THE SLUSH BRAND

“YOUR FAVORITE BRAND’S, FAVORITE BRAND.”
Content

1. Get the mindset right
2. Tone-of-voice
3. Marketing principles to live by
4. Challenges for us in 2018
DEFINITION OF SLUSH, BY SOMEONE ELSE

“Burning Man meet Ted”

“Laboratory for new ideas”

“Probably the most fun you can have with your clothes on”

“Centre of the universe in technology right now”

“Hidden jewel of the planet Earth”
Doing something freaking cool for the people who might pay you or want to be identified with the brand.

i) Boosting sales

ii) Creating awareness
A big portion of the revenue generated during the final days before the event.

Early Bird discount ends

Discount campaign ends

COMMITMENTS TO PURCHASE (The "Freaking cool stuff")
A big portion of the revenue generated during the final days before the event.

Discount campaign ends

Early Bird discount ends

STRONGER THE COMMITMENT, HIGHER THE JUMP
HOW TO: MARKETING

1. Pay a lot.
HOW TO: MARKETING

1. Pay a lot.
2. Access to several channels.
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Usually the first one is not an option.
1. MINDSET

People are the brand.

One of the most powerful ways to improve brand image (and destroy it too) is through people. Remember this when meeting new people, calling, writing emails, saying “no” etc.

“Nobody in their right mind” attitude.

We aim to do bold things no one else would, not just say so. If we don’t, we are not different.

Braveness to be weird and different
2. TONE OF VOICE: 3H

Humorous

Embrace the humour and quick wit. Humour can be a sign of self-confidence and boldness, since the best brands should be able to laugh at themselves. Things are not supposed to be taken too seriously.
NOTHING NORMAL EVER CHANGED A DAMN THING.

HEY WEIRDOS, STEP IN

SLUSH x Helsinki
2. TONE OF VOICE: 3H

**Hardcore**

The humourous attitude doesn’t mean the brand couldn’t take things that matter seriously. If necessary, the brand can take part in an ice cold debate and prove its status as an opinion leader.
2. TONE OF VOICE: 3H

Humble

However, the brand is not hardcore in a douchebag way so that it wouldn’t listen to others. It just keeps doing cool stuff without the need to brag about it. Words of praise are told by others, not by the brand itself.
Woo! Here’s to the 2,400 volunteers, starting the Slush! You are the energy, the excitement, the atmosphere. Thank you a million times! 😍

Photo: Sanna Penttilä — with Sari Rantakari, Sara Lappalainen, Jarkko Nielenen and 46 others.
NOT SLUSH TONE OF VOICE:

**Buzzwords such as:**
- Innovation
- Disruption
- Co-creation
- Community
- Ecosystem
- ...

**Overused marketing terms:**
- “Stay tuned!”
- “Get ready!”
- “Don’t hesitate to contact us”
- ...and using the same expressions over and over again... **Because** we really are different.
3. MARKETING PRINCIPLES TO LIVE BY
when making decisions at Slush

HAHAHA. What a dumb idea.

Do it.
3.1. LOVE THE IMPORTANT DETAILS

Have opinions and don’t be “whateva-man”. Recognize the things you can’t compromise, but do not be an a-hole.
3.2. AVOID "DÉJÀ VU MARKETING"
Déjà Vu

“Literally ‘already seen’. The phenomenon of having the strong sensation that an event or experience currently being experienced has already been experienced in the past”

Déjà Vu Marketing

Doing things that first come to mind and have “already been seen” and done by other brands. Usually the consequence of laziness, lack of creativity, ignorance or too tight schedule.
A GREAT EXAMPLE OF DÉJÀ VU MARKETING

A cosmetic brand X wants to build awareness as reliable and healthy brand.

First idea? Let’s put a beautiful and smiling face on the front and blue fresh color on the back.
QUICK TEST FOR UNIQUENESS AND "BEING DIFFERENT":

Change the logo in your ad.
Would it work for other brands?
THE LESSON OF THESE PREVIOUS ADS:

If you want to stand out, don’t do the things others might have already thought of. If something sounds or looks similar or familiar, it’s not actually different and not Slush enough.
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We need to make sure to avoid this problem ourselves.
2018 Goals

Eat vegan brisket with the person who made a playlist called “Leftist Elitist Snowflake BBQ.”
To the 53 people who’ve watched A Christmas Prince every day for the past 18 days: Who hurt you?

Why are you calling people out like that Netflix
3.3. EMBRACE THE STORIES
Slush 2017 Teaser — A Call For Solvers

Slush 2017 takes place in Helsinki on November 30–December 1. This year’s theme discusses how entrepreneurs can solve the most pressing problems our world is facing. The storyline combines utopia and phobia into a narrative which is also reflected in this teaser.

SHOW MORE
Dec 21, 2017 by Ville Vahteri

We had two starting points. First, phobia: a growing worry of the societal and environmental threats to humankind. Second, utopia: a solid belief that entrepreneurship is the key to overcoming those challenges. By bringing them together, we shaped Slush 2017 into a coherent and thought-provoking story. Here you have it in a nutshell.

**Revealing the Theme: A Call For Solvers**

After announcing the program theme in April, we were ready to share our trailer. It excites you the whole way until something dramatically hits. Those last seconds give a hint on this year’s storyline: first pointing out the threatening problems we are facing, and then calling for entrepreneurs to solve them. The hero of this narrative was now easy to point out.

Read: [Slush Program 2017 Calls For Solvers](#)
3.4. DON’T TRUST YOUR OWN BULLSH*T.
THE OLD SCHOOL WAY OF DOING MARKETING:

Come up with an idea. Show and tell all the reasons why it’s good. Forget to ask anyone’s opinion before it’s too late.

OPTIONAL WAY:

Come up with an idea. Do a draft. Ask opinions from 5 first people you see without first explaining too much why it is good.

(This is the fastest route for getting out of the “lack of creativity” feeling. Remember, the best ideas are never created alone. Never.)
3.5. UNDERSTAND THE HUMAN MIND
URGENCY/SCARCITY

When time is ticking, the buying decisions are made. EMBRACE the deadlines and

- Special Early Birds/Hatching Birds
- “Once in a lifetime” opportunities
- Countdowns

Reminders when one week, 3 days, 2 days, 1 day and last day left.
RULE OF 8

On average, people do buying decisions after encountering the brand 6-8 times. Plan at least 8 extremely brilliant ads, designs, newsletters, posts etc. for you to convince your audience.
4. CHALLENGES IN 2018

The 3 major changes how Facebook operates

- Most Page to User posts will no longer show up on News Feed
- Posts that have more meaningful comments from users will be promoted
- Posts with call to actions for like and comment will be penalized

How to tackle this problem?

- Posts that promote conversations, discussions and debates
- Use of private reply in the comment section
4. CHALLENGES IN 2018

Our stumbling blocks (to avoid):

- Naivety
- Doing the things that have proven to work (year after year after... you get the point)
- Losing the small details

Permission to be experimental
4. CHALLENGES IN 2018

Changing our Finnish-to-Foreigners ratio from 50-50 to more like 30-70

- As the event is held in Helsinki there is always a huge audience from within Finland
- Our marketing actions are shifting towards other Nordic countries and Central Europe
- The importance of good media partnerships gets emphasized
when making decisions at Slush

HAHAHA. What a dumb idea.

Do it.
THANK YOU

JESSE PYY
CMO, SLUSH