EXPANDED VERSION

SEVEN

ACTIONABLE MARKETING TRENDS

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After publishing the slideshow **Seven Actionable Marketing Trends** about a month ago, I asked if there was an interest in an expanded version of the slideshow. Elaborating on each trend and including some references and quotes from the insights behind them.

I would like to state that the goal of the document is not to work as a coherent presentation, but rather using the slideshare format to comprise and present a collection of valuable ideas that I felt was/is relevant in regards to each trend.

I hope you find the presentation useful, and that there are stuff/slides in there that proves to be inspirational.
“EMERGING TECHNOLOGIES ARE OFTEN VIEWED THROUGH THE LENS OF PATTERNS OF USE AND INTERPRETATION OF OLDER TECHNOLOGIES, AT LEAST INITIALLY”

– C. DUNBAR-HESTER
As we sought to identify “the Internet” in its initial stages, we identified it as a channel where people listened quietly.
WE BUILT IT RIGHT INTO OUR CURRENT CULTURAL UNDERSTANDING
OF BRANDS AS AUTHORITATIVE, AND WHERE PUBLISHERS HAD
MONOPOLY ON PUBLISHING.
WHICH WAS A GOOD IDEA IN THE BEGINNING...

BUT AS TECHNOLOGY IMMERSER INTO OUR DAILY LIVES, AND DISAPPEARED, CHANGING OUR HABITS AND BEHAVIORS, THE INHABIT RESISTANCE TO CHANGE EMERGED.

MOST SO FROM PEOPLE WITH EXISTING AND SUCCESSFUL BUSINESS MODELS, AND UNDERSTANDABLY SO...
EXEMPLIFIED BRILLIANTLY BY DANAH BOYD, REFERENCING THE RESISTANCE IN THE MOBILE SPACE:

“RIGHT NOW WE HAVE HUGE BARRIERS TO INNOVATION IN MOBILE SPACE. THE IDEAS OF WHAT COULD BE DONE WITH MOBILE FAR EXTENDS BEYOND WHAT THE CARRIERS WILL EVER ALLOW RIGHT NOW.”

– DANAH BOYD, 2008
The problem is that when the Internet emerged it came cheap, and everybody was lazy (read: media, agencies, brands, media companies etc.). It was way too simple to just fit online into the existing mindset, which we did.
So when behavior started to change, and the models no longer would fit into the old mindset. One started erecting artificial barriers to hamper this change.
A common understanding is that the Internet does two things:

1. REMOVES MIDDLE MEN
2. DISTRIBUTES EXISTING (radio, TV, print) CONTENT

Which is a perfect 1st generation mindset, where everything seems to fit and all the old models seem to work (read lazy and cheap), but the 2nd generation participants are not happy with meager 1st generation stuff, they demand more – with right.
AND SOME OF US KNEW THAT ALL ALONG ...

“More than a decade after the portals of the worldwide web opened to the public we are witnessing the true emergence of the internet as the powerful personal and social phenomenon we knew it would become.”

- JEFFREY COLE
DIRECTOR OF THE USC ANNENBERG SCHOOL CENTER FOR THE DIGITAL FUTURE

IMAGE BY BLIND HÖNA ON Flickr.com
BUT WE INSIST ON KEEPING THE OLD MODELS — EVEN IF WE CAN CLEARLY SEE THAT THEY ARE NOT WORKING...

"The inescapable conclusion is that anyone who thinks advertising is the key to sustainable online businesses in any field other than search should think again."

- John Naughton

"WE’VE BEEN TO IDENTICAL, BOUGHT CHEAP TRAFFIC AT A COST TO OUR BRAND FOR TO MANY YEARS."

- KRISTIN SKOGEN LUNO, CEO, AFTENPOSTEN

THAT’S WHY THE NEWSPAPER INDUSTRY IS WORTH ABOUT $60 BILLION OFFLINE BUT ONLY $3 BILLION ONLINE — THEY ONLY HAVE ABOUT 5% OF THE PRICING POWER THAT THEY DID WHEN THERE WAS ONLY A FINITE AMOUNT OF SPACE IN FOR PRINTING ADS.

“in few other business would one find a business model where the company is only able to generate 5% of the total income from 50% of the customers.

- THAT IS NO VIABLE BUSINESS MODEL.”
Nobody ever got fired for buying an IBM.

Companies have built a simple system around measuring advertising and marketing in the form of valuing interruption and direct sale. Even though we know people don’t buy a computer in the blink of an eye, but it’s easily measurable and commonly accepted.
EVEN WITH CONVINCING EVIDENCE TO THE CONTRARY:

"A corroborating report from IDC, released in December, found social network ads are less effective than other forms of online marketing. But that isn’t to say this medium lacks merit for brands hoping to harness the Zeitgeist’s power: 62% of Millennials admitted they’ve visited a brand or fan page on a social network; 48% actually joined."

