

# ”Develop a new Brand and become Rich”

Innomaraton Presentation 12.1.2009

Jussi Leimio

January 13, 2009

(c) Vault Finland Ltd

1

” Jussi Leimio (M.Sc (Econ)) has worked on the field of marketing and sales for 14 years in a multinational (SCA Hygiene Products), family owned (Gustav Paulig Ltd) and in a small self founded enterprise Mozo Design for Marketing Ltd having experience of managing, promoting and founding a brand and experience of managing marketing organization and growth.

During his career, Jussi has lived in Portugal and in Sweden and he has been in major role in internationalizing the brands, building international customer relations, brands and international sales.”

January 13, 2009

(c) Vault Finland Ltd

2

# Vault Ltd.

## "Truth is Best"

**Vault** [*vawlt*] (*noun*) 1. an arched stone structure, forming a ceiling or roof over a hall. 2. a room or compartment, often built of or lined with steel, reserved for the storage and safekeeping of valuables. (*verb*) 3. to leap or spring, as to or from a position or over something. 4. to cause to leap over or surpass others.

January 13, 2009

(c) Vault Finland Ltd

3

## Why Develop?

- Competitors develop....
- Customers die...
- World changes....
- Because novelties are huge opportunities....
- Because it is fun!

January 13, 2009

(c) Vault Finland Ltd

4

”The best way of predicting the future  
is to invent it”

(Mr Alan Kay)

January 13, 2009

(c) Vault Finland Ltd

5

Development before

January 13, 2009

(c) Vault Finland Ltd

6

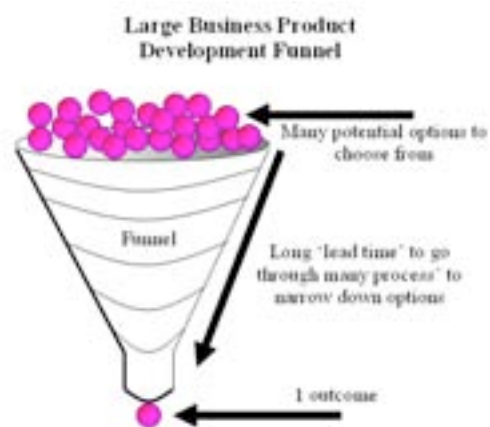
"One idea can succeed out of 100 ideas."

January 13, 2009

(c) Vault Finland Ltd

7

## Killing Process



January 13, 2009

(c) Vault Finland Ltd

8

”Making development surveys is difficult.”

January 13, 2009

(c) Vault Finland Ltd

9

New Way

January 13, 2009

(c) Vault Finland Ltd

10

## Story about Keijo dude

January 13, 2009

(c) Vault Finland Ltd

11

## Keijo A. Nykänen

- 22 years old
- full of ideas
- unemployed



January 13, 2009

(c) Vault Finland Ltd

12

## Keijo's start

- Talk with people
- Observe people
- Observe media
- Read magazines & literature
- Learn everything

