

**+372** com  
mun  
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# SERVICE DESIGN DAY

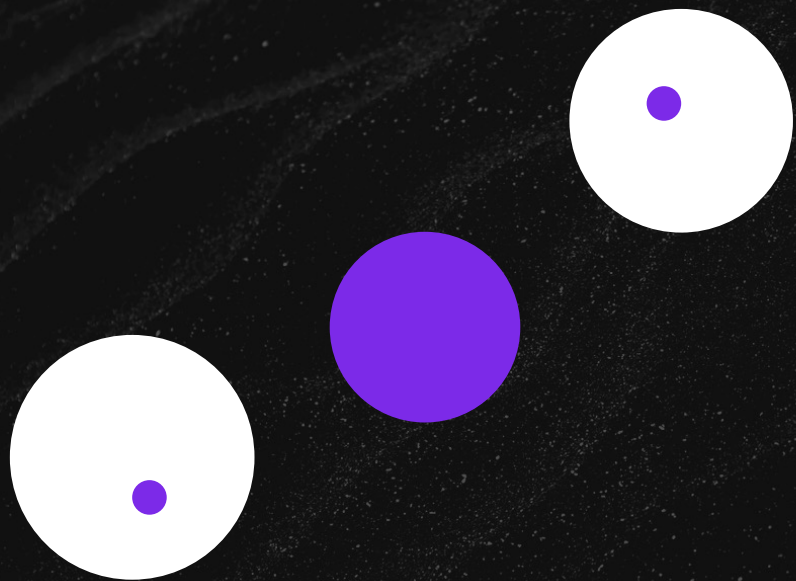
**CMO**  
**AS**  
**A SERVICE**

Father  
Adventurer  
Founder & community leader  
Creative thinker and doer  
Consultant



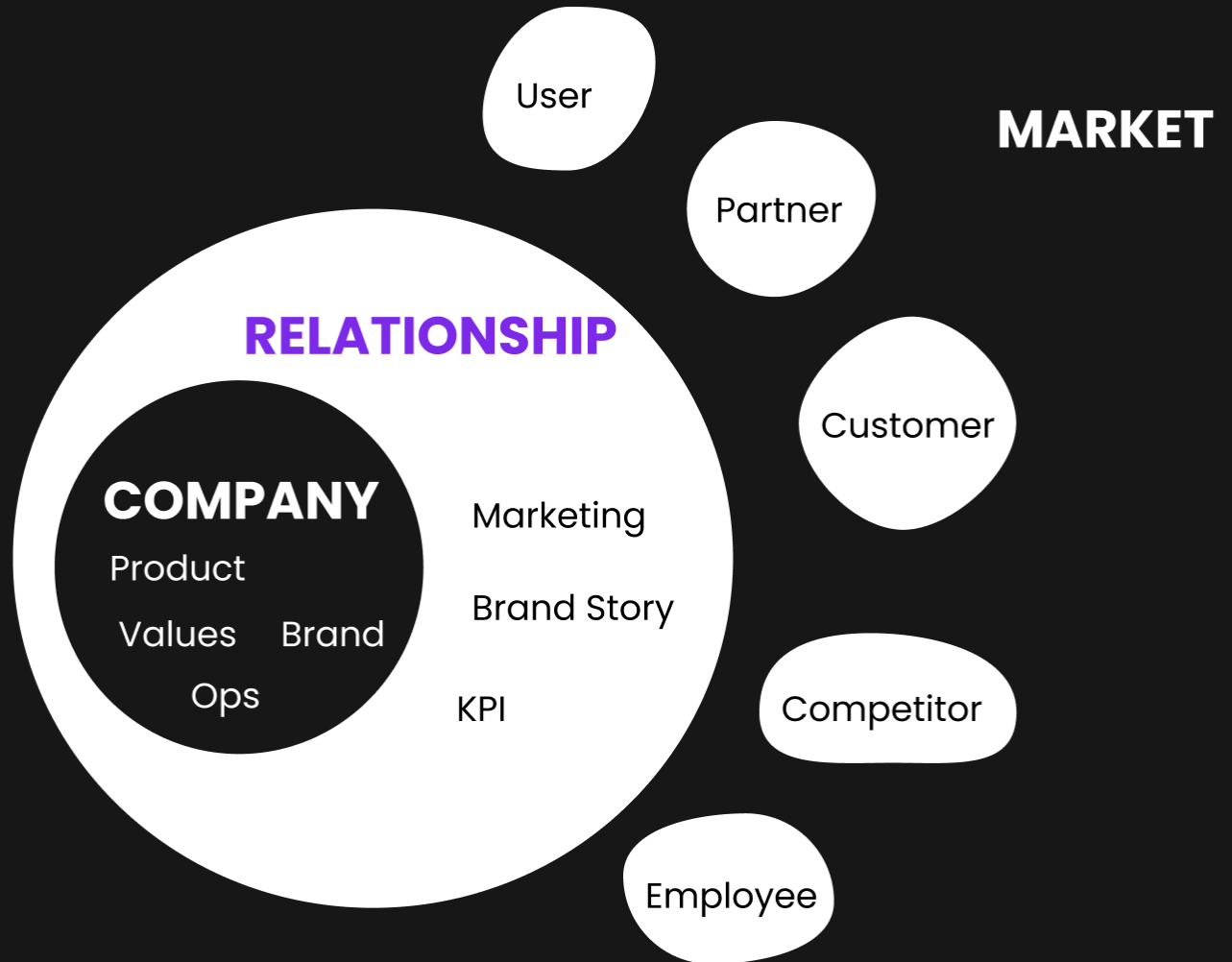
The quality of your life ultimately depends on the quality of your relationships.

