

Trender i Skadeforsikring

Digitalisering og
rådgivning



Bærekraft



Gode kundereiser med
riktige partnere



Nye
forretningsmodeller





We serve humans, not companies.





Godekunderreiser med riktige partnere



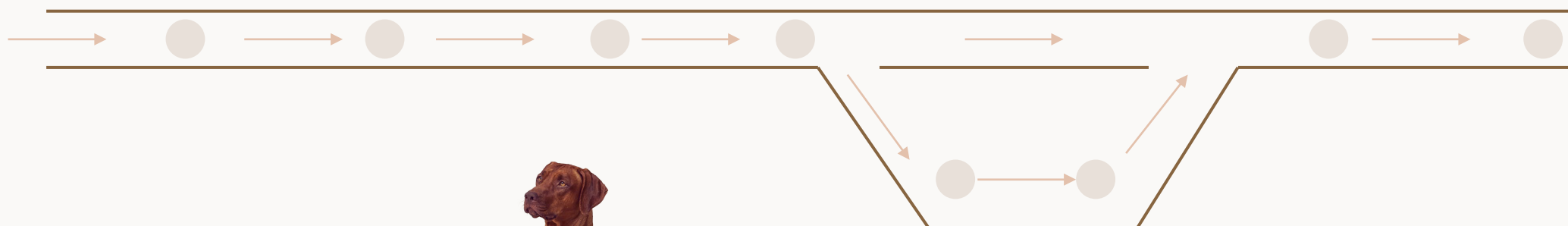
Dekningsanalyse

Automatisering av skadebeslutninger

Regress

Betaling

Skade
meldes



Partnerstyring



FROM WHY TO WHEN – THE ACTION ECONOMY

THE PURPOSE ECONOMY

Back in 2012, Aaron Hurst published the book *The Purpose Economy*. Ever since then, Purpose has been on every marketer's lips. There are many great examples of how customers love purposeful brands. Ben & Jerry's, REI and Nike to name a few. However, alongside authentic, purposeful brands, there has been an even more significant number of gold-digging brands trying to find a purpose in everything they do. Examples of opportunistic brands with ad agencies searching for Purpose behind every corner can be seen on the next page (Gillette and Starbucks). This development is what now has led to the downfall of the Purpose Economy.

THE ACTION ECONOMY

Enter *The Action Economy*. If the 2010s was a decade of Why, the 2020s will be a decade of When. By many dubbed the Decade of Delivery (or Action) due to the immense task for all countries, corporations and citizens to deliver of the 2030 Global Goals, in a time where we currently seem to underdeliver. Reaching the goals by simply talking about Purpose or what you as a brand **hope to achieve** in a visionary future will hardly be enough. Not only is it scientifically proven that it will not help, but regular consumers are also starting to understand this. More and more people wonder what actions corporations are taking to fight real-life problems like lack of biodiversity, water pollution and modern-day slavery.

Talk is cheap, and actions are the new currency to buy brand loyalty and strength in the 2020s. Welcome to *The Action Economy*.

WHAT SHOULD YOU DO?

1. Define and deliver on a **real purpose** – identify your true purpose, not your desired one.
2. Do not overestimate your role as a brand – you are a facilitator and **one part** of the solution.
3. Be bold and visionary in goal-setting, but focus on **action in communication**

THE EVOLUTION OF BRANDING



Nye forretningsmodeller