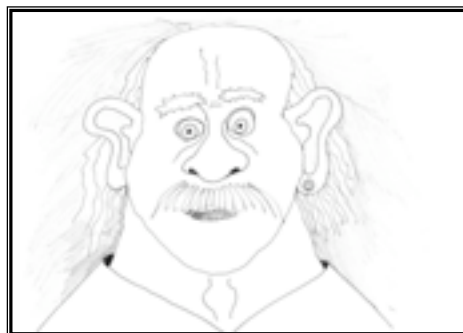
January 13, 2009

(c) Vault Finland Ltd

13

## Kypä

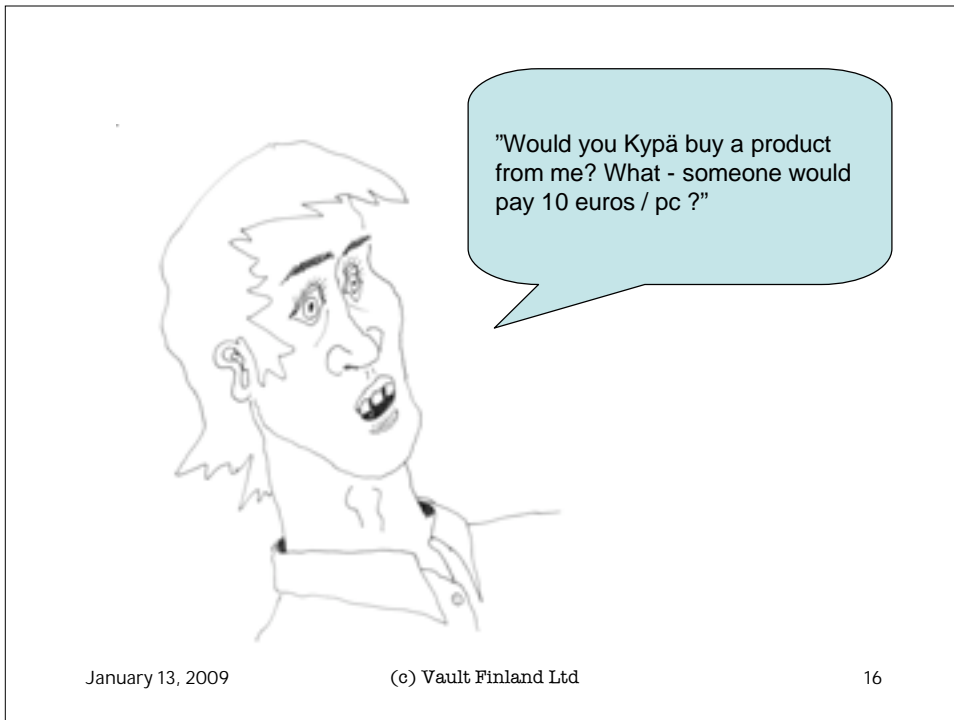
- Keijo's Uncle
- Imuri ja Letku Ky
- Entrepreneur since 1967
- One shop in Ranua



January 13, 2009

(c) Vault Finland Ltd

14



## Keijo knew the importance of the following trends

- Home
- Family
- Interior  
design
- wellbeing

January 13, 2009

(c) Vault Finland Ltd

17

”#1 Rule;  
get first a customer”

January 13, 2009

(c) Vault Finland Ltd

18

## Product idea creation with friends

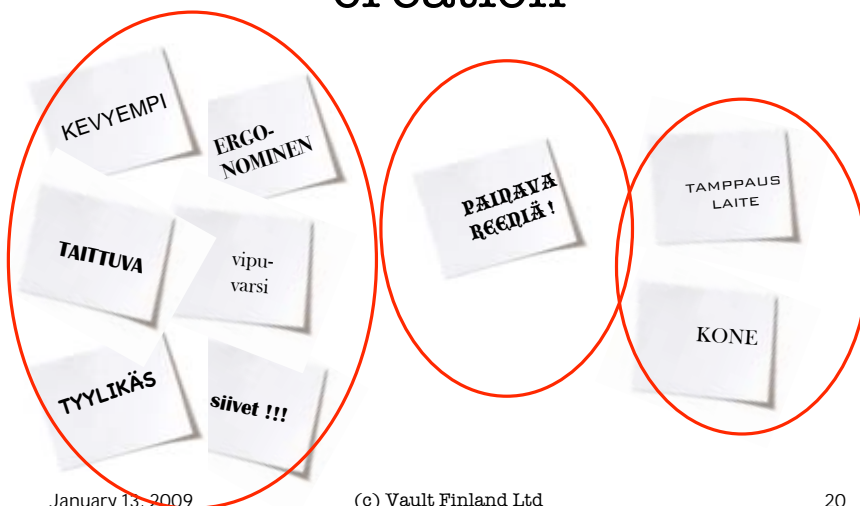


January 13, 2009

(c) Vault Finland Ltd.