Relationships are a reflection of yourself, your ability to understand others, and the story you choose to tell the world.

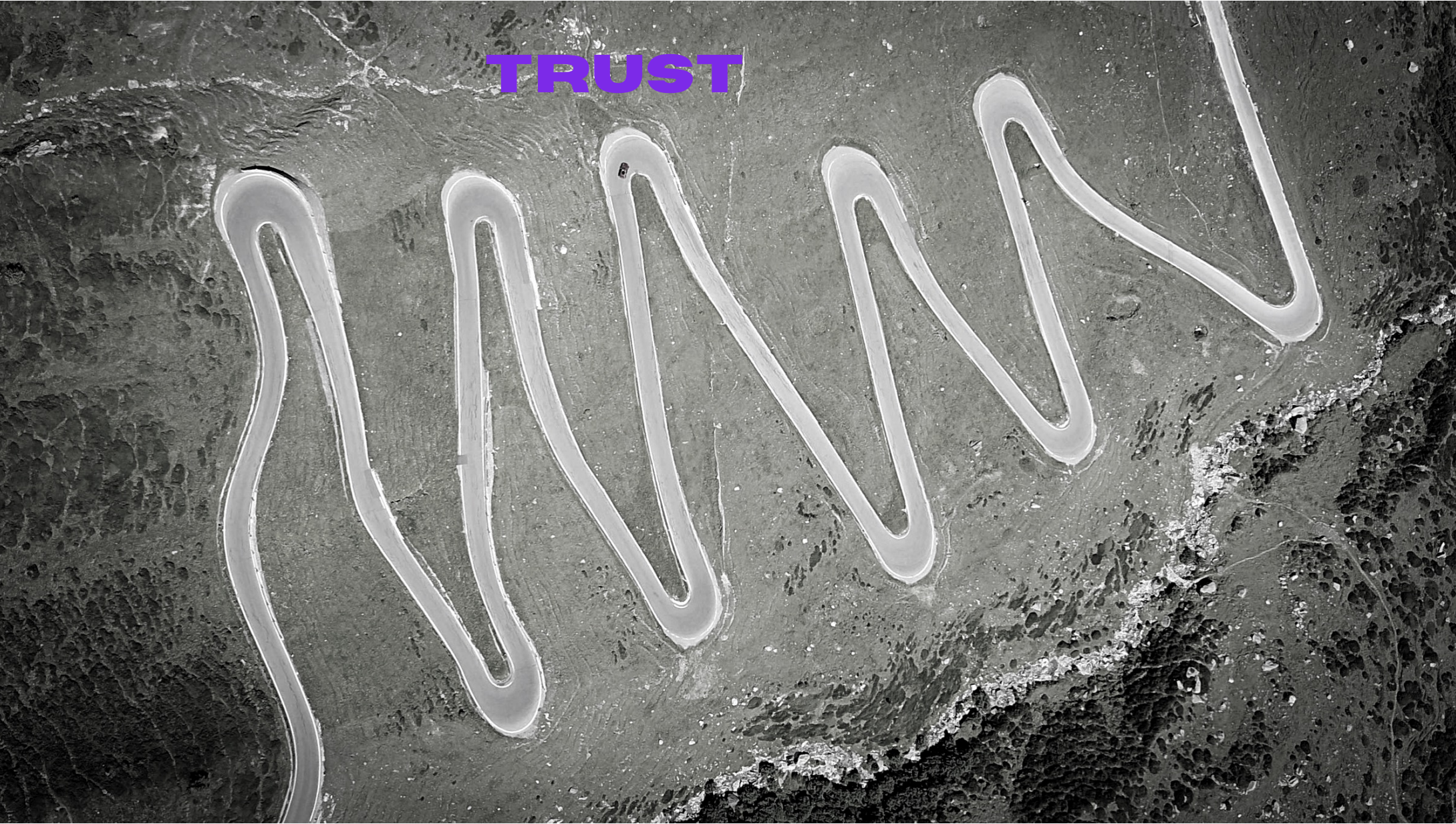


**YO**  
**U** +  
**ME**  
**=**  
**THREE**

# BACK TO BUSINESS



**TRUST**



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We are not an agency, we are a **community**

We are not a company, we are a **team**

We are not only **creative**

We are grounded in evidence and **results**

---

And we are here for a great story

**The story of You that the World wants to listen**

**CMO**  
**AS**  
**A SERVICE**

**RESULT**

**?NEWSARTICLE**

**?DOCUMENTARY**

**?PHYSICAL AD**

**?DIGITAL PRESENCE**

**?AI TOOL**

**?DIGITAL CAMPAIGN**

**?INFLUENCERS**

**GROWTH  
& IMPACT**

**?EVENT**

**?CONFERENCE**

**?MOTORCYCLE JUMP**



# PROCESS

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**FROM FILM  
TO  
HACKATHON  
IN CANNES  
