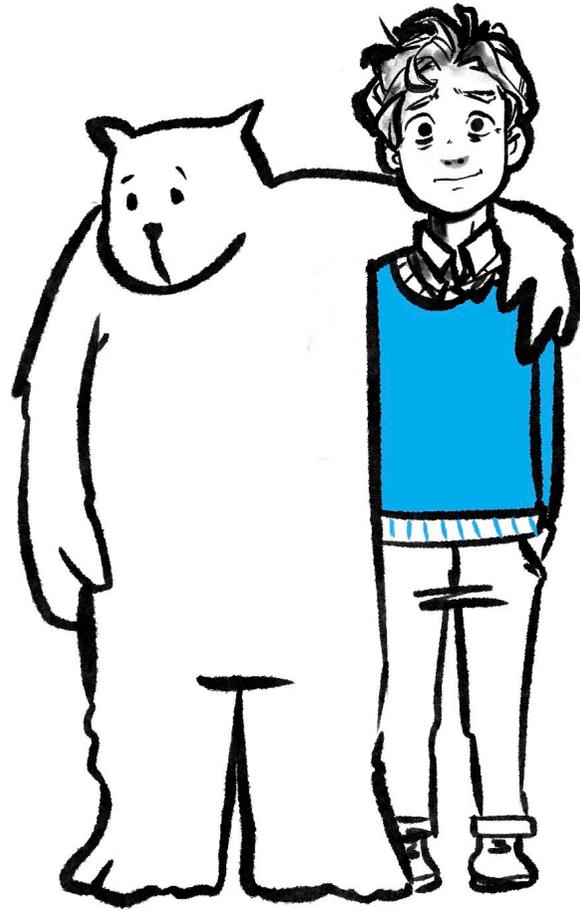


WIN-WIN-HOUSE



**Hvorfor skal I
dog lytte til mig?**

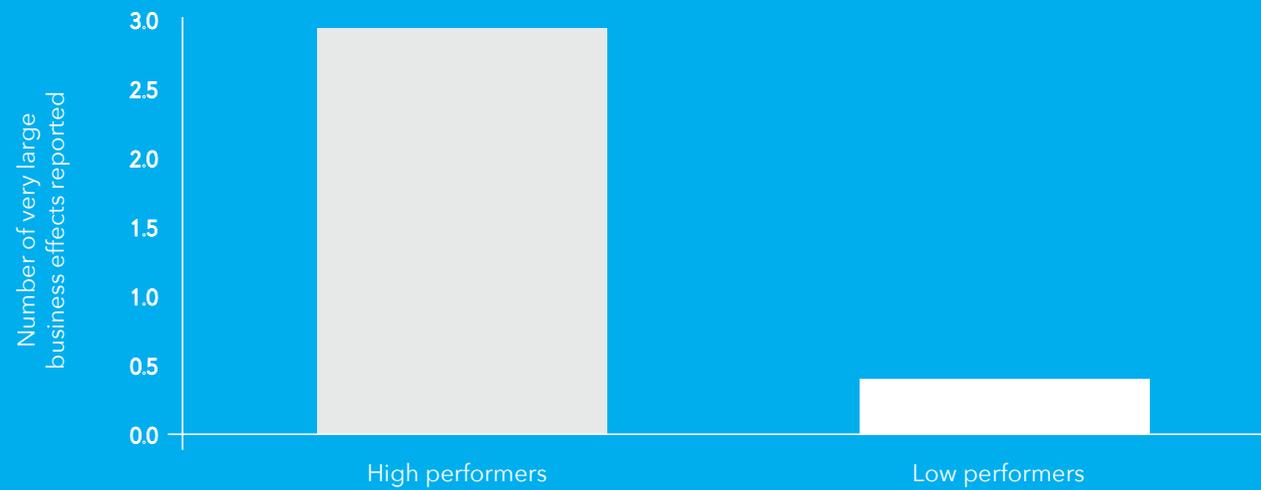




BEAR WITH ME

**Don't say you're funny
- make me laugh**

Creativity used wisely is 8X more effective





THE RISE OF IN-HOUSE AGENCIES IN CREATIVE AWARDS

Cannes Lions International Festival of Creativity

In-House Entries:

2012: Less than 2% of total entries were from in-house teams.
2018: Increased to approximately 8% of submissions.
2024: Surged to over 15%, indicating growing confidence among in-house teams.

Awards Won by In-House Teams:

2012: Secured less than 1% of total awards.
2018: Rose to around 5%.
2024: Now win approximately 12% of the awards.

Clio Awards

In-House Participation:

2015: In-house submissions were minimal.
2019: Entries grew by over 50% compared to 2015.
2024: Doubled since 2019, making up nearly 20% of all submissions.

Awards Won:

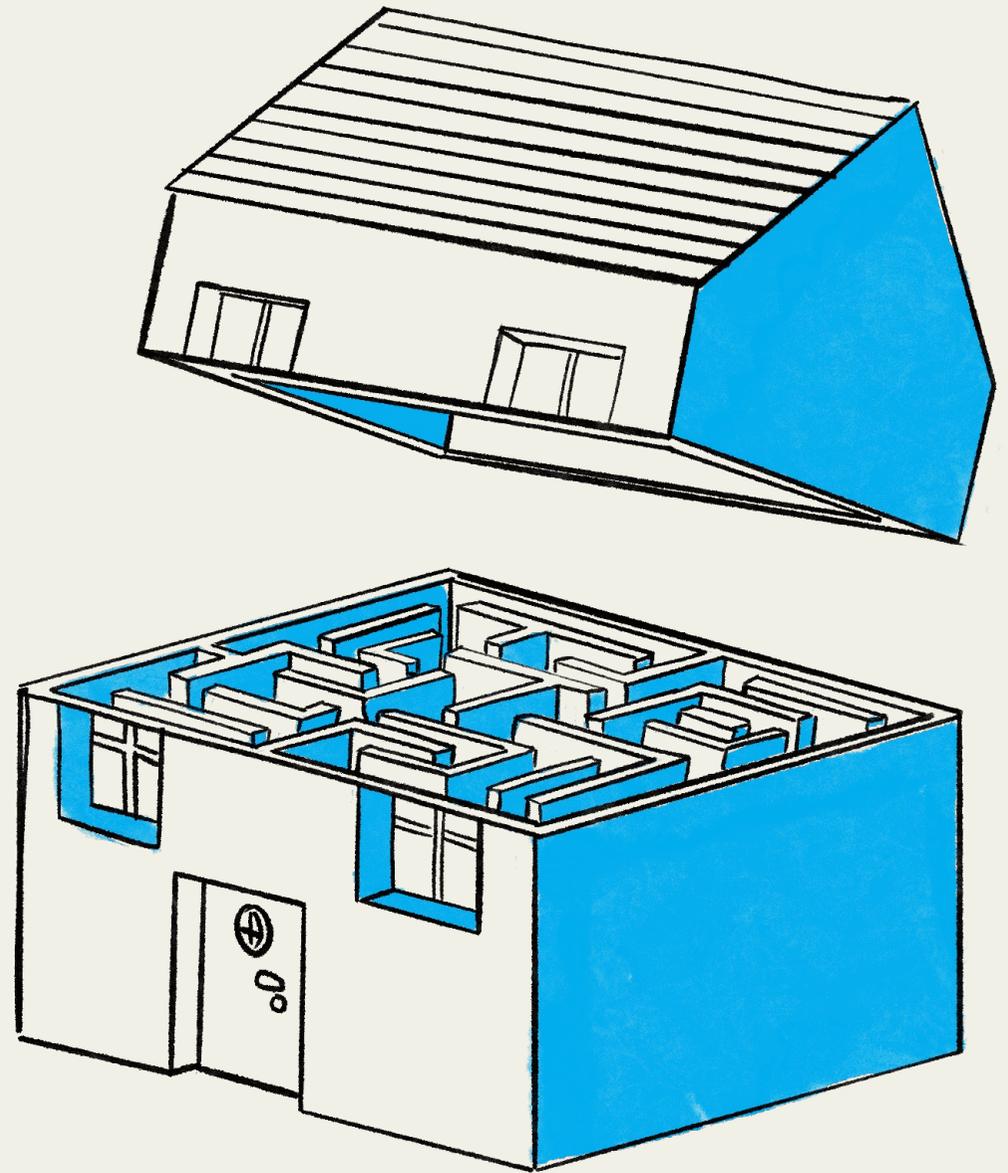
2015-2019: Number of awards won by in-house teams doubled.
2024: Tripled their award count since 2019, reflecting rising creative prowess.

Effie Awards

In-House Wins:

2010-2015: Accounted for approximately 2% of winners.
2016-2020: Increased to about 7%.
2024: Now represent 15% of winners.

**WHAT'S
ZITE?**



 GRUNDFOS	NORLYS	 NICO CHRISTIANSEN GRUPPEN	Det Nordjyske Mediehus	 NIO	VELUX
 LAND - ROVER	 JAGUAR	 HYUNDAI	WIDEX	 NRGI	OMODA
Bolia.com <small>new scandinavian design</small>	 terminalen	 BYD	 MINI	 Sintex HoneyComb	 Ford
novoneis	 TIVOLI <small>RESTAURANT</small>	 D. Danisk Industri	WSAudiology	 BMW	 A <small>ALLER LE TAGE</small>
FIREFLY	JAECCO	signia	REXTON	 Audio Service	MULTI*WING

TIVOLI
RESTAURANT

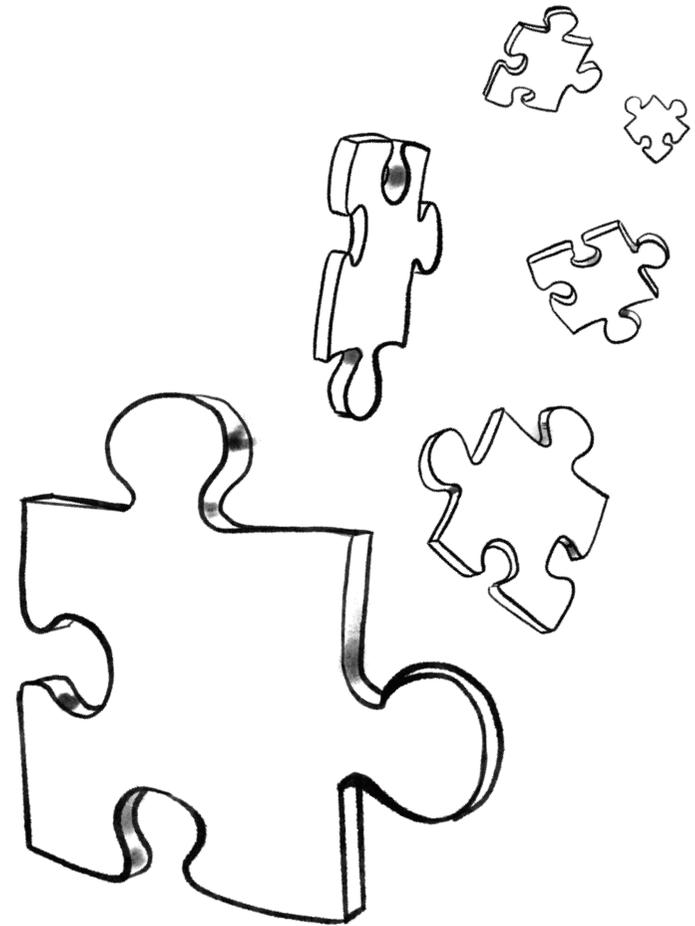
novoneis

AT ZITE WE ARE...

112 EMPLOYEES
14 LOCATIONS
5 COUNTRIES



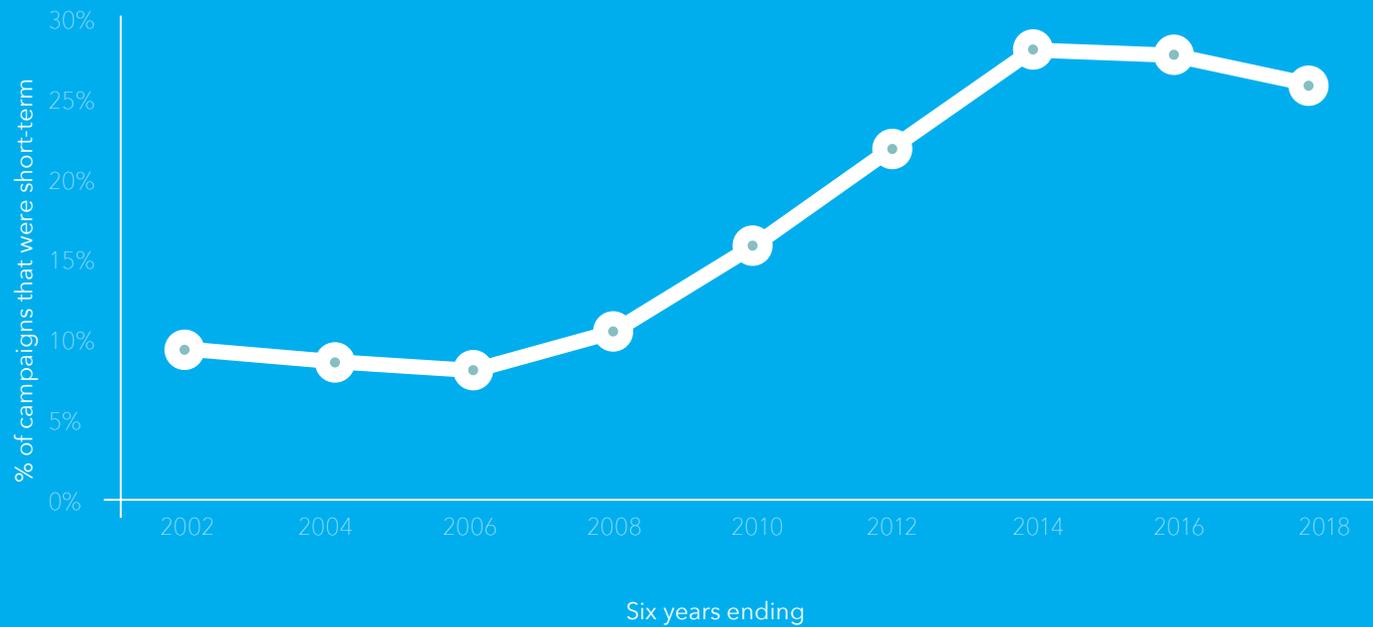
**Det virker nemlig
bedst, når vi ikke
forklarer det hele ...**



