

The difference between OK and FANTASTIC might be a few words. The secret is to know which ones.

Good ideas are one of my strongest assets. To mention a few: The teaser for Scout Camp Stavanger 2013 with a budget to print a one sided A4 page, that folded into a paper-toy which was well received world wide (and the idea was copied by a bank later on). The presentation of Roger M when he participated in the competition “Chef of the year” that was enthusiastically used as a “clapping device” by the audience. And that the knitting equipment package design and pattern leaflets that all have a practical measurer integrated. I also remember fondly the Easter ad for the brand new Esso-card that we created as a board game which was a huge success.

My company’s Christmas cards and summer greetings are always the result of a creative session and the main purpose is to present a fun idea or a message to reflect on. Something relevant. Something useful. Something with a positive meaning, that let’s me share a bit of know-how in the process. Lately our give-away table calendar has been about Instagram and included small stories about the use of social media. In 2012 the idea was focused on fun quotes and in 2011 we played with letters by “finding” the name of the month hidden in a sentence.

I believe in talent, but I also know that a large amount of experience is worth a lot. I have worked for several major clients over the years. Back in the days, I was on the team that launched Sprite on the Norwegian market while working for McCann. My team was responsible for Coca-Cola, Esso, L’Oréal, Freia, among others. While being the main Copywriter for ESSO for five years, I did creative work on the whole range of media-platforms including a long series of radio commercials, traveling to London to make films, making large board-campaigns featured in all major Norwegian cities and a long list of ads. Since then I have given inspirational talks about advertising at a local college and been the mentor of several successful student businesses.

To quote the my company, Sitert’s homepage: ”Marketing is the best job in the world. It consists of 80% hard work and 20% inspiration. What’s important is that the message is perceived in the manner it was intended. To succeed with this you need to know your audience. It always pays off to start with strategic thinking. When your marketing is well founded, the result gets better. Always.”

Large or small, good craftsmanship is essential to every assignment. I have a magic formula. I use it to analyse a situation, understand the target group and define what we want to achieve. One may get lucky, but it’s always easier to strike luck when you are well prepared.

As a confessional “word-addict” I never get tired of collecting information. I read a lot, I travel in real life and in my imagination, I love to explore, to learn, to understand and to pass it forward. My mind is filled with bits and pieces that are patiently waiting to work as the catalyser for a new idea and a clever sentence. I love my brain and I never get tired of using combinations of words to make a difference.

Siri Sparboe
strategic marketing and copy writer
siri@sitert.no + 47 92 49 49 10
@sirispas issue.com/sitert
www.sitert.no



Charles & De

A “house of foods” founded by the winner of Bocuse d’Or 2003. The first job was a brochure in 2006. Since then, we have done so much fun together. For example: State of the art tableware with selected words as décor. The plate for cakes reads “Heart beat”, the espresso cup reads “tiny & strong”, to mention two of the elements. The paper bag reads “I am bringing the good stuff” and we have tailor-made take-away cups, labels, boxes, ribbons, posters, banners, ads, websites, invitations, “writings on the wall” – the list goes on and on, and contains almost anything you can imagine of specially made details that signals pure joy and uncompromised quality.

I have made their marketing strategy, their websites in Norwegian and English, and updating the content 5 times a year, been in charge of their Facebook account – creating content and building their loyal followers organically. To stand out from the competition we created an activity book for young guests, advertisements, brochures, DMs, invitations, stickers and labels, custom made cups and plates, take-away cups and containers, boxes for cakes and catering, napkins, silk ribbons, note pads, pens, personalized letters and mail signatures, banners, posters, press releases, presentations and used wording strategically placed on the restaurant walls.



Gastronomica

This idea actually presented itself to me in a dream. The task was to create an identity for a product line for the winner of Bocuse d’Or 2013, Charles Tjessem and his mentor Odd Ivar Solvold. The first product was a bottle of extra virgin oil. The label has a matte, black finish with the fingerprint in shiny “pure” gold.



Scout Camp Stavanger 2013

The teaser that was a low cost one sided A4 print that can be folded into paper-toy, and was well received world wide (and the idea was copied by a bank later on).



While working for House of Yarn, I saw the opportunity and asked if they would give me access to their archives in order to write their proud story and present it between hard covers.

I am proud to be responsible for everything in this Coffee-table book: I have written all the words, researched the stories, selected the patterns and I have supervised the process of creating the layout closely from start to finish.

