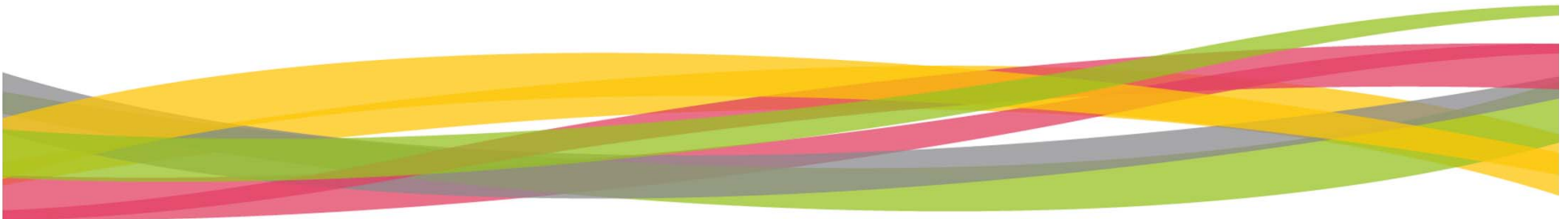
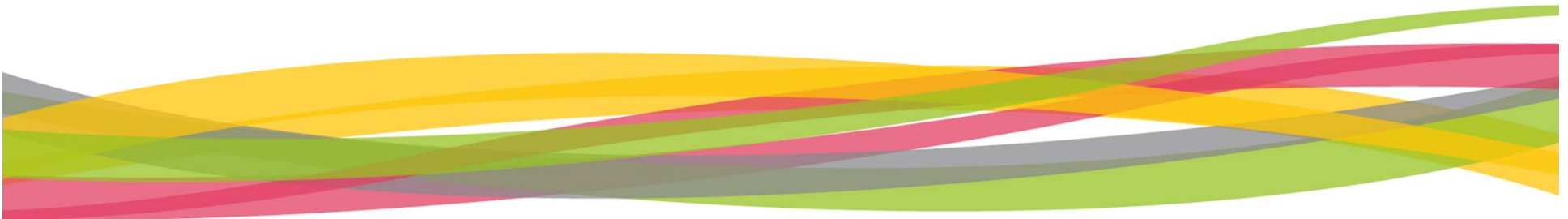


Why the 'why' is important in your road map to success



What is the why?

- + It is your DNA
- + Not always defined
- + Solving problems or filling in gaps



The context

- + Background and objectives
- + Knowing your audience
- + Tactics
- + Activities

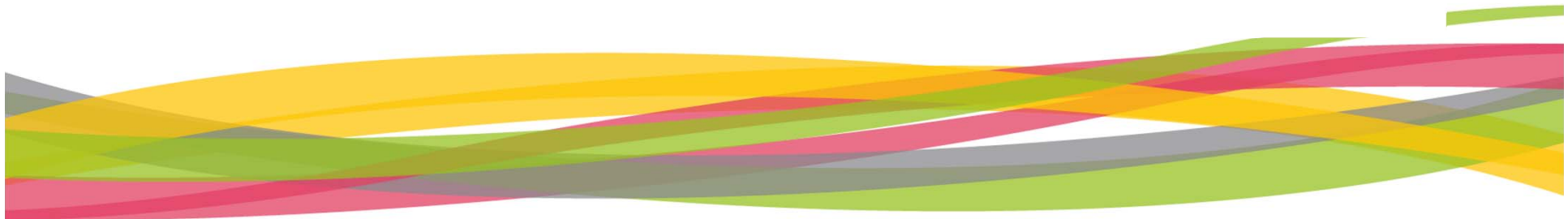
Communication Strategy

2014-2020

*Joining efforts to lead the way to stronger,
more sustainable economies and societies.*



www.northsearegion.eu

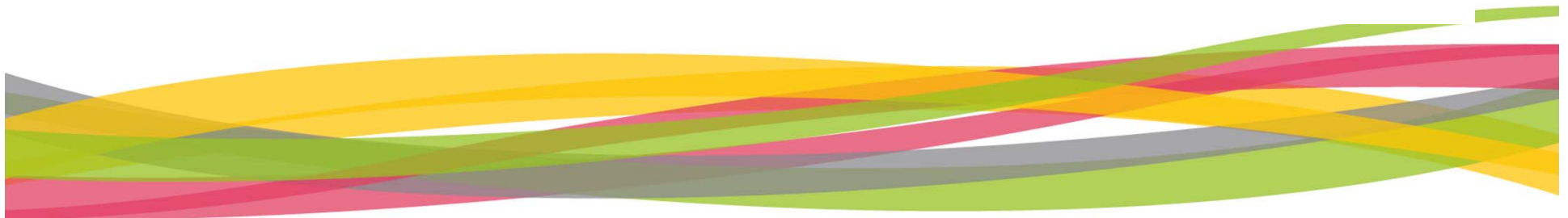


How do projects define the WHY

- + Go back to the root of the idea
- + Use time to brainstorm
- + Be brave – Be simple
- + Humanise

