FIRST IMPRESSIONS
MARKETING
BRAND
AND PARTICIPANTS
- employing a winning website strategy through the tools of design, storytelling and emotion
In my book Emotional Design, I proposed a framework for analyzing products in a holistic way to include their attractiveness, their behavior, and the image they present to the user—and of the owner.

In this work on design, these different aspects of a product were identified with different levels of processing by people: **visceral, behavioral, and reflective**. These three levels translate into three different kinds of design.

- **Visceral** design refers primarily to that initial impact, to its appearance.

- **Behavioral** design is about look and feel -- the total experience of using a product.

- And **reflection** is about one's thoughts afterwards, how it makes one feel, the image it portrays, the message it tells others about the owner's taste.

Emotional Design: People and Things
DONALD A. NORMAN
http://www.jnd.org/dn.mss/emotional_desig.html
“I’m not sure how it happened, but somewhere early on in the formation of the Internet somebody decided that Web sites weren’t marketing tools, so the content and design didn’t have to relate in any way to the rest of the marketing activity.”

- John Janttsch, Duct Tape Marketing p.77
IT'S EASY. JUST SKIP THE "INTERFACE DESIGN" PHASE AND MAKE EVERYTHING BEIGE. YOU CAN'T GO WRONG WITH BEIGE.

-Dilbert
“Each time a new technology comes along, new designers make the same horrible mistakes as their predecessors. Technologists are not noted for learning the errors of the past. They look forward, not behind, so the repeat the same problems over and over again.”

- Donald Norman, The design of everyday things
The Collision

It always seems obvious to think in a straight trajectory but it often is an unanticipated converging vector that changes the direction of the current.

This point of impact I refer to as the collision.
It's why engineers design products ultimately useful only to other engineers. It's why managers have trouble convincing the rank and file to adopt new processes. And it's why the advertising world struggles to convey commercial messages to consumers.

"I HAVE a DVD remote control with 52 buttons on it, and every one of them is there because some engineer along the line knew how to use that button and believed I would want to use it, too," Mr. Heath says. "People who design products are experts cursed by their knowledge, and they can't imagine what it's like to be as ignorant as the rest of us."

“For the understanding of a picture a chair is needed. Why a chair? To prevent the legs, as they tire, from interfering with the mind.”

- Paul Klee, The Thinking Eye
The difference when going from ISDN to Broadband is bigger than when going from nothing to ISDN

- Jeffrey Cole, USC Annenberg University Centre for Digital Studies

How would you use your TV if you had to phone up the satellite everytime you turned it on, and pay for every minute of use?
Communication: 38%
Information: 22%
Entertainment: 17%
Surfing: 8%
Transactions: 7%
Creation: 5%
FIRST IMPRESSIONS
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- employing a winning website strategy through the tools of design, storytelling and emotion

Helge Tenne / Strategic Director / Digital Planner
SCREENPLAY.NO

Image by PTGreg
Hello
50 milliseconds

Web users form first impressions of web pages in as little as 50 milliseconds (1/20th of a second), according to Canadian researchers. In the blink of an eye, web surfers make nearly instantaneous judgments of a website’s “visual appeal.”
The Halo Effect

Through the "halo effect" first impressions can color subsequent judgments of perceived credibility, usability, and ultimately influence our purchasing decisions. Creating a fast-loading, visually appealing site can help websites succeed.

http://www.websiteoptimization.com/speed/tweak/blink/

Image by agroni on flickr.com
THE VISCERAL REACTION (SNAP DECISION) \[ \rightarrow \] RATIONAL THOUGHT (ARGUMENTATION)
SO THE QUESTION BECOMES:
What does it take to create a **first impression**?
One recent paper that begins to operationalise aesthetics (LaVie and Tractinsky 2004) identifies two dimensions that authors label “classical” and “expressive” aesthetics, respectively.

“Classical” aesthetics pertains to aesthetic notions dating back to antiquity and referring to ordeals in design, including concepts like “clean”, “pleasent”, “symmetrical” and “aesthetic”. This dimension contains thus both cognitive (clean, symmetrical) and cognitive emotional responses (pleasent).

However, the fact that “aesthetics” also appears as a dimension of aesthetics is problematic. “Expressive” aesthetics reflects the perception of the 116 G. Lindgaard et al. designers’ creativity and originality, and includes concepts like “sophisticated, creative, uses special effects” and “fascinating”.