Dale Garn - the book

Launched: October 5th 2015

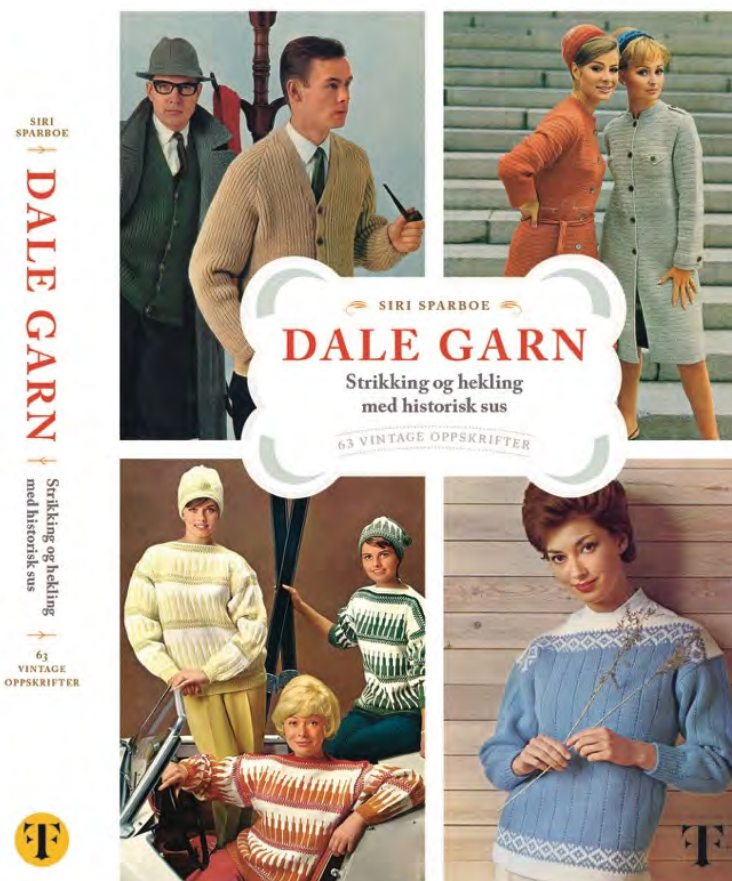
First edition in 7000 copies. Second edition 3 000 copies.

This book is written to inspire in a good way, while taking the reader on a journey. Dale Garn was founded in 1879 and has been an important factor in creating what is known as our proud Norwegian knitting history.

Dale Sweaters evoke fond memories in everyone growing up during the 60- 70- and 80-ies. The original artwork is also a time-travel in fashion, hair, make-up and styling from the 50-60-70-80-90-ies and tickles the fancy of those looking for genuine vintage pieces.

In addition to the story and 63 vintage patterns, you will also find a chronological display of all the official Norwegian Olympic Games-sweaters and the winter World Championships –sweaters. You can also read fun stories, facts and “how-to” tailor-make knitting and crocheting. This book is written especially for people who enjoy the art of handcrafting.

The book is sold in bookstores throughout the country and wherever they sell Dale yarn.



House of Yarn

A large and vital company in the yarn trade business, and an exciting client to do business with. House of Yarn Norway owns the brands Du Store Alpakka, Dale Garn and Gjestal Garn.



I have made:

- Company values.
- Stamp.
- Strategic analysis and devices used during the identity process in 2014.
- Strategic input and being a part of the DR2014-team.
- Strategic marketing advices during the process of defining the various subsidiaries companies and suggesting how to position them in relation to each other in 2014.
- Rethinking the brand-packaging of knitting equipment for Dale Garn and Gjestal Garn.

Du Store Alpakka

I started by defining a solid foundation to continue building the DSA brand upon, based on the warm heart that runs like a red tread through all aspects of the company. Then we did the creative work by dreaming up a brand new look for the pattern leaflets. MASKErader was very well received at the gift- and interior fair of January 2014 and that made everyone smile.

The same year we created a Handbook for the DSA-dealers that presents the various yarn qualities, handcraft-equipment, facts about alpaca and various good advices to share with the customers. We also made a series brand building of leaflets, with various holes to measure knitting stitches as an added bonus, and:

- Strategic marketing advice.
- Brand building.
- Redesign of pattern leaflets.
- Handbook for DSA-retailers.
- Manual for knitting equipment, buttons and accessories.
- Company manifest.
- Give-away leaflets.
- Labels for bundles of yarn.



Magazines

I have been fortunate to work on several magazines:

Jul i Sandnes - 4 editions.

Journalist and a content provider in 2010 and 2011.

Responsible for the entire enterprise in 2012 and 2013.

Printed in 52 000 copies.

Nøste – 2 editions.

