

A full-page background image featuring an astronaut floating in space against a backdrop of Earth's horizon and a bright sun. A large, semi-transparent blue geometric shape, resembling a stylized 'D' or a rounded rectangle, is positioned on the left side of the frame. The astronaut is on the right, wearing a white spacesuit with a large life-support backpack, and is floating with arms and legs outstretched. A coiled tether is visible near the astronaut's feet.

Digital gravity

From small to big leaps

In a galaxy far far away
In Lyngby

- **Adam Nissen Feldt**
- Digital Coms. Manager
- 19+ years in digital
- @adamfeldt



TOPSOE

57%

HALDOR TOPSØE 



- Founded in 1940 by Haldor Topsøe (1913-2013)
- 2700+ empl. (2000 in DK)
- Headquarters in Lyngby
- Supplier of catalysts and technologies for the oil, gas, chemical, automotive and energy industries.
- Turnaround 5,7 bil (2014)





Metaphoric sense

Substitution

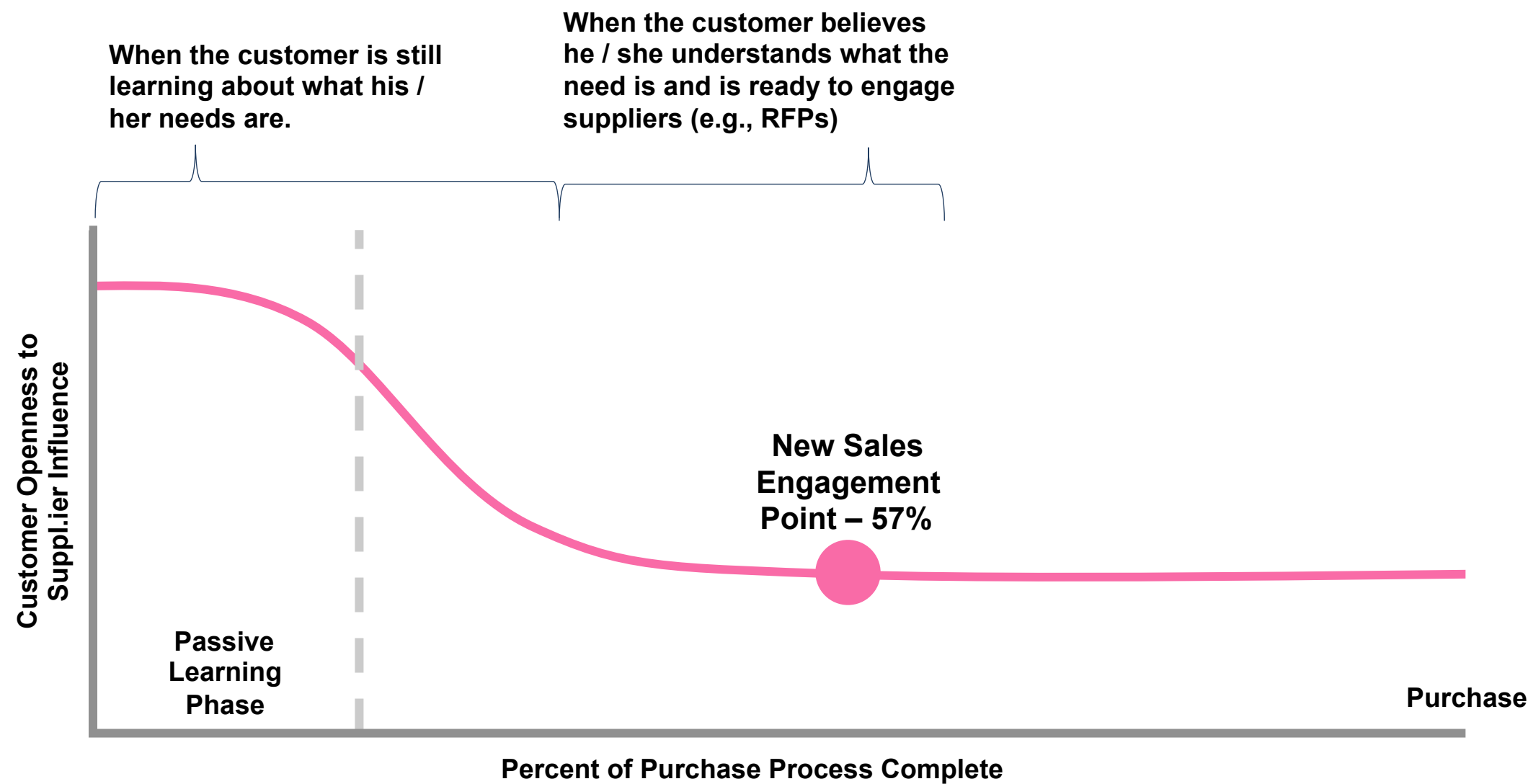
Hard question:
What is the nature of our relation to the customer?