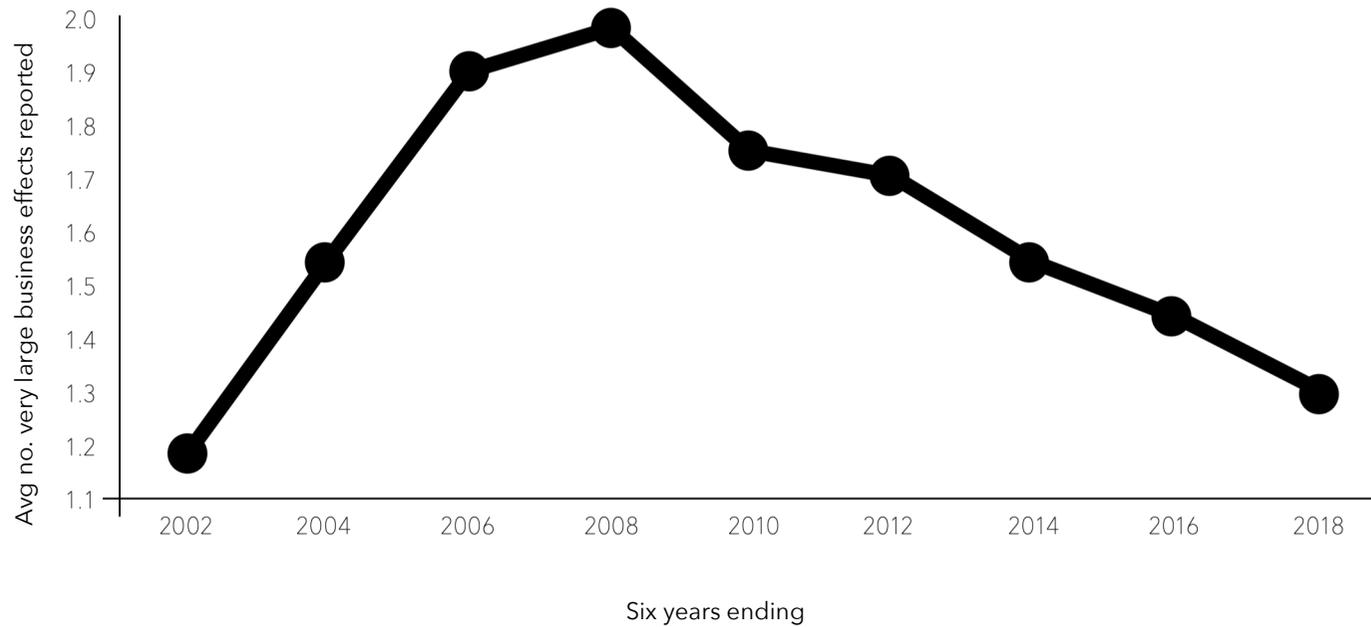
Kognitiv immunitet

**Man kan altså
ikke kede folk til
at købe noget**

The rise of short-termism

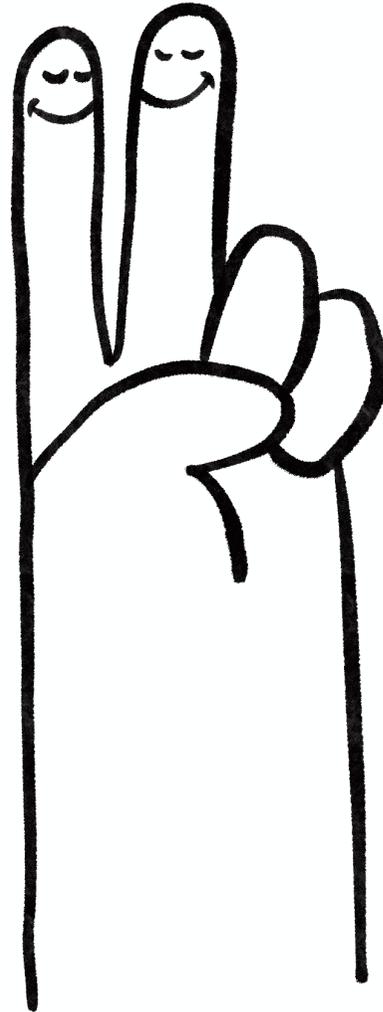


The declining effectiveness of all IPA campaigns

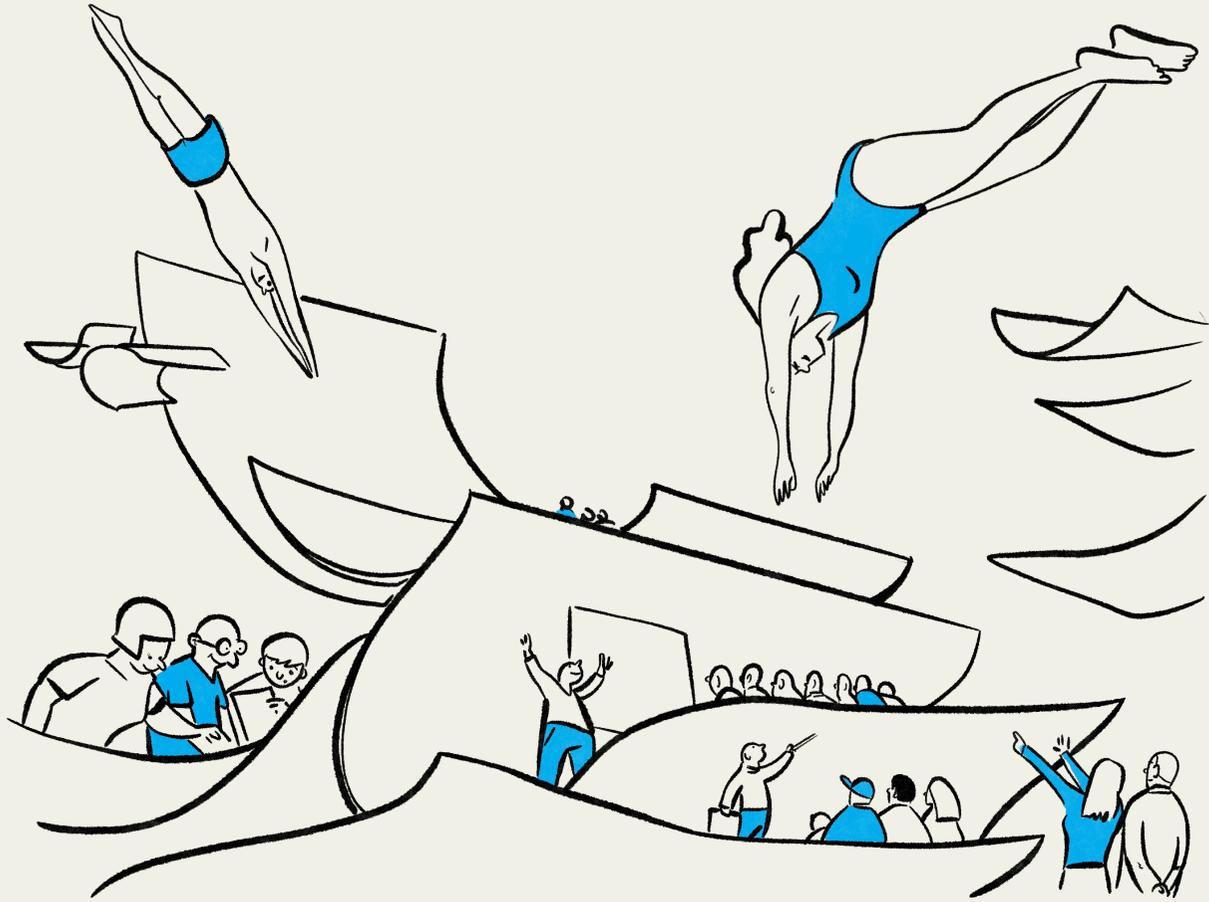


We believe we are

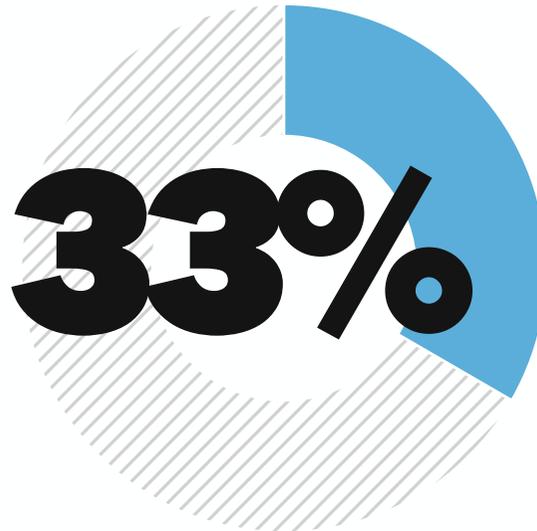
Better



Together

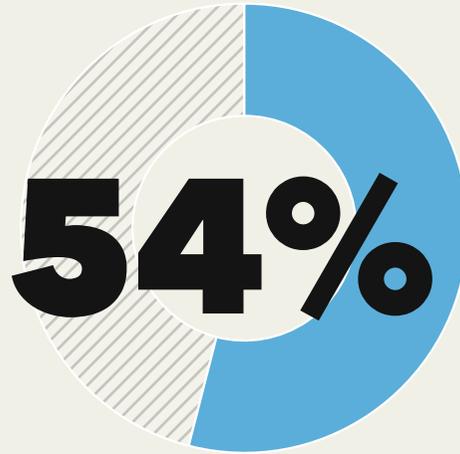


BURIED IN BRIEFS

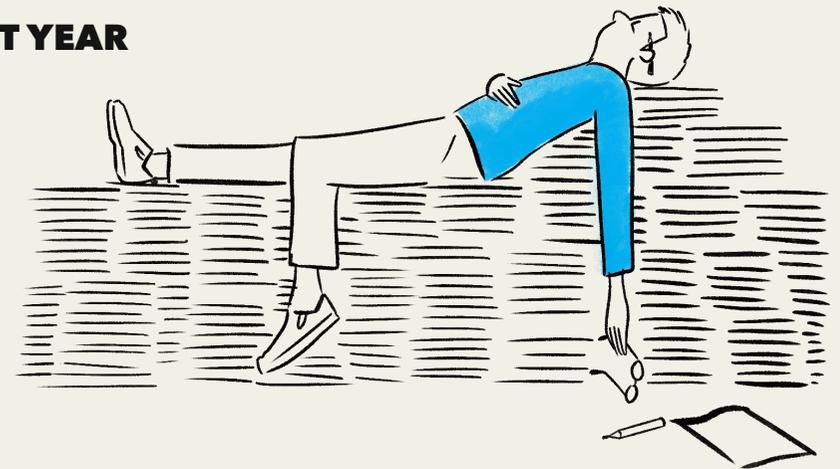


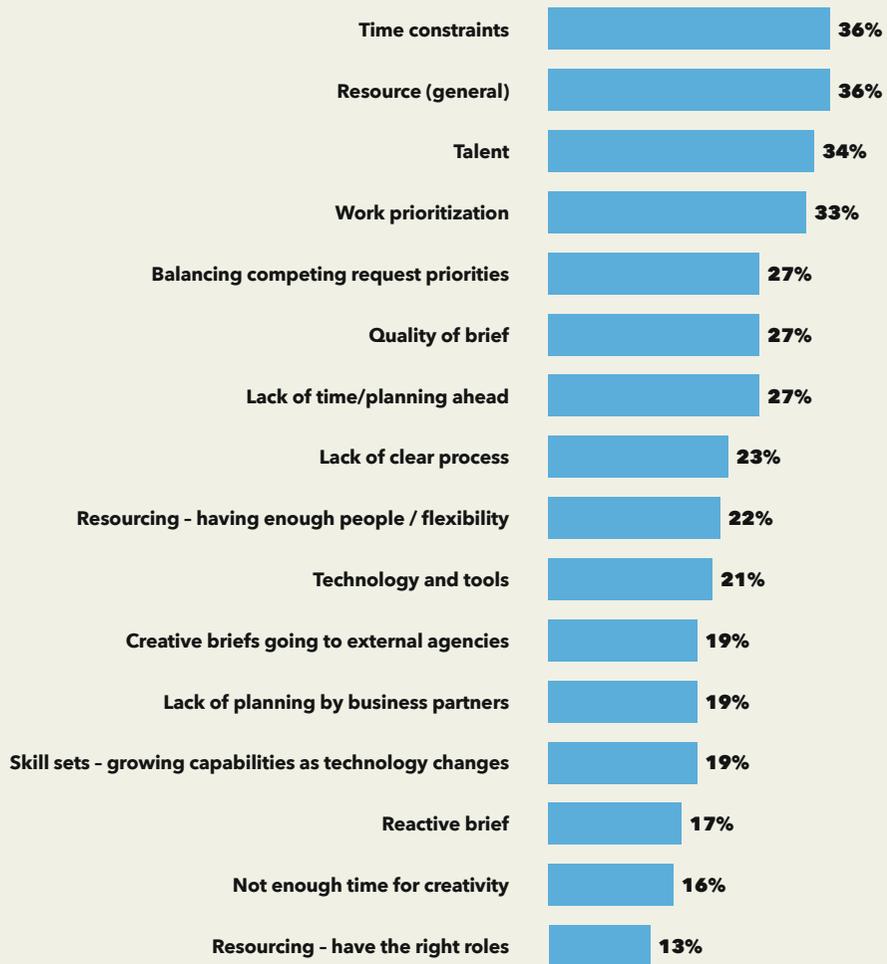
**...OF IN-HOUSE WORK IN THE
PAST YEAR WAS UNPLANNED**





**... OF IN-HOUSE TEAMS SAY THEIR WORKLOAD
INCREASED OVER THE PAST YEAR**

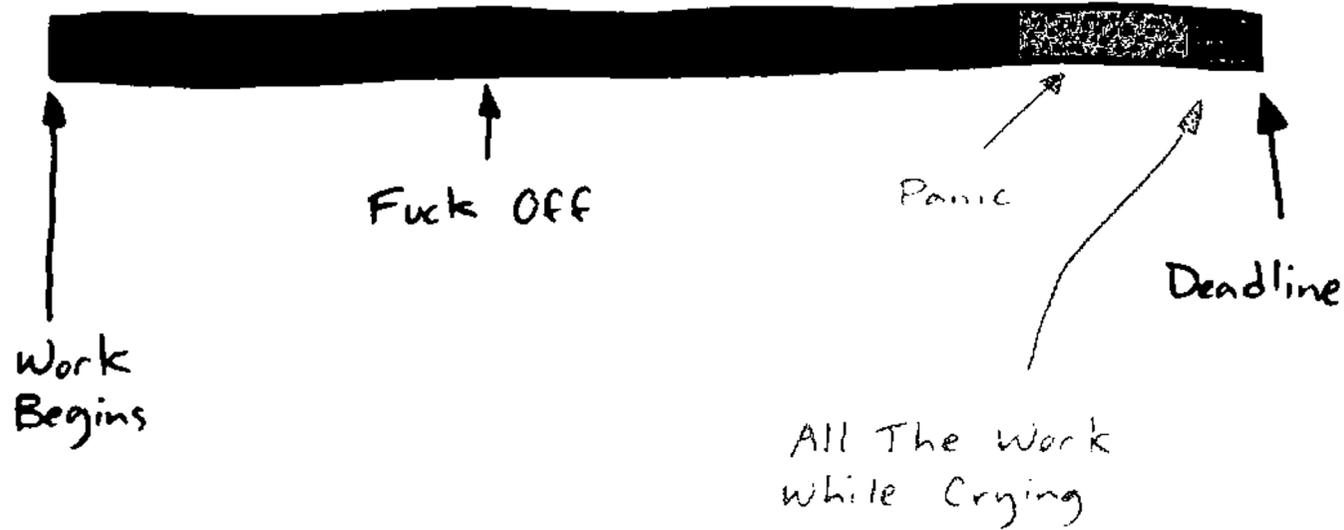




Q: What are your in-house team's greatest challenges?



The Creative Process



When I first saw this meme, I laughed. Because it's true.
But when I think about it, it's not funny at all. Because it's true.

Dealing with the self-doubt



RÅD NUMMER 1: Få styr på processerne

Briefing phase

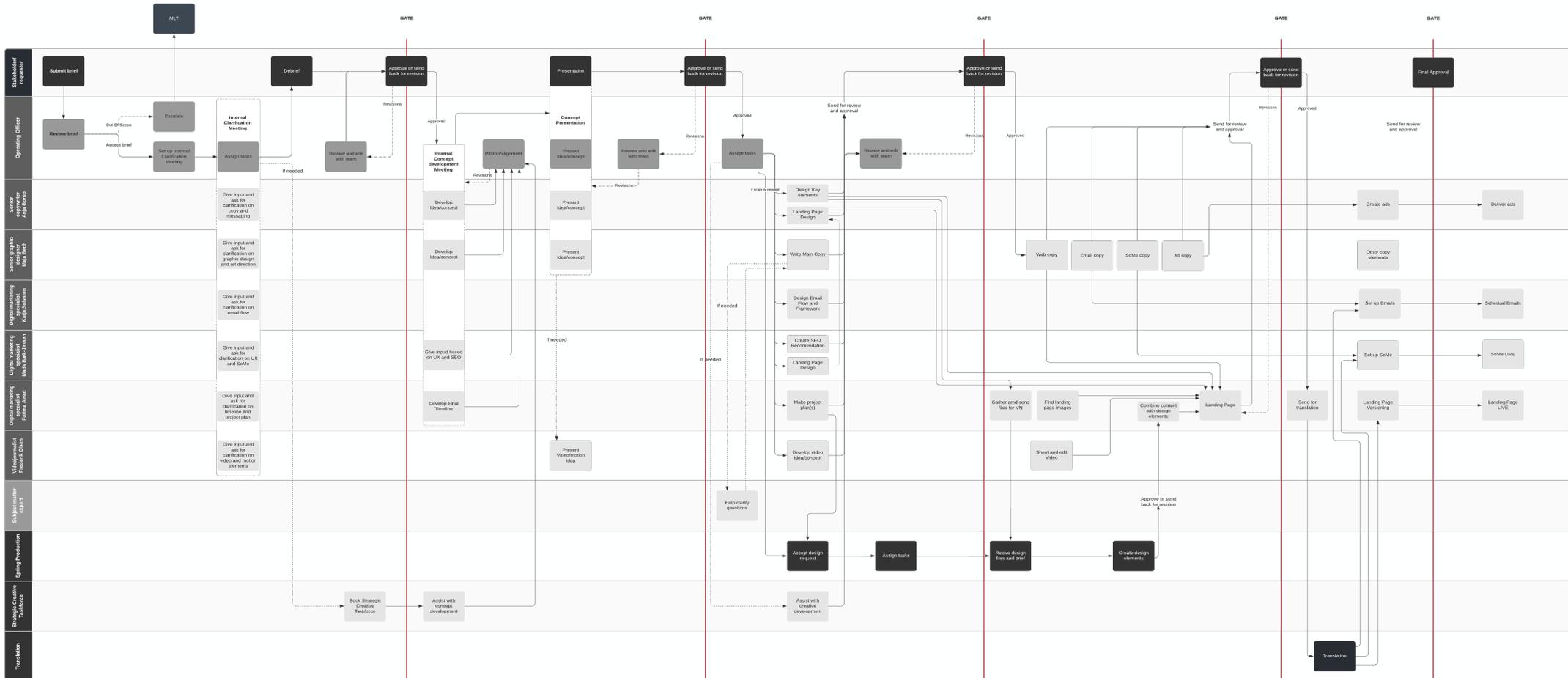
Concept development phase

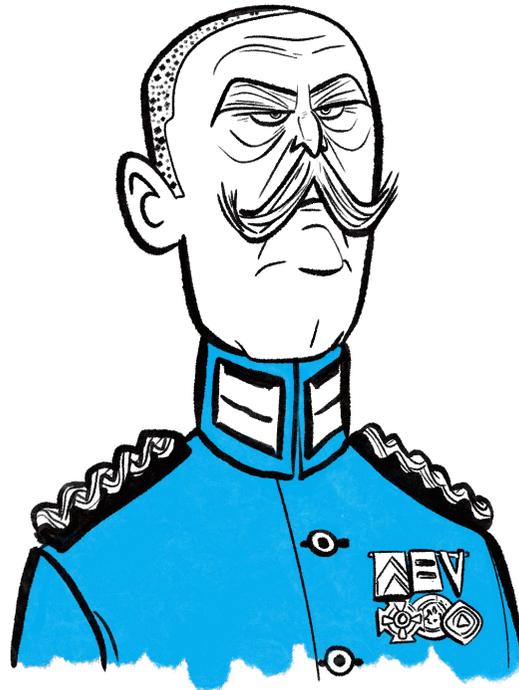
Creative development phase

Execution phase

Finalisation phase

Live phase



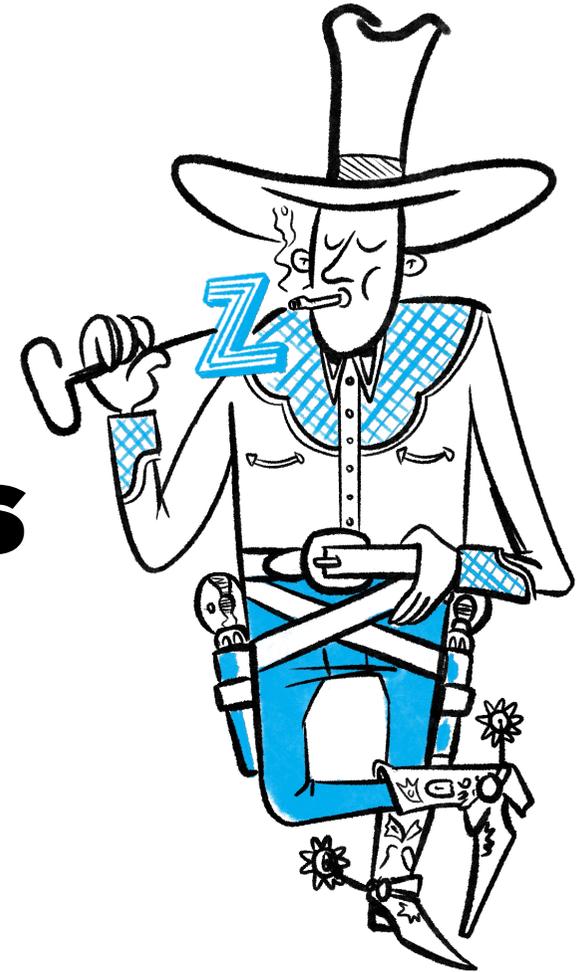


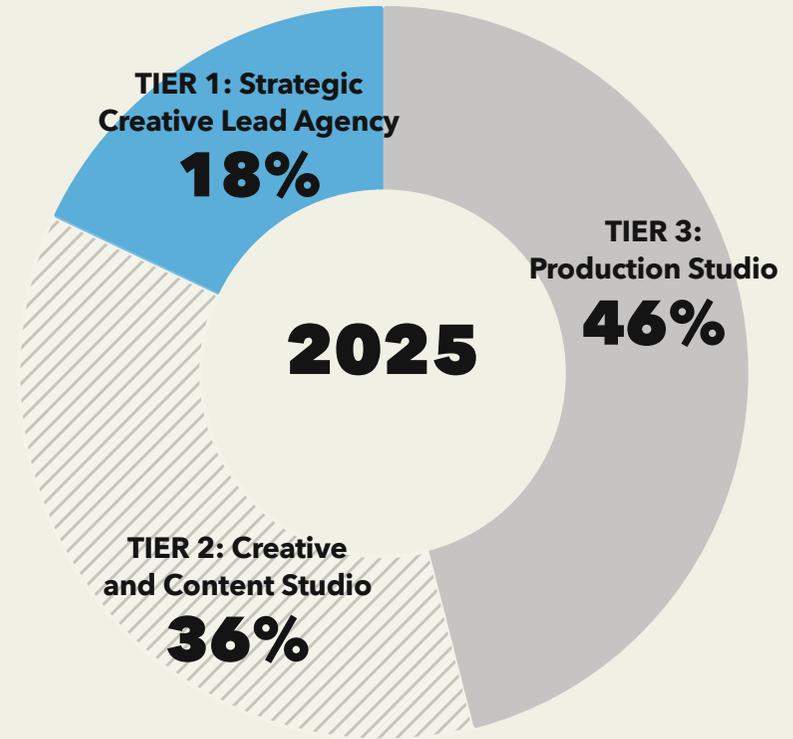
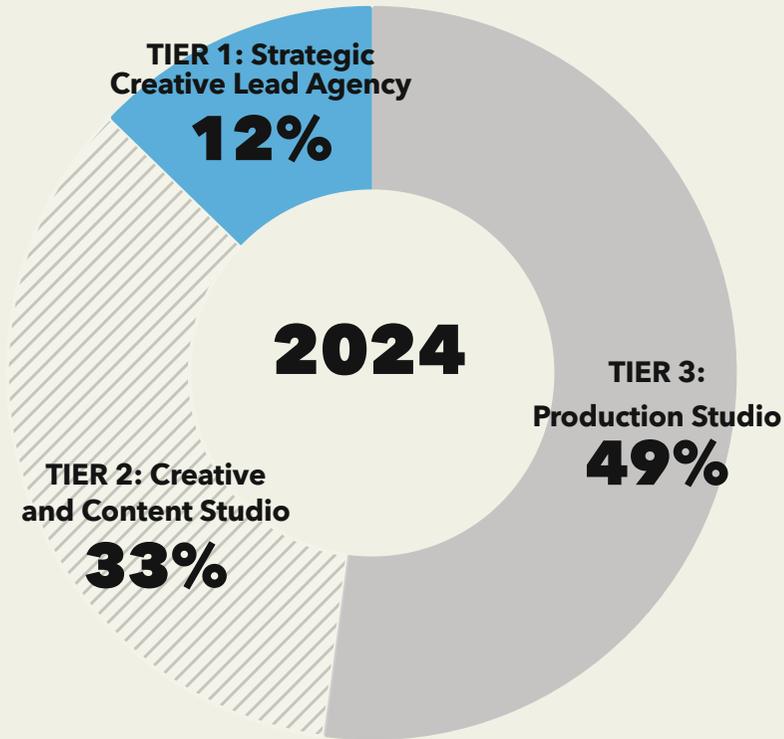
MAJOR MISTAKE