Editor in chief, journalist and project manager.

Printed in 20 000 copies.

Modern Design magazine - 11 editions.

Journalist and project manager for 5 editions.

Journalist for 6 editions.

Printed in 15 000 copies.

Du Store Alpakka - 7 editions.

Idéa, styling, copy director and project manager of pattern magazines.

Printed in 3 000 copies.



Nøste

Happiness is... being Editor in Chief of a brand new magazine. Seeing it on the stand. Buying it and doing a silent cheer when the lady behind the counter enthusiastically exclaims: “It’s brand new and there is tons of good stuff in it”.

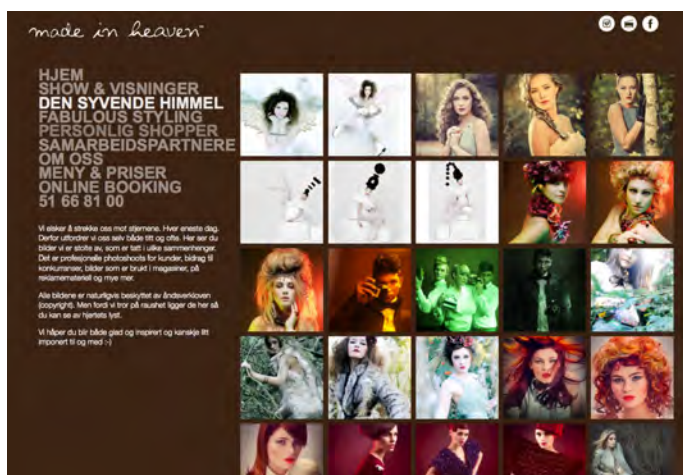
We made two editions; the first was printed just as the current “knitting wave” started. More and more young people learn how to knit and more and more adults take up knitting. For a few years now, it’s been trendy to be handy. It’s trendy to do it yourself. Nøste = value for money. 52 pages of happiness, inspiration, patterns, tips and trend. High quality. No advertising. Low retail price: NOK 39. It is sold by the retailers of Gjestal yarn; Nille, Coop, Spar Kjøp and Europris.

Made in Heaven

One of Norway's top hairdresser salons. These people makes you feel fantastic. Every time.

Among other things I have made:

- Marketing strategy and definition of identity.
 - Slogan and defining sets of wording.
 - www.madeinheaven.no
 - Businesscards.
 - Posters.
 - Radio commercials.
 - Paperbags.
 - Presentations (both for competitions and for use during shows abroad).
- Facebook & Instagram guidelines.
 - Facebook posts including a highly successful Christmas calendar.
 - Various invitations for shows and courses.
 - Various menus.
 - Personnel handbook (who we are what makes us special, HSE guidelines, etc.).
 - Mini personnel handbook (Pocket version with highlights).



Malthus

The first thing I did was assembling and writing a complete presentation of Malthus. Who they were and what products and services they supplied. It was a lot! The end result weighed 2,3 kg and contained sheets with product presentations divided into 14 categories.

It is not possible to remember everything we did for Malthus while the company grew towards a revenue of 1 billion NOK. While creating an identity and growing a profile for a company it is important to think holistic with a long term perspective. Leave space for divergent possibilities and to be faithful to the established framework.

Worth mentioning is this HSE-handbook that we created from scratch and made several editions of in several languages. It has been eagerly copied and reproduced by a large amount of companies. Here is a link to the latest edition in English: issuu.com/sitert/docs/malthus_hse

FPE

They had the products and services. They had the right people. And "self-made" presentation materials. They were frustrated because they didn't get the acknowledgement they deserved. Shortly after we created a new communication platform, a new look, two brochures printed with special effects, and a new website, the company got the right attention and was sold for for 100 million NOK.

Here is a link to the English version of the brochure: issuu.com/sitert/docs/fpe_brosjyre_engelsk_2012_low

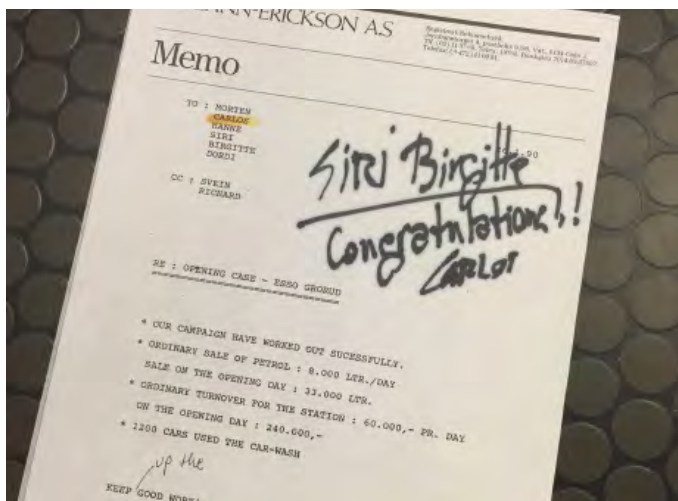
What I do,
and believe in,
is
**effective marketing
on all platforms
to all target groups
in a good way**