Easy question:
What type of individual relationship comes to mind

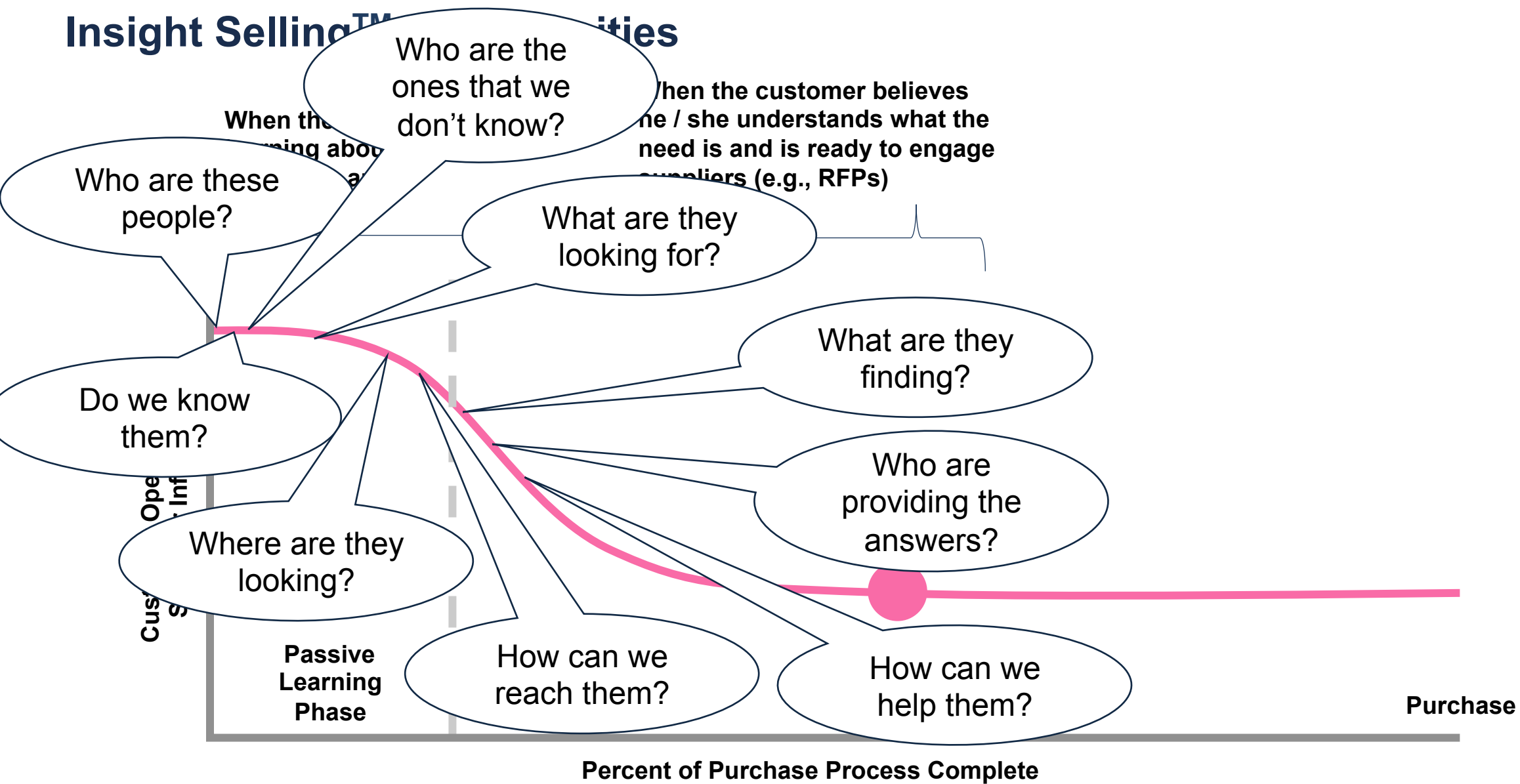
Intensity match

The intensity of the customer relation matches the intensity of the personal relationship

