

## Who is Marketing Consulting Services

### Background

After more than 20 years of experience with development and implementation of products, strategies and concepts in Danish and international companies such as Kraft Foods, Orkla, Malaco Leaf and Dyrup, Business Developer Frederikke Kroon founded the company Marketing Consulting Services (MCS) (2000). The experiences gained had made visible the need for new innovation processes and management tools in order to increase the innovativeness and competitiveness and decrease the time of the implementation period in companies.

### Services

On a daily basis MCS advice companies and organisations on how to renew their innovation processes and accelerate business development with regards to new brands, strategies, products and concepts. In order to control complex innovation processes, we use the Business Camp Method®. With this method we help companies to create "*better results, faster*" through an active involvement of various stakeholders in heterogeneous groups.

Marketing Consulting Services is highly engaged to the issues of sustainable innovation – and making sure companies innovate with focus on more than just economic benefits. We find Corporate Social Responsibility (CSR) and sustainable innovation to be strategic opportunities, not only to the companies but to society at large. Long-term competitive advantages and a more trustworthy image can be the potential benefits of linking sustainability and innovation. Learn more about our various projects below.

### What is a Business Camp?

The Business Camp Method®, by Marketing Consulting Services, is specifically developed to make it possible for a heterogeneous group of participants to co-create new concrete well-documented strategies, services, products, brands and concepts within a very short timeframe of i.e. 4, 12 or 30 hours.

### **Characteristics of a Business Camp;**

- 4 hours nonstop high speed development
- An ambitious shared goal based on passion and needs
- Tight timeframe and a structured process
- A mix of group work, assembly discussions and external inspiration.
- The results are co-created by a heterogeneous group of participants with a wide range of different competencies and experiences
- Process Managers facilitate the groups and secure the result, timekeeping and communication after the MCS Business Camp Method ®
- Support from Camp Experts and a Panel of Judges validate the results and tests the best solutions, described in detail, for their practical feasibility
- Concrete and documented results at camp end

## Experiences

### Instant Innovation Technology – Just add human resources

In December 2006 Frederikke Kroon took the initiative to write a book on how to create “*better results, faster*”. The book was called “Instant Innovation Technology – just add human resources” and was founded in the principles of the Instant Innovation model and the Business Camp Method®. The book was meant to inspire managers who do not have the time or resources to innovate in traditional cost-intensive ways. Learn more about the 6 principles of innovation – visit

[www.instantinnovationgroup.com](http://www.instantinnovationgroup.com)

### InnAware – From Innovation to Implementation

From September 2008 to May 2009 six small and medium sized companies joined Project InnAware to solve their most challenging business dilemmas. The aim for project “InnAware - From Innovation to Implementation” is to leverage the awareness of innovation and new innovation processes in practice. InnAware is a co-journey between academia and industry towards greater innovation awareness from idea development to concrete results in practice. Learn more about Project InnAware on

[www.innaware.dk](http://www.innaware.dk)

### Instant Innovation Camp elective

During 2008, 120 students from all over the world joined a new innovative elective course at Copenhagen Business School, mixing traditional style lectures with practical knowledge of innovation and business challenges. The elective course focuses on the benefits of combining theory with practice, through a range of theoretical lectures and practical problem solving in an intense process at the final Instant Innovation Camp. At the business camp the participants work to develop concrete solutions to innovative and ambitious companies within the theme of sustainable innovation. Learn more, visit

[www.instantinnovationcamp.dk](http://www.instantinnovationcamp.dk)

### Volvo Construction Equipment

Due to the global economic downturn, the CEO of Volvo Construction Equipment DK realised that he was in a situation where he could not issue optimistic sales forecasts to his employees. So he set the target of the yearly employee seminar to develop 20 short term solutions specifically devised to help the rapidly decreasing after-sales market. 20 customers were invited to attend the seminar, and using the Business Camp Method® and an interactive computer programme the participants succeeded in creating 20 new solutions to increased earnings in Q1 2009 in only four hours. Watch the camp film here

<http://volvoce.topologi.dk/>

For more info and references visit [www.marketingconsultingservices.dk](http://www.marketingconsultingservices.dk)

