

RAYVN CASE STUDY

'SIMPLE ISN'T SIMPLE'

It's not Boring. Pinky promise.

2022

**MELLOR
& SMITH**

 **RAYVN**

Rayvn are based in Bergen, Norway. They're a critical events management business.

"Holy Moly! Call for bandage reinforcements - Hugo slipped on a cucumber sandwich at the JPMorgan Summer party"

That ain't what Rayvn do.

Rayvn is a simple app that allows companies to predict, effectively manage and successfully resolve a crisis or critical event that could mean life or death.

And they're working in some real goddamn manly industries like shipping, oil & gas, marine and construction... the kind that have a high chance of major cock ups.

But they also want to expand into everyday run-of-the-mill businesses. Companies where 'crisis management' isn't the first thing people say to each other in the morning.



Well slap me sideways. Does anyone else do this?

Yep. There are a number of Critical Events Management (CEM) businesses. They're all global and competition is fierce.

However as part of our strategy phase, the research revealed the competition concentrate on large enterprise companies (2,500+ employees). Large and requiring a tonne of on-boarding sessions... so the complete opposite to Rayvn.

Ready, steady, go-to-market.

We established an under-served whitespace (less than 1,000 emp), and we created a red-hot Go-To-Market strategy that could have a huge impact on growth. Nice!

This audience of smaller companies don't need complex; instead they want simple. Easy-to-use and adopt; no training, no on-boarding, like teaching yourself Facebook.

Like a perfect Venn Diagram, Rayvn's product was now overlapping the customers need. So we established a proposition to stand out in a sea-of-sameness. And with that, we started to cook on gas. Oooooof.



So why light a fire?

Trading in Norway for 4 years, they wanted to expand internationally. And we've recently worked with brands to expand from their home-market. Perfect chemistry.

Brands need to turn a business problem into a customer problem. Because THE CUSTOMER DOESN'T GIVE TWO HAIRY SHITS ABOUT BUSINESS PROBLEMS. Yet, exactly 98% of B2B marketing concentrates on business problems*. Ignores-ville.

Rayvn's challenge?

Their audience don't have a Scooby that critical event management even exists.

Barbara the office manager often thinks pen & paper or Excel spreadsheets are sufficient. So, we need 'Babs' to consider Rayvn when she's just been given the task of 'sorting out the company's crisis management'.

She probably has the emergency procedure on a Post-it and god DAMMIT she knows the locksmith's number off by heart.

But that doesn't cut it in a real crisis. People only realise they need crisis management when it's too late.

**Totally rigorous research stat, that we definitely didn't just make up.*



Good things to come out of a pandemic.

Thankfully for Rayvn, because of COVID, people now know what it's like to be in a crisis. And we also knew ambitious employees want to shine in front of their boss.

So our audience have lived through a pandemic, a real-life crisis. And they now they need processes to deal with the next crisis. That'll show the CEO they're irreplaceable.

After the whitespace, we created Rayvn's SMP.

That's a Single-Minded Proposition, people. Not a political party in Scotland. We slavishly dug into the materials, put our thinking caps on and landed on; ***there's no time for a learning curve in a crisis.***

Immediately obvious, succinct and a simple timeless human truth. Everyone (especially people who don't deal with critical events every day) would agree there's no time for learning curves in a crisis.

Bang-on-the-money at showcasing Rayvn's competitive advantage. Which always keeps the CEO/CFO/CTO* happy.

**Delete as appropriate.*



How did we grab their attention?

We dramatized complexity in a crisis. Drama gets you noticed, and if you add a splash of humour, then you've got a fiery hot recipe for success.

Our idea; *simple isn't so simple in a crisis.*

Sending an email to 30 employees is easy, right? Now try sending that same email while your trousers are on fire – and so is your desk. Yep, that'll be difficult.

Tell the audience, who don't usually think about it that, crisis management exists.

Integrated media, on and offline.

The campaign was fully integrated; OOH on tram & bus stops, airport OOH, radio, podcasts, national print and of course LinkedIn as our B2B social media.

Rayvn also need a way for the media to expand into different countries over time, therefore JKO Media developed an approach a bit like a jigsaw.

The campaigns will land into new countries and expand through a regional approach. Creating clusters of 'jigsaw pieces', until joining up on a national level. Smart and methodical.. just how we like our media.



Go large or go home (the results).

The early results been incredible;

A 135% increase in website visitors.

Not only that, the conversion rate has remained stable, so we're getting the right people, with the right message.

"We knew we needed to get noticed, but it's difficult when you're in the thick of every decision, everyday. Paul and the team are the perfect partner; methodical, candid and smart. And the creative is hot. Now the public are taking notice. Do it!"

Henrik von Schlanbusch. CEO & Founder

We started in August, going live in May. 10 months to bring the campaign to life. Bit by bit, piece by piece.

Lighting a fire. Rayvn now burning brighter than ever.



MELLORANDSMITH.COM



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