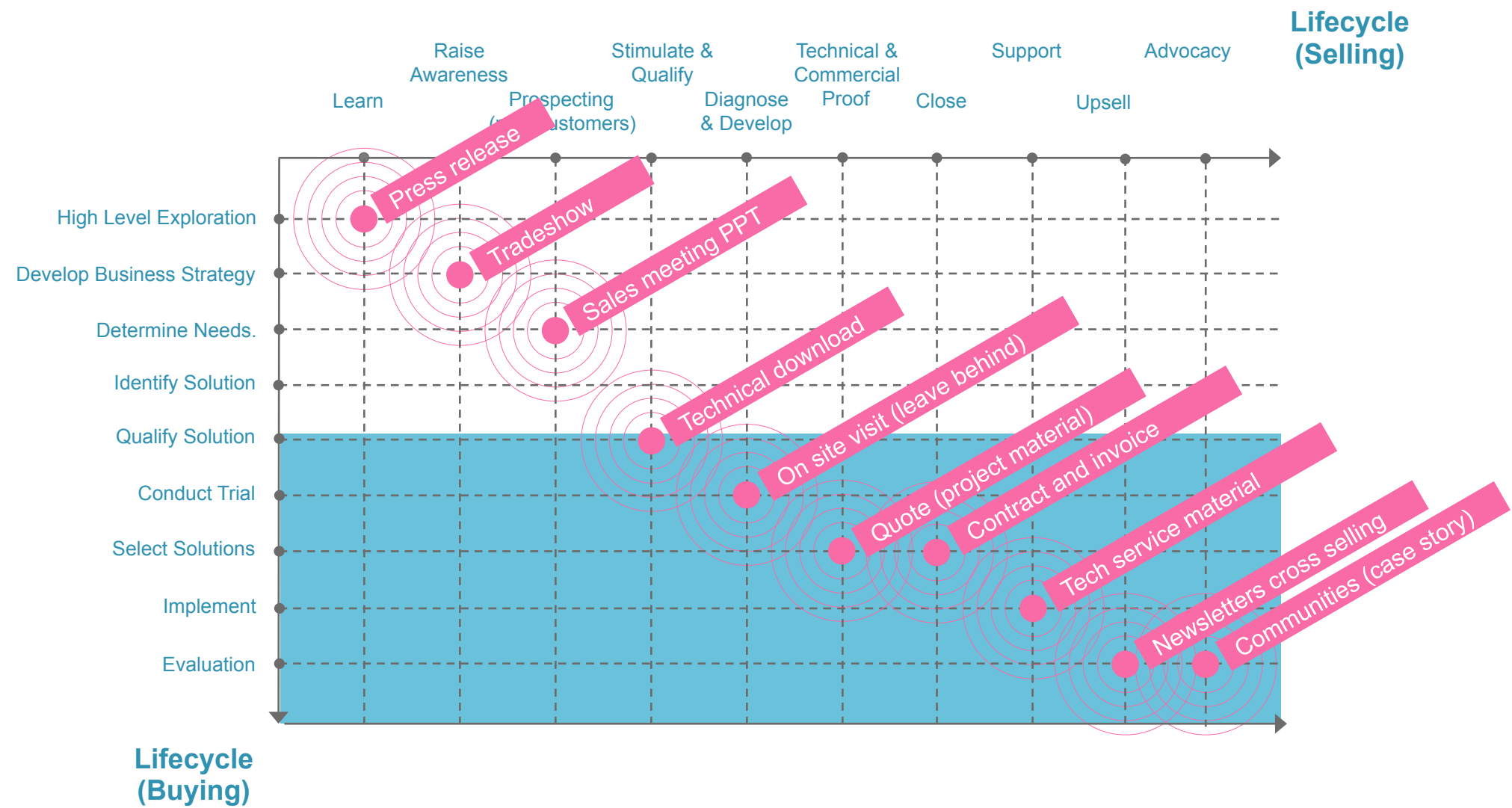
Insight Selling™ Opportunities

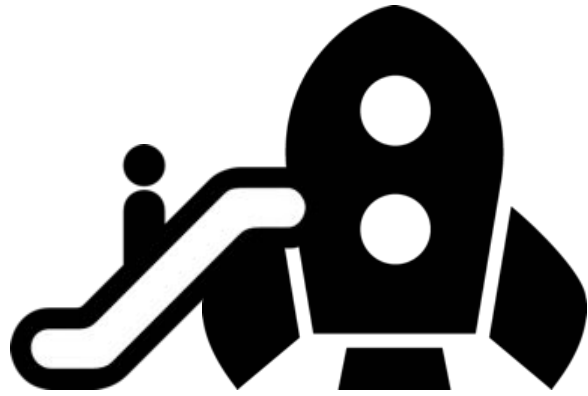


Insight Selling™ Activities

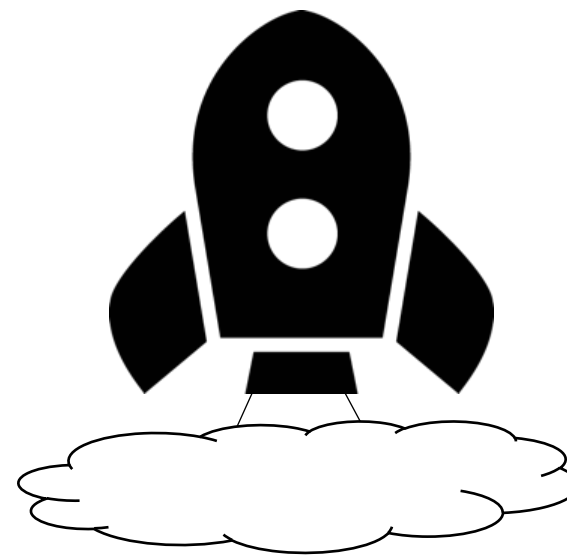
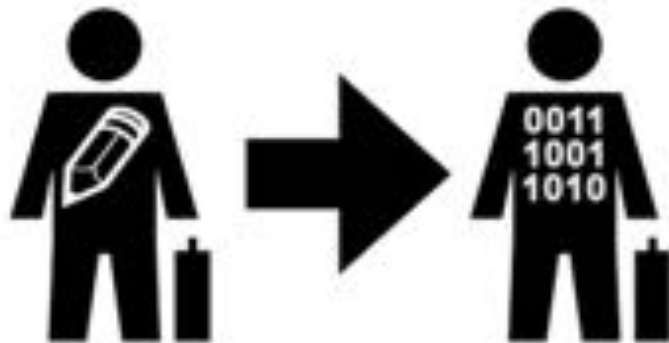