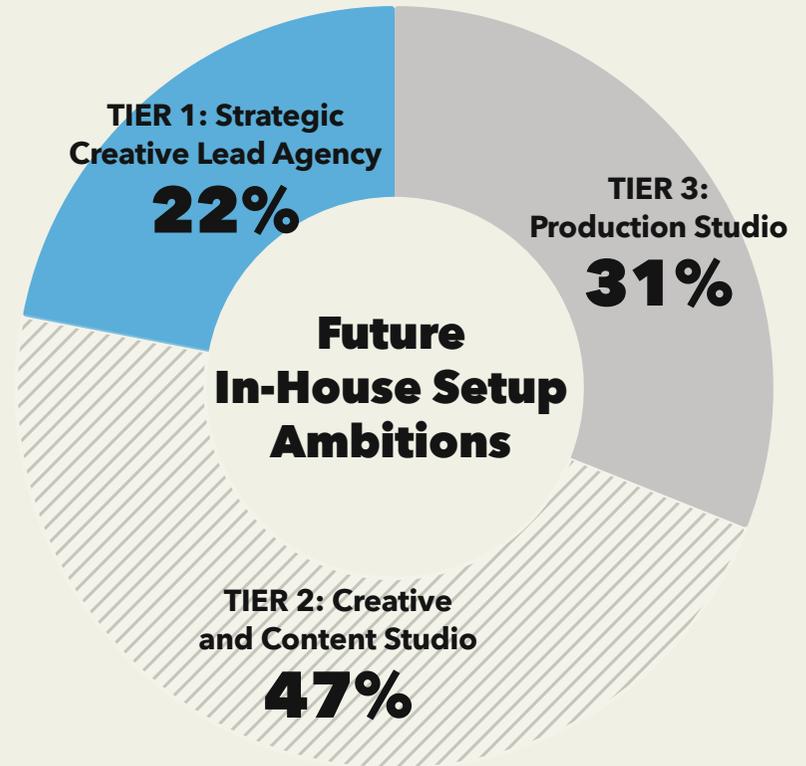
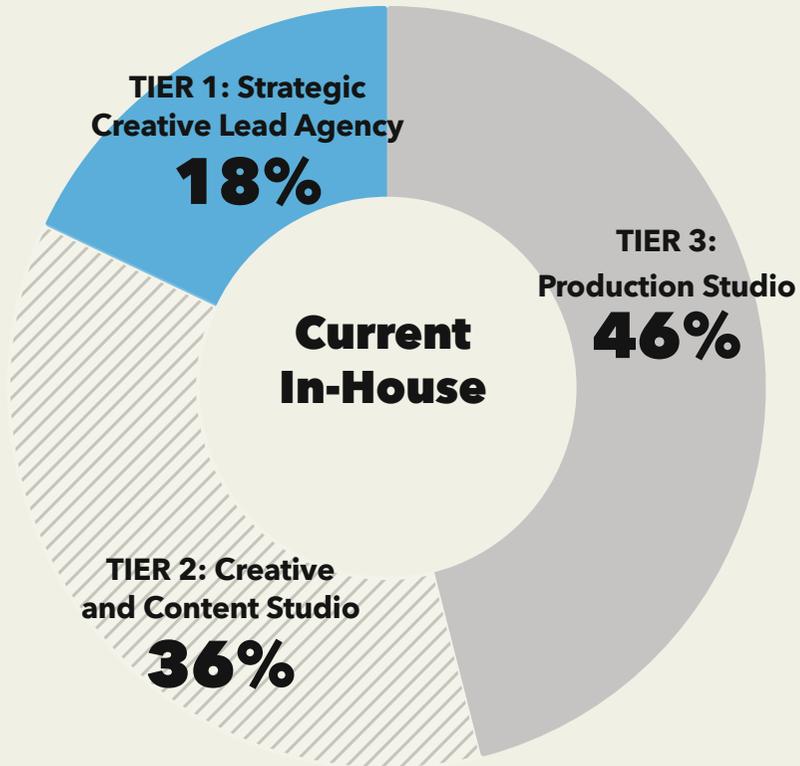
RÅD NUMMER 2: Undgå at blive en pølsefabrik

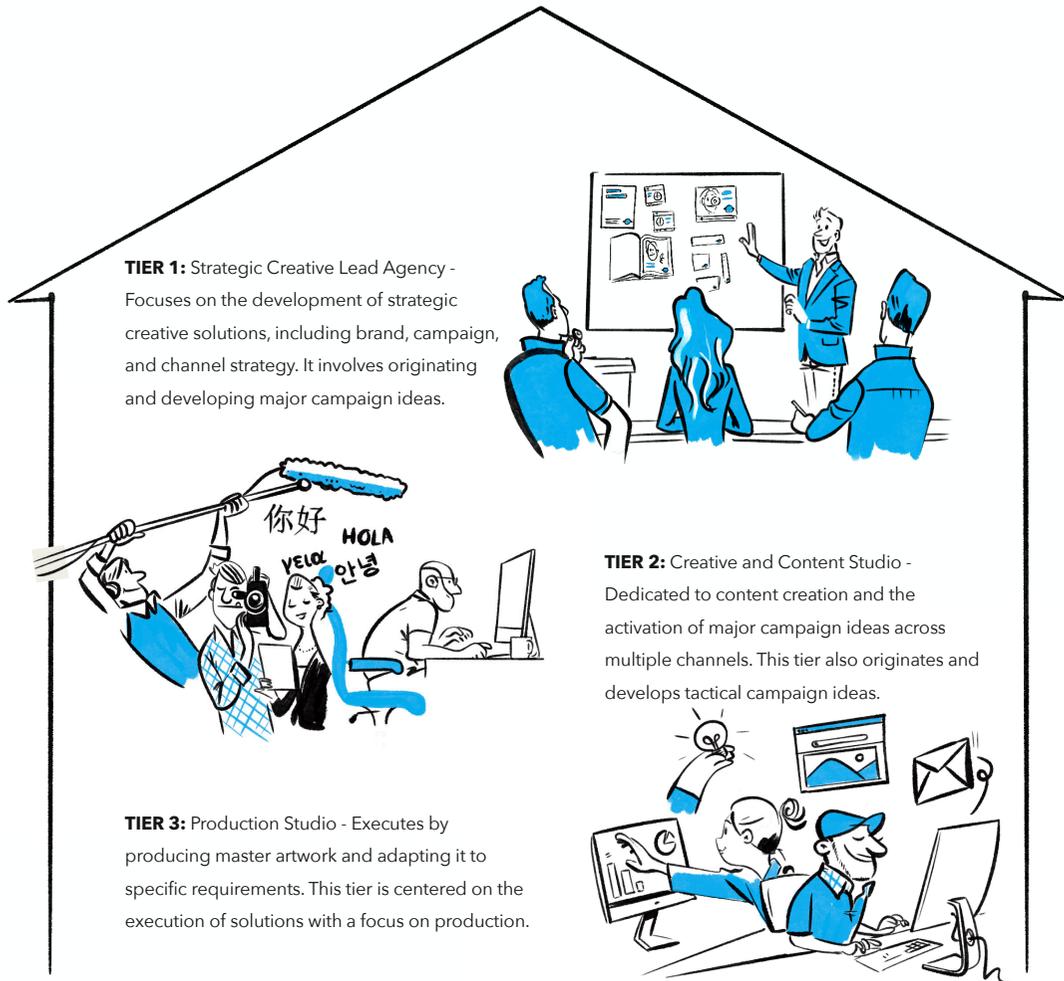
70% Of Advertising Effectiveness Depends On The Creative

Ross Jauncey, Head, Create With Google









TIER 1: Strategic Creative Lead Agency -
 Focuses on the development of strategic creative solutions, including brand, campaign, and channel strategy. It involves originating and developing major campaign ideas.



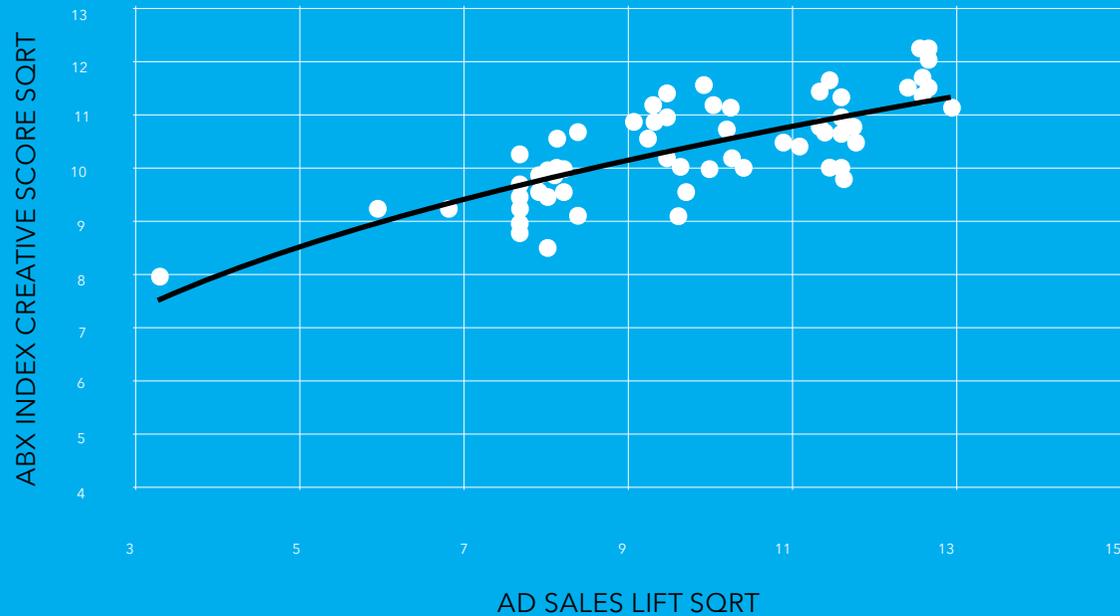
TIER 3: Production Studio - Executes by producing master artwork and adapting it to specific requirements. This tier is centered on the execution of solutions with a focus on production.

TIER 2: Creative and Content Studio -
 Dedicated to content creation and the activation of major campaign ideas across multiple channels. This tier also originates and develops tactical campaign ideas.



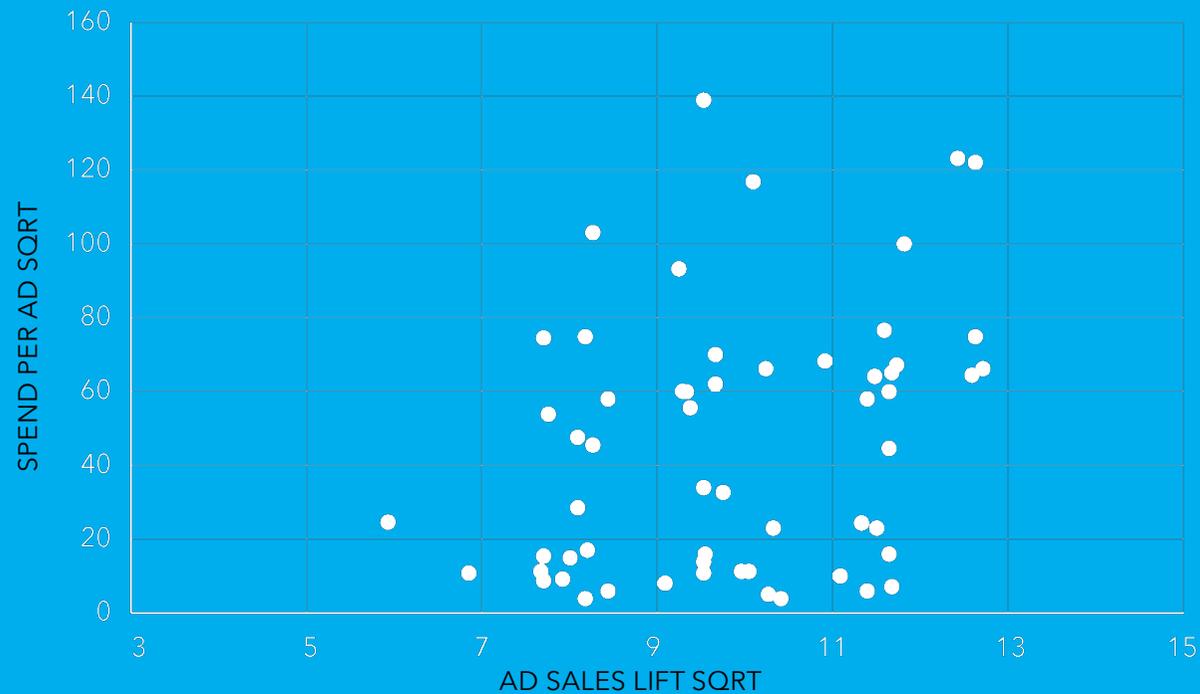
HVORFOR ER KREATIVITET VIGTIG?

LARGE CORRELATION BETWEEN CREATIVITY AND SALES



Correlation of $R^2=.743!$

NO CORRELATION BETWEEN MEDIA SPEND VS. SALES REVENUES



Correlation of $R^2 = .1138$

Effektiv og kreativ?