FILM  
FESTIVAL**

**CMO**  
**AS**  
**A SERVICE**

# 1. WHAT IS "VONA"?



# 1. VONA TRAILER



# 1. DISCOVERY DELIVERABLE

## Who are YOU?

---

Company

Product

Your Brand & Values

Uniqueness

## Who are you TALKING TO?

---

Market

Founders

as business and as person

Investors

Partners

Competitors

## What is the RELATIONSHIP?

---

Your Story

How do you tell it?

How do you want to be perceived?

How are you perceived?

Why?

Marketing

Strategy

Channels

KPIs

# 1. DISCOVERY DELIVERABLE

## Who are YOU?

---

A Film Production

## Who are you TALKING TO?

---

Global audiences

Investors

Partners

Protagonists

Government organizations

## What is the RELATIONSHIP?

---

We raise awareness of a certain problem, that the world should care about as it influences us all.

We sell the film to broadcasters and streamers.

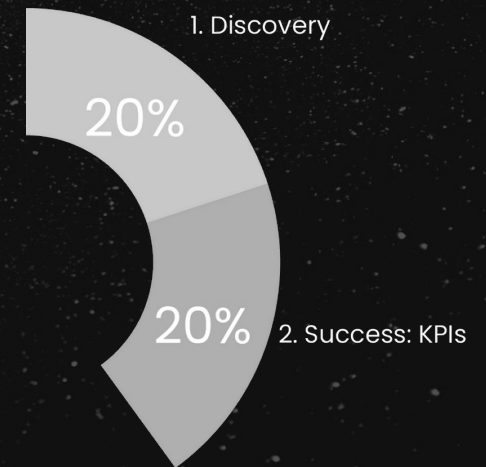
We showcase the film in festivals.