Seller/Buyer matrix





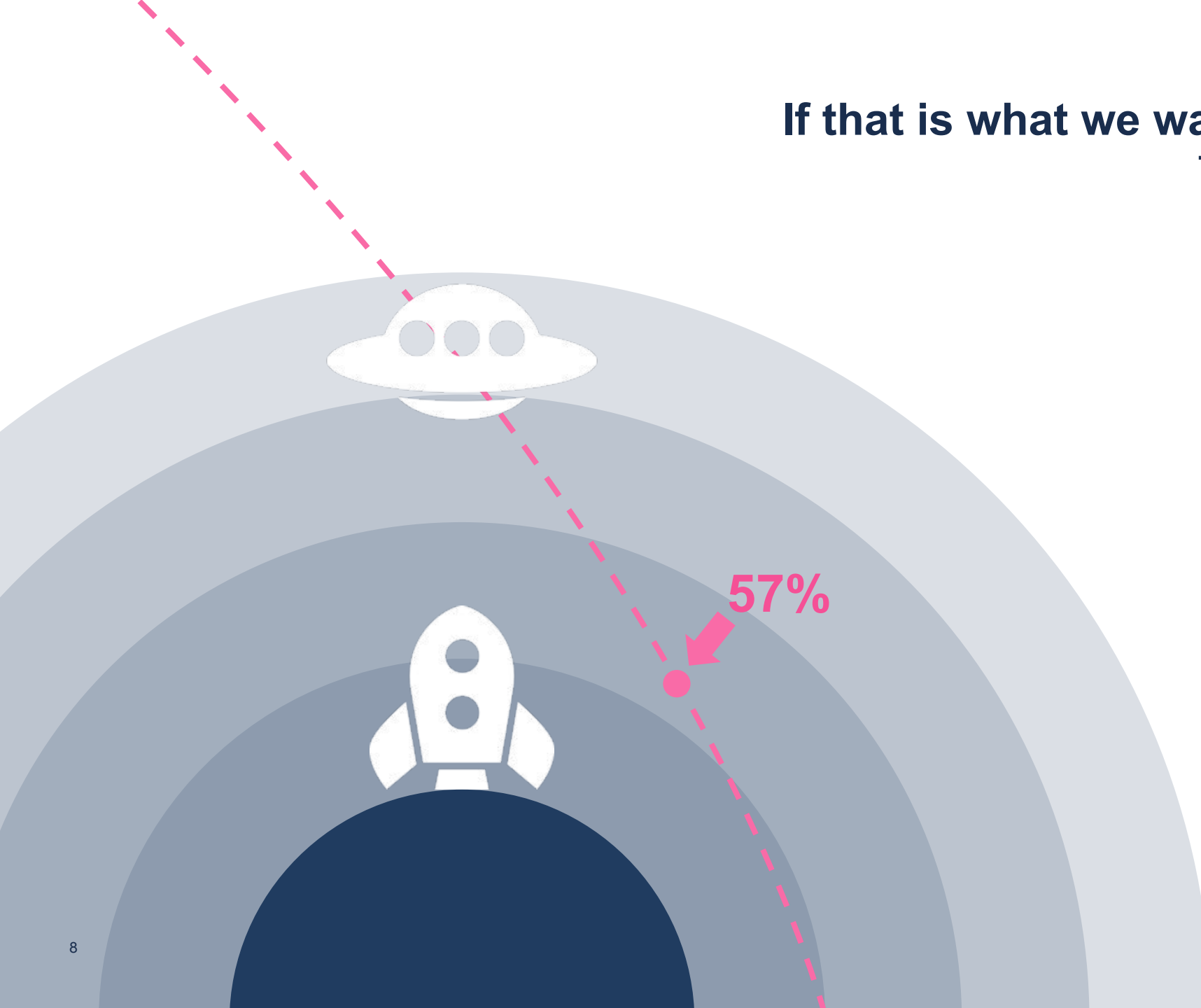
**ONBOARDING
TO DIGITAL**



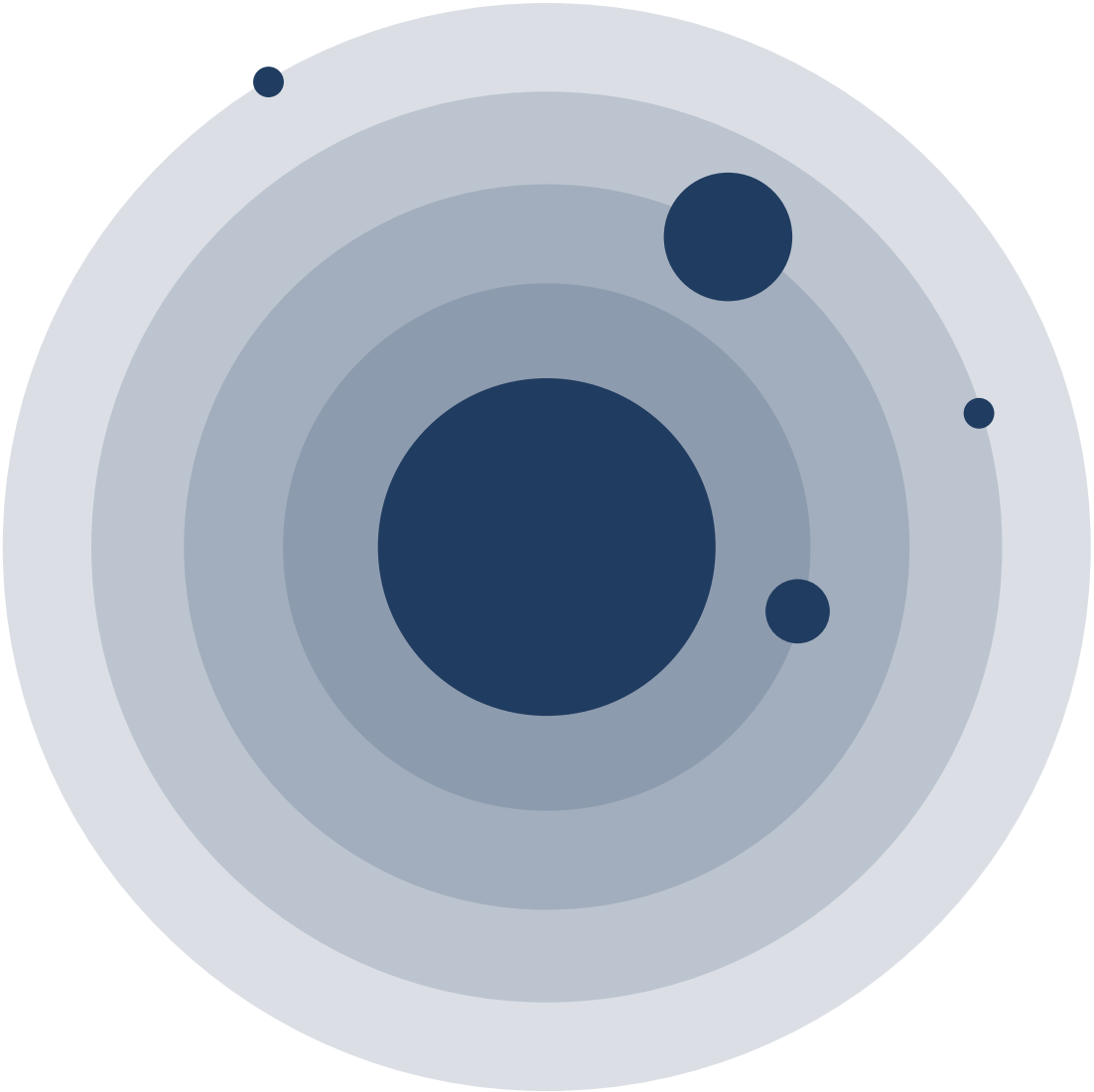
**DIGITAL
LEVERAGE**



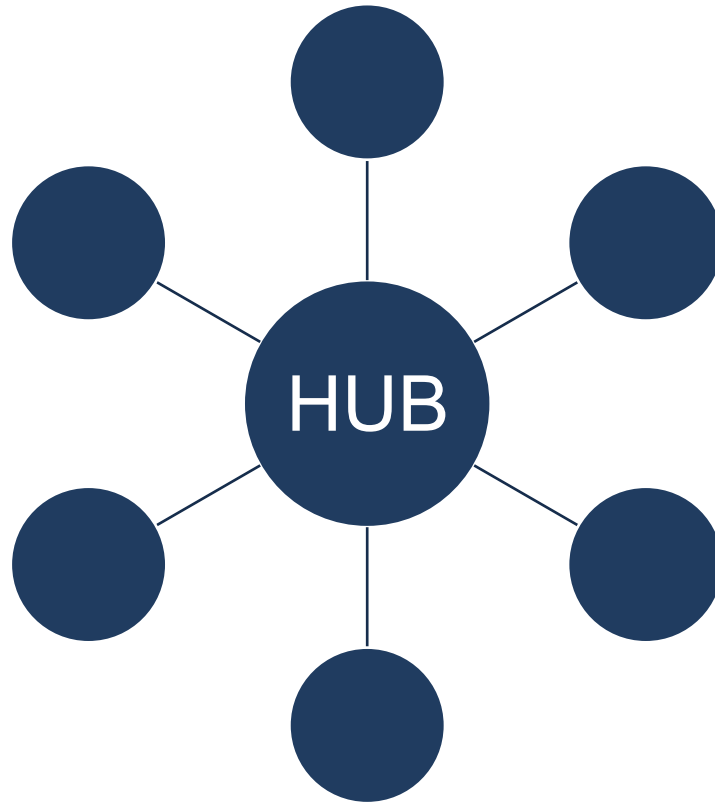
If that is what we want, we must defy gravity
To the univers and beyond