19

## Combining ideas - concept creation

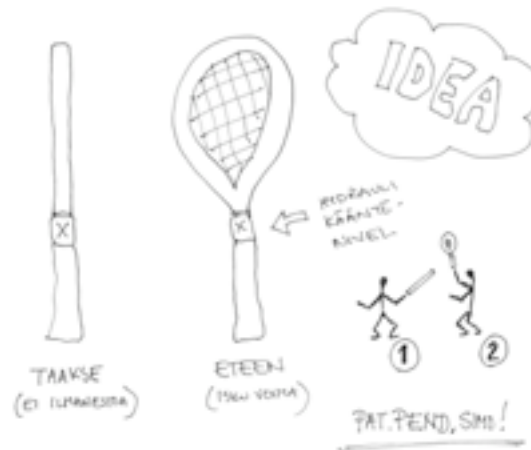


January 13, 2009

(c) Vault Finland Ltd

20

## Keijo put Idea on a Paper



January 13, 2009

(c) Vault Finland Ltd

21

## Qualitative survey

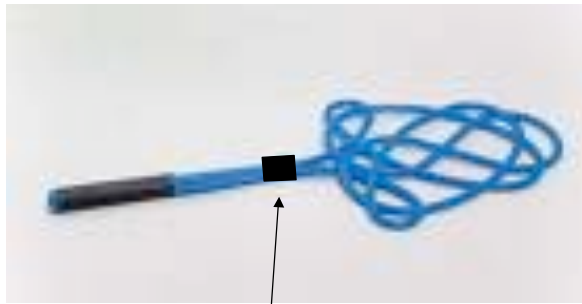
"Mom ?"  
(target group)

January 13, 2009

(c) Vault Finland Ltd

22

# Instant prototype



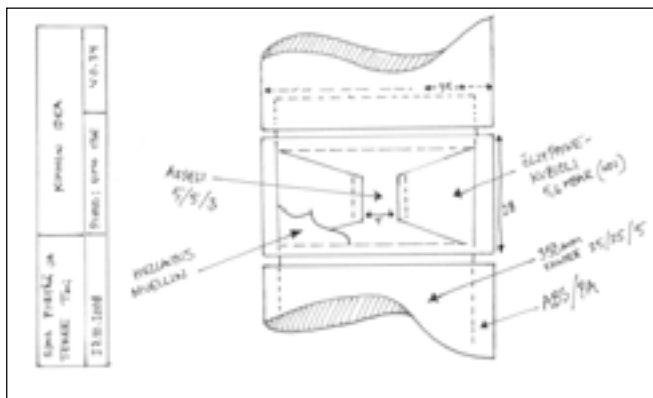
Saw + Scotch to communicate the joint

January 13, 2009

(c) Vault Finland Ltd

23

# Friend Simo / Mechanical engineer got work to do



+ production timetable and plan

January 13, 2009

(c) Vault Finland Ltd

24

## Name ideas



January 13, 2009

(c) Vault Finland Ltd.

25

## Jykä; "Best Drawer"



January 13, 2009

(c) Vault Finland Ltd

26

## Slogan idea creation with Daddy



January 13, 2009

(c) Vault Finland Ltd

27

## Old girlfriend Sirp

- Designer
- Majoring in strategic product design
- UIAH

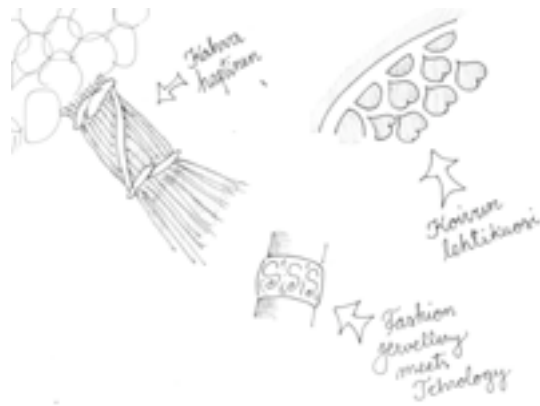


January 13, 2009

(c) Vault Finland Ltd

28

## Design Idea by Sirpa



January 13, 2009

(c) Vault Finland Ltd

29

## Quantitative Survey

"Kypä"  
(the only customer)