- Gette Lindgaard
“You don’t need something more to explain something more.”

- Murray Gell-Mann
1969 Nobel Prize in physics for his work on the theory of elementary particles
“... the more and more symmetry you have the better you exhibit the simplicity and elegance of the theory”

- Murray Gell-Mann
1969 Nobel Prize in physics for his work on the theory of elementary particles

- M.C. Escher
All laws applied to all forms of visual presentation also applies to the design of a web page or application.
Suffolk murders accused 'may have had accomplice'

Former pub landlord murdered five prostitutes in 10-day period, court told
- Jury told of Wight's background
- Timeline: the Suffolk murders
- Interactive: where the victims were found

Russia detains British Council chief

Diplomatic row escalates with detention of staff including Neil Kinnoch's son
- Background: the British Council
- Analysis: the Anglo-Russian chill

Divisions in Nato over Afghanistan

US defence secretary says allies do not know how to fight insurgencies

Migrants 'get 1% of council flats'

Report says 90% of arrivals in last two years are in bottom end of private rented sector
- New problems for Sheffield's Slovaks

Tamil Tigers kill 28 in bus bombing

Roadside blast and attack on army vehicle come as ceasefire with Sri Lankan government runs out
- Sri Lanka: A perpetual island war

Second coming for Keegan

Newcastle announce that 'Geordie messiah' is to take charge of club for second time
- Open thread: Are Newcastle mad?

Three guilty of Newlove murder

Three teenagers convicted of killing father of three, who was kicked to death outside his home
- 'They laughed as they kicked him to death'
- Death sparked debate but found no solutions

Republican identity crisis deepens

Mitt Romney's Michigan win leaves party mired in confusion about way ahead
- Candidates forced to rethink strategies
- Comment: Richard Adams
- Full coverage on Guardian America

On this site

Audio reports
Cartoons
Comment, leaders, letters and corrections
Crosswords
Digital Archive
Email services
G2 features
In pictures
Interactive guides
News quiz
Notes and Queries
Obituaries
Podcasts
Sudoku
Today's paper
TV
Nordmannens advokat: - Han frykter for livet

Ved denne restauranten i Puerto Rico slo politiet til for å forhindre det de mener var drapsspanene mot nordmannen (50). Les mer

- Les også: - Skulle drepes etter timesharesvinde
- Les også: - Planla å drepe norsk par på ferieøy

Adebayor i målform

- LIVE NÅ: Reading - Manchester United
- LIVE NÅ: Fulham - Arsenal
- LIVE NÅ: Birmingham - Chelsea
- LIVE: Newcastle - Bolton 18.15
- LIVE: Følg alle kampeher Følg alle kampeher Premier League her!

Ege gjorde Lotte (7) stolt

Les hele saken

Irrittert på Bystøl

Les hele saken
Business & Commercial
Solutions that suit your business

Expanding into China?

Producing the same product doesn't mean doing business in the same way
Where others see similarity, we see difference.

Click here to view Business & Commercial solutions where you are

Solutions for
Small Business Customers
Grow your business

Solutions for
Commercial & Corporate Customers
Global solutions, global reach

Solutions for
Commercial Banking
Where others see similarity, we see difference

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Kreft. Det hender vel ikke deg?
Om det likevel hendte deg - hva da?
Les mer om vår nye kreftforsikring her.

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FIRST IMPRESSIONS
MARKETING
BRAND AND PARTICIPANTS
- employing a winning website strategy through the tools of design, storytelling and...
“The application itself is not a goal at all – it’s an obstacle between the user and their goal.”