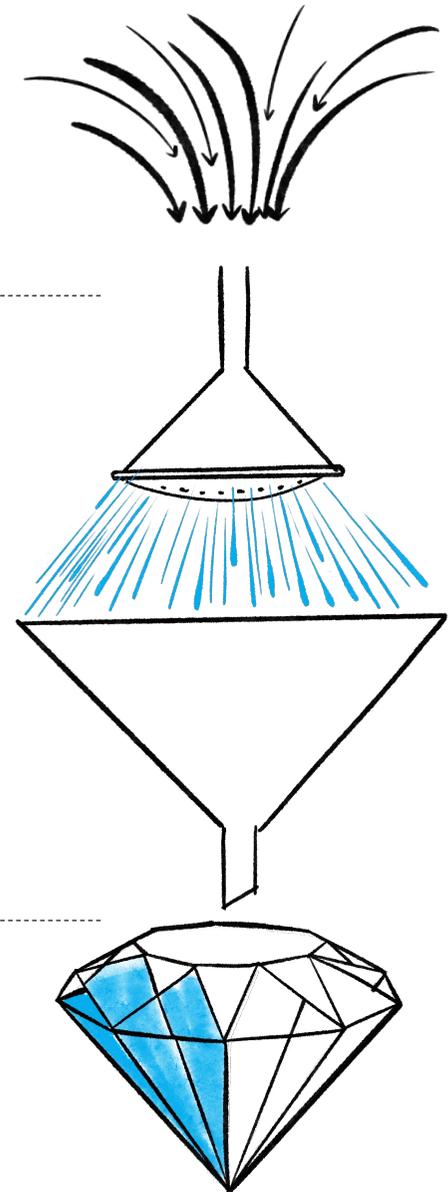


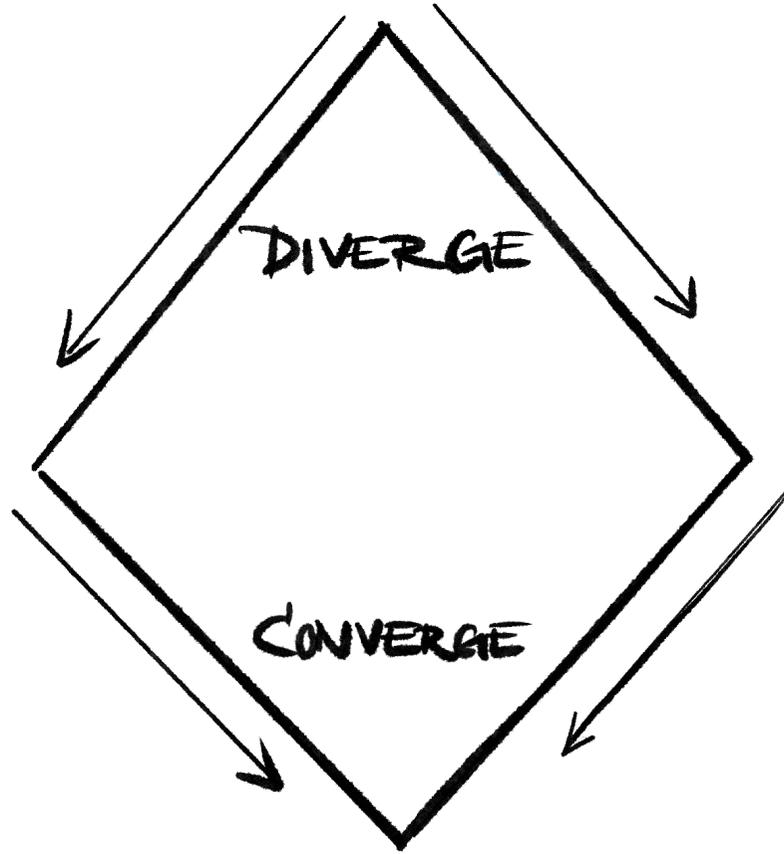
Input and Insights

Diverge Thinking

Converge Thinking

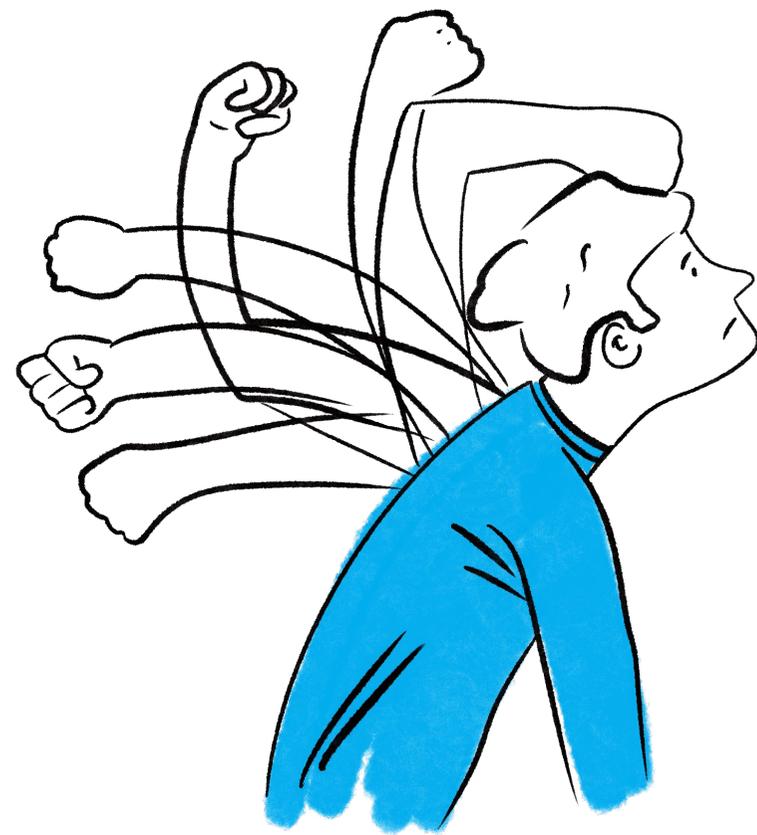
Refine



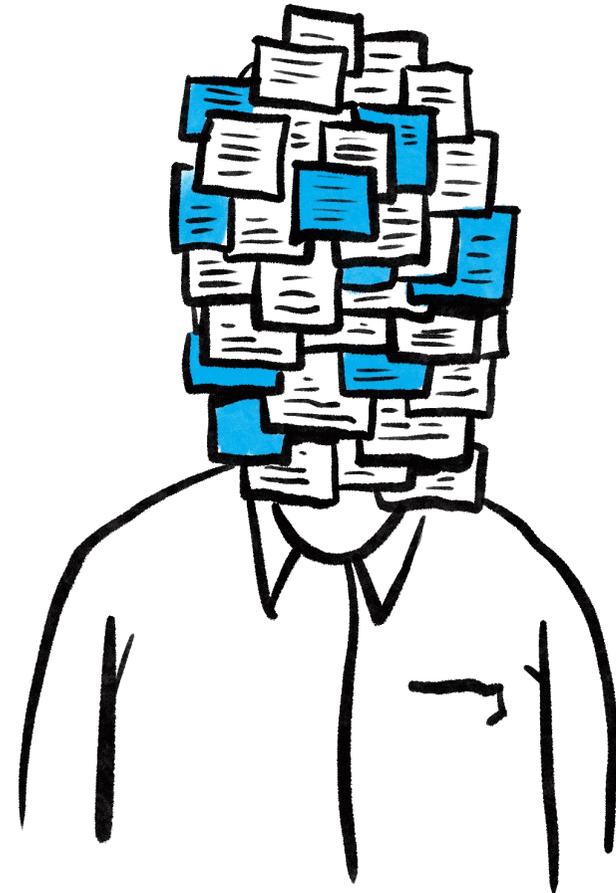


**Man kan ikke få
ideer hvis man
lader hjernen
bedømme dem
hele tiden.**

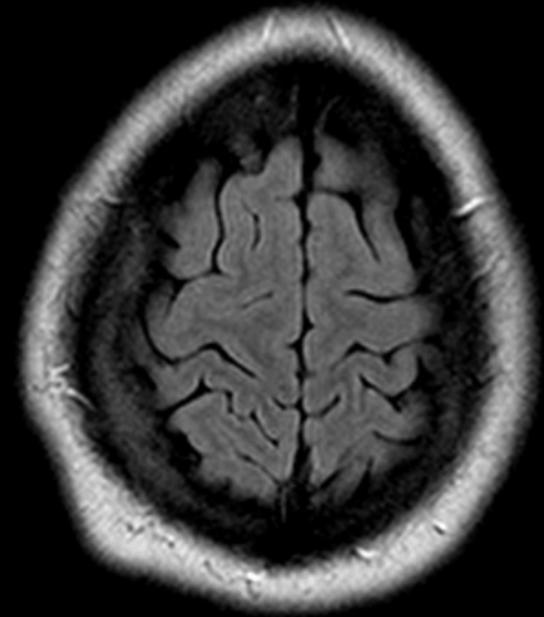
Slå filteret fra.



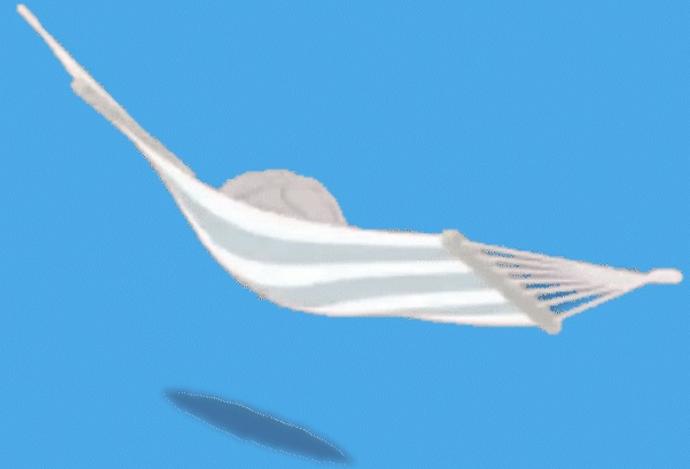
**Det er heldigvis
virkelig svært at
komme op med 100
dårlige ideer i træk**



Hjernen



**HJERNEN ER
LUD-DOVEN!**



**Hjernen er
som en skov**



**Hvor andre ser en cykel,
ser Picasso en tyr**





ZITE

NÅR DIN HUND HAR VÆRET EKSTRA SØD





Pedigree

FOR 6000000 DOGS

ZITE

Sort tusch + hvidt papir

RÅD NUMMER 3: Byg på en indsigt



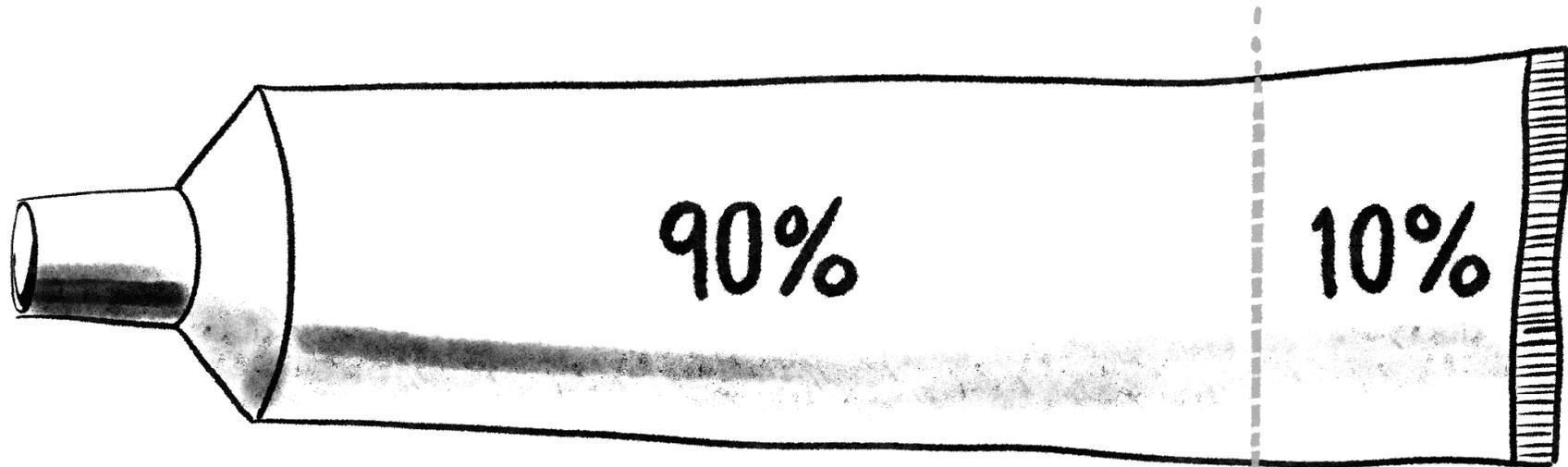
**Folk, der ikke selv har bil
smækker altid døren for hårdt**

Input



Output





90%

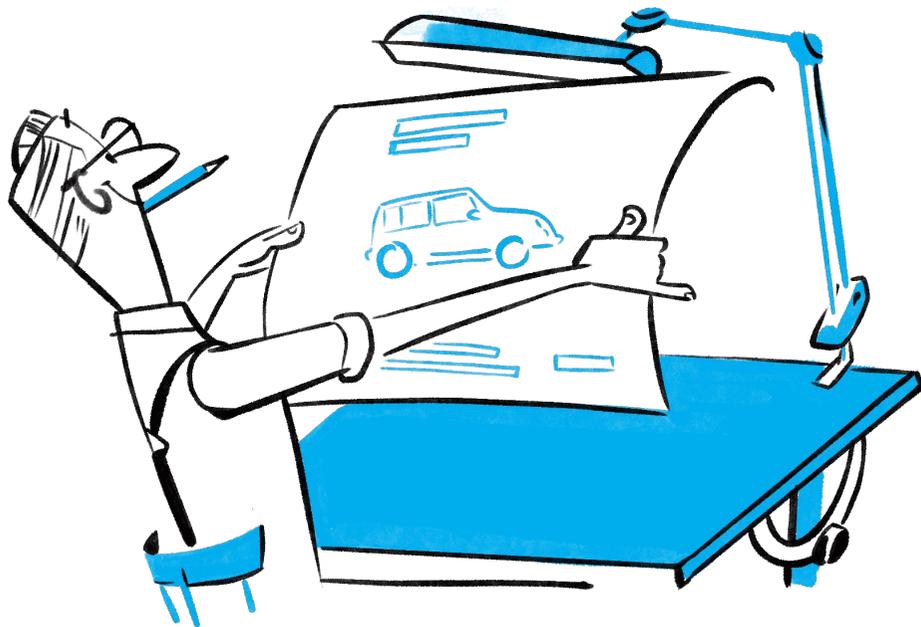
10%

Toothpaste for the first 5-8 days

Enough to last 4 months

**Pasta water,
flowers,
and sports**

Case: Toyota MR2



Insight

OPEN SPORTSCARS ARE VERY EXPENSIVE.
YOU CAN'T AFFORD THEM UNTIL YOU ARE OLD.



Proposition

TOYOTA MR2 IS SPORTS CAR
YOU CAN AFFORD WHILE YOU ARE YOUNG.



Idea

Feel the wind in your hair
while you still have it



Forget about those fancy sports cars that only old bald men can afford - the Toyota MR2 is here to save the day! This sleek and affordable sports car lets you experience the thrill of driving with the top down, without breaking the bank. At only 359,993 DKK, you'll be the envy of all those fancy car owners who spent a fortune on their rides.



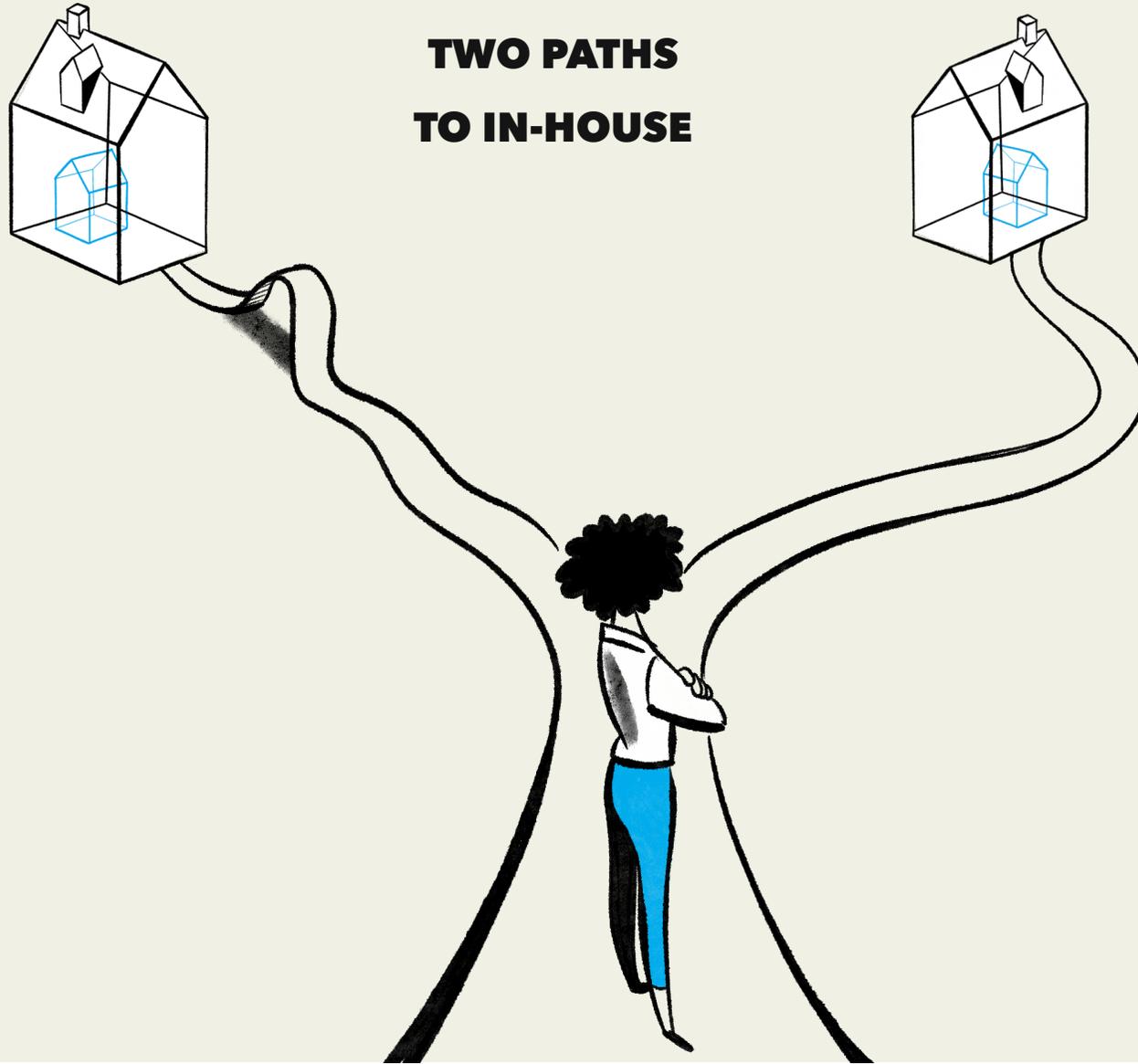
TOYOTA

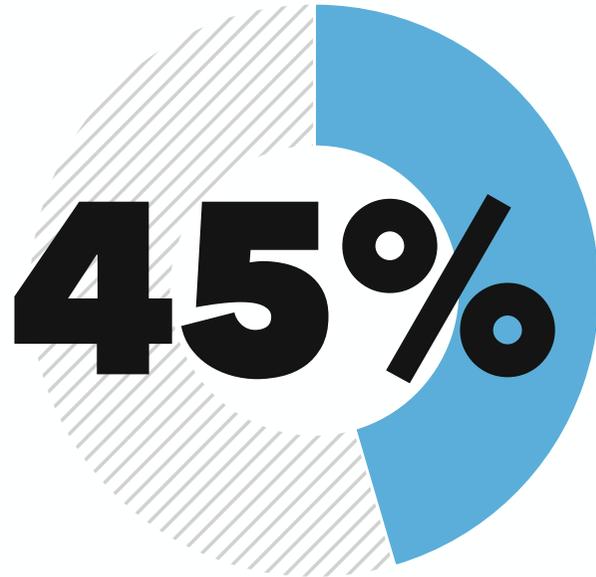
De angivne værdier er de laveste og højeste i motorprogrammet og ikke nødvendigvis repræsentative for en specifik motorudrustning. Det præcise brændstofforbrug og CO₂-udledelse kan variere afhængigt af kørselsmønstret. Det nøjagtige brændstofforbrug kan afvige på grund af alle kørselsmønstre og kørselsforhold. Den angivne pris i bokserne er en forudsagt og er ikke nødvendigvis prisen for den samlede model på markedet.