My magic formula consists of carefully selected words, good design, genuine ideas and long term strategic planning. Close to 30 years of experience gives me the confidence to choose the right solutions over pomp and circumstances. Once I successfully made 32 small, fun ads, and booked the the right bottom corner of the right page throughout an entire newspaper, rather than making one double spread ad, because I believed it would attract the best attention. It did!

My clients know that I think "outside the box". The specific type of media is not important unless it's part of the brief. I love to work with big displays, but if the task requires something else, that's what I will do in a heartbeat.

A trip down memory lane

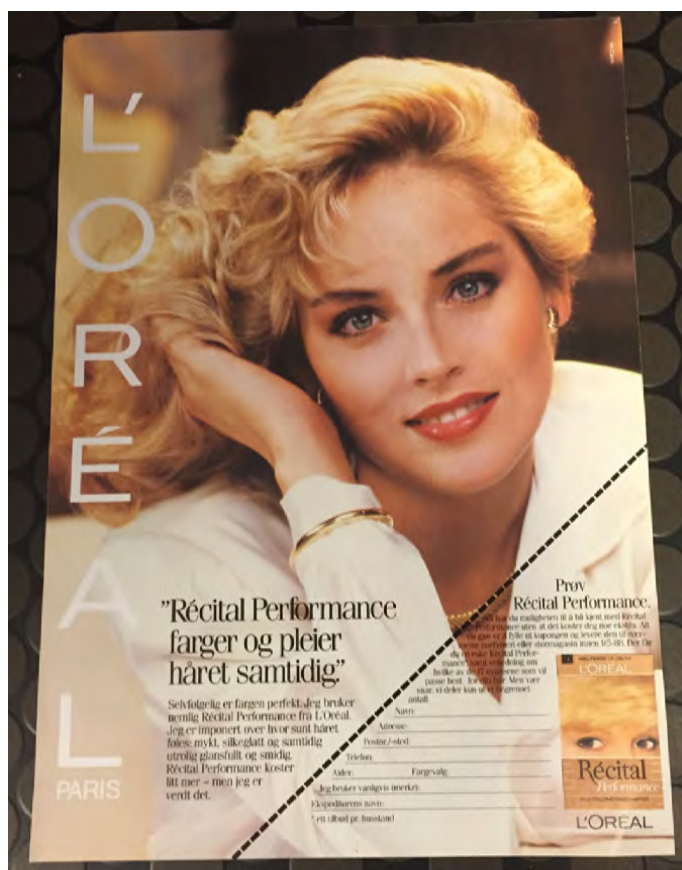
I was part of a successful team working for Esso in Norway, ref. the memo in the top left picture. We were first in this trade (oil and gas) to target women with a double spread ad in a fashion magazine. Honouring McCann Ericsson's slogan; Truth well told, I wrote a story with five different women (portrayed by their purses and car keys) They led different lives, but had one thing in common: The ESSO card.



The tiger was a novelty in Norway and the executives at ESSO loved it when we used it in clever ways; In this ad the running tigers portray speed and power, and at the same time they give you an impression of how much money you can save by using the Esso card and switching to lead free petrol.

Every summer we did fun things at the ESSO gas-stations. We did internal campaigns to make the staff understand the importance of friendly smiles and good service, and we made kits for children, to keep them happy and to make them remember ESSO as a great place to stop while driving.

While working on the Coca-Cola account, I did a several campaigns targeted at the supermarkets. At that time, every shop owner were in charge of the layout of his store, and he was the one who decided how much space he would let you use for the campaign. Needless to say, good looking presentations of the elements were vital. Coca-Cola was given prime spaces, due to our campaigns.



This Norwegian campaign was sent all the way to Atlanta. My idea of combining a print on a “brown paper bag” and a glossy print of food and Coke had not been seen before. Also the slogan I wrote for the campaign (So good that good food tastes better) has been used by several other brands later.

When working for L’Oréal, we were never given any creative freedom. Artwork was done in Paris and we received a translated copy in English as our brief. I remember we worked hard to bridge the gap of the cultural differences between Norwegian and French women.