- Robert Hoekman Jr. Designing the obvious
First fase of technology:

We have all this technology.. What can we make it do?
Second fase of technology: Then we started talking to someone we called "users"?
Third fase of technology:
But now we are looking at activities..
### Aktivitetsanalyse

**Saksbehandler:** Amt, Kurator, Rogaland  
**Kunde:** Stian Eikrem, Fotograf

#### Scenario og forutsetninger

**Scenario**

Løs oppsøkte Artikel og objektivitetsadvice. Hvis det er fin oppmåling fra en subjektiv, er det ikke åpne. Først oppmåler objektivet av interesse for objektive, med det er tekstualiserte sammenheng

**Behov / Hensyn**

Påvirkende faktorer

**Mulige utfordringer**

Manglende slagskap om spesifikk tilstrekkelighet

**Nøkkelord**

Eiereavtale

#### Aktivitet

**Operasjoner og handlinger**

- Avvik av status / relatert i utvikling
- Avvik av dette / enerfor vårt satsingemidde
- Liker i «lign av aktivitet» for å sikre å være i satsingsemidde
- Slik gir det generelt vurdering av aktiviteten som en person
- Systematiske i forbruks
- Føler av relevante prosjekter

**Output**

- Nøkkelord om aktuelle og prosjekter
- JAK / NDI
- Møterfølger

**Kommentarer**

- Mulighet / Synonymordbok
- Mulighet: Få tilsyn til å registrere seg på nettsiden, kontroller deretter på CRM-basis
- Samme kryssing / mulighet
- Samme: Scan / JAK Manual
- Nøkkelord vurdering og forleg

### Spesielle forutsetninger

- Hvis det er fin oppmåling fra en subjektiv, er det ikke åpne. Først oppmåler objektivet av interesse for objektive, med det er tekstualiserte sammenheng

### Eventuelle problemstillingar

- Hvis det er fin oppmåling fra en subjektiv, er det ikke åpne. Først oppmåler objektivet av interesse for objektive, med det er tekstualiserte sammenheng
Patterns and predictability
The runner ups

HarrisInteractive®
Automotive assessment study
Paradox of choice
- Barry Schwartz
“Everytime you add something you take something away”

- 37signals.com
Taking decisions in high risk occupations.

Gary Klein
- The Sources of power
Most deciding factors when evaluating a site:

- Without technical problems
- Appealing design
- Good findability
- Simple navigation
“The research shows that, although users are sensitive to differences in actual usability of sites, perceived usability appears to be tied more to the immediate impression than to actual usability. In turn, the immediate impression is based on the aesthetics appeal of the site.”

-Citation: Gitte Lindgaard, 2003-08-08, usability vs aesthetics
Business & Commercial
Solutions that suit your business

Expanding into China?
Producing the same product doesn’t mean doing business in the same way
Where others see similarity, we see difference.

Click here to view Business & Commercial solutions where you are

Solutions for
- Small Business Customers
  Grow your business
  - FIND OUT MORE

Solutions for
- Commercial & Corporate Customers
  Global solutions, global reach
  - FIND OUT MORE

Solutions for
- Commercial Banking
  Where others see similarity, we see difference
  - FIND OUT MORE
Persuasion, in order to create desired action.
you must go beyond usability. This isn’t simply removing obstacles. It is creating the desire that drives action.

- Brian and Jeffrey Eisenberg
The **trust** and **credibility** your website communicates is critical in helping visitors feel **confident** in purchasing from you.
How do you present your information?

Information is worthless before it is put into context with knowledge and experience the customer already owns.
"The truth is that "meaning" is created by lots of little points of data, in the same way that persistence-of-vision effects are created by lots of little points of light."

- Erik McKeen
Average conversion rate on visitors to shop.org members sites 2005
Great web management starts off with allowing the most important customers complete their most important tasks as quickly and simply as possible. Poor web management plays politics by giving a little of the homepage to every department. Poor web management tries to answer every question—and all it ends up doing is answering every question really badly.

- Gerry McGovern
In classical times when Cicero had finished speaking, the people said, “How well he spoke”, but when Demosthenes had finished speaking, they said, “Let us march.”

- Adlai Stevenson
"The fourth dimension is time"

- Bill Moggridge
  Designing Interactions
WAI
(it's all wrong)
“Focusing on usability will help you get the design right, but it won’t help you get the right design.”

- Bill Buxton
The borderline between to adjacent shapes having a double function, the act of tracing such a line is a complicated business. On either side of it, simultaneously, a recognizability takes shape. But the human eye and mind cannot be busy with two things at the same moment ... there must be a quick and continuous jumping from one side to the other ...