We help solve the issue with an impact campaign.

# 1. WHAT IS "VONA"?



# 2. DIRECTION & SUCCESS KPI'S





# 2. DIRECTION & KPIS

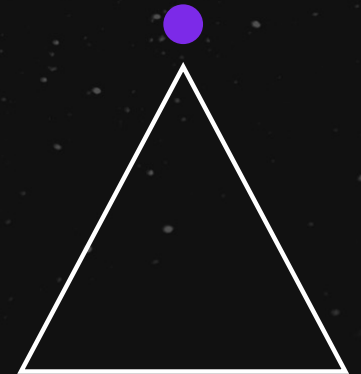
## GOAL

Here we set the **direction** and align our **goals**.

**Success KPIs** will help us to keep the true course, backed by data.

## DELIVERABLE

- Direction is set and agreed
- Top-level success KPIs for the direction are defined
- KPIs can be reliably measured



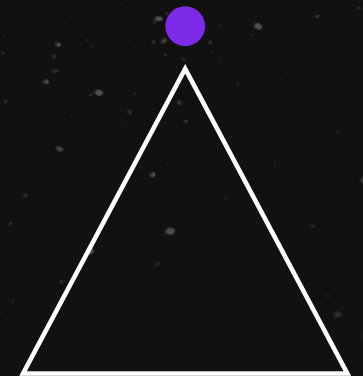
## 2. DIRECTION & KPIS

### GOAL

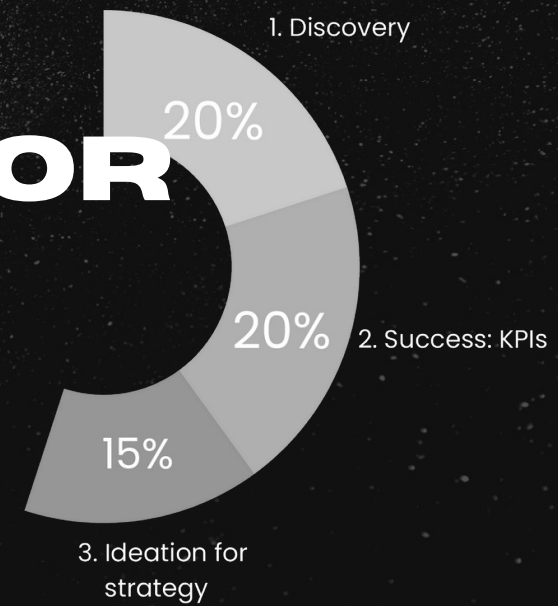
We want to raise awareness and create impact on the topic.

### DELIVERABLE

- People who have seen the film.
- Solutions that can help Ukraine.



# 3. IDEATION FOR STRATEGY



# 3. IDEATION FOR STRATEGY

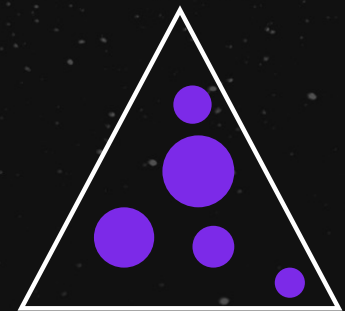
With the direction and goal set, time to brainstorm ideas how to get there.

## GOAL

Build a strategic model around your unique story.

## DELIVERABLE

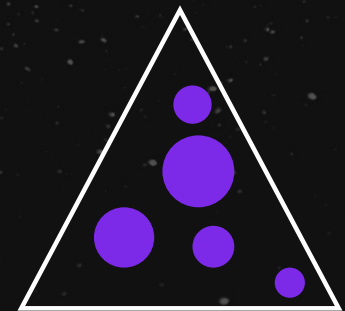
A comprehensive strategy and model presentation.