ZITE

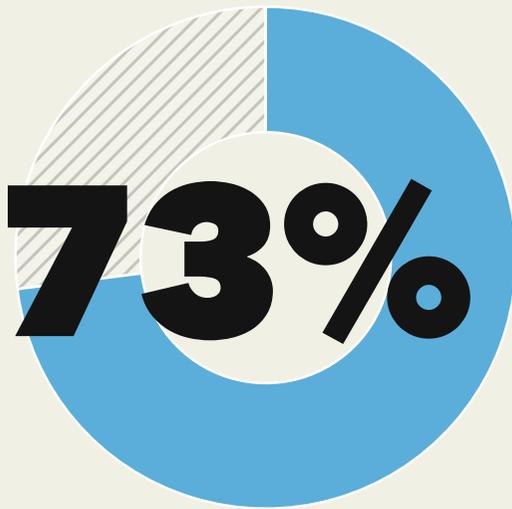
RÅD NUMMER 4: **Ha' en plan**

**TWO PATHS
TO IN-HOUSE**

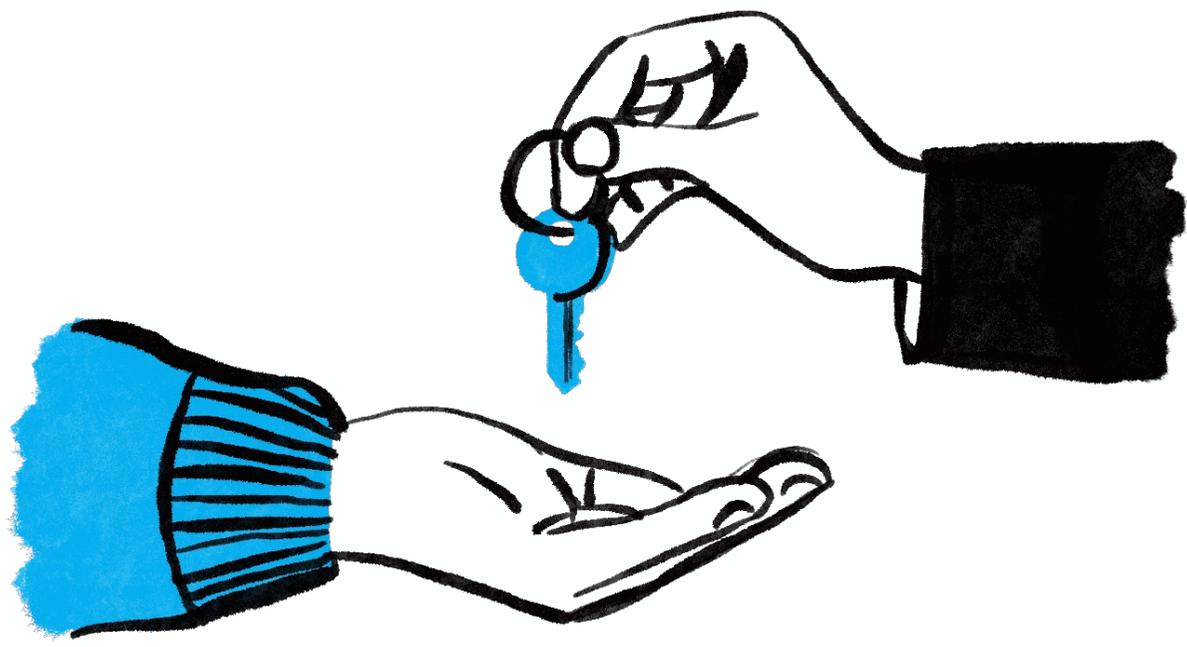




**... OF COMPANIES HAVE COMPARED THE
EFFICIENCY OF IN-HOUSE VS. EXTERNAL AGENCIES**

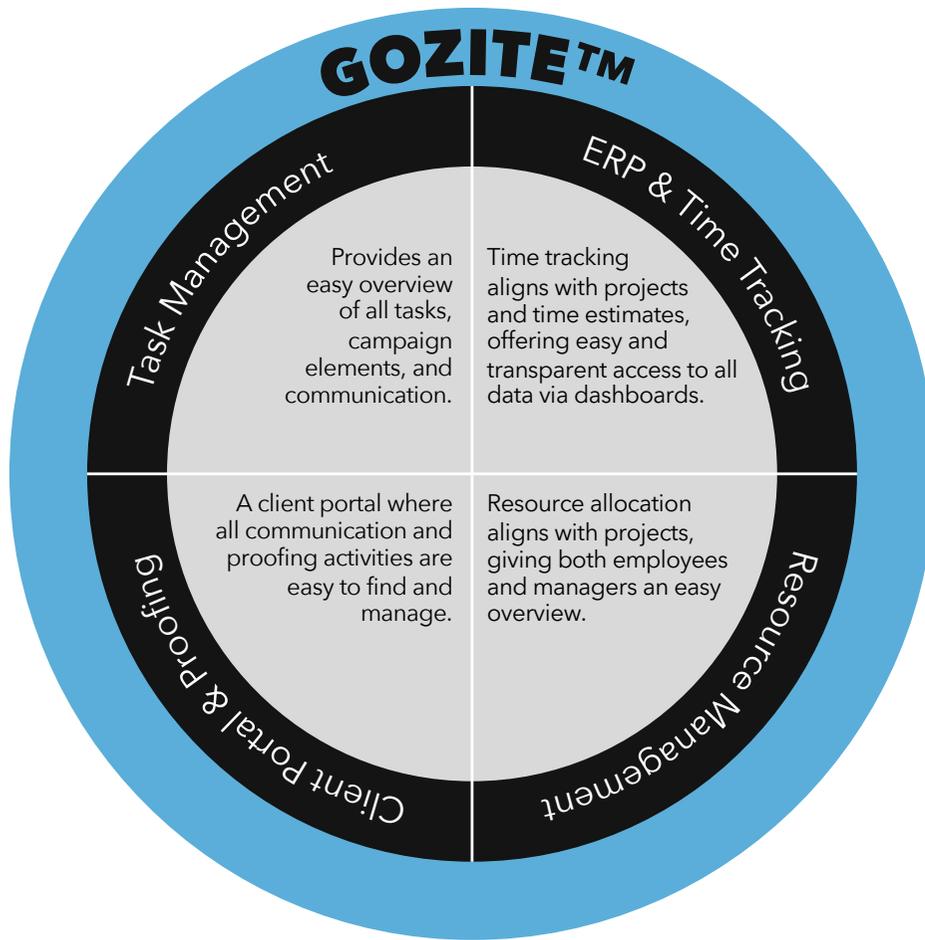


**... OF COMPANIES WITHOUT IN-HOUSE SETUPS SAY
THEY'VE NEVER COMPARED THE EFFICIENCY OF
INTERNAL VERSUS EXTERNAL SOLUTIONS**



ZITE

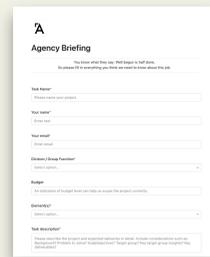
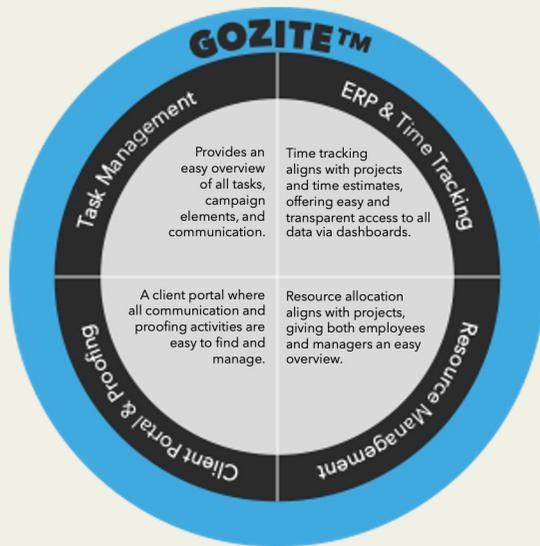
RÅD NUMMER 5: Få styr på kedelige



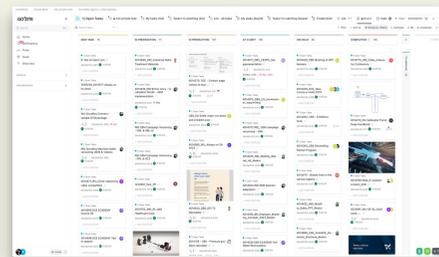
GOZITE are our “heart” for driving operational excellence internal in ZITE and towards our ZITE customers.

GOZITE are a fundamntealt for us to drive an ONZITE Agency and a part of the monthly fee.

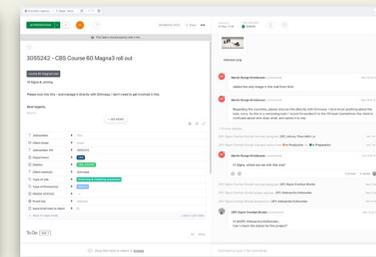
One Platform to manage the agency...



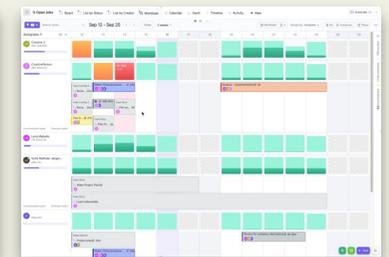
From Briefings...



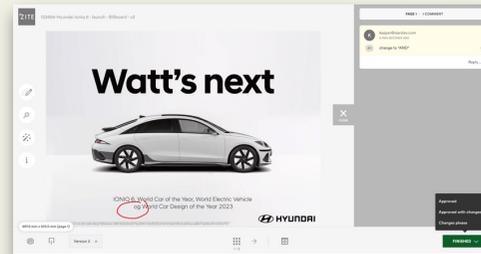
...to Task Management...



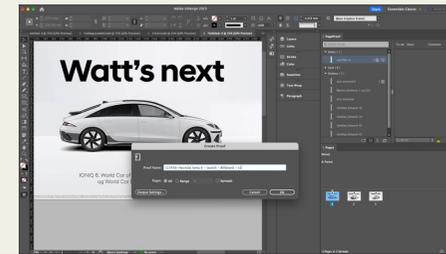
...Client Portal and Time Tracking...



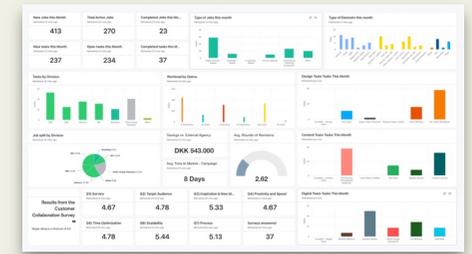
...Resource Management...



...Proofing Platform...

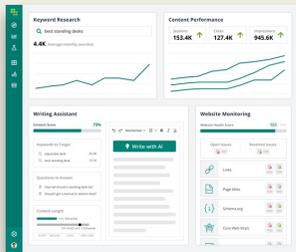


...Integration into Creative Software...

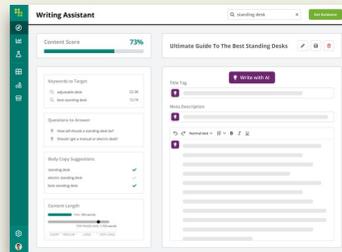


...and Operational Dashboard

... and MarTech to support the execution



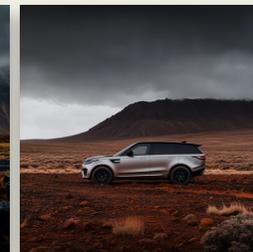
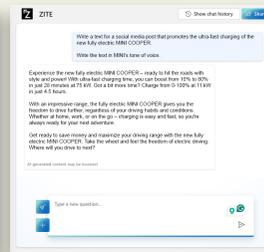
From Market Insights...



...to SEO recommendations...



...Custom and compliant AI tools...



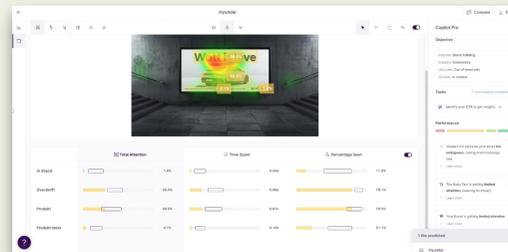
...AI Tools for Image and Video Production...



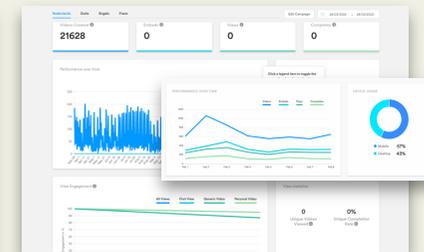
...Banner and Social Media production tools...



...Translation and Versioning...



...Prediction and Pre-testing Tools...



...and Performance Tools

Search

Search tasks...

Filter Sort by Group by: Status Subtasks Assignees Show

- Home
- Notifications
- Pulse
- Goals
- Show less
- SPACES
- DASHBOARDS

NEW TASK 19

1) Open Tasks
 Test of client com
 GRUNDFOS-2961 0:00:00
 + ADD SUBTASK

1) Open Tasks
 3055229_4014577 Always on h2 2023
 GRUNDFOS-4138 0:00:00
 + ADD SUBTASK

1) Open Tasks
 WU Grundfos Connect - Update GTM package
 GRUNDFOS-3795 24 Apr 0:00:00
 + ADD SUBTASK

1) Open Tasks
 IND Grundfos Machine health versioning (AEM & Videos)
 GRUNDFOS-3853 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014577_WU_Close captioning video competition
 GRUNDFOS-4030 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014595 DCE ECADEMY Course 36
 GRUNDFOS-4047 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014596 DCE ECADEMY Text to speech
 GRUNDFOS-4052 0:00:00
 + ADD SUBTASK

IN PREPARATION 77

1) Open Tasks
 4014949_IND_Industrial Water Treatment Materials
 GRUNDFOS-5308 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014416_IND Britvic story - Localisation Nordic - AEM Implementation
 GRUNDFOS-4237 17 May 0:00:00
 + ADD SUBTASK

1) Open Tasks
 IND OEM Campaign Versioning - GNL & GBL-nl
 GRUNDFOS-3522 0:00:00
 + ADD SUBTASK

1) Open Tasks
 IND OEM Campaign Versioning - GPL & GCZ
 GRUNDFOS-3523 0:00:00
 + ADD SUBTASK

1) Open Tasks
 1234567_Test_PP
 GRUNDFOS-4425 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014702_IND_IR_Jabil Healthcare Case
 GRUNDFOS-4599 0:00:00
 + ADD SUBTASK



IN PRODUCTION 187

1) Open Tasks
 4014273: DCE - Contact page (where to buy)
 GRUNDFOS-3131 0:00:00 0/1
 + ADD SUBTASK

1) Open Tasks
 CBS_EO SoMe video-cut-down and LinkedIn post
 GRUNDFOS-5862 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014585_WU_Always on 2H 2023
 GRUNDFOS-4029 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014620_DBS_GFI T3 Newsletter
 GRUNDFOS-4128 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014129 - CBS - Pressure gradient calculator
 GRUNDFOS-2549 0:00:00
 + ADD SUBTASK

AT CLIENT 108

1) Open Tasks
 4014477_DBS_CEOPS_Salgspresentation
 GRUNDFOS-3212 24 Mar, 0:00 - 25 Apr, 0:00 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014975_DBS_UX_Homeowner_copywriting
 GRUNDFOS-5542 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014372_IND_OEM campaign versioning - GSH
 GRUNDFOS-3521 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014220_IND_Mobility_Banner_Ad_Reskin
 GRUNDFOS-3554 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014524 IND OEM banners adaptation
 GRUNDFOS-3448 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014190_BR_Employer_Branding_Concept_2023_Reskin
 GRUNDFOS-3404 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014256 DBS ECADEMY Hot Water Recirculation
 GRUNDFOS-3180 0:00:00
 + ADD SUBTASK

ON HOLD 28

1) Open Tasks
 4014429_CBS_Endring af GPC bannere
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 + ADD SUBTASK

1) Open Tasks
 4014209_DCE_New-course-e-mails 2023
 GRUNDFOS-3388 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014054: CBS - Exhibition tools
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 + ADD SUBTASK

1) Open Tasks
 4014363_CBS Storytelling Partner Program
 GRUNDFOS-3391 0:00:00
 + ADD SUBTASK

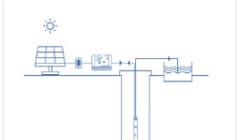
1) Open Tasks
 4013475 - Broken links in the various regions
 GRUNDFOS-3317 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014425_IND_Mobility_Sales_PPT_Reskin
 GRUNDFOS-3420 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014689_CBS_FireSAFE_Domestic_Brochure_Reskin
 GRUNDFOS-4542 0:00:00
 + ADD SUBTASK

COMPLETED 139

1) Open Tasks
 4014773_IND_Video_Industry-Conference
 GRUNDFOS-4828 0:00:00
 + ADD SUBTASK



1) Open Tasks
 4014210_WU Safewater Pump Swap Handbook
 GRUNDFOS-3177 0:00:00 0/1
 + ADD SUBTASK



1) Open Tasks
 4014769_GMA_E-solution-content_GHK
 GRUNDFOS-4818 0:00:00
 + ADD SUBTASK

1) Open Tasks
 4014591_WU-SE-SL_Gold cards
 GRUNDFOS-4032 0:00:00
 + ADD SUBTASK



TO ARCHIVE 0

IN PREPARATION

GRUNDFOS-4576

CREATED 21 May, 17:39

TIME TRACKED 0:00:00

This Task is shared publicly with a link.

3055242 - CBS Course 60 Magna3 roll out

course 60 Magna3.xlsx

Hi Signe & Johnny,

Please look into this - and manage it directly with Srinivasa. I don't need to get involved in this.

Best regards,

Martin

SEE MORE

Jobnumber	Text
Client Email	Email
Jobnumber VN	3055242
Department	CBS
Debitor	CBS_402091
Client name(s)	Srinivasa
Type of Job	Versioning & marketing production
Type of Element(s)	Website
PROOF STATUS	-
Proof link	Website
Send brief mail to client	<input type="checkbox"/>

Show 12 empty fields + Add or edit fields

To Do Add

All Mine

Drop files here to attach or browse



Unknown.png

Martin Runge Kristiansen commented May 26 at 12:41

Added the only image in the mail from Srin

Martin Runge Kristiansen commented May 26 at 12:43

Regarding the countries, please discuss this directly with Srinivasa. I dont know anything about the task, sorry. As this is a versioning task I've just forwarded it to the VN team (sometimes the client is confused about who does what, and sends it to me)

9 more updates

(SP) Signe Overbye Brodal removed assignee: (SP) Johnny Thien Minh Le Jun 7 at 13:24

(SP) Signe Overbye Brodal changed status from In Production to In Preparation Jun 7 at 13:24

Martin Runge Kristiansen commented Jun 23 at 13:33

Hi Signe, where are we with this one?

2 unread | 2 replies

(SP) Signe Overbye Brodal removed assignee: (SP) Signe Overbye Brodal Sep 12 at 4:45

(SP) Signe Overbye Brodal added watcher: (SP) Aleksandra Kotkowska Sep 12 at 4:45

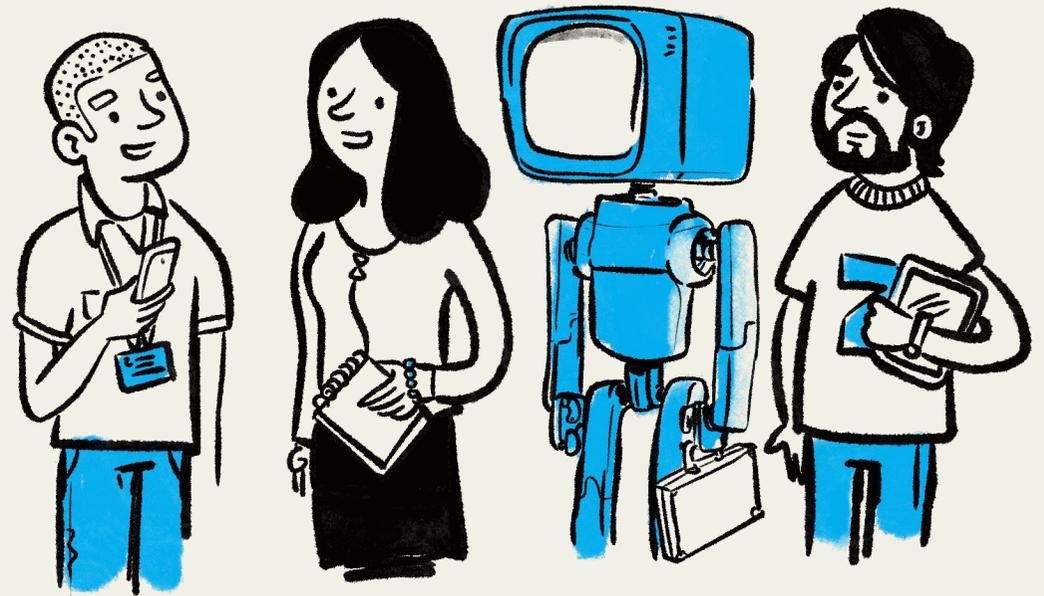
(SP) Signe Overbye Brodal assigned to: (SP) Aleksandra Kotkowska Sep 12 at 4:45

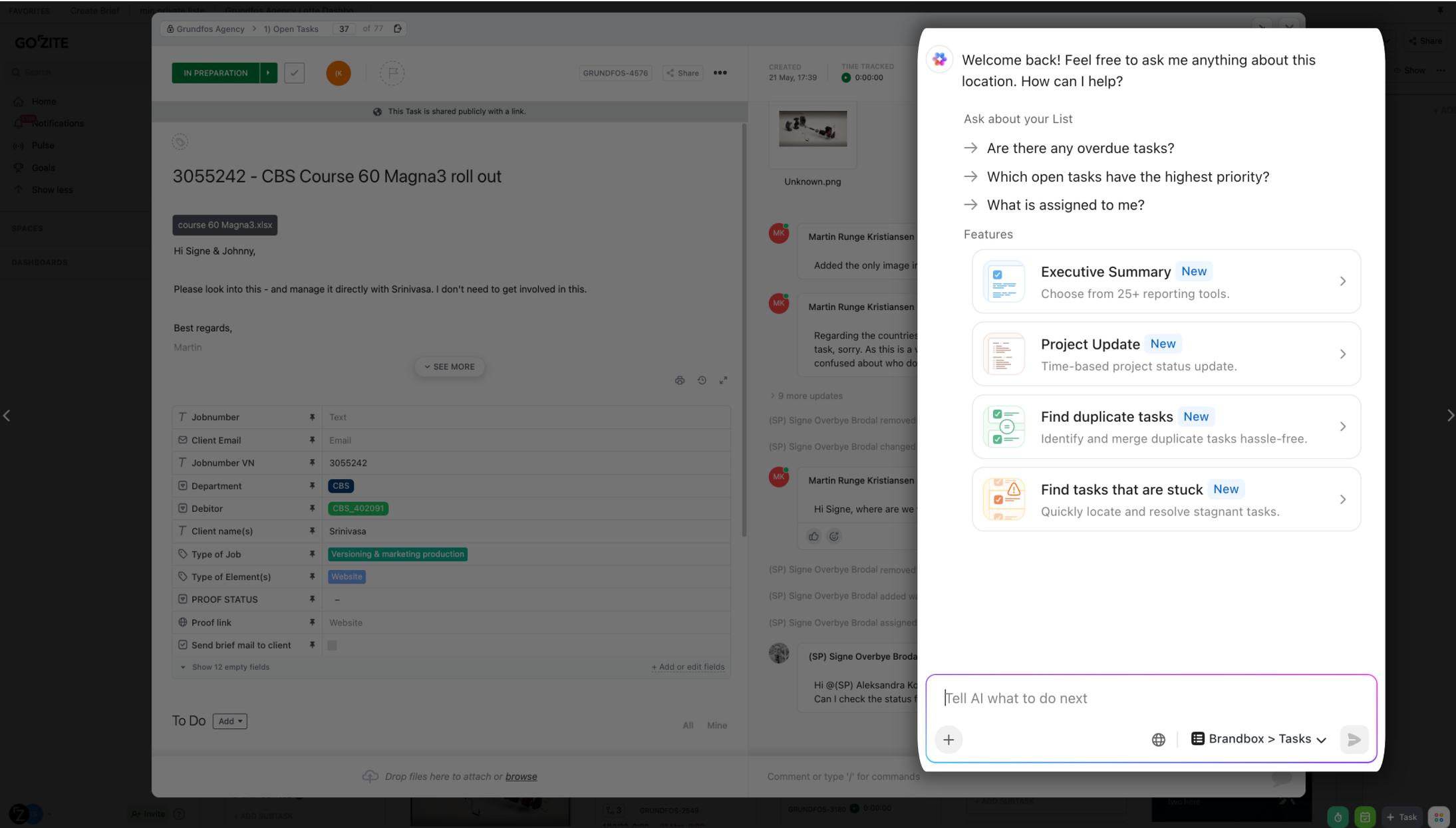
(SP) Signe Overbye Brodal commented Sep 12 at 4:47

Hi @(SP) Aleksandra Kotkowska ,
Can I check the status for this project?