- M.C. Escher
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FIRST IMPRESSIONS
MARKETING
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- employing a winning website strategy through the tools of design, storytelling and...
“Vi lever i en opplevelsesøkonomi og de emosjonelle faktorene blir stadig viktigere for kunders valg. Norsk næringsliv har bare i liten grad sett mulighetene i dette. Vi er råvareorienterte, og foredling og fokus på immatrielle verdier er unødvendig. Det er ikke uten grunn at Norge har få internasjonale merkevarer og at vi ofte overlater til andre å ta fordelingsgevinster og utvikle markedsmakt.”

- Oscar Kipperberg, Formann Superbrands Council Jury
Brand saturation
The Paradox of Choice
"The brain is lazy

- Morten Brandt, EBS
According to James Twitchell the key insight that has shaped modern advertising came to cigarette manufacturers in the late 1930s. In the course of market research they discovered that smokers that taste-tested various cigarette brands without knowing which was which couldn’t tell them apart. So, if the manufacturer wanted to sell more of his particular brand, he was either going to make it distinctive, or make consumers think it was distinctive, which was considerably easier. With that was born the practice of selling a product by associating it with a glamorous lifestyle.

- Barry Schwartz, Paradox of choice p.54
Think small.

Our little car isn't so much of a novelty any more.
A couple dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even cares at our shape.
In fact, some people who drive our little car even think 22 miles to the gallon is going any great guns.
Or using five parts of oil instead of five quarts.
Or never needing antifreeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.

"A man always buys something for two reasons: a good reason, and the real reason"

- J.P. Morgan
An interesting phenomenon in the western world is that as we grow up we tend to deny the irrational. **In the western understanding of reason it is rational decisions that drive the purchase of products.** We are living in the age of post rationalising.

The fact that lotteries are popular leads to contradictions with economic rationality. Economic irrationality among so many people is a huge challenge to economics. Naturally, economists long ago decided to ignore the irrationality of people. As John Kenneth Galbraith pointed out,

“In the choice between changing one’s mind and proving there’s no need to do so, most people get busy on the proof”.

Unfortunately irrationality is so widespread that it was actually psychologists who finally forced economists to take real people’s irrationality seriously in the 1960’s and 1970’s. Now examining the differences between actual decisions and ideal decisions is one of the hottest areas in economics.
“That’s a good example of just how central this kind of decision making [snap decisions] is to the way we make sense of the world. And just how good we are at convincing ourselves otherwise, at pretending that what we are doing is conscious and deliberate when it is not.”

- Malcolm Gladwell
“One of the general lessons we’ve learned from brain science is that when we ask people about their reasons for things, we’re only getting a small part of the brain processes that underlie their decision making. A lot of times the information we get is really a reconstruction or rationalization. We may want to avoid saying we buy things because they appeal to our sense of pride or something like that. One of the most fundamental insights in brain science is that most of the processes that underlie our decisions are unavailable to our conscious access. They’re done on the basis of intuition or unconscious processing.

-Roger Dooley, Cool products and neuromarketing
If I was CEO of a company I would have read the SSB [Norwegian state statistics agency] webpages long before taking advice from people who think we are living in a dream society or insists that people don’t know the price of the products available in the market.

Economists, and other social scientists with an interest in decision-making, have found that the difference between the rational model (how decisions ought to be made) and the real world (what decisions are made) is so significant that their rational models can be of little use.

- [http://www.gresham.ac.uk/event.asp?EventId=512&PageId=108](http://www.gresham.ac.uk/event.asp?EventId=512&PageId=108)
Lotteries almost single-handedly prove that people are not rational.

- Professor Michael Mainelli
http://www.gresham.ac.uk/event.asp?EventId=512&Pageld=108
Sales increased 60% “overnight” with new design.
Norwegians want the little extra: 
Expensive food sells best
Companies will need to understand that their products are less important than their stories.

- Rolf Jensen, Copenhagen Institute or Future Studies
“Love is overestimating the difference between one woman and another”

- George Bernard Shaw
Affective loyalty is the strongest form of loyalty and will be the most difficult form to compete against.

- Bendik M. Samuelsen, Adrian Peretz og Lars E Olsen, “Merkevareledelse på Norsk”
“The internet is a nearly perfect market because information is instantaneous and buyers can compare offerings of sellers worldwide. The result is fierce price competition and vanishing brand loyalty.”