Systems

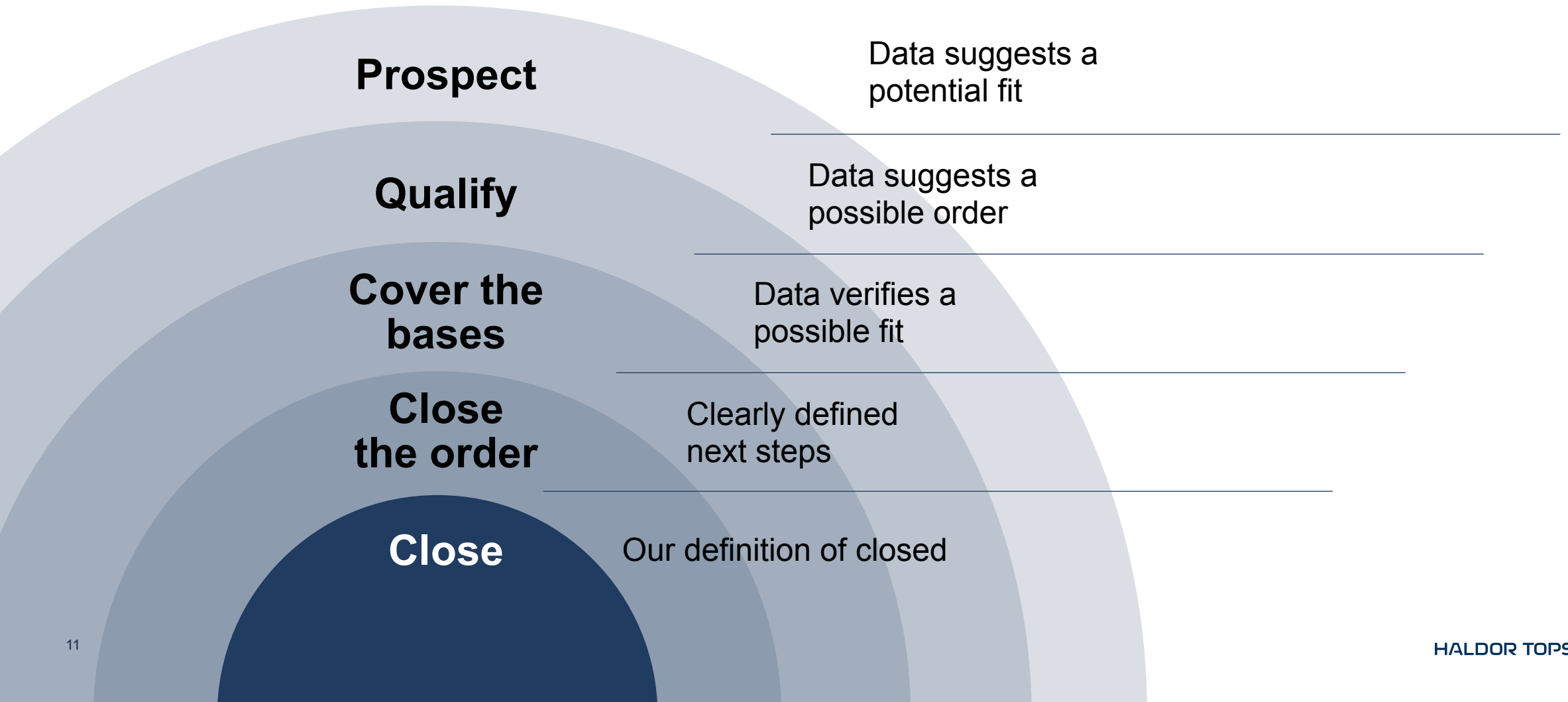


HUB and SPOKE



The gravity of the sale

Embedded in the way we talk about business



Gravity of the organization

Defines inside and outside

The diagram consists of four concentric circles of increasing radius, each with a different shade of blue. The innermost circle is the darkest blue, and the outermost is the lightest. The text '1:1' is centered in the second circle from the center, and '1:Many' is centered in the outermost circle. To the right of the circles, the text 'Static assets' and 'Writing->Images->Video' is aligned with the '1:Many' circle, and 'Dynamic assets' and 'Speech->Conversation->Negotiation' is aligned with the '1:1' circle. A horizontal line separates the two levels of text.

1:Many

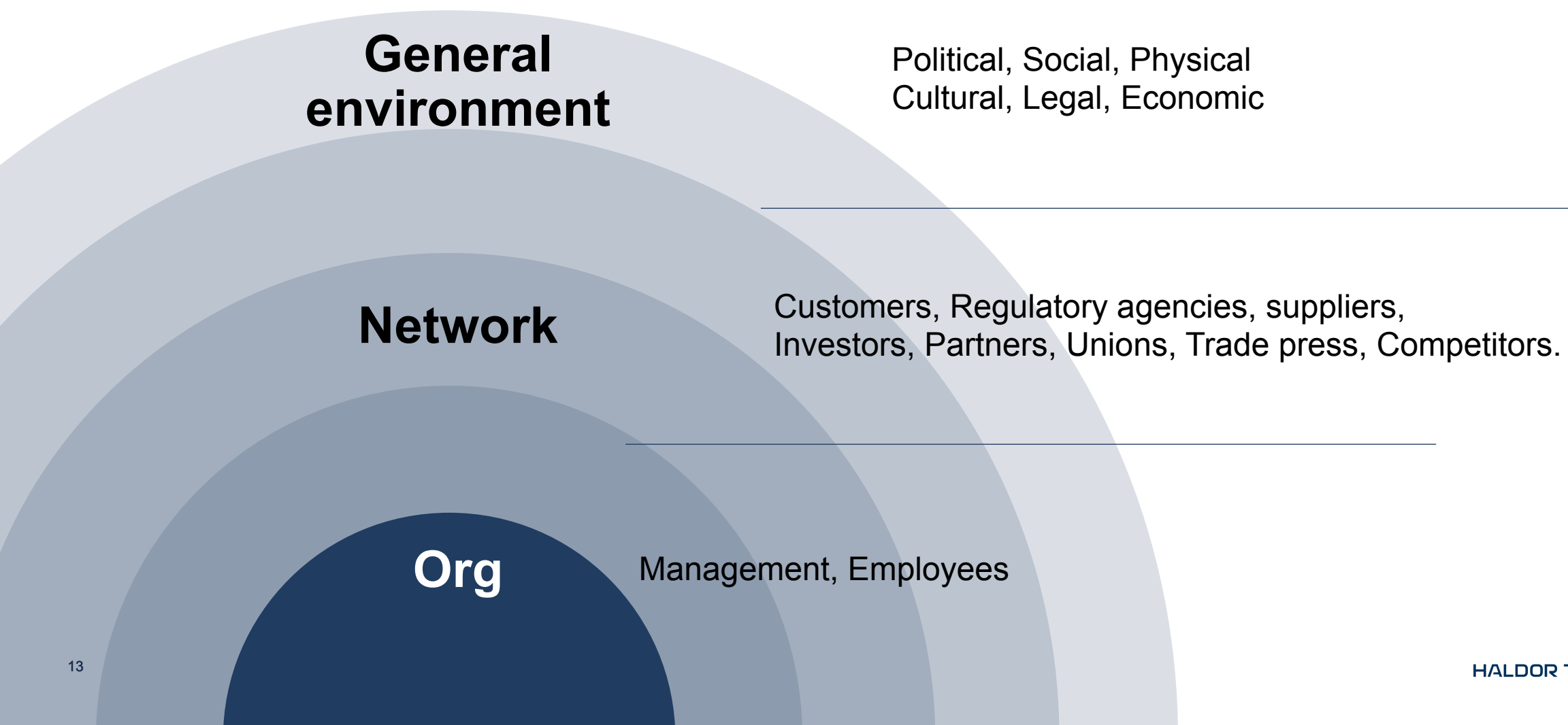
Static assets
Writing->Images->Video

1:1

Dynamic assets
Speech->Conversation->Negotiation

Gravity of the organization

Defines inside and outside



General environment

Political, Social, Physical
Cultural, Legal, Economic

Network

Customers, Regulatory agencies, suppliers,
Investors, Partners, Unions, Trade press, Competitors.

Org

Management, Employees

Gravity of communication

Defines what we talk about

Trends

Environmental issues, energy challenges,
population growth and food demand

Industry

Ammonia, batteries, cement, chemicals, syngas,
coke and coal, energy & power, fertilizer, hydrogen etc.

Teknology

Heterogenous catalysis,
molecular surface physics etc.

