

## DIGITRANS.me – success stories

<b>Company name</b>	<b>Seyther Kommunikation</b>
<b>Industry</b>	<b>Advertising agency</b>

<p><b>Success brief</b> – A brief summary of the problem and how it has been addressed</p>	<p>The challenge Seyther Kommunikation wanted to address was on how a classical advertising agency can transform into the direction of becoming a digital communication hub.</p> <p>Throughout the DIGITRANS blended learning process Seyther Kommunikation together with customer representatives developed a first prototype of how this digital communication hub can be set up. This prototype has also been tested by the customers. During this testing process it became clear that the initial idea did not address so well the real customer needs. Therefore a new idea has come up, the so called “Idea box” which will now be further developed by Seyther Kommunikation.</p>
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*Please answer the following questions regarding your experience with DIGITRANS.me*

**The situation** – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

It was clear that the business model of a traditional marketing agency is not working anymore as clients expect individualised services for a fixed price. For an agency this means that standardised processes do not work anymore.

In addition due to the fast digitalisation new digital communication strategies and opportunities are coming up requiring a constant critical reflection about which trend one should follow or not.

Therefore we took the opportunity to have a closer look at the topic as such by participating in the DIGITRANS workshop as the topic of digitalisation as well as digital transformation is extremely relevant for our agency's future.

The first DIGITRANS F2F- training in Karlsruhe in November 2018 was an unexpectedly good start for us to critically reflect our business model. I was impressed that it was not only about the transformation of an existing analogue process into digital structures, but rather about a completely new perspective and establishing an open attitude towards innovation and testing new ideas and trends.

**The challenge** – Describe your challenge and why it needed to be addressed

The initial idea at the beginning of the individual workshop was the transformation of the classic advertising agency into a digital communication hub. A kind of marketing platform that takes customer requests in a structured manner and we also create the solution through implementation partners. However, during the course of the workshop it became clear that this would not correspond to customers' needs and could not be reflected in customers' procurement structures.

The strength of the DIGITRANS methodology was demonstrated by the fact, that it was precisely the hopelessness of the initial idea during the workshop and the interaction of the participants based on the methodology that developed into a much stronger and more evaluable idea. By rigorously aligning the methodology to the feasible solution to customer issues, we have realized that our core benefit to the customer is to find and be seen in campaigning and developing ideas.

**The solution** – In what way have you resolved the problem

Under the project name "Idea Box", we are now focusing our offer on brainstorming and visual conception, which we want to offer as a transparent service packages via a digital platform that will accompany the customer through the process (dashboard, briefing process, collaboration opportunities, etc.). This ultimately unexpected result combines now the initial idea with the valuable results of the workshop. Without the methodology process, the basic idea would have passed the market.

As regards the organisational changes we plan a regular meeting of the project team, in order to prevent wrong developments in due time, as one alone tends to quickly fall into old ways of thinking.

From a strategic point of view, the DIGITRANS methodology is very important for the further development of the agency. It transfers existing considerations and issues in a structured process, and thus also enables us to actively take action.

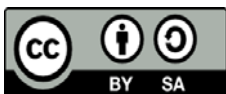
**The outcome** – What was the outcome?

Without the guided workshop it would have been difficult to get access to the new processes and methods. Using the DIGITRANS methods more often will also change the ways of thinking. A first development in this direction is already visible within our company.

In any case, we take tailor-made solutions to further transform our company in a more digitally oriented one and perhaps to also use new ways of collaboration and cooperation within the team. But especially, we also hope for the courage to implement changes sustainably that we will definitely need.

The DIGITRANS methodology was the introduction to the topic. It offers an easy, hands-on process and ways of thinking to develop a new digital business model idea. Thank you for this offer!

The following interview summarises again Marcel Seyther's experiences in the use of the DIGITRANS method: <https://www.youtube.com/watch?v=vgw6TNQHvAM>



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