January 13, 2009

(c) Vault Finland Ltd

30

# TIME - MONEY - QUALITY

January 13, 2009

(c) Vault Finland Ltd

31

”#2 Rule;  
Create Outstanding  
product or service”

January 13, 2009

(c) Vault Finland Ltd

32

## Create a Package

- Creates attention and awareness
- For Purchasor
- For Customers
- Create also logistics



January 13, 2009

(c) Vault Finland Ltd

33

## Viuhka Marketing

January 13, 2009

(c) Vault Finland Ltd

34

"Viuhtha is a new and modern way to "clean" carpets at home, since it has been manufactured and designed better than the old "gadgets".



January 13, 2009

(c) Vault Finland Ltd

35

## Who sells Viuhtha?



January 13, 2009

(c) Vault Finland Ltd

36

## Sales Display by Sirpa

- Pakkaukset ikävä kyllä hyllyyn
- Myyntitelineet esille
- Helpottaa sisäänmyyntiä



January 13, 2009

(c) Vault Finland Ltd

37

## Make; Viuhka Internetsite

•Try Now

•Hottest Viuhtas

•Amazing Results

Copyright Make 2008

January 13, 2009

(c) Vault Finland Ltd

38

1,3 Mrd Euro

January 13, 2009

(c) Vault Finland Ltd

39

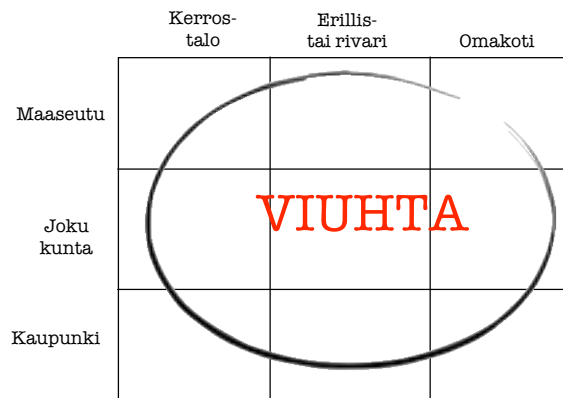
”Rule #3;  
Kääri tuote”

