Cultural Value Proposition Canvas

Impacting "the ideas, customs & social behaviour of a particular people or society"

Designed for:

Brand Idea:

Iteration:

Consequence

This reflects an evaluation of how many people's lives will be influenced in a good or bad way. In other words, the more people a CVP might affect, the more talkable it is.

Timeliness

Newer is better, and stories grow old in a hurry. What evidence and data is there to suggest it is becoming popular? Will it co-incide with an event?

0 1 2 3 4 5 6 7 8 9 10

Proximity

How close is it to our audience, their friends, families or the places that have meaning for them? Near and relevant beats distant. People focus on what is related to them and their day to day life.

Rating*	Rating*
0 1 2 3 4 5 6 7 8 9 10	0 1 2 3 4 5 6 7 8 9 10

Cultural Value Proposition

What value do we deliver to the individual or the community?

How do we add value not noise? Which cultural needs are we satisfying?

Human Interest

People are interested in other people. Taking a glimpse at somebody else's life appeals to a emotional and social part of human nature. How will a CVP effect lives and relationships?

0 1 2 3 4 5 6 7 8 9 10

Prominence

Related to human interest. People are more interested in famous people than in non-famous people. What names or salient symbols can we use?



Conflict

By standing against or being threatened by something the emphasis can make a CVP more understandable and drive people to join or sign up. This can also help signal "who" an idea is for because a CVP for everyone can be a CVP for no one. Also referred to as tension or controversy, stories get more interesting when crafted from strife.

Rating*										
0	1	2	3	4	5	6	7	8	9	10

Existing Expectations

What is the current individual or community experience? What is the functional, social and emotional status quo? How and by whom are they being served? What do we need to overcome and how do we over-deliver?

Aspects of the escalating expectation economy: Convenience

Value Impact

What will our intervention enable people or communities to do? What "intense response" do we seek? What do we want them to think, feel and do? What scale & term: micro or macro, short or long?

Possible outcomes of the experience: Make life easier Help other people Define group identity Express themeselves Get people to respond

Fuel a passion



