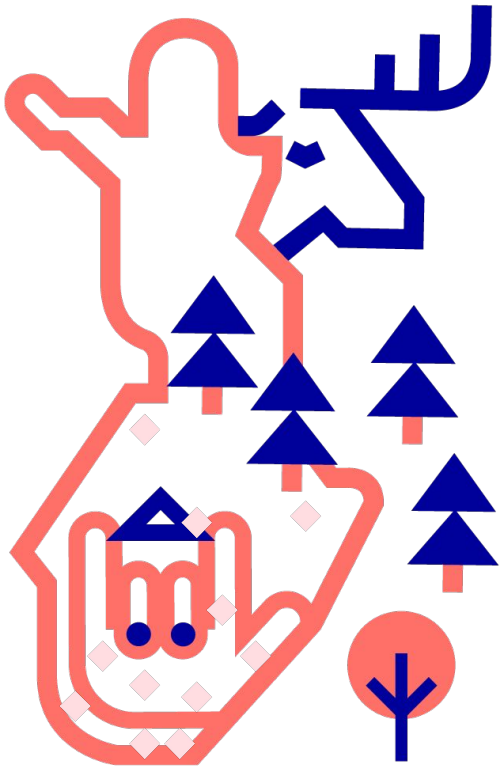
Finland’s most extensive office network: 11 locations in Finland



FINLAND
Oulu
Joensuu
Jyväskylä
Mikkeli
Kotka
Kouvola
Lappeenranta
Tampere
Turku
Lahti
Helsinki

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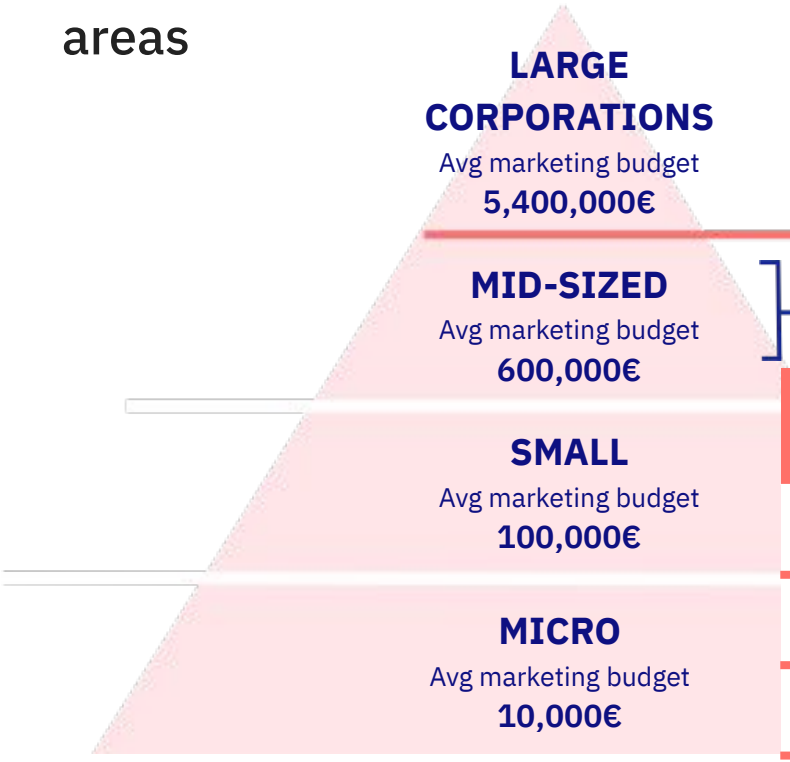
Customer focus areas



Large corporations spearheads:

1. Marketing for BtoB customers
2. Complicated BtoC customer journeys
3. Outsourcing on specific area on marketing or communications

0.2–2M€ marketing budget
–> Marketing for your strategy –service

	EMPLOYEES	NUMBER OF COMPANIES	REVENUES AVERAGE	AVERAGE MARKETING BUDGET FINLAND mEUR
LARGE CORPORATIONS	250–	591	270.73	5.41
MID-SIZED COMPANIES	50–250	2,728	29.69	0.59
SMALL COMPANIES	10–49	15,725	4.83	0.10
MICRO COMPANIES	1–9	264,519	0.26	0.01

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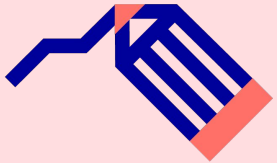
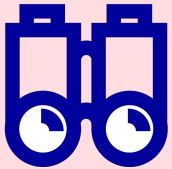
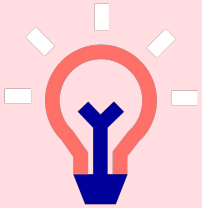
Service offering from strategy to everyday operations