Comment or type '!/' for commands

The Future of In-House Setups





IN PREPARATION

GRUNDFOS-4576

CREATED 21 May, 17:39

TIME TRACKED 0:00:00

3055242 - CBS Course 60 Magna3 roll out

course 60 Magna3.xlsx

Hi Signe & Johnny,

Please look into this - and manage it directly with Srinivasa. I don't need to get involved in this.

Best regards,

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SEE MORE

Jobnumber	Text
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Client name(s)	Srinivasa
Type of Job	Versioning & marketing production
Type of Element(s)	Website
PROOF STATUS	-
Proof link	Website
Send brief mail to client	<input type="checkbox"/>

To Do Add

All Mine

Drop files here to attach or browse

Welcome back! Feel free to ask me anything about this location. How can I help?

Ask about your List

- Are there any overdue tasks?
- Which open tasks have the highest priority?
- What is assigned to me?

Features

- Executive Summary** New
Choose from 25+ reporting tools.
- Project Update** New
Time-based project status update.
- Find duplicate tasks** New
Identify and merge duplicate tasks hassle-free.
- Find tasks that are stuck** New
Quickly locate and resolve stagnant tasks.

Tell AI what to do next

Brandbox > Tasks

Watt's next



IONIQ 6. World Car of the Year, World Electric Vehicle
og World Car Design of the Year 2023



297.0 mm x 210.0 mm (page 1)



Version 2 ▲



1 / 3



PAGE 1 · 1 COMMENT



kasper@sierslev.com
A FEW SECONDS AGO



change to "AND"



Reply ...



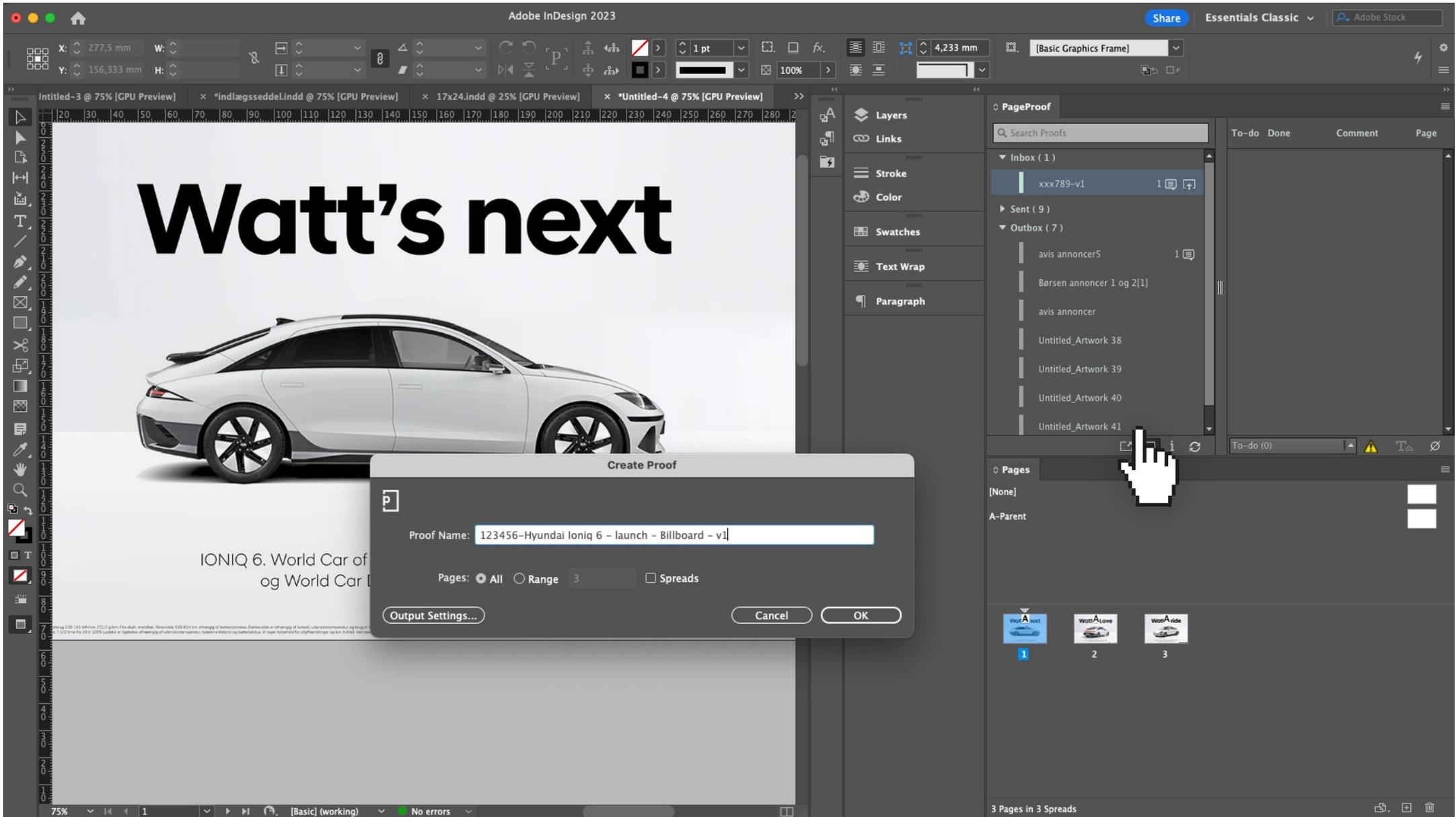
Approved

Approved with changes

Changes please

FINISHED





BRIEFED



GRUNDFOS-2274

Share



CREATED
25 Jan, 15:31



TIME TRACKER



Copywriting

Time Estimate ?

Type in time

Day equals 7 hours

Changes are automatically saved

Today at 9:00 * Tuesday at 13:00 *

Today	Wed	Jan 2023							TODAY
Later	21:35	M	T	W	T	F	S	S	3 mins
Tomorrow	Thu	26	27	28	29	30	31	1	1 min
This weekend	Sat	2	3	4	5	6	7	8	1 min
Next week	Mon	9	10	11	12	13	14	15	
Next weekend	Feb 4	16	17	18	19	20	21	22	
2 weeks	Feb 8	23	24	25	26	27	28	29	
4 weeks	Feb 22	30	31	1	2	3	4	5	

Set Recurring Close

You added watcher: You



Client name(s)	✖	Text
Jobnumber	✖	Text
Project Manager	✖	Text
Cost Center	✖	Text
Order number	✖	Text
WBS Number	✖	Text
<input checked="" type="checkbox"/> Create copy in client space	✖	<input type="checkbox"/>
Show 12 empty fields		+ Add or edit fields

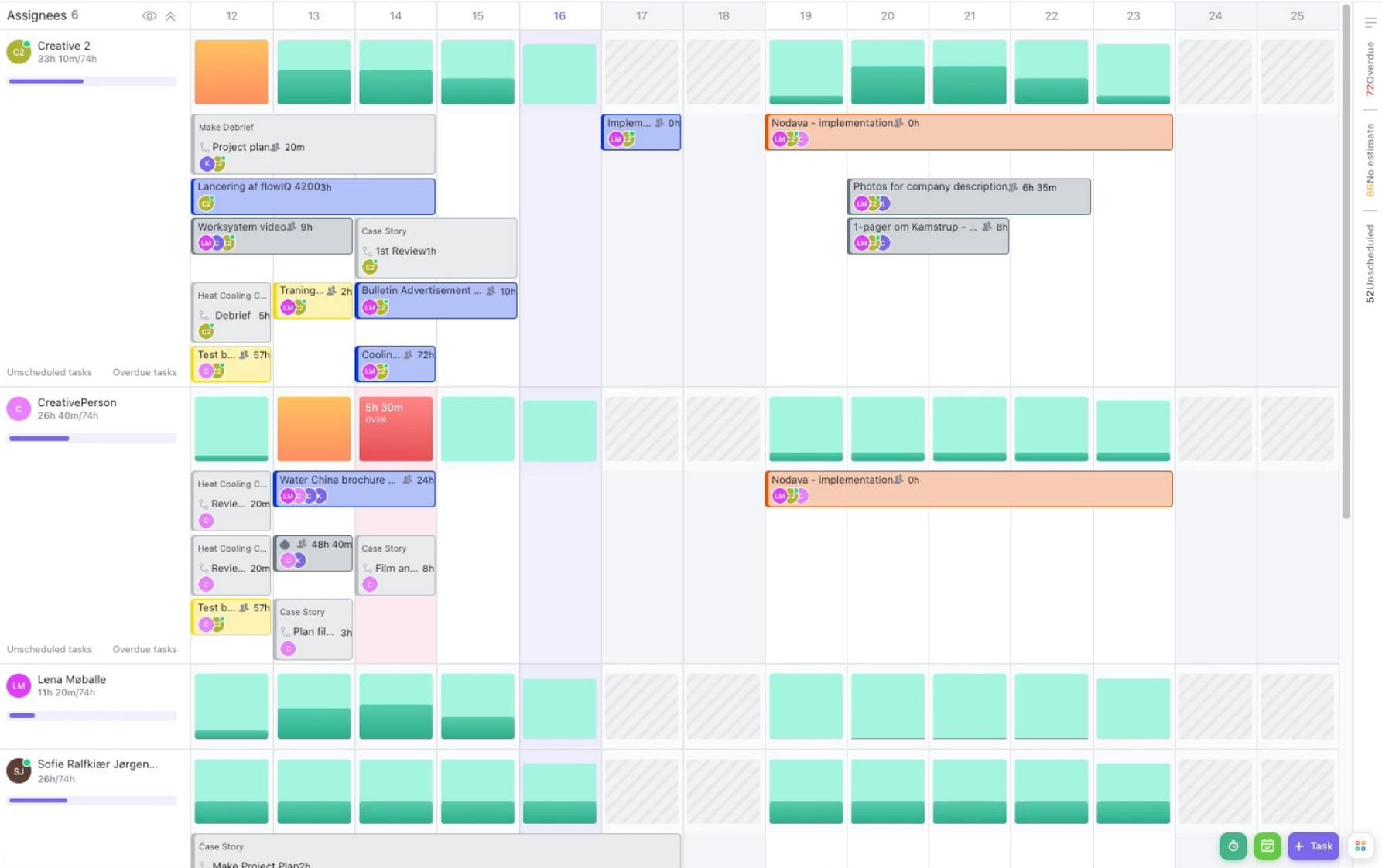
Drop files here to attach or [browse](#)

Comment or type '/' for commands

SPACE

Kamstrup Agency

- Customer satisfaction Survey
- Templates
 - Templates of Task Types 4
- 1) Open jobs 19
- 2) Complete jobs
- Imported from Encode 81



New Jobs this Month
Refreshed 22 mins ago

413

Total Active Jobs
Refreshed 22 mins ago

270

Completed Jobs this Mo...
Refreshed 22 mins ago

23

New tasks this Month
Refreshed 22 mins ago

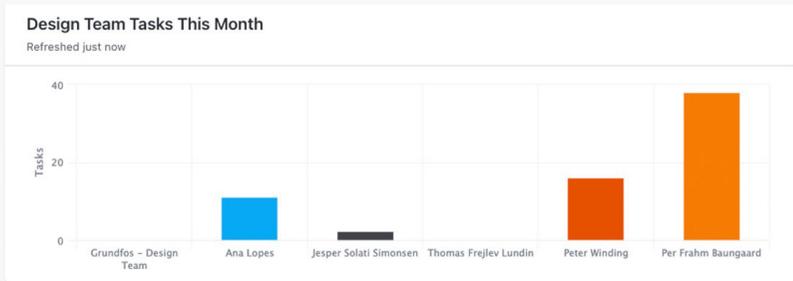
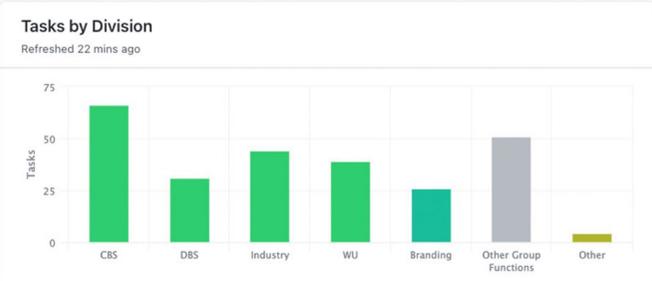
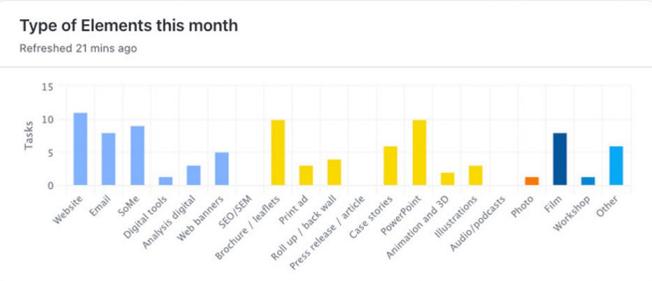
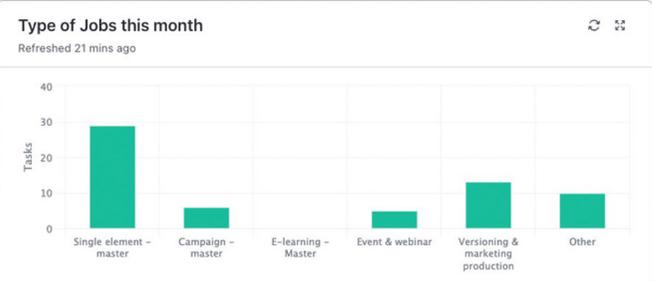
237

Open tasks this Month
Refreshed 22 mins ago

234

Completed tasks this M...
Refreshed 22 mins ago

37

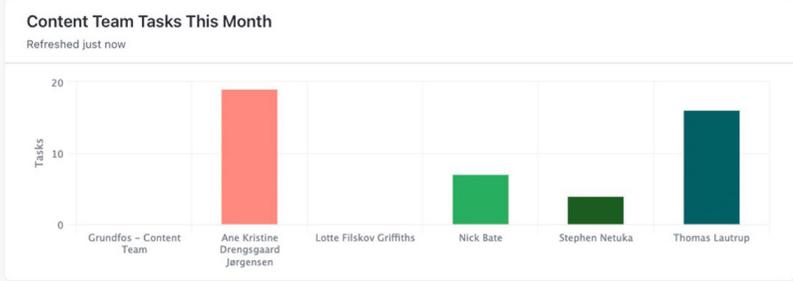
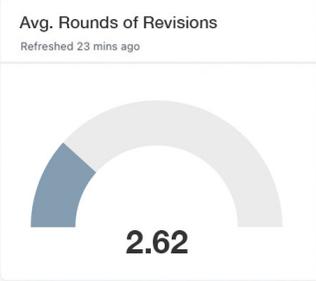


Savings vs. External Agency
Refreshed 23 mins ago

DKK 543.000

Avg. Time to Market - Campaign
Refreshed 23 mins ago

8 Days



Results from the Customer Collaboration Survey

Target rating is a minimum of 4.0

Q1) Service
Refreshed 22 mins ago

4.67

Q2) Target Audience
Refreshed 22 mins ago

4.78

Q3) Inspiration & New Id...
Refreshed 22 mins ago

5.33

Q4) Proximity and Speed
Refreshed 21 mins ago

4.67

Q5) Time Optimization
Refreshed 22 mins ago

4.78

Q6) Scalability
Refreshed 22 mins ago

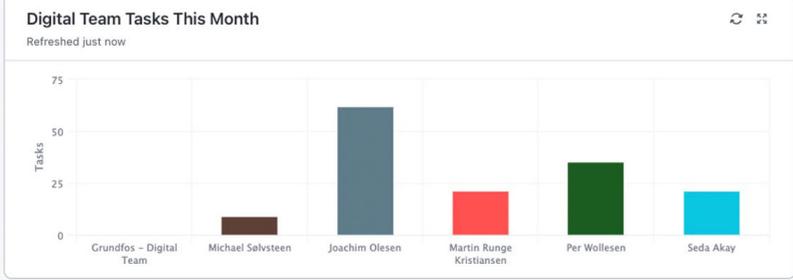
5.44

Q7) Process
Refreshed 22 mins ago

5.13

Surveys answered
Refreshed 22 mins ago

37





Agency Briefing

You know what they say: Well begun is half done.
So please fill in everything you think we need to know about this job.

Task Name*

Please name your project.

Your name*

Enter text

Your email*

Enter email

Division / Group Function*

Select option...

Budget

An indication of budget level can help us scope the project correctly

Element(s)*

Select option...

Task description*

Please describe the project and expected deliveries in detail. Include considerations such as: Background? Problem to solve? Goal/objectives? Target group? Key target group insights? Key deliverables?

GOZITE

SUBMIT NEW BRIEF

Sign Out

Search tasks...

