

My Best Book

My Best Book produces personalized children's books which are being sold at their own web shop in 18 different countries. My Best Book is an international organization with 14 different nationalities among their employees.

CASE: My Best Book are looking to expand their product portfolio and to optimize their email marketing among other things. The keywords for this case are innovation, product development and marketing.

OVERVIEW

Company name	My Best Book
Company address	Skejby Nordlandsvej 311, 8200 Aarhus N
Contact person	Paula Repo (Head of development) and Rune Thyboe Vejersø, CEO

COMPANY PROFILE

My Best Book produces personalized children's books which are sold in their own web shop in 18 different countries in the EU. They have 30 different kinds of children's books available and have established great collaborations with big global companies like Hasbro Inc.

The company started back in 2013. In 2015 the company participated in the television show "Løvens hule" where they succeeded in getting an investment from all 5 of the investors in the show. My Best Book had a slow and difficult start but is today a fast-growing international organization with 14 different nationalities among their 24 employees. The company has a flat hierarchy with a great opportunity for co-determination and freedom under responsibility.

My Best Book do not look at themselves as a children's books company but more as an IT company with great marketing skills. They have a strong digital infrastructure which provides unique opportunities for personalization. The company is looking into the possibility of expanding the product portfolio. Key to this is innovation and the utilization of the strong digital infrastructure and marketing channels within the company.

CASE DESCRIPTION

My Best Book is looking to expand their product portfolio and to optimize their e-mail marketing among other things. The keywords for this case are innovation, research, product development and marketing.

Everything the talents will be doing at My Best Book revolves around unseized business potential. Whether it is optimizing current products, markets, and strategies, or exploring and spotting the unused potential within the company and their affiliated markets. As a team you will be working in cycles giving you hands on experience with different departments and tasks in a company on the rise.

At the beginning of the process you will be introduced to the company as a whole and a brainstorm workshop will be held to ensure that your engagement and passion are brought to the surface and incorporated into the project at hand.

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Every other week you will be asked to present your work, progress and findings and receive feedback and supervision from company employees.

The talents will gain useful insights into the diversity of running an international and multicultural e-commerce and end up with understanding on how a company on the rise maintains growth.

TASKS AND EXPECTATIONS

TASKS:

1. Onboarding and defining the tasks ahead

Together as a team:

- 1.1. Onboarding and welcome to My Best Book.
- 1.2. Introduction to existing knowledge about My Best Books USP, the customer, Competitor insights etc.
- 1.3. Introduction to the current workflow and product development.
- 1.4. Workshop with department leaders - "Where can you make the biggest difference?"
- 1.5. Definition of the upcoming tasks and the timeframe.

2. Prove a positive difference

Analyze different areas in smaller groups with the purpose of strategic change management:

- 2.1. Through analyzing the company and market data you are to identify problem areas within the company.
- 2.2. Through analyzing existing marketing campaigns and strategies you are to identify weaknesses and strengths.
- 2.3. Analyzing the competitors and target audience in depths.
- 2.4. Identifying trends (like social trends, megatrends, industry trends ect.) and potential markets and products in which the company could expand to. Get validation e.g. through quantitative data insights.

3. Be Bold – Conceptualizing

My Best Book is looking for bold ideas, products, and initiatives. As a team you will work together to work on the following tasks:

- 3.1. Agree on a method/approach/process for the way you wish to work with concept development. For example, do you wish to use the method Design Thinking, Design Sprint or similar as your concept development method?
- 3.2. Make a visual project plan with milestones for the next steps.
- 3.3. Based on the findings from step 1 and 2 you will be faced with the challenge of being bold and generating innovating ideas.
- 3.4. As a team you will be asked to present 3-4 concrete cases, which you will spend your remaining time in the company working on. With case, we mean for example new

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products, customer loyalty programs, a subscription strategy, or new ways of marketing.

3.5. Strategize how you will work with the cases at hand and how far you expect to get in the process within the remaining time frame.

3.6. Present all the new concepts and their strategies for future development.

OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

When the program is ended the company wishes to be left with:

- ✓ Achieve valuable new insights about new markets, customers, and their own existing marketing campaigns.
- ✓ A road map for future innovative endeavors.
- ✓ 3-4 new and concrete ideas

RELEVANT AREAS OF COMPETENCE

Digital Marketing, Multimedia Design, Business Development, Concept Development, Intrapreneurship, Innovation, Marketing and PR, Anthropology, Business Sociology, Corporate Communication

TALENT PROFILE

My Best Book is looking for digital natives, who are tech-savvy and in tune with new internet cultures. A grasp of marketing, multimedia, culture, and communication is a plus.

An interest in global markets and good English skills is a must.

A commercial mindset with good business understanding and an interest in innovation and strategic change management is necessary to succeed.

Doing the program, you will need to work independently as well as in a group constellation, with both existing employees from My Best Book and other team members FROM LEAD THE TALENT. It is therefore essential for the Talents to be self-starters, but also have the courage to ask when needed and challenge 'business as usual'.

It is a key capability to be able to work systematically and structured with strong analytical and presentation skills.

My Best Book is a diverse company and therefore we are also looking for talents with all sorts of cultural and educational backgrounds. Within this company you will get a unique opportunity to learn and work directly with the leaders of a visionary company both regarding their way of working and regarding the further development of the company.