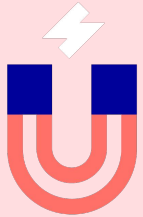
CUSTOMER INSIGHT
Insight
Research
Analytics



STRATEGY
Brand strategy
Marketing strategy
Communication strategy
Inbound strategy
Content strategy
Digital strategy



CONCEPTS
Campaigns
Marketing concepts
Digital service design



ACTIONS
Advertising
Content marketing
SEO, SEM
PR and communications
Web services
Social media
Inbound, automation
Training
Investor relations

FROM PROJECTS TO SIGNIFICANT MARKETING ACTIONS

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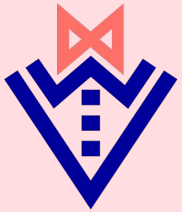
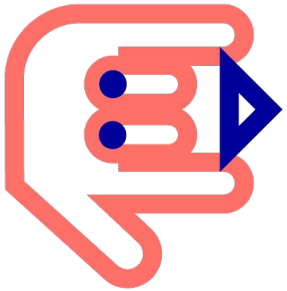


Avidly team is the extended
marketing team of the client.

MaaS. Marketing as a Service.

Profitable and growth oriented business model for Avidly



- **Growth** via new MaaS clients together with current committed clients wanting to renew collaboration to MaaS.
- **Improved profitability** because better predictability of needed human resources, agile working methods and longer client relationships.
  - operating profit (EBIT) margin 7-12%
- **Predictability** of cash flow via monthly retainers.
- **Employee engagement** due to increased commitment to the client as being part of the team and clients' success.

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MAAS CLIENTS

> 10 new clients this year
42% 2018

MaaS.
Customer Success Cases.

PELICAN SELF STORAGE: Marketing that differentiates from the industry

Starting point

- Pelican has entrusted Avidly with the performance and management of all its marketing in Finland.
- The aim is to raise its profile and build an entire business category.
- More visits to the online service, resulting in higher sales.

Co-operation with Avidly

- The brand will be ever-present—and differentiated as premium storage. Pelican Self Storage means secure, high-quality storage facilities and first-class service.
- Marketing is planned and executed flexibly and agilely on an annual schedule. Business goals are based on annual planning.
- Cooperation is handled in agile sprints, in active weekly cooperation between Avidly and Pelican. Weekly meetings are held at Nordic level, and a separate steering group develops cooperation on a quarterly basis.

PELICAN SELF STORAGE:
Marketing that differentiates from the industry

Results

- Pelican Self Storage is ever-present via various digital channels. Its outstanding results are based on continuous use of the data obtained via these channels, related to activities such as moving between premises, purchasing and location.
- For storage spaces, record capacity utilisation rates were achieved again and again in 2018, which is reflected in commercial success.
- The goal of making campaigns less price-driven has been achieved.
- Continuous growth in online traffic indicates that Finns now understand the benefits of the self-service storage concept, and the Pelican brand has gained a lot of traction.

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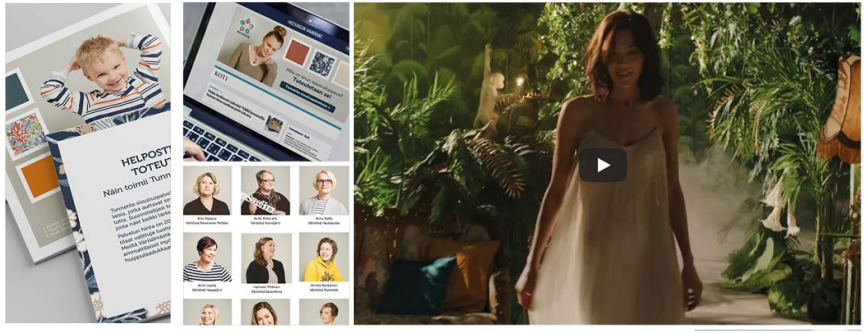

VÄRISILMÄ:
Successful marketing as a service

- Värisilmä, Finland's leading chain specialising in interior design surface materials, has entrusted Avidly with the performance and management of all of its marketing activities.
- Avidly's team leads strategic marketing, from product games to services and their visibility, in close cooperation with the customer.

Several partners, multiple projects

Outsourcing: Seeking roles, clarifying responsibilities, de-projectising, acrossmarkets

Continuous service using models for more meaningful and impactful marketing

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