Search

All Brands

All Statuses

All Priorities

Mega (Kampagne)

Sync Tasks

Clear Filters

Task Name ^{T1}	Client Name ^{T1}	Tags	Created Date ^{T1}	Due Date ^{T1}	Priority ^{T1}	Status ^{T1}	Proof Status ^{T1}	Proof Link
7111719_BYD_DK_ATTO3_2025-ATTO3 Technical Upgrade launch	Anders	-	Feb 04, 2025	-	-	In production	-	-
7111673_BYD_DK_ATTO2-ATTO2 launch	Anders	-	Feb 04, 2025	Feb 21, 2025	-	In production	-	-
7111633_BYD_DK_Branding_2025	-	-	Jan 31, 2025	-	-	-	-	-
7111674_HY_DK_Januarkampagne_2025	Stephanie	-	Nov 29, 2024	-	-	-	-	-
7111680_FORD_DK_Capri-DK-Premiere_Januar_2024	Kristine Dam Jensen	-	Nov 25, 2024	-	-	-	-	-
Puma Gen-E Launch	Kristine Dam Jensen	-	Nov 21, 2024	-	-	-	-	-
7111605_FORD_DK_Nyt-website_2024	Carsten Don Steenbuch Rabe	website	Nov 14, 2024	-	-	-	-	-
7111617_BYD_DK_SEALION 7: Åbent hus	Stephanie	-	Oct 29, 2024	-	-	-	-	-
TEST-MINI-Rally_2024	-	campaign - master	Sep 12, 2024	-	-	-	-	-
7111644_Ford_DK_Mailflow_Bloomreach	Morten Lundsgaard	-	Sep 04, 2024	-	-	-	-	-
7111608_BYD_DK_Gratis_stroom_DOLPHIN_SEALU: Kampagne - DOLPHIN & SEAL U med gratis strøm	Anders	-	Aug 19, 2024	-	-	-	-	-
7111573_BYD_DK_TANG_FL_2024: TANG lanceringskampagne	Anders	-	Aug 12, 2024	Aug 14, 2024	-	-	-	-
7111594_HY_DK_IONIQ_5_FL	Morten Vedstesen	-	Jun 28, 2024	-	-	-	-	-
7111492_BYD_DK_UEFA_2024_Aktivering	Anders	-	Jun 03, 2024	Jun 06, 2024	-	-	-	-
7111563_BAG_DK_MINI-Rally_2024	Kristine	campaign - master	May 07, 2024	-	-	-	-	-

Task Details

7111674_HY_DK_Januarkampagne_2025

Basic Information

Brand

Hyundai

Created Date

Nov 29, 2024 10:51

Go live date

Dec 23, 2024 04:00

Deadlines on deliverables

[TV: 16. december](#)

[OLV: 16. december](#)

[Radio: 16. december](#)

[Display: 16. december](#)

[Web GO LIVE: 23. december](#)

Deadline for 1st proofing round

-

Background

Background

Se oprindeligt brief.

Brief

[Web: Kampagneside, GODKENDT](#)
[Esrisebaner: GODKENDT](#)
[Opdatere modelsider med kampagnebudskaber: KONA EV: GODKENDT](#)
[KONA EV // Priser og udstyr: GODKENDT](#)
[IONIQ 5: GODKENDT](#)
[IONIQ 5 // Priser og udstyr: GODKENDT](#)

Visuals

Bruge eksisterende af modeller + evt. stock-fotos.

Vi ønsker ikke direkte fokus på bilene i de forskellige materialer, men vi skal

Client Information

Client name(s)

Stephanie

Client Email

stekan@hyundai.dk

Department

Group Marketing

Project Responsible

Stephanie

Communication

Message

Vind en KONA Electric

Ny pris på IONIQ 5, 6 og KONA Electric

Åbent i weekenderne i uge 1 og 2

Nye priser:

KONA Electric

Supporting messages

Bilerne kan få track

VZL med rabat

CTA

Se og huske kampagne, prøvekøre bilerne

Legal text

Fulde modelspecifikke pligttekster. Kan forkortes alt afhængig af mediet:

IONIQ 5:

Vist med ekstraudstyr. Rækkevidde er afhængig af udendertemperatur,

kørestil og brug af komfortudstyr som sædevarme. Opladningstid kan

variere alt efter ladebetingelser, batteri- og udendertemperatur samt bilens

tilstand. Forbrug: 167-179 Wh/km, CO2 0 g/km. Rækkevidde op til 384-507

km afhængig af batteristørrelse. Ladetid: 350 kW (10-80% SOC): Ca. 18

min., 50 kW (10-80% SOC): Ca. 46-57 min., 10,5 kW (10-100% SOC): Ca.

Tarvet group



Briefing phase

Concept development phase

Creative development phase

Execution phase

Finalisation phase

Live phase

MLT

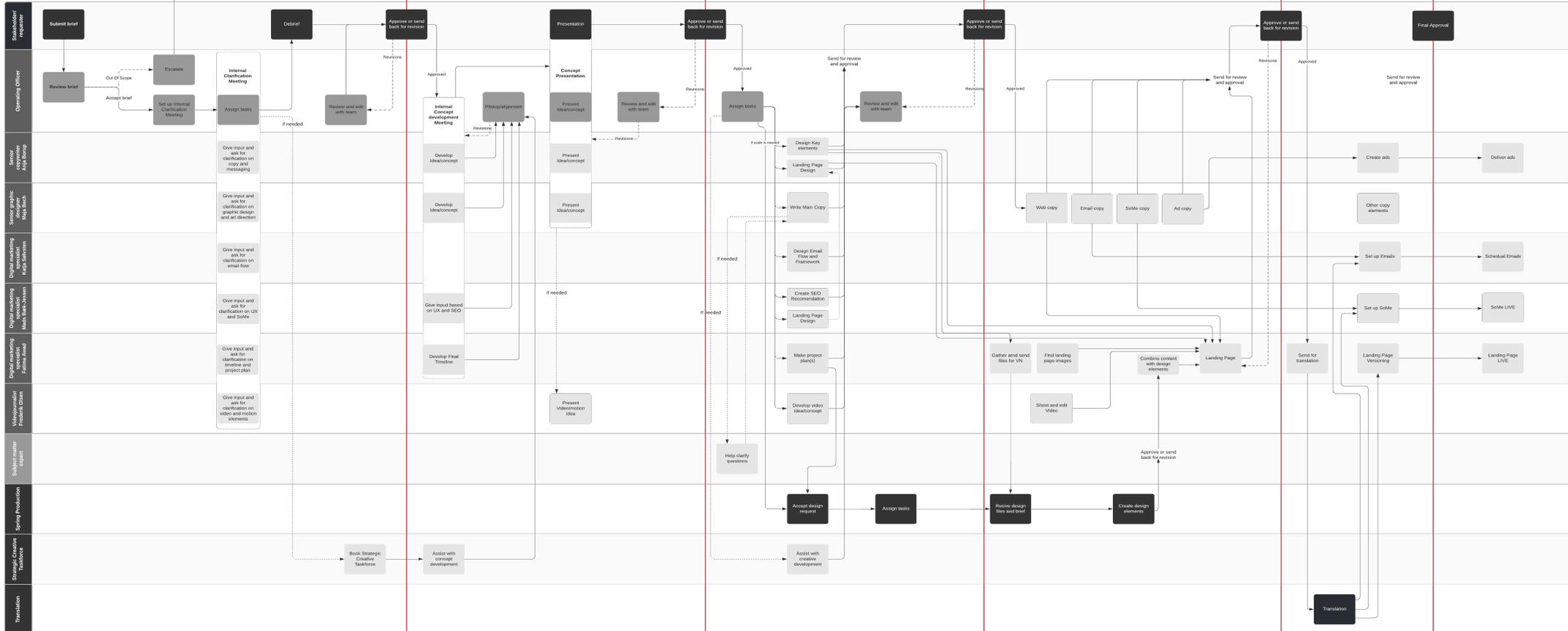
GATE

GATE

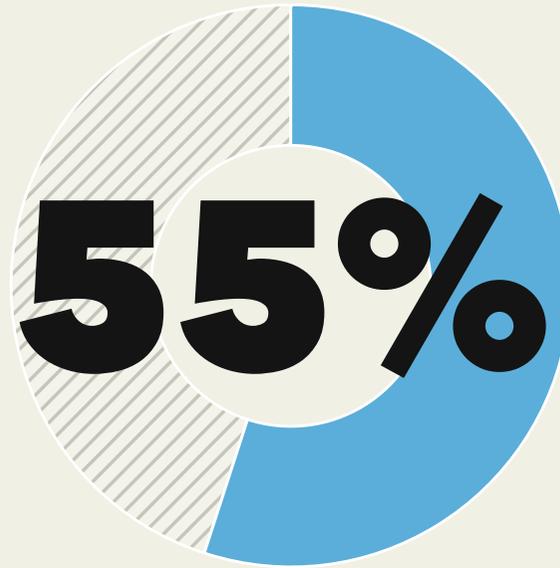
GATE

GATE

GATE

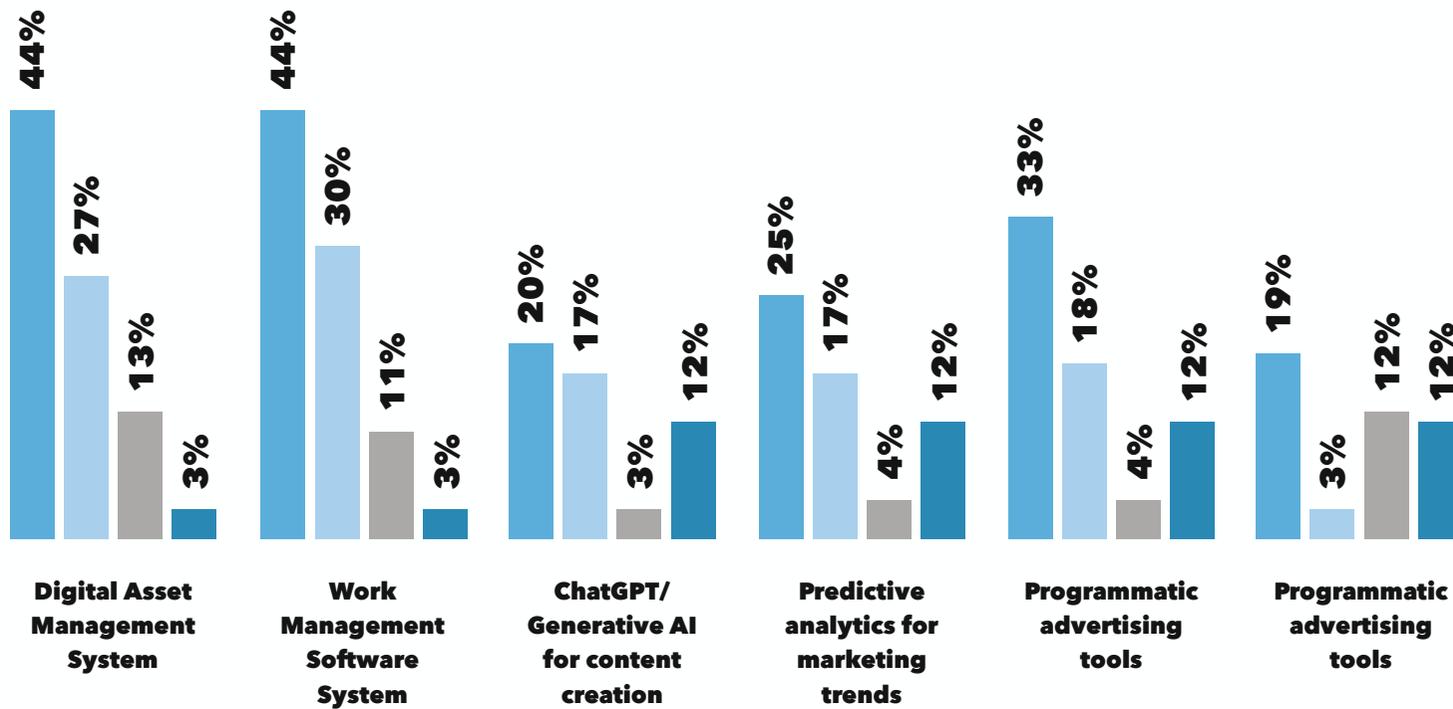


**...And tools that can
help you scale but stay
in control**



**... OF ALL RESPONDENTS SAID AI WOULD
COMPLEMENT AND ENHANCE HUMAN CREATIVITY**

Yes ■
 No, not at this moment ■
 No, but we will in the future ■
 I don't know ■



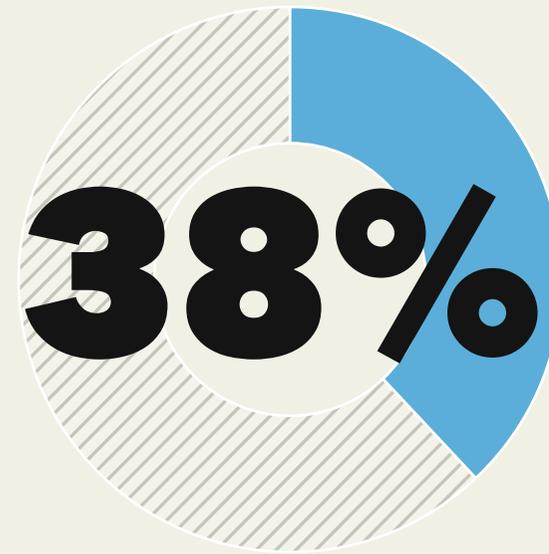
Q: What kind of MarTech and AI tools are you using?

AI for content ideas...

The screenshot shows a web browser window with the URL `gpt.zite.agency`. The page header includes the ZITE logo, a "Show chat history" button, and a "Share" button. The main content area displays a chat message: "10 arguments for choosing an electric car?". Below this is a list of 10 numbered arguments:

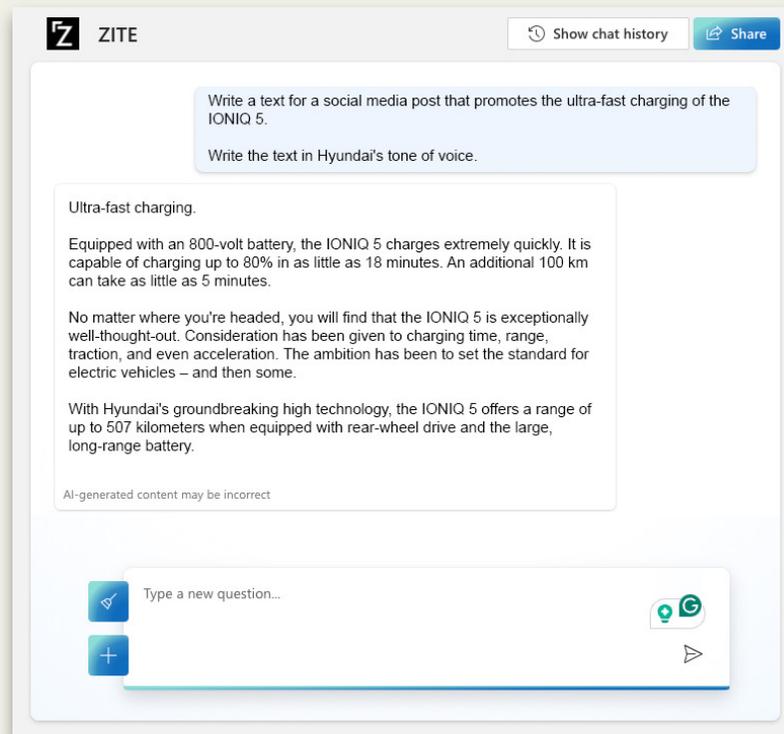
1. Environmental Impact: Electric cars produce zero tailpipe emissions, helping to reduce air pollution and combat climate change.
2. Energy Efficiency: Electric cars are more energy-efficient compared to internal combustion engine vehicles, as they convert a higher percentage of energy from the grid to power the wheels.
3. Cost Savings: Electric cars generally have lower operating costs, as they require less maintenance and have lower fuel costs. Additionally, governments often provide incentives and tax credits for purchasing electric vehicles.
4. Renewable Energy Compatibility: Electric cars can be charged using renewable energy sources such as solar or wind power, further reducing their carbon footprint.
5. Noise Reduction: Electric cars are significantly quieter compared to traditional vehicles, contributing to a more peaceful and less noisy environment, especially in urban areas.
6. Health Benefits: By reducing air pollution, electric cars can improve air quality, which in turn can lead to better respiratory health and a decrease in related illnesses.
7. Energy Independence: Electric cars help reduce dependency on fossil fuels, as they can be powered by a diverse range of energy sources, including renewable energy.
8. Technological Advancements: The electric vehicle industry is constantly evolving and driving innovation in battery technology, charging infrastructure, and autonomous driving systems.
9. Enhanced Driving Experience: Electric cars offer instant torque and smoother acceleration, providing a more enjoyable driving experience.
10. Market Expansion: The growing demand for electric vehicles is driving manufacturers to increase their production and expand the market, resulting in a wider variety of models and options for consumers.

Below the list, a small disclaimer reads: "AI-generated content may be incorrect". At the bottom of the chat interface, there is a text input field with the placeholder "Type a new question...", a plus sign icon, and a send button with a paper plane icon.



**... OF IN-HOUSE TEAMS SAY AI HAS BOOSTED
THEIR CREATIVITY LEVELS**

AI for trained in the brand Tone-of-Voice



Z ZITE Show chat history Share

Write a text for a social media post that promotes the ultra-fast charging of the IONIQ 5.
Write the text in Hyundai's tone of voice.

Ultra-fast charging.

Equipped with an 800-volt battery, the IONIQ 5 charges extremely quickly. It is capable of charging up to 80% in as little as 18 minutes. An additional 100 km can take as little as 5 minutes.

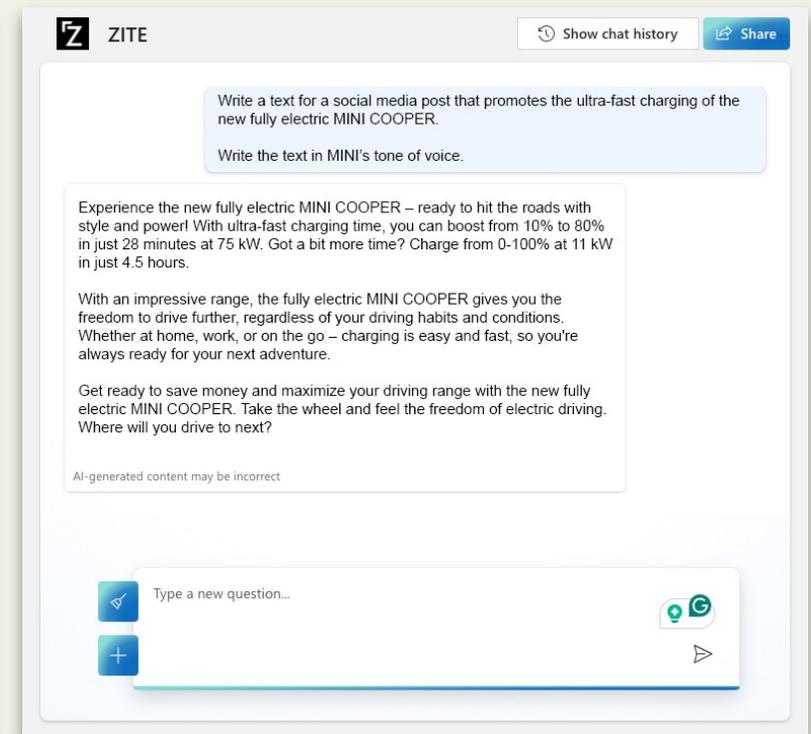
No matter where you're headed, you will find that the IONIQ 5 is exceptionally well-thought-out. Consideration has been given to charging time, range, traction, and even acceleration. The ambition has been to set the standard for electric vehicles – and then some.

