



TURNING OPPORTUNITIES INTO BUSINESS<sup>©</sup>

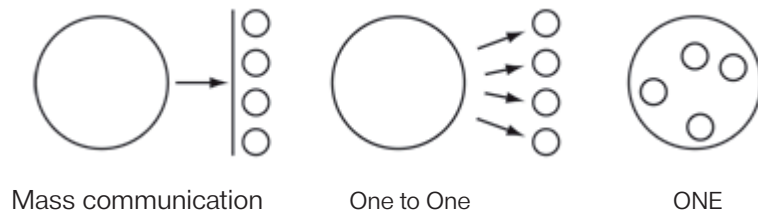
## Speaker



Stefan Engeseth one of Europe's most creative business thinkers and a top ranked speaker

## ONE — A consumer revolution for business®

We are facing a consumer revolution, and need to let them in to the process of creating new products and services. The gap between what a company promises and what consumers experience has never been larger. Some companies are making billions by working with consumer power, the ONE concept shows how its done.



“The book ONE is about one of today’s hottest topics – how companies can benefit from the energy of the consumer.”  
INTERNET WORLD

### What is new and original in the ONE-content?

We are facing a consumer revolution that can not only break companies, but break whole economies. ONE is all about making consumer power work for you. Not against your company, as in stories you often hear.

We need to let customers into the process of creating new products, services, and profit. Make consumer power work for your company instead of against it.

How Shell and Philip Morris had to learn the hard way. And why Napster and Kazaar don’t need to listen to this lecture.

### What are the marketing problems for which the ONE-lecture is an answer?

Consumers will not be reduced to binary notes in a laptop computer. The media consequently devotes more and more of their attention to discussing and reporting on consumer issues. Disenchanted consumers turning their back on brands they favoured only yesterday. How some companies are marketing it big, without spending so much as a penny on advertising.

### Which measurable business results does ONE delivers?

The customers are the most important assets. Transformation into a customer-focused company. Business results by letting your customers into the process of creating new products, services and profit.

### Recommended audience by function/position.

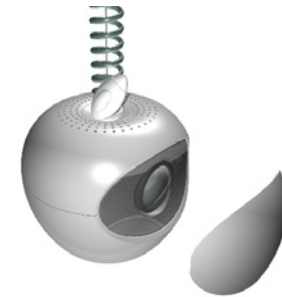
Management, Business development, IT/CRM, Marketing, PR, communication, information. The content appeals to all companies with customer/consumer relations.

## Detective Marketing™ – “Increasing your creativity”

Stefan Engeseth's book, Detective Marketing, been hailed by both marketing professionals and the general public as landmark work in using creativity in the world of business. Distilling five years of work in one lecture, it's easy to understand why his ideas often make the news. He was one year ahead of Coca-Cola: He asked, why not distribute goods such as milk and Coca-Cola directly to the consumer's kitchen faucet? A pipe dream? Coca-Cola didn't seem to think so. One year after the publication of his book, The Coca-Cola Company announced a pilot project for just such a Coke on-tap alternative in New York. It made headline news in **THE SUNDAY TIMES** and world press. Few business leaders have time to read and use complex theories; they're looking for inspiration rather than instructions. A detective in business searches for needs and patterns while the marketer communicates. At the meeting-point of these two, a framework of communication between the sender and the receiver is created.



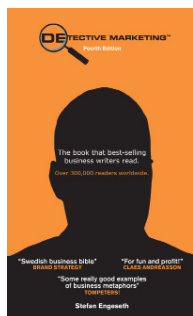
The lectures are full of innovative ideas, from future-oriented to those bordering on far-fetched. Get “out” of the box and “in” to new ways of working. He even presents the idea of letting the product work as a medium.



What if Apple could make a projector resemble an apple?



How would a new mobile phone look and work if Nokia really wanted to connect people?



“Some really good examples of business metaphors”  
TOMPETERS!

## Biography, Stefan Engeseth

After finishing his studies in economics, Stefan Engeseth pursued a career as a professional dancer. In his spare time, he read books on management, innovation and marketing, an interest that eventually led to the creation of his own related theories and concepts.

Stefan's ideas range from innovative and future-oriented to bordering on far-fetched. Yet, they all build on the universal truth that without innovation and visions, companies will not grow in today's highly competitive business world. The question is, how far are you prepared to go? Stefan uses scenarios from companies such as Apple, CNN, Sony, GM, Coca-Cola and Nokia to illustrate the enormous potential of all companies.

Over the years, Stefan Engeseth has worked as a speaker and consultant with internationally companies and Fortune 500 corporations. Often he is described as on of the world's leading experts in hi His lectures have become s fields (well he like to say its only common sense). Regardless of the brand favoured by customers, common sense remains a useful competitive tool. His lectures have become extremely popular because they are stimulating yet easy to digest and use.



## Speech Topics

Deliver inspiration in areas as leadership, Internet/social media, marketing, branding, sales and creativity/innovation.

The Fall of PR and the Rise of Advertising

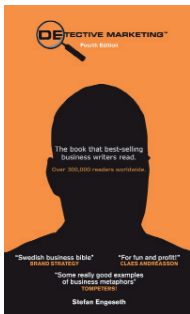
ONE — A consumer revolution for business

Marketing

Branding

Detective Marketing™

Workshops and action-workshops



"Terrific lecture!"  
WRIGLEY

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