- Customer loyalty in e-commerce: an exploration of its antecedents and consequences, S.S. Srinivasan, Rolph Anderson, Kishore Ponnavolu
The extent to which a customer is kept informed about the availability of the preferred products and the status of orders, and the level of efforts expended to minimize disruptions in providing desired services.

An overall image or personality that the e-retailer projects to consumers through the use of inputs such as: Text, style, graphics, colors, logos, slogans, themes.

Customer loyalty in e-commerce: an exploration of its antecedents and consequences

Is this wrong?
It’s not about not making people think, it’s about removing unanticipated bottlenecks
Patterns and predictability

Flow, as a mental state, was first proposed by psychology professor Mihaly Csikszentmihalyi and is characterized by a distorted sense of time, a lack of self-consciousness, and complete engagement in the task at hand. Software engineers might feel it when they're writing code, gamers might feel it when playing Guitar Hero III, Christopher Cross felt it when he went sailing. For designers, it's exactly the feeling we hope to promote in the people who use our sites.
Flow, as a mental state, was first proposed by psychology professor Mihaly Csikszentmihalyi and is characterized by a distorted sense of time, a lack of self-consciousness, and complete engagement in the task at hand. Software engineers might feel it when they’re writing code, gamers might feel it when playing Guitar Hero III, Christopher Cross felt it when he went sailing. For designers, it’s exactly the feeling we hope to promote in the people who use our sites.

- Designing for Flow, Jim Ramsey
http://www.willstapart.com/articles/designingforflow
If the customer needs to “go to the toilet”, let them. Always let them, but while there suppose them, give them something unexpected and something so positive it creates a unique and lasting impression.
"Aesthetics aside, there are two key elements that comprise a killer first impression. And they’re the things that make unboxing a new product or installing new software feel like opening a Christmas present. These elements are **anticipation** and **surprise**.

- Robert Hoekman Jr.
When we examine some of the Web 2.0 success stories—like Facebook, Flickr, Second Life, and YouTube—we can see that they all tap into the creative and imaginative qualities of their users. **In fact, playfulness is so ingrained in the user experience of these sites that it’s impossible to separate it from the services they provide.**

- Jonathan Follet, Engaging user creativity: The playful Experience

Image by Guillermo Ruiz de Loizaga
In essence risk taking is at the heart of acquiring new knowledge. In short we do not acquire new knowledge without taking the risk of delving into the unknown. Evolution has given us the perfect balanced set of tools for doing this. **In the first place we generally prefer to explore novel things more than those we already know and find novelty exciting.**

- Keith Hendrick

http://www.gresham.ac.uk/event.asp?PageId=45&EventId=371
In the new online media landscape, brand content isn't the "sit back and watch" branded entertainment of traditional media. **It is a more actively consumed form of entertainment, something that engages, participates with, and is spread by an audience.**

- Christine Beardsell, Activating Brand Content Online, ClickZ.com
Recommended strategic positioning of web content and intent

Traditional strategic positioning of web content and intent
“This represents 16 percent of the Christmas shoppers, but the importance of the Internet on Christmas shopping can be far greater than the number suggests. The research also shows that 56% of the Norwegian population use e-retailers to check for stock and price before they shop.”

—Halve Norge plukker julegaver på nett
http://www.dagensit.no/trender/article1265970.ece?WT.mc_id=dn_rss
The important ingredients of:

emotions and storytelling
“If you eliminate the emotional guiding factors, it is impossible for people to make decisions in daily life”

- Dr. Dean Shibata

“Facts lead to conclusions, emotions lead to action”

- Brian and Jeffrey Eisenberg, Waiting for Your Cat to Bark
We contemplate future events by simulating those events in our imaginations and then noting our emotional reactions.

- Dan Gilbert, Stumbling Upon Happiness
Words have no meaning in themselves: orally they are only arbitrary juxtapositions of sounds. However they trigger off in us images which, generated by our perceptions, carry meaning.

http://assoc.pagespro-orange.fr/une.education.pour.demain/articles/m/mathematics/mnmente.htm

Images by miksfoto
http://www.flickr.com/photo_zoom.gne?id=558126618&size=l
According to some biologists our experiences of the world is stored as mental images.

These mental images can then be associates and compared with other mental images, and can be used to synthesize completely new images.