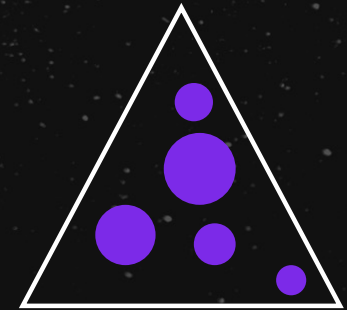
# 3. IDEATION FOR STRATEGY

## DELIVERABLE

Let's use the film and its access to the data about the problems as a problem statement and get tech community involved for creating actual solutions to the problems, that we have discovered in the process. Let's kickstart this as a long term movement in the largest film festival in Europe - Cannes.



# ANYTHING CANNES HAPPEN



# 4. STRATEGY POLISH & FINISH



# 4. STRATEGY POLISH & FINISH

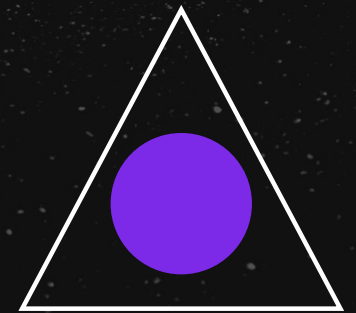
Every decision should be made as a result of a discussion and based on data and the mutual understanding of that data.

## GOAL

Build a strategic model around your unique story

## DELIVERABLE

- An agreed-upon strategic approach ready for implementation
- Lower-level KPIs are set to support the strategy

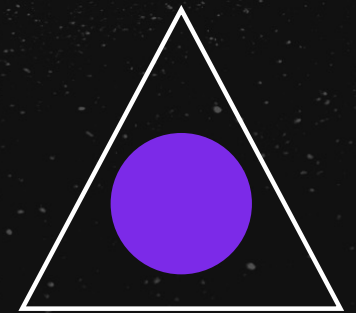




# 4. STRATEGY POLISH & FINISH

## DELIVERABLE

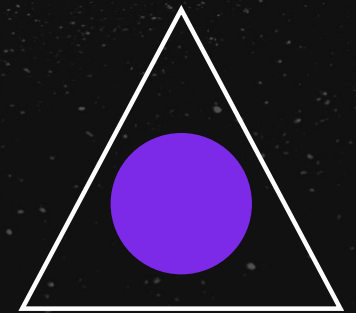
- Awareness on the topic.
- Nr of solutions proposed to Ukraine.
- Pre-sales of the film.



# 4. STRATEGY POLISH & FINISH

## DELIVERABLE

- 6 international articles to date + after coms proposal from CNN
- 28 potential solutions
- X leads with confirmed negotiation dates
- Scientific article on quantifying Ecocide



# 5. PLANNING FOR EXECUTION: TACTICS



# 5. PLANNING FOR EXECUTION: TACTICS

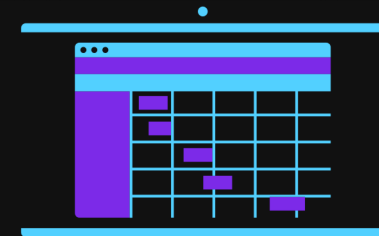
Every decision should be made as a result of a discussion and based on data and the mutual understanding of that data.

## GOAL

Map out activities for maximum impact

## DELIVERABLE

- Detailed activities
- Budget estimates
- Well-aligned project plan
- Analytics loop setup for success KPIs



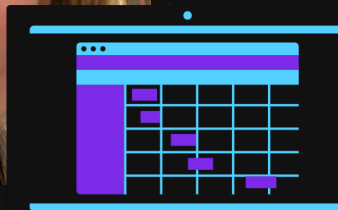
# 5. PLANNING FOR EXECUTION: TACTICS

## DELIVERABLES in 10 WEEKS

- Team
- Funding
- Problem owners
- Mentors
- Start-up's
- Contracts
- Partners
- Technical solution
- Logistics
- Communication
- Diplomatic parterships