Products

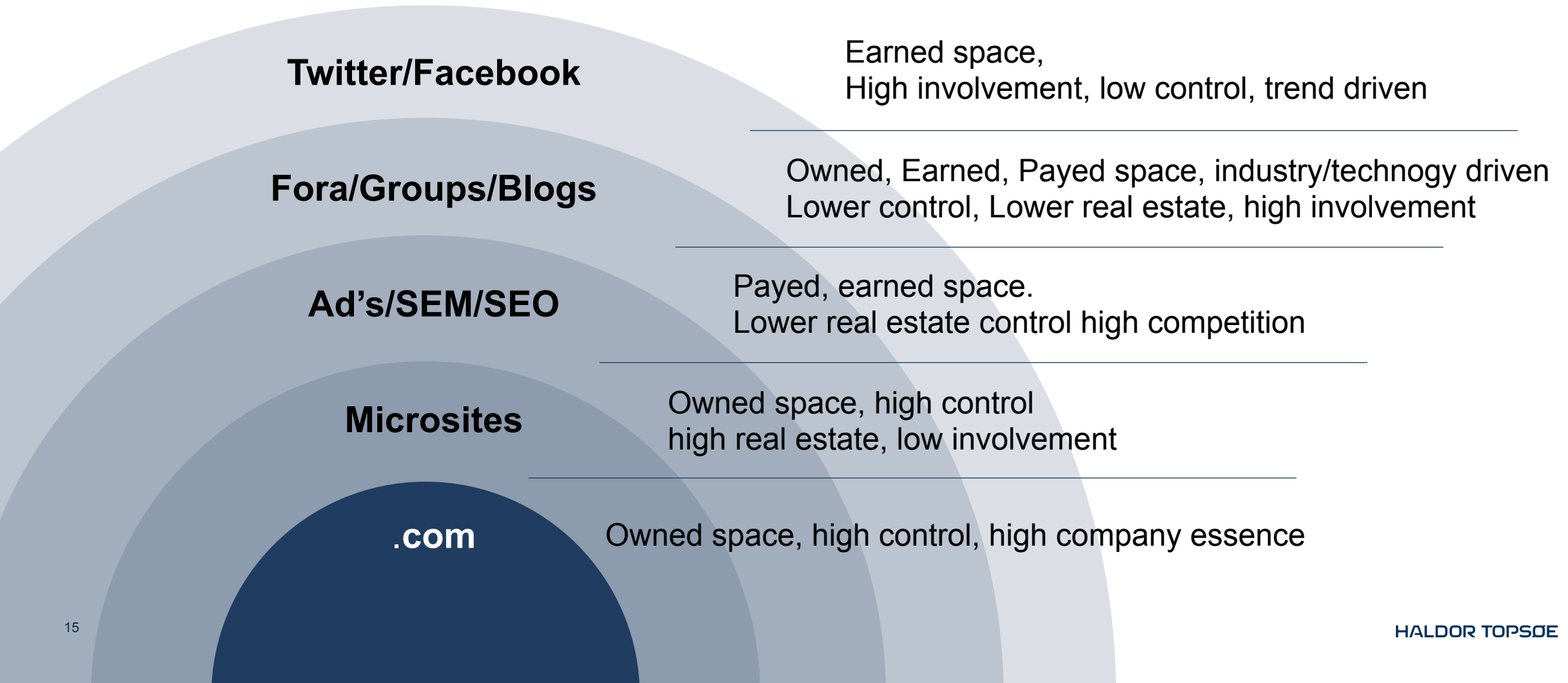
TK-261, KM 111, BMC, CKM 3324, MK-151 FENCE
R-87R HEAT-X, TUBULAR REFORMER BAYONET etc.

Topsoe

CBU, EBU, RBU, NBU, GST, MWB,, Topsoe-spirit etc.

Gravity of the channel

Maps property on to digital presence



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HALDOR TOPSØE 

HALDOR TOPSØE 





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Improving food & health

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Manage MLF faster than ever and develop no/low sulfites wine ranges

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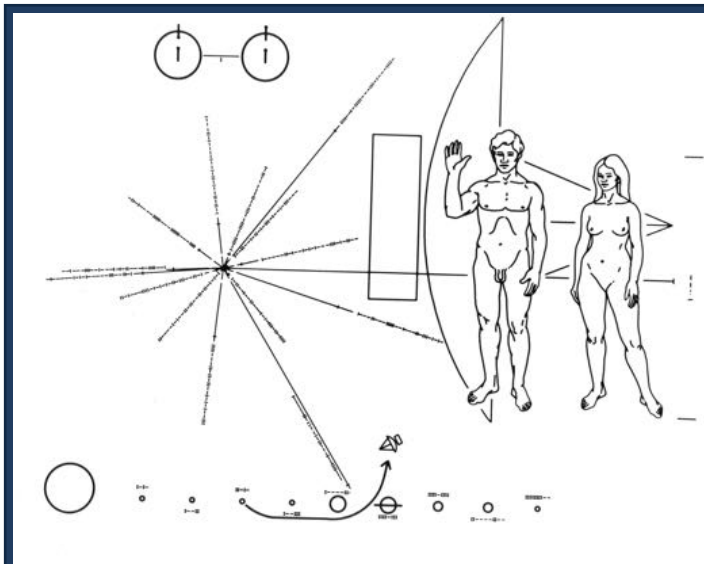
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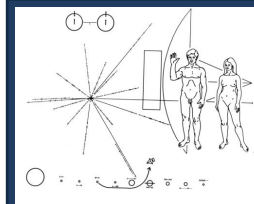
Comments



A great title

A teaser that gives you just enough information to act or to be wanting more and be willing to go that extra click...