The teens said that joining groups on Facebook supporting a brand or giving their opinion about products was just as important when it came to making a statement and saying “who they were, their identity” than any other thing.

IMAGE by gywst ON FLICKR.COM
Men are Idiots and I married their King

- WE CONTINUE TO BUY ADS ONLINE JUST BECAUSE THERE IS REAL ESTATE TO BE BOUGHT.
- WE CONTINUE TO TRY TO INTERRUPT PEOPLE, EVEN IF WE KNOW THEY DON’T WANT TO BE INTERRUPTED, BUT IT WORKS.
... AND PEOPLE DON’T KNOW WHAT THEY WANT, SO WHAT CAN YOU DO...

PEOPLE ARE IDIOTS.. (OR IS IT US?)
AS LONG AS WE CONTINUE TO VIEW ONLINE AS A MEDIA CHANNEL, AND MEASURE IT THAT WAY, WE WILL BE HARD PRESSED TO UNDERSTAND IT AS A PERSONAL SPACE, AN ARENA FOR PEOPLE TO CONNECT, EXCHANGE IDEAS, ESTABLISH AND STRENGTHEN RELATIONSHIPS.
The concept of the “unbundled” corporations holds that there are three fundamentally different types of businesses:

- Customer relationship businesses
- Product innovation businesses
- Infrastructure businesses.

Each has different economic, competitive, and cultural imperatives. The three types may co-exist within a single corporation, but ideally they are “unbundled” into separate entities in order to avoid conflicts or undesirable trade-offs.

Is marketing online doing the wrong business model? Are we focusing on scope, and lowering cost of infrastructure (with display advertising), instead of product innovation and customer relationships?
Just because people are technologically available don’t mean they are behaviorally available.
WE WOULDN’T FIND OURSELVES INTERRUPTING A TELEPHONE CONVERSATION, SO **WHY DO WE FIND IT NATURAL TO INTERRUPT AN ONLINE CONVERSATION?**

“Hi, sorry to interrupt your conversation. Our system just picked up that you were talking about **Nokia**, would you be interested in purchasing our newest model?”
The relationship between media and social media is like the relationship between egg and eggplant: They share a couple of the same letters, but they are not in the same taxonomy.

- Kevin Slavin, Area/Code

We treat it like a media channel, which it is not, some of it is, but most of it - an increasing part of it, is a connection space.
Especially with young people the Internet is first and foremost a communications channel - a channel for chatting, email and ip-telephony.

That the Internet in addition is a media channel, where one can access news sites and portals are also an important driver. But it seems that its the use that lies outside that of the traditional mass media that is the most important one.


We treat it like a media channel, which it is not, some of it is, but most of it - an increasing part of it, is a connection space.
“One of the great untold stories is just how much Facebook and Twitter are growing off-site. Facebook announced they reach 60 million through Facebook Connect. Meanwhile nearly half of Twitter’s activity takes place away from Twitter.com - they reported. Both platforms are quietly becoming a social operating systems for the web, not just their own sites.”

- STEVE RUBEL'S SUMMARY OF THE LE WEB CONFERENCE
HTTP://WEARETHEDIGITALKIDS.TUMBLR.COM/POST/285508777/BRANDS-OF-THE-FUTURE
ONLINE IS NOT A PERFECT PLATFORM FOR TALKING, BECAUSE, AT THE MOMENT THE TECHNOLOGY IS TO VISIBLE (TECHNOLOGY COMES IN THE WAY OF TALKING).

- IT’S TO CLUNKY (TO MANY LIMITATIONS TO CONVERSATIONS)
- TO SILOED (YOU CAN TALK LIKE THIS OVER HERE, BUT LIKE THAT OVER THERE)
- AND TO UNIMAGINATIVE
BUT ONLINE IS NOT ABOUT TALKING - SO PLEASE...

STOP WITH THE BONFIRE-ANALOGY, IT COMPLETELY MISPLACES THE CONCEPT OF HUMAN COMMUNICATION.

EVERYTHING WE DO TOGETHER IS COMMUNICATION, AND WE DO IT ALL THE TIME, IN EVERY INTERACTION WITH OTHER HUMAN BEINGS.

BUT ACCORDING TO THE BONFIRE ANALOGY WE LIVED DESOLATE LIVES BUT MET UP IN THE EVENINGS AND SHARED STORIES.
WE EXCHANGE IDEAS SYNCHRONOUS, COLLECTIVELY, SUBCONSCIOUSLY ...
VIA A MILLION LANGUAGES, GESTURES, CLOTHING, EXPRESSIONS, SOUNDS ...

ONLINE IS FOR THE EXCHANGE OF IDEAS
- EVERY TYPE OF EXCHANGE.
BUT IT