

# CASE STUDY: ORIGIN BY OCEAN

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# ORIGIN BY OCEAN / BACKGROUND



## Origin by Ocean

Origin by Ocean is a platform-based algae refining company based in Finland.

Using its patented biorefining process, it is cleaning the oceans by turning harmful algae into everyday consumer goods.

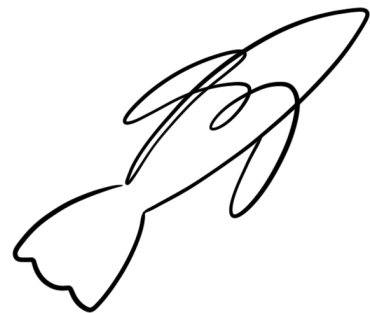
**Following a brand refresh, Origin by Ocean approached us in early 2023 for support with:**

- Increasing customer understanding and emphasising the positive environmental impacts of its technology with refined external messaging.
- Motivating its internal team and guiding recruitment with a more focused purpose, vision, and culture.
- Optimizing its sales approaches for new and existing offerings with tailored commercialization strategies.

# ORIGIN BY OCEAN / STRATEGIC PLANNING / UNDERSTANDING YOUR NEEDS

Our partnership with Origin by Ocean began with an in-person workshop at its headquarters in Espoo, Finland.

During the session, we reviewed and challenged the current situation facing the business in an open discussion.



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**“WE HAVE FOUND A  
PARTNER CAPABLE OF  
ANALYSING AT DEEP  
LEVEL AND MAKING  
US TO THINK AND  
QUESTION.”**

**Mari Granström**  
CEO, Origin by Ocean



# ORIGIN BY OCEAN / STRATEGIC PLANNING / ALIGNING ON A ROADMAP TO SUCCESS

Following in-depth analysis of the workshop outcomes, we regrouped with the team to set out the areas we could provide support to help them to achieve their goals.

Through a collaborative approach, we then developed and agreed on a roadmap that outlined the next steps of our partnership.

**“I WAS REALLY IMPRESSED;  
THE MOXWORLD TEAM  
WAS ABLE TO GRASP OUR  
CHALLENGES QUICKLY  
AND TRANSLATE THEM  
INTO A SET OF ACTIONABLE  
NEXT STEPS.”**

**Mari Granström**  
CEO, Origin by Ocean

# ORIGIN BY OCEAN / STRATEGIC PLANNING / DEFINING YOUR VISION AND CULTURE

One of our first projects with Origin by Ocean was to help refine its internal and external messaging to drive its brand forward.

Focusing our strategy on a value-based approach, we reimagined its vision and purpose to better reflect its overarching goals.

## Origin by Ocean Vision

A world where coastal communities and oceans thrive, driven by a clean, successful chemical industry that creates products harmless to the planet and people.

## Origin by Ocean Purpose

Our purpose is to rid the oceans of harmful algae and show the chemical industry a better way to conduct business which empowers coasts and communities.

**“WE HAVE COME TO UNDERSTAND WHO WE REALLY ARE AND WHY THAT IS GREAT. WE HAVE MANAGED TO COMBINE OUR CORE VALUES WITH BUSINESS IN A WAY THAT EASY FOR THE CUSTOMERS TO UNDERSTAND.”**

**Mari Granström**  
CEO, Origin by Ocean

# ORIGIN BY OCEAN / STRATEGIC PLANNING / BUILDING YOUR IDENTITY

Following our work developing Origin by Ocean's vision and purpose, we expanded our focus to build a brand pyramid to fully define its identity and market position.

This framework was created as a guide to unify all of Origin by Ocean's communications, creating a consistent brand experience for customers.

**“WE WANT TO DO THINGS RIGHT, WE WANT TO BE TRANSPARENT AND THAT’S WHY MOXWORLD WERE A GREAT FIT FOR US. THEY UNDERSTOOD US.”**

**Mari Granström**  
CEO, Origin by Ocean

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# ORIGIN BY OCEAN / STRATEGIC PLANNING / ENABLING YOUR GROWTH

Throughout the course of our work with Origin by Ocean, we have developed a comprehensive long-term growth plan to evolve its customer base, offering, and sales and marketing approach.

**Our support so far has included:**

**Value-driven commercial strategies:** Development of plans to drive commercialisation of specific offerings.

**Customer persona documents:** Creation of key customer profiles to enable increased targeting.

**Recruitment support:** Identification of prospective candidates in line with specific role requirements.

**Sales coaching:** Review of existing sales pipelines and attendance at customer visits

**WE ARE CONTINUING TO WORK WITH THE TEAM TO HELP  
FURTHER DEVELOP THEIR BUSINESS AND ACHIEVE THEIR GOALS.**

**“MOXWORLD’S CAPABILITIES OF HANDLING A  
COMPANY LIKE OURS NEVER FAILS TO AMAZE ME.  
THEY HELP US DREAM BIG AND SUPPORT IN  
SHOWING A CLEAR PATHWAY OF HOW WE ARE GOING  
TO ACHIEVE OUR GOALS”**

**Mari Granström**  
CEO, Origin by Ocean