

Testimonies and Stories: A business who received CALIN input - the synARgize perspective.

The Celtic Advances Life sciences Innovation Network collaborates across Universities in Wales and Ireland. The CALIN project at Bangor University, in North Wales is concerned with health and wellbeing across both Health Sciences and Human and Behavioural Sciences. Our researchers have focussed on a range of projects. Some have aided businesses working towards helping the public's health and wellbeing, and others have looked at health and wellbeing in the workplace.



CALIN have worked with some small-to-medium enterprises (SMEs) to improve their marketing visibility and sometimes even look to help those who do this for others e.g., businesses focussing on helping others story-tell their services and products.

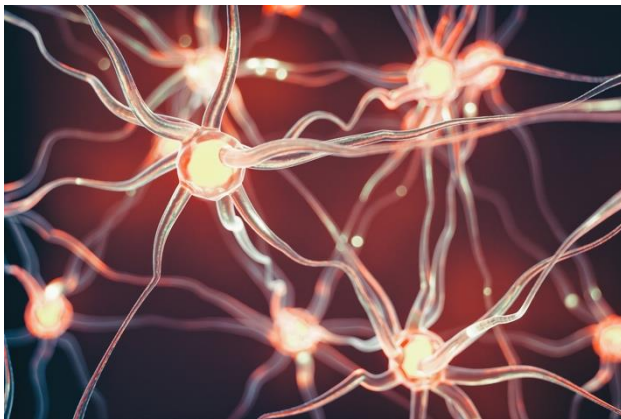
Consumers are finding it increasingly difficult to navigate a high-choice competitive marketplace. Going to the shops with a clear thought about what to look for and buy, there are often multiple-choice options that make this task very problematic. So, what can make a brand stand out against others? This is described as consumer engagement.



As humans, we love a story and for this reason successful marketing involves telling this story to engage customers. Consumers need to engage with products and the businesses behind the products. Local products often market themselves with the location at the heart of their branding to sell to their target audiences. This love for a region sells to the people of the region as well as tourists that want to take a piece of the location home with them.

Small, rural regions, such as in North Wales, have support from some consumers and regional governments to promote the growth of their businesses within the local economy. But how does this reach become further, outside of the local regions? Moreover, how can a company grow its local client base to gain more support and traction in a specific market? All companies can benefit from bringing a story to their branding and help the consumer engage with them and bring customer loyalty to a brand.

A few of CALINs collaborations with SMEs have focussed on improving the existing marketing or creating new marketing materials. For this to work, it has been imperative for CALIN researchers to break down the key messages from an SME and present these in a captivating way to the customer base. This may be making use of the surroundings to link to the locality of a product, promoting the positive effects of using service programmes from research, and finally, presenting a coherent story for a technologically, evidence-based marketing company.

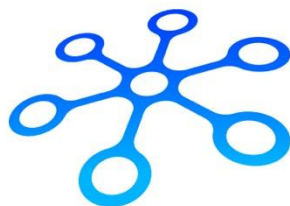


Dr Cat Atherton and Professor Caroline Bowman from CALIN, worked with the small enterprise Synargize. This business was a small start-up company from Bangor, North Wales. The director and founder of this evidence-based marketing company was a recent graduate from Bangor University with a goal of helping the local economy of North Wales grow. The key focus of Synargize is to find new scientifically- and technologically-driven marketing techniques to help businesses. Previous works and research by the founder have looked towards interactive ways of telling stories through Augmented Reality (AR) with a product on the market to allow consumers to make economic and sustainable choices. By using psychological science and technology to promote other's businesses, especially for those starting out from scratch, Synargize has the opportunity to encourage and guide businesses through the process of telling a story and engaging the customer whilst making ethical business decisions.

"Working with Project CALIN has further equipped Synargize with the scientific tools to help local businesses in North Wales. We worked with a Research and Development Innovation Officer to study augmented reality and brand storytelling. Our goal is to provide services using a scientific approach that's accessible and inclusive to everyone. Our marketing services at Synargize aim to boost businesses and encourage ethical consumer choices in the region."

- Quote from Mikołaj Michał Nawrot, Director and Founder of Synargize.

Achieving for more sustainable choices are becoming increasingly necessary, whether it be healthy choices in food, or promoting wellbeing from using products or services (e.g., healthy outdoor programme interventions). As a result, companies need to find innovative ways of making sustainable choices. Using an evidence-base and technology (e.g., AR), this can guide businesses towards choosing and promoting these ethical choices.



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