With Hyundai's groundbreaking high technology, the IONIQ 5 offers a range of up to 507 kilometers when equipped with rear-wheel drive and the large, long-range battery.

AI-generated content may be incorrect

Type a new question... 



Z ZITE Show chat history Share

Write a text for a social media post that promotes the ultra-fast charging of the new fully electric MINI COOPER.
Write the text in MINI's tone of voice.

Experience the new fully electric MINI COOPER – ready to hit the roads with style and power! With ultra-fast charging time, you can boost from 10% to 80% in just 28 minutes at 75 kW. Got a bit more time? Charge from 0-100% at 11 kW in just 4.5 hours.

With an impressive range, the fully electric MINI COOPER gives you the freedom to drive further, regardless of your driving habits and conditions. Whether at home, work, or on the go – charging is easy and fast, so you're always ready for your next adventure.

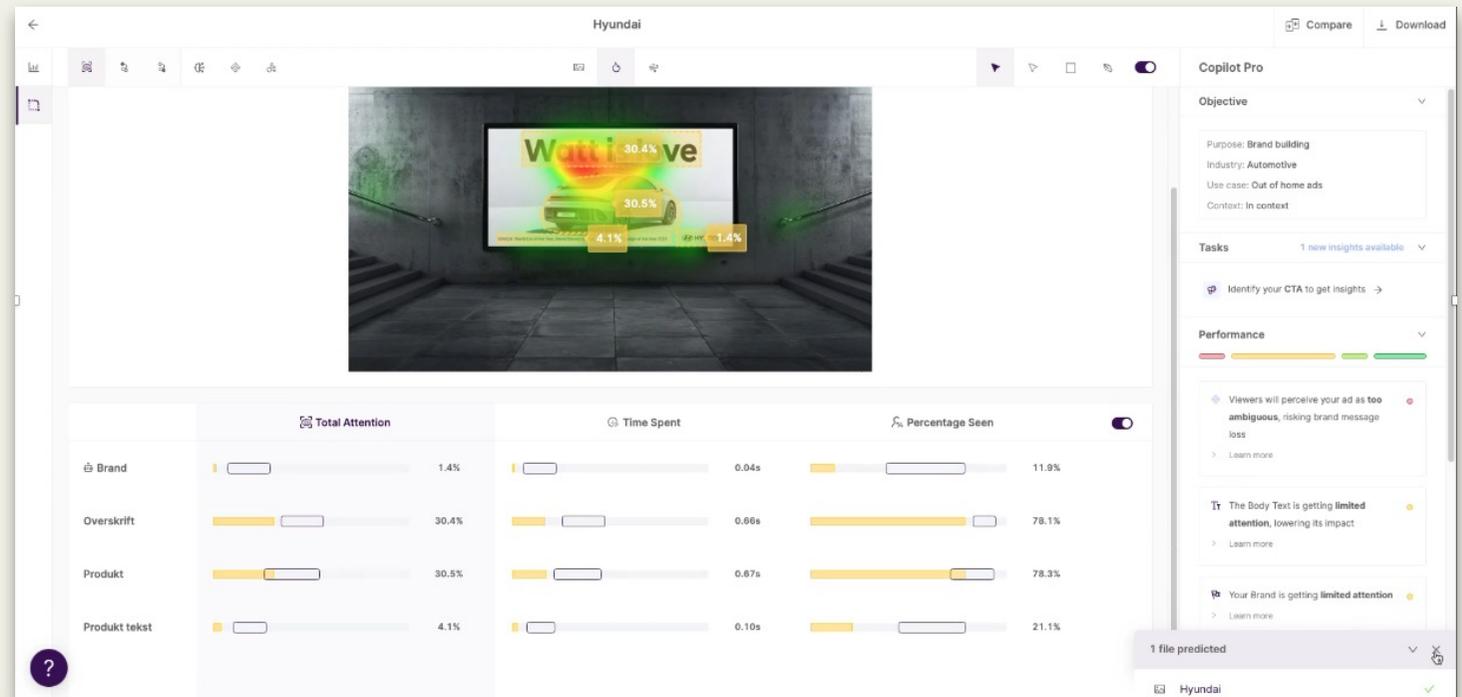
Get ready to save money and maximize your driving range with the new fully electric MINI COOPER. Take the wheel and feel the freedom of electric driving. Where will you drive to next?

AI-generated content may be incorrect

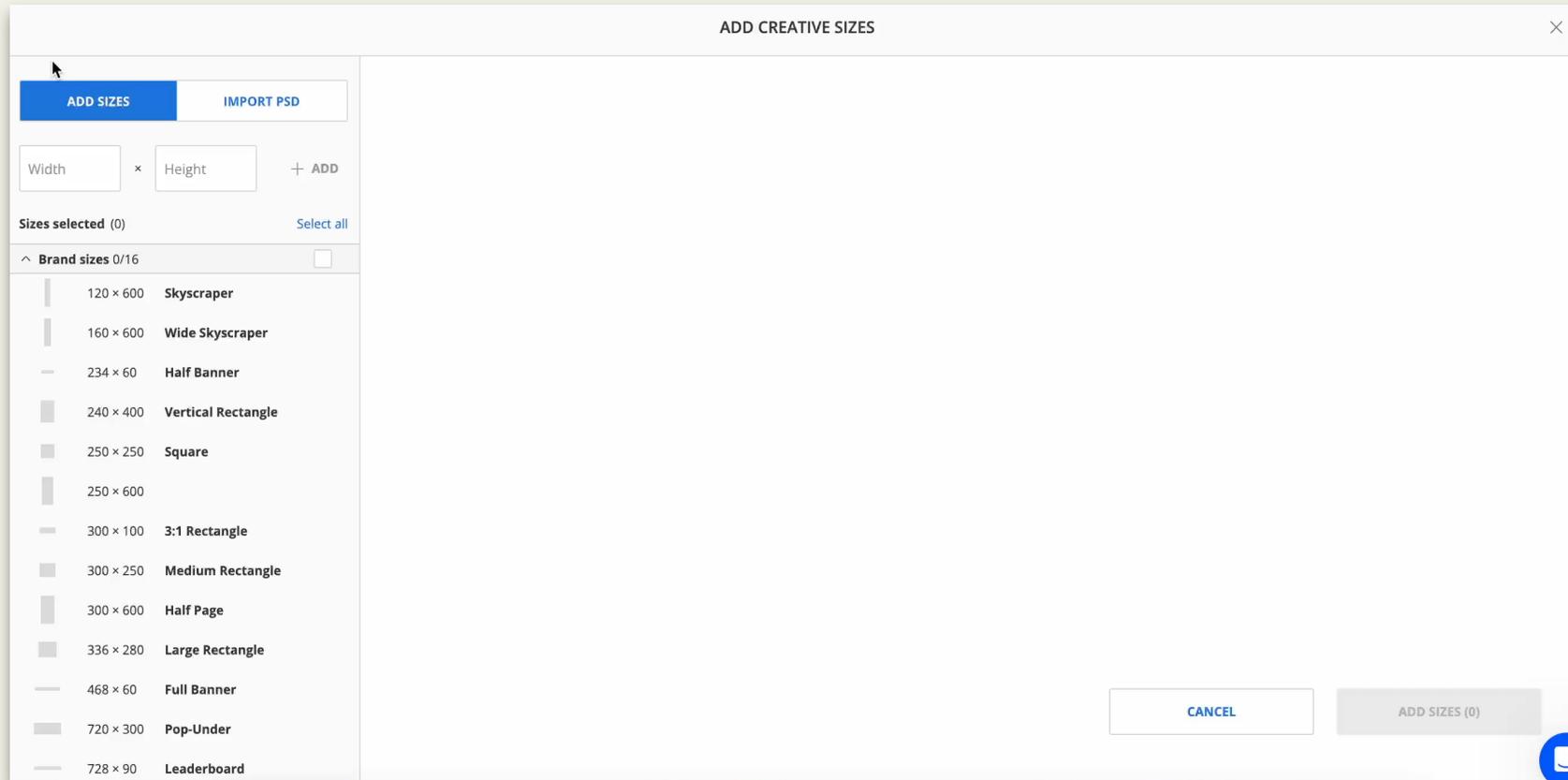
Type a new question... 

AI for predicting customer behavior



Automation for less repetitive work



Localize & personalize at scale



ENGLISH



DANISH



SWEDISH

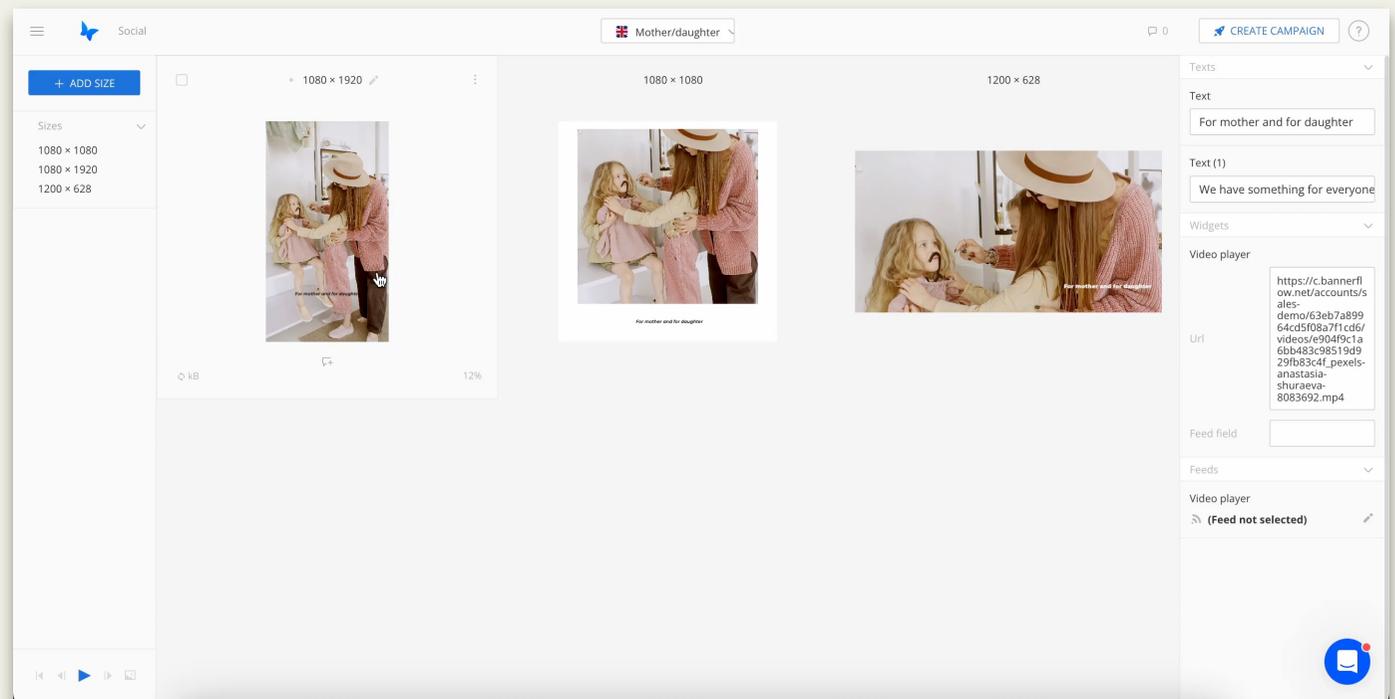
Watt is love



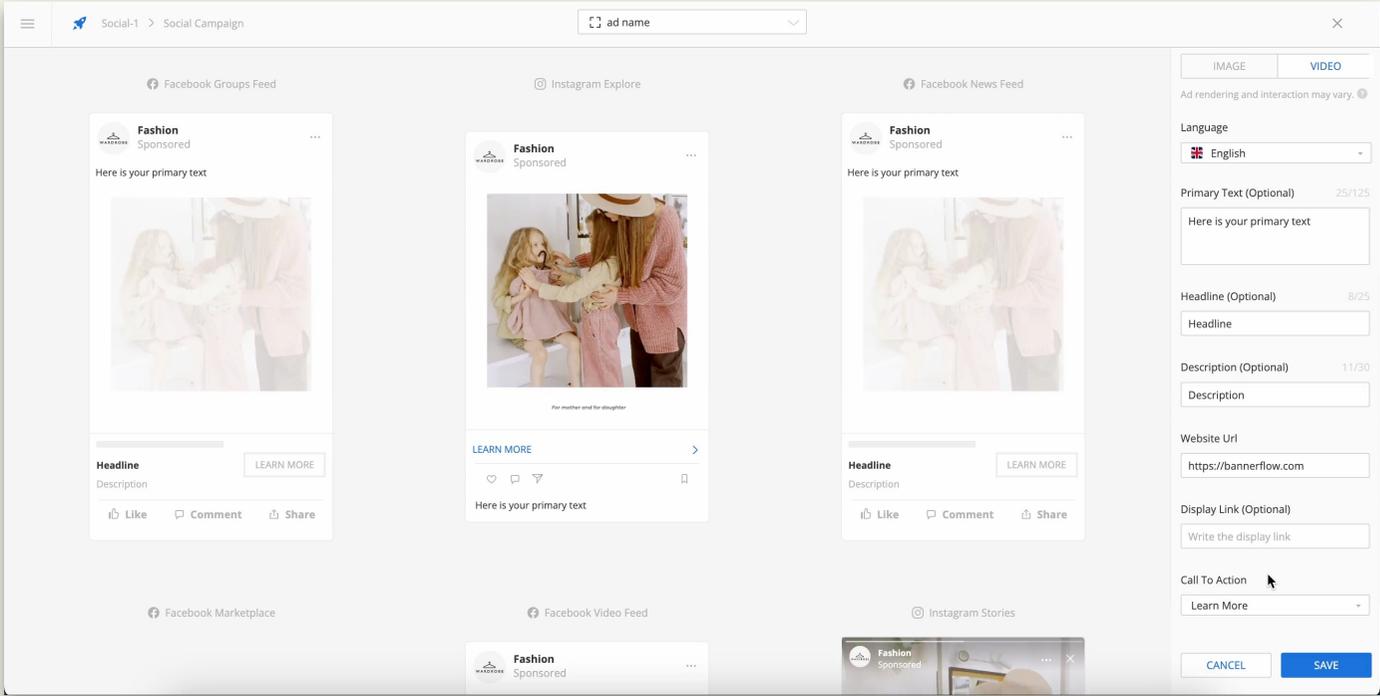
IONIQ 6. Årets Bil i Verden 2023

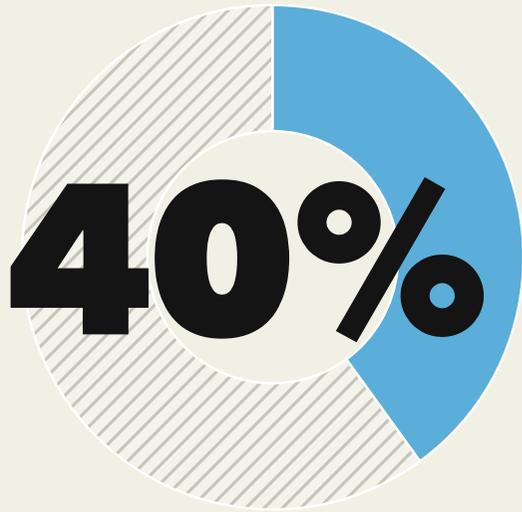
 HYUNDAI

One platform for both banners and Social Media ads



One platform for both banners and Social Media ads

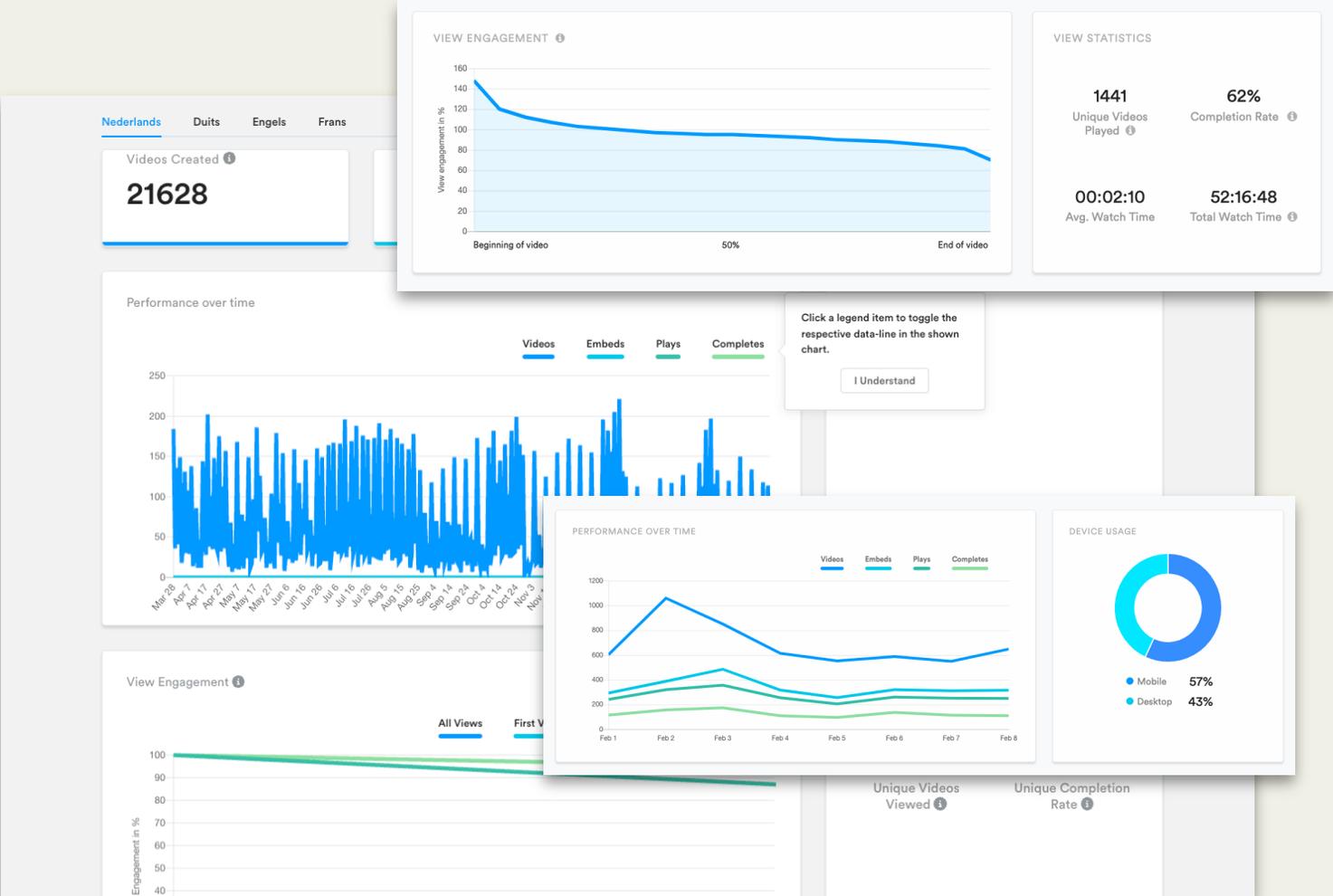




**... OF IN-HOUSE TEAMS FINDS IT DIFFICULT
MEASURING THE IMPACT OF THEIR CREATIVE WORK**



Smarter faster



Thank you