Some believe that this process allows us to form useful theories of how the world works based on likely sequences of mental images, without having to directly experience that outcome, for example through the processes of deduction or simulation.
At Sony we assume that all products of our competitors have basically the same technology, price, performance and features.

Design is the only thing that differentiates one product from another in the marketplace.

- Norio Ohga
Nokia N95 Deep Plum

Kjøp m/ abo.

Lagerstatus: 15 på lager.

Varenummer: 333859  Produsentens varenr.: 0037298  Vekt m/emballasje: 0.65 kg  Produsentens navn.

Kunder som kjøpte dette produktet kjøpte også:

- Nokia Bilader DC-4
  - kr 195,-
  - Kjøp
- Kingston microSD Card 1GB
  - kr 109,-
  - Kjøp
- TwiMOS microSD Card 1GB
  - kr 115,-
  - Kjøp

Abonnement fra Telenor

<table>
<thead>
<tr>
<th>Abonnement</th>
<th>Månedspri</th>
<th>Minuttpri</th>
<th>Startpris pr samtal</th>
<th>SMS</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
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</table>
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Send in your own articles, photos and videos – and join our i-Report team.

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We're just getting started and will be updating our content to match our new look. We'll be rolling out new features, so tell us what you think! You can send comments on specific pages through the Feedback link on the top of each beta page.
Content isn’t king. Conversation is king.
Content is just something to talk about

- Cory Doctorow
"We're strong believers that our stories are the beginnings of a conversation, not the last word."
-USATODAY.com
January 2, 2008, 4:13 pm

Mining the Collective Intelligence of NYTimes.com Users

By DEREK GOTTFRID
TAGS: CLUSTERING, SEARCH

“We know that we have remarkably knowledgeable and intelligent readers, and we would love to recruit more and more of them in ever more sophisticated ways to improve the quality of news and information on our site.” — Jon Landman, Deputy Managing Editor, The New York Times

Participation is the new consumption

- Trendwatching 2007

FEMALE FEVER
Women. The Mega Niche. The under-served market of all markets. And so on. Just consider the fact that women, who comprise just over 50% of the US population, make over 80% of the consumer purchasing decisions (and in case you’re wondering, consumer spending accounts for two-thirds of US GNP).

Read FEMALE FEVER →
Download FEMALE FEVER as PDF 📄→

PINK PROFITS
Many brands now actively target the gay community, as even the most conservative execs have come to realise that there’s just too much money to be made from well-to-do, happy-to-spend GLBT consumers. And merely acknowledging consumers who sadly are used to being ignored if not vilified, does wonders for brand loyalty.

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GENERATION Z, ECO-FATIGUE, BLANDTASTIC
PETS PASSE, TURQUOISE TRIUMPH

A new generation of consumers largely being ignored by marketers, authenticity trumping the eco-trend, a shift from design and beauty to blandness, daring forecasts for 2011 and more...

Read 5 UNIQUE TRENDS →

TOP 5 TREND WATCHING TIPS

With 2008 only months away, this is a good time to hone your trend watching skills. Find out about the ‘why’ of trend spotting, the mindset required, the resources needed, the process of embedding trends into your organization, and how to actually apply these trends...

Read TOP 5 TREND WATCHING TIPS →
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Solving a government-related problem:

58% used the internet to get help.
53% said they turned to professionals.
45% said they sought out friends and family.
36% said they consulted newspapers and magazines.
34% said they directly contacted a government office or agency.

16% said they consulted television and radio.
13% said they went to the public library.

Information searches that solve problems, PEW Internet & American Life Project.
“Bare 27 prosent av publikum som bryr seg om medienes bilanmeldelser, mens det blant journalistene er hele 72 prosent som tror folk velger bil etter råd fra dem”.

- Nordiske Mediedager i en pressemelding.
- http://www.na24.no/propaganda/media/article1026906.ece
It's an emerging rule of thumb that suggests that if you get a group of 100 people online then one will create content, 10 will "interact" with it (commenting or offering improvements) and the other 89 will just view it.

Communitites vs. neighbourhoods

The company says that roughly 86 percent of people who log in to private communities with an average size of 300-500 people contribute content to it. They post comments, initiate conversations, participate in chats, brainstorm ideas or share photos. Fourteen percent of members in smaller communities tend to lurk. This contrasts with the 1% Rule, which posits that about 1% of visitors to an open, democratized forum will create content for it, while 10% of all visitors synthesize that content and the remaining 90% lurk.