January 13, 2009

(c) Vault Finland Ltd

40

# Missä Markkinat



January 13, 2009

(c) Vault Finland Ltd

41

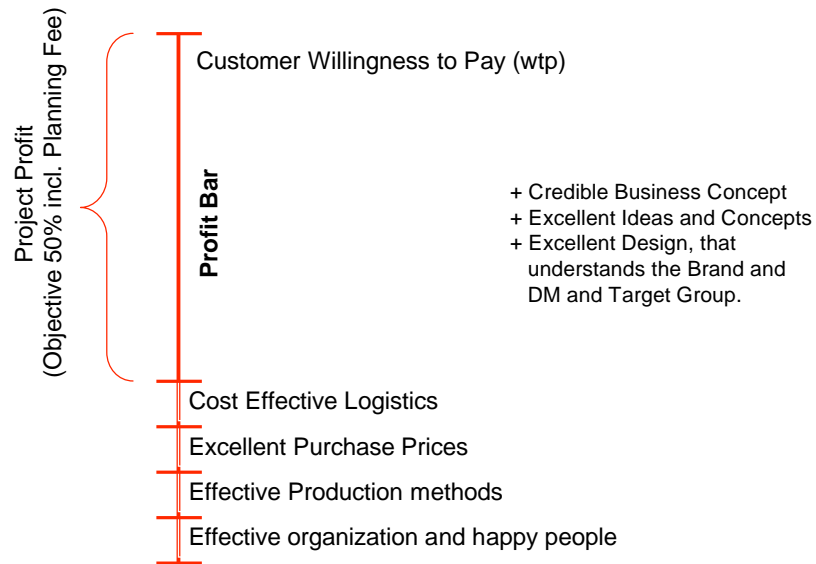
# Kuka ostaa Viuhtoi

	Tavoite	Mitä he ostavat?	Mitä heille tulisi myydä?
Innovaattorit	"State of the Art"	koekäyttöjä, teknologiaa	"iViuhta" tuoteominaisuuksia, edelläkävijyyttä
Varhaiset omaksijat	Muutosta Näkyvyyttä, huomiota	raätailoituvia ratkaisuja	"Viuhta Future" kilpailuetuja tulevaisuutta
Käytännölliset	kehitystä "evoluutio" ongelman ratkaisua	kokonaisratkaisuja businesshyötystä	"Viuhta - kuluttajien valinta" näyttöä osaamisesta businesshyötystä, ROI
Konservatiivit	pysyä kehityksen mukana	markkinajohtajalta riskitön ratkaisu halvalla	"Viuhta - markkinajohtajalta" ROI riskittömyyttä
"Laggards"	"Pysyvyys"	nykytilan, ratkaisun kehitystä, parantelua	"Viuhta - kustannustehokas ratkaisu" tehdyn investoinnin hyödyntämistä

January 13, 2009

(c) Vault Finland Ltd

42



January 13, 2009

(c) Vault Finland Ltd

43

## Viuhka Hinnoittelu Oikeasti

Kypä WTP	10,00 €	
Alv	2,20 €	
Kypän kate	4,00 €	40%
<b>Kypä Sisäänostohinta</b>	<b>3,80 €</b>	
Tukku kate	0,76 €	20%
<b>Tukun Sisäänostohinta</b>	<b>3,04 €</b>	
Keijon haluama kate	2,00 €	60%
<b>Tuotantokustannukset</b>	<b>1,04 €</b>	
- sisältäen pakkaus ja kuljetus		

January 13, 2009

(c) Vault Finland Ltd

44

## Tilaus-toimitusprosessi



- "Viuhka tilaukset - kuinka voin auttaa?"
- "Toimitusaika on 2 pvä tilauksesta"
- "Kyllä - tuotteillamme on 10 vuoden takuu"
- " Toimituksista laskutamme erikseen."

January 13, 2009

(c) Vault Finland Ltd

45

## Myynti = 4 x Tuotekehitys



January 13, 2009

(c) Vault Finland Ltd

46

## Eka Viuhta Mainos



January 13, 2009

(c) Vault Finland Ltd

47

## Eka Viuhta Sponssi



January 13, 2009

(c) Vault Finland Ltd

48

## Jakelutiemarkkinointi



- Kypän mesta
- Tarjousmainonta puree aina
- Yhteistyössä mattoteline - firman kanssa

January 13, 2009

(c) Vault Finland Ltd

49

”Rule # 4;  
Myy ja markkinoi  
hulluna”

January 13, 2009

(c) Vault Finland Ltd

50

# Laadun Johtaminen

- Tuotelaatu: viat / valitukset
- Toimitusten laatu: aikataulut / täsmällisyys
- Toiminnan laatu: aikataulut

January 13, 2009

(c) Vault Finland Ltd

51

# Pläni

Myynti kpl	3,00 €
Myyntihinta	3,00 €
<b>MYYNTEI TOTAL</b>	<b>9,00 €</b>
Ideointi	- €
Design	- €
Protot	- €
Tuotekehitys	- €
Tuotesuunnittelu	- €
Mekaniikkasuunnittelu	- €
Tutkimukset	- €
Tuotannon aloituskustannukset	- €
Ostohinta	3,00 €
<b>TUOTEKUSTANNUKSET TOTAL</b>	<b>3,00 €</b>
Kuljetuskustannukset	- €
Pakkaukset	- €
<b>TUOTELISÄKUST. TOTAL</b>	<b>- €</b>
Myyntikustannukset	- €
Markkinointikustannukset	- €
<b>MYYNTEIKATE</b>	<b>6,00 €</b>