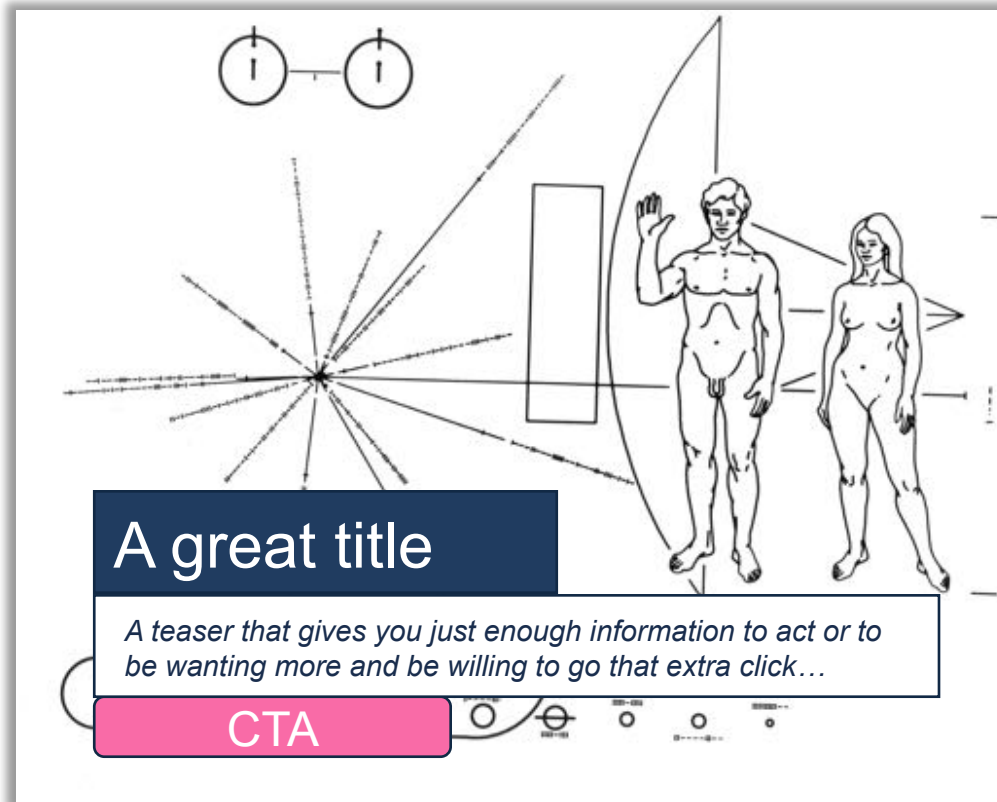
CTA



A great title

A teaser that gives you just enough information to act or to be wanting more and be willing to go that extra click...

CTA



CHR. HANSEN

Improving food & health

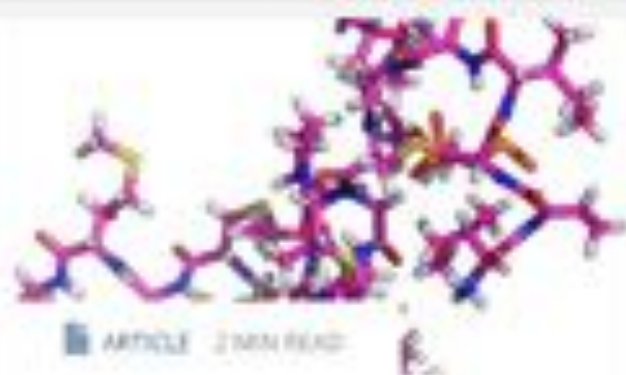
Cultures
Enzymes
Natural Colors
Probiotics

Dairyman
Farmers
Health care professionals
Winemakers
Fermentation
Antibiotic Tests

Strategic Partnerships

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+ CUSTOMER WEB
CENTER



ARTICLE 2 MIN READ

CHRISIN® (Nisin)

Nisin is an antimicrobial peptide effective against most Gram positive bacteria including heat-resistant spores such as *Bacillus* and *Clostridia* species



COLLECTION 1 ITEM

Animal rennet

Coagulant manufactured from the vells (fourth stomach) of cows or sheep

BARRY ENZYMES



ARTICLE 1 MIN READ

NATUREN® (Animal rennet)

NATUREN® is animal rennet manufactured from the extract of the fourth stomach (vells) of calves, adult bovines or lamb. Using vells from selected areas, we extract and purify enzymes in our...

CULTURES - ENZYMES



Industry

AMMONIA

Reliable, safe and profitable day-to-day operation and long-term success



Industry

AUTOMOTIVE

Meeting the most stringent exhaust emission standards without compromising with vehicle performance and profitability



Industry

BATTERIES

A combination of innovation and partnership leading to safer and more powerful battery materials



Industry

BIO FUELS

We ensure safety, reliability and efficiency in the production of bio fuels, but also feedstock and production flexibility, so that



Industry

CEMENT

How our emissions management solutions help



Industry

CHEMICALS

Optimized tailor-made chemical solutions providing



Industry

COKE & COAL

A quantum leap in the upgrading of coal and



Industry

ENERGY & POWER

The challenges for power producers to meet stringent

CHR. HANSEN

improving food & health

Cultures

Enzymes

Natural Colors

Probiotics

Dairytech

Farmers

Health care professionals

Winemakers

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Crazy ideas for healthy innovation

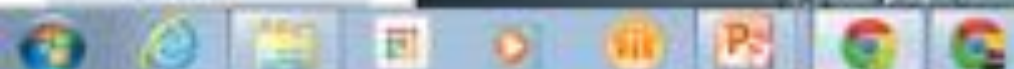
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What we do

DENMARK

CWC LOGIN



Making **optimal**
performance
possible

Web



Brendan Donohoe Web Developer

This is interesting... t.co/cETCnMDMo8
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 **The New York Times**

Parade of Stars and Fans for Houston's Funeral
By Sarah Meehan for NYTimes.com
The guest list and the parade of limousines with celebrities emerging from them seemed more suited to a red carpet event in Hollywood or New York than to a gritty stretch of Queens.
[View on NYTimes.com](#)

125 Retweeted

22 Favorited



2:57 PM - 10 Nov 12 · Details [Flag message](#)

Mobile



Brendan Donohoe Web Developer

This is interesting... t.co/cETCnMDMo8
2:57 PM - 10 Nov 12

 **The New York Times**

Parade of Stars and Fans for Houston's Funeral
By Sarah Meehan for NYTimes.com
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[View on NYTimes.com](#)

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25

HALDOR TOPSØE 

MAIN CONTENT TYPES

ARTICLES



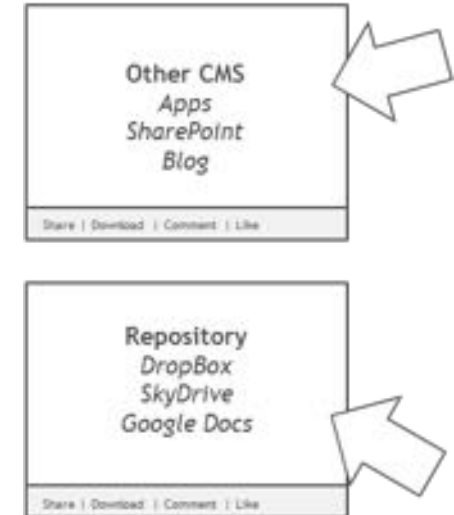
- Coherent clear storyline
- SEO optimized text
- Rich content
- Big Picture angle
- Defined target group
- Clear call-to-action

TOOLS



- Defined target group
- Proven value to the user
- Complex/unique data
- Conversion tool

EXTERNAL SOURCES



- Lowers content production entry barrier
- Supplements content reach

A graphic consisting of three concentric circles. The innermost circle is dark blue, the middle circle is a medium blue, and the outermost circle is a light blue. The text is centered in the dark blue circle.

**CHANNEL
MANAGER**

A graphic consisting of three concentric circles. The innermost circle is dark blue, the middle circle is a medium blue, and the outermost circle is a light blue. The text is centered in the dark blue circle.