Using examples and telling stories





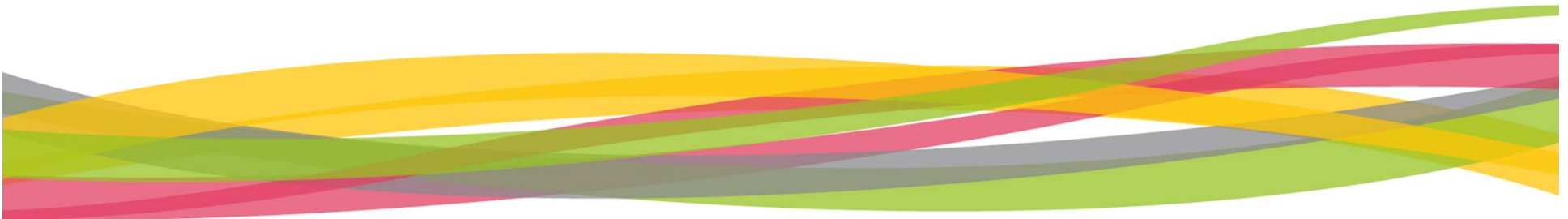
IKEA_Ingvar Kamprad #thegenius



IKEA Marketing and Communications

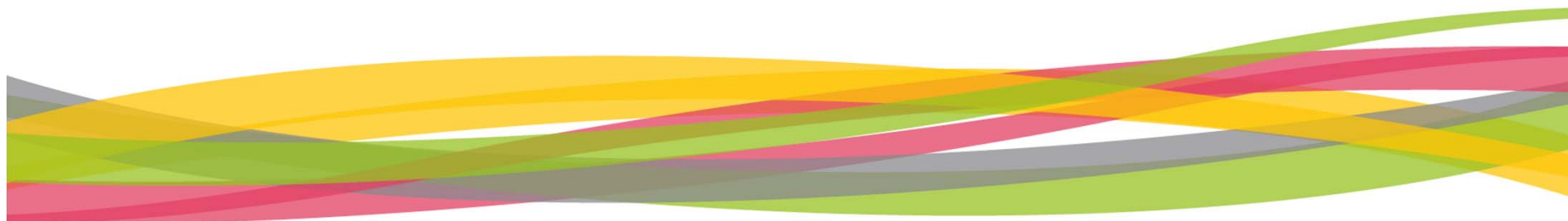
One common mission: to improve people's everyday lives

- + Start with the customer
- + How to build assembly videos
- + Using power of storytelling

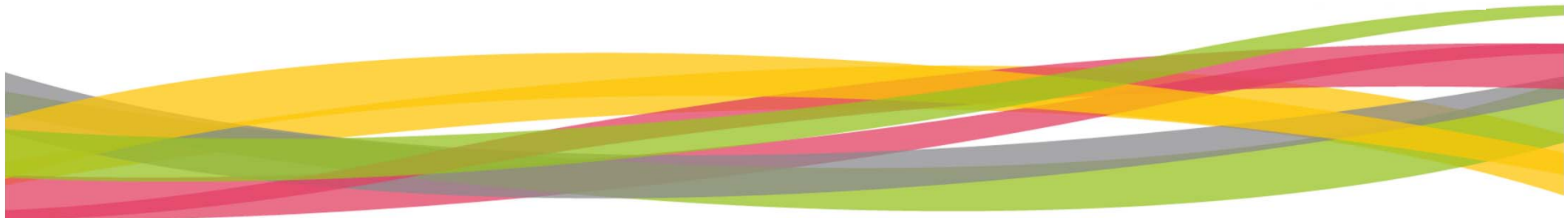




Link to the WHY

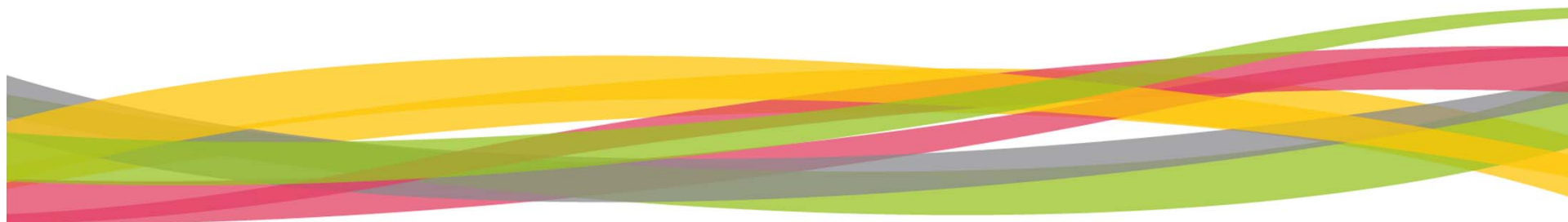


- + Interreg _ Transnational Cooperation
- + Why do we cooperate?



What is the why?

- + It is your DNA
- + Not always defined
- + Solving problems or filling in gaps





Enjoy your journey