January 13, 2009

(c) Vault Finland Ltd

52

**”Maksa kavereille heti.”**

January 13, 2009

(c) Vault Finland Ltd

53

**”Rule #5;  
Manage and Lead”**

January 13, 2009

(c) Vault Finland Ltd

54

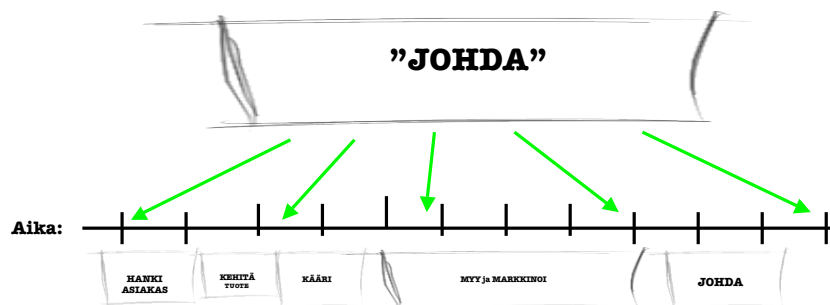
"A.C.Nielsen: 92% of  
new product launches fail  
(exists in shelf less than 6 months)

Huom: Koskee päivittäistavara-kaupan lanseerauksia / 2002

January 13, 2009

(c) Vault Finland Ltd

55



January 13, 2009

(c) Vault Finland Ltd

56

# Rakenna brändi



1649    1874    1922    1881    1790

Markkinointi ja Myynti; Suomen suosituimmat brändit 2008

January 13, 2009

(c) Vault Finland Ltd

57

”Rule #6;  
Tee pikkuhiljaa.”

January 13, 2009

(c) Vault Finland Ltd

58

# Genelec Arvot

Perustaja Ilpo Martikainen 1978

- Usko
- Into
- Rehellisyys
- Kunnioitus
- Oikeudenmukaisuus
- Nöyryys

January 13, 2009

(c) Vault Finland Ltd

59

”Aina onnistuu paremmin  
kun on sydän mukana.”

January 13, 2009

(c) Vault Finland Ltd

60

# Viuhka tarina?



January 13, 2009

(c) Vault Finland Ltd

61

”Oliko alkuperäinen tarve hyvä  
pohja miljardibusinekselle?”

January 13, 2009

(c) Vault Finland Ltd

62

”Oliko tarpeeksi panostettu  
konseptiin ja sen kääreeseen?”

January 13, 2009

(c) Vault Finland Ltd

63

## Viuhta Jakelu Esimerkki

- K-Rauta ja Rautia Jakeluun
  - 145 kauppaa (2003)
  - 26 kauppaa Itämeren alue
- 31% Rautakauppa markkinaosuus (2003)
- Aktiivinen myymälämarkkinointi
- Vaikutukset

January 13, 2009

(c) Vault Finland Ltd

64

# Multinational NPD; Gillette Mach3

- Aikataulu; 10 vuotta
- 35 patenttia tuotteelle ja valmistusprosesseille
- R&D kulut 200 M USD
- Investoinnit 550 M USD
- Markkinointikulut 300 M USD
- Lanseeraus 1999

Lähde: Czinkota, Ronkainen / International Business, 6th edition

January 13, 2009

(c) Vault Finland Ltd

65



January 13, 2009

(c) Vault Finland Ltd

66

”Kehittäminen on hauska, mutta pitkä  
projekti, missä onnistuessaan voi  
todella onnistua.”

January 13, 2009

(c) Vault Finland Ltd

67

”Voi riittää, että onnistuu edes jossain  
osa-alueessa.”

January 13, 2009

(c) Vault Finland Ltd

68