Unfriend Me

Who you're friends with becomes more important than how many friends you have. Exclusivity and privacy replace open community in social media. People move to gated networks from Facebook and MySpace (NWS), fleeing the commercialization of their personal information and relationships.
About Fire King

Pictures of Fire King, a type of glassware made by Anchor Hocking starting in 1940. Add your pictures of bowls, casserole, cups, plates, bowls, serving platters, creamers and vases in Jade-ite, decaled patterns, and patterns with solid glass colors.
“We want to invite our customers to be a part of our stories”

- ROBERT IGER, PRESIDENT DISNEY CORPORATION
It’s the combination between citizen marketing - which is authentic and hits the target group (the producers are the target group, not an account planner) - that creates brilliant advertising for Converse.

- Ben McConnell & Jackie Huba, church of the customer blog
Most of us give substantial weight to anecdotal (peer-to-peer) information, so much so that it can cancel out the positive recommendations from a consumer review.

Most of us give focus to these stories because they are extremely vivid, and based on a personal, detailed, face-to-face account.

- Barry Schwartz, The Paradox of Choice
THE SHOES DON’T LIE

MAKE THEM SLICK. MAKE THEM RETRO. MAKE THEM UGLY.
As long as you make them your own. Pick a model. Add your colours.
CUSTOME ONE OF THE FAMOUS FIVE. OR CHOOSE FROM THE FULL ID RANGE.
Some sites like Apple.com’s Support Site have more advanced features whereby people can rate the responses they are given to their questions. That way, if one response by the community really helped the person who asked the question, it will be flagged and easily found by future readers. This helps users filter out bad responses, further reducing support costs.

- Joshua Porter, UIE Brain Sparks
<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home electronics</td>
<td>45%</td>
</tr>
<tr>
<td>Personal electronics</td>
<td>39%</td>
</tr>
<tr>
<td>Toys/games</td>
<td>22%</td>
</tr>
<tr>
<td>Kitchen appliances</td>
<td>20%</td>
</tr>
<tr>
<td>Beauty/grooming</td>
<td>18%</td>
</tr>
<tr>
<td>Food</td>
<td>17%</td>
</tr>
<tr>
<td>Household cleaning products</td>
<td>17%</td>
</tr>
<tr>
<td>Apparel</td>
<td>17%</td>
</tr>
<tr>
<td>Pet products</td>
<td>14%</td>
</tr>
<tr>
<td>Motor vehicles</td>
<td>13%</td>
</tr>
</tbody>
</table>

Note: ages 16+ who read consumer-generated online reviews
Source: Deloitte & Touche USA, "Consumer Survey: Market Transparency" provided to eMarketer, October 1, 2007

### Increase in Average Purchase by Online Shoppers Who Use vs. Do Not Use Customer Product Reviews on Web Sites* of US Online Retailers, July 2007 (% of respondents)

<table>
<thead>
<tr>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%+</td>
<td>6.8%</td>
</tr>
<tr>
<td>15.1%-20.0%</td>
<td>4.2%</td>
</tr>
<tr>
<td>10.1%-15.0%</td>
<td>14.6%</td>
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<tr>
<td>5.1%-10.0%</td>
<td>27.1%</td>
</tr>
<tr>
<td>1.0%-5.0%</td>
<td>20.8%</td>
</tr>
<tr>
<td>No increase</td>
<td>26.5%</td>
</tr>
</tbody>
</table>

Note: *that allow customer product reviews on the site
Source: Internet Retailer, "Web Site Design, Content and Rich Media" conducted by Vovici Corporation, August 2007

### Resource Used Most Frequently by US Online Shoppers for Product Research, July 2007 (% of respondents)

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>User reviews</td>
<td>55%</td>
</tr>
<tr>
<td>Comparison charts</td>
<td>22%</td>
</tr>
<tr>
<td>Expert reviews</td>
<td>21%</td>
</tr>
<tr>
<td>Shared shopping lists</td>
<td>1%</td>
</tr>
</tbody>
</table>

Note: numbers may not add up to 100% due to rounding
Source: Avenue A | Razorfish, "Digital Consumer Behavior Study," October 2, 2007

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