# ANYTHING CANNES HAPPEN



# ANYTHING CANNES HAPPEN

artup estonia

CANNES NEXT  
MARCHÉ DU FILM

Latitude 59°

DiM  
filmhouse

+372.com  
community

FLARE FILM

orange|line

radiustech

invest estonia

**16.05 Program:**

**10:00 - 10:30** Virginijus Sinkevičius: **Inside Ecocide**  
*Insights from Virginijus Sinkevičius, EU Commissioner of the Environment*

**10:30 - 11:00** Oleksandra Matviichuk and Jojo Metha: **Defining Ecocide**  
*A War Crime Unveiled*

**11:00 - 12:30** **PANEL: Captivate the World**  
*Engaging Global Audiences with VO*

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vona.global

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vona.global

# ANYTHING CANNES HAPPEN





# ANYTHING CANNES HAPPEN



# ANYTHING CANNES HAPPEN

## Our Ambassadors



**Yevhenii  
Fedorenko**

Deputy Minister of  
Environmental Protection  
and Natural Resources of  
Ukraine for European  
Integration



**Kaja Kallas**  
Prime minister of Estonia



**Oleksandra  
Matviichuk**  
Ukrainian Nobel Peace Prize  
Laureate

# ANYTHING CANNES HAPPEN

by

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**DI**M  
filmhouse

**FLARE FILM**

and partners

Latitude  
59°

orange time

**EAS**  
Enterprise Estonia

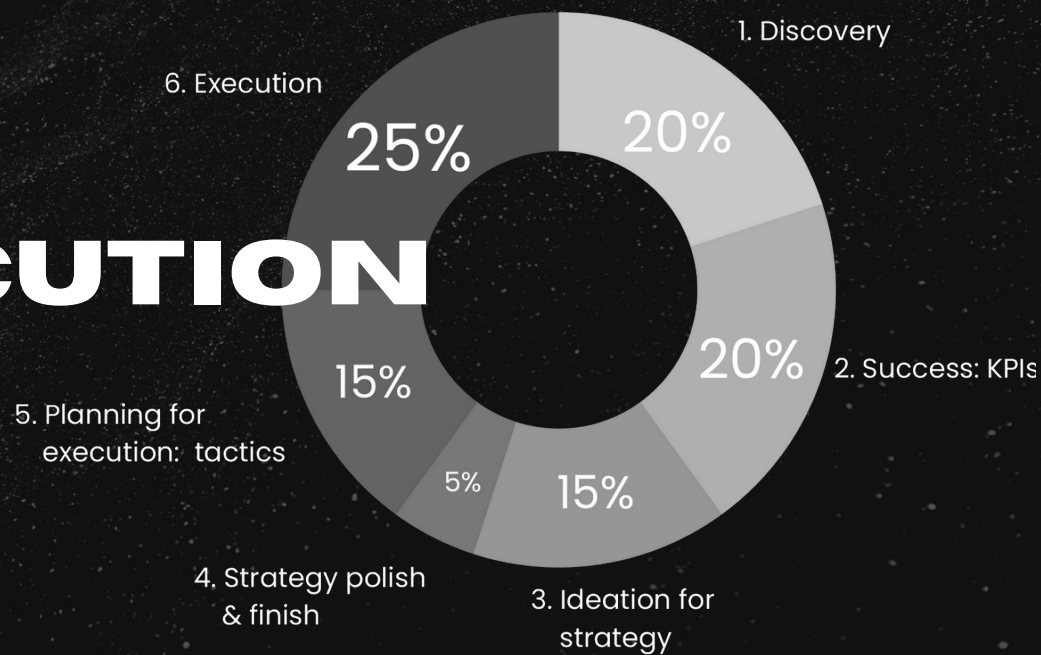
**radiustech**  
production

startup  
estonia

invest  
estonia

**sunly**

# 6. EXECUTION



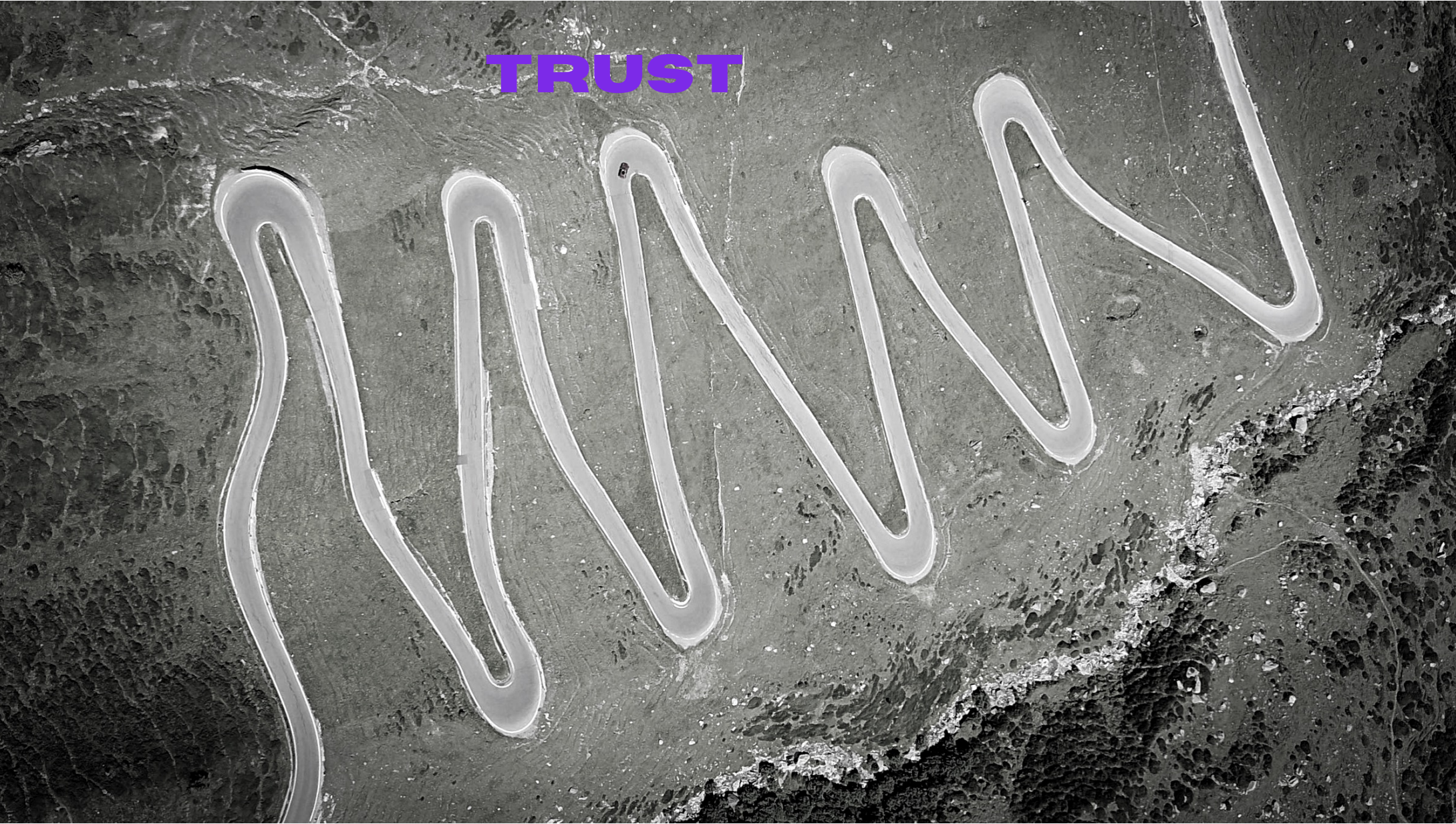
# 6. EXECUTION



## DELIVERABLE

- Make a film
- Deploy solutions
- Publish an article

**TRUST**



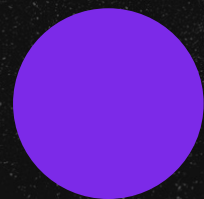
# 7. CTA

## what we need?

- More great solutions
- Funding partners for film and for the solutions

**VONA.GLOBAL**

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**A SERVICE**