**DIGITAL
EVANGELIST**

A graphic consisting of three concentric circles. The innermost circle is dark blue, the middle circle is a medium blue, and the outermost circle is a light blue. The text is centered in the dark blue circle.

**DIGITAL
EXPERIENCE
MANAGER**

CONTENT

CHANNEL
S

DATA

DO
Focused on
content and production

FEEL
Focused on
consumer engagement

THINK
Focused on data
and analytics

TELL
Effectively build
brand compliant content

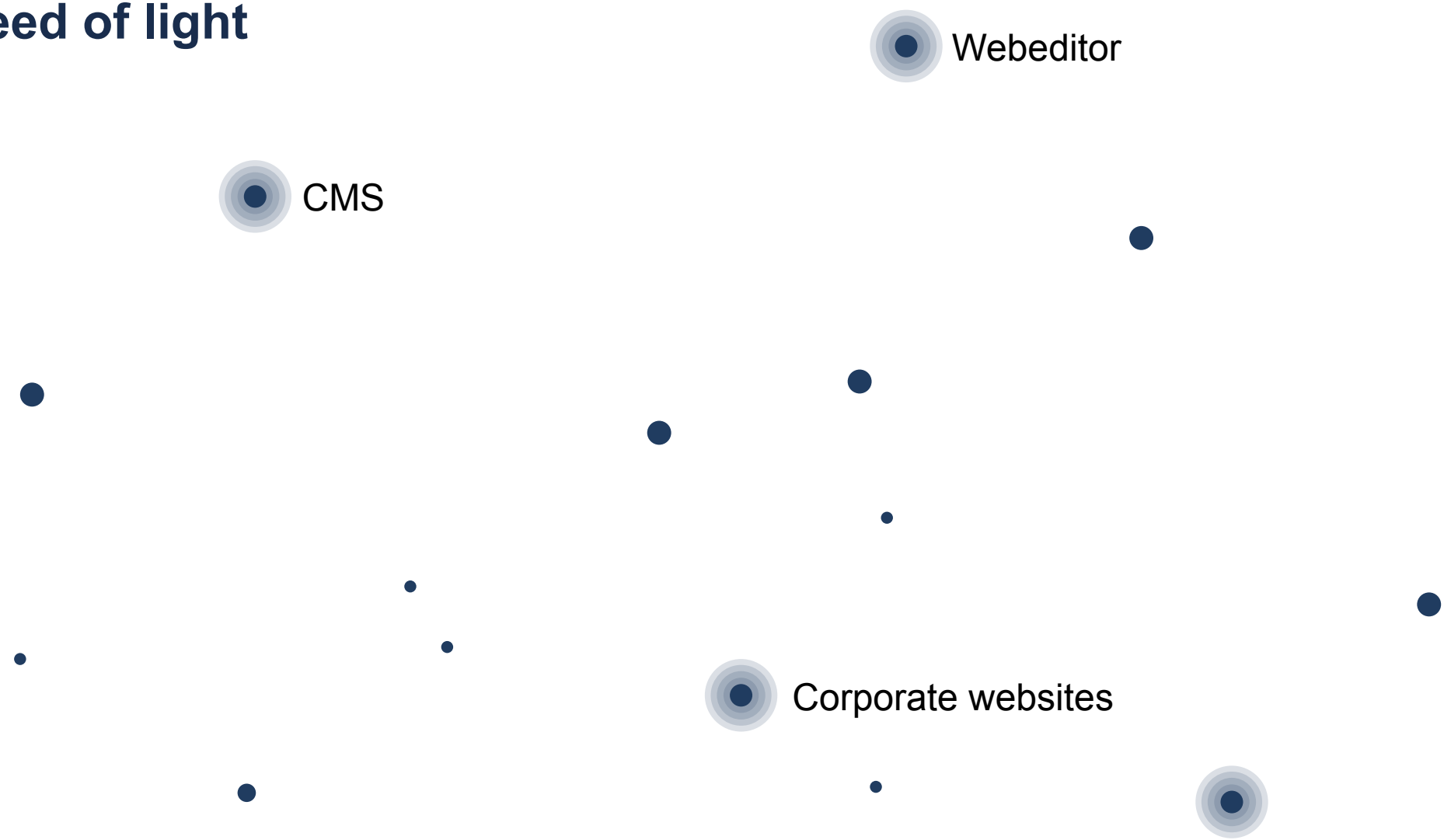
SHARE
Share knowledge and
communicate faster accross silos

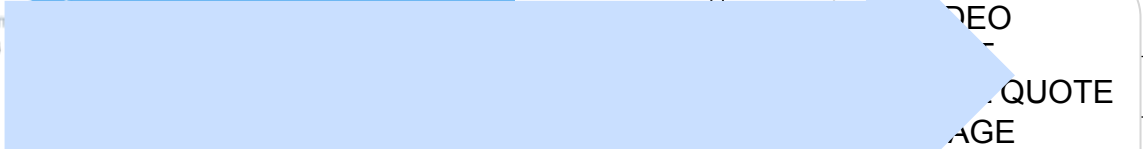
LEVERAGE
Distribute content effectively accross
channels and build campaign excellence

EDUCATE
Build global marketing and
communication capacity

IMPROVE
Qualify decission making processes

Speed of light



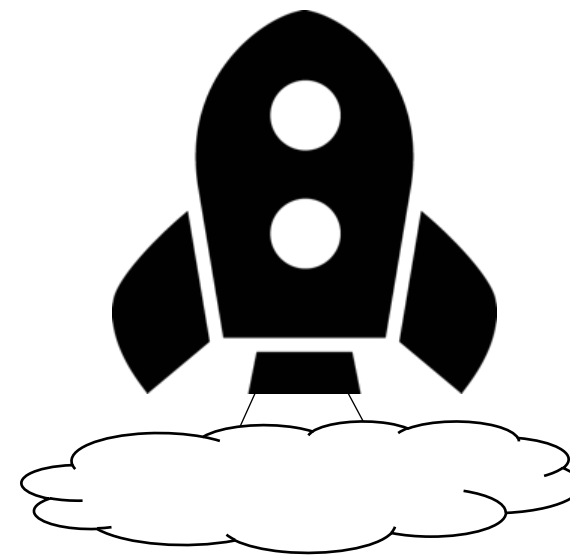


- VIDEO
- QUOTE
- PAGE
- FORM
- SLIDESHOW
- ANIMATION





- Content can be created without knowledge about website structure
- Content can be created without knowledge about a CMS system
- Content can be created based on classical editorial communication principles.



- Content can be imported and exported to and from all platforms through compliance with simple standards.
- Content that is in compliance is rewarded by leading platforms
- Content that can travel in time and space is rewarded by search engines.

Attention all planets

- Consider how digital gravity manifests it self in your organization
- Defy it and defy the metaphor as well
- Keep reducing complexity and systems trapping the content we need to meet the stakeholder early.

