

# Total Concept Marketing kit

March 2017

This marketing kit is targeted for consultant and other companies planning to start providing services based on Total Concept method. The marketing kit includes following documents:

- **Market potential and business opportunities of Total Concept.** This report includes an overview of the market potential for the services based on the Total Concept method, ideas for new business opportunities for the different key actors as well as guidelines on what to think about when developing new business models. The document is available in English, Danish and Swedish.
- **Information leaflet for building owners** that the service providers can use for sales, for convincing the property owners on why they should choose Total Concept method. The document provides the basic text information included to the information leaflet and is available in English, Finnish, Swedish and Danish. An example of the designed and published pdf version of the promotional leaflet can be found from the project webpage ([klikk here](#))
- **Information leaflet for consultant companies** to help consultant companies to understand the business opportunities with the Total Concept method. The document provides the basic text information included to the information leaflet and is available in English, Finnish, Swedish and Danish. An example of the designed and published pdf version of the information leaflet can be found from the project webpage ([klikk here](#))
- **Total Concept brochure** that includes basic information and description of the method. The document provides the basic text information included to the brochure and is available in English, Finnish, Swedish and Danish. An example of the designed and published pdf version of the Total Concept brochure can be found from the webpage ([klikk here](#))
- **Presentation about the drivers for building owners to go for deep energy renovations.** This presentation can be used to present the arguments to building owners on why it would be beneficial for them to improve energy efficiency in their buildings. The presentation is available in English.
- **Check list for preparing offers or answering to Total Concept tenders** to help the consultants and other service providers to prepare offers for Total Concept projects. The document is available in English.
- **Promotional videos** that can be used for marketing purposes. The videos include brief information about the method and business opportunities for the different actors, interviews with a property owner and a consultant who have carried out projects based on the method. Videos can be found here:  
[Teaser](#), [Main video](#), [Interview 1](#), [Interview 2](#)
- **Total Concept method logo** that can be used in the marketing and promotional materials.



**Total Concept**