Creating better product communication by using Cultura and Storytelling

ORIENTATION

This graduation thesis has been conducted for a BoP Innovation Center (BoPInc). BoPInc is a non-profit foundation that supports innovation and welfare in low-wage markets. BoPInc gives advisory support on marketing and distribution of innovative Small to Medium Enterprises (SMEs) that include the people of the BoP. Currently, the implementation of the training outcomes is a challenge for the SMEs.

Advisory

The main challenge observed in this graduation assignment is the implementation of the outcomes of advisory support trainings given to SMEs by BoPInc. This project attempts to solve this challenge by advicing BoPInc on the improvement of its current trainings.

Literature

Two main solution spaces were identified to overcome this challenge; the inclusion of the cultural context and the concretization of training outcomes. For both solution spaces, a matching theory has been found in literature. The Cultura Toolkit (Hao, van Boeijen, & Jan Stappers, 2017) can be used to include the cultural context in the trainings and Storytelling can be used to create more concrete outcomes.







Sales team outfit



Juliet - Accounts

better understanding of the defined challenge from the SME perspective. With the use of both the BoPInc tools and literature theories, a communication plan and communication materials have been designed.

Communication Plan

The communication plan consists of revisiting moments to community groups (see image). A consistent story has been created for these visits to convince end users of the product, and to create long term retention of the right usage. The story and connected materials are based on the ATEAR Model (Attention, Trust, Experience, Action and Retention) to finally create this retention.

During the first visit, attention needs to be drawn, the second meeting focusses more on the experience of the end users, the third visit highlights more experience and an action moment. The installation and regular revistits addresss the retention. Throughout all of these parts building trust is highly included.

Communication Materials

Four videos and flyers have been designed for EcoGroup to contribute to this overall storys. They have been developed with the use of the Storytelling literature. An outfit has been designed for the sales team (see image), this outfit addresses the bond of trust with the end users.



After reflecting on the Case study process, the main findings together formed the advice for BoPInc, which resulted in the design of two canvases.

Canvases

| Cultura Canvas Final Conversion of the second cultural context in which your product is used. By defining this culture you or not only able to match your product service better to the and use, but you can also use this insights during the creation of your communication strategy and the design of communication materials. | Describe the following 8 cultural aspects. Below 8 questions trigger you to think of 8 aspects of the defined cultural context. Try to brainstorm for each of these questions and to find as many relevant answers as possible. | |
|---|---|---|
| | 1) Which materials/products are used in the cultural context? | 5) What rules do people have within their social relation- ships (either written and unwritten rules)? |
| 1. Describe the cultural context in which your pro- duct is used. | 2) Are the customers part of a community? Are there other communities relevant to the cultural context? | 6) Are there people within the community who are highly valued and respected (angels). Are there people within the community who are disrepected and disliked (devils)? |

With the designed Cultura Canvas, the organization's cultural knowledge can be put on paper and made explicit during the trainings. It consists of three parts: 1) a description of the cultural context that is studied, 2) the relevant persons in this context, and 3) the 8 questions to trigger you to think of the aspects of Cultura (Hao et al., 2017).

After using the Cultura Canvas during the training, the Storytelling Canvas can be used to turn these abstract insights into more concrete outcomes. The Storytelling Canvas stears the SMEs in the design process of communication materials, while including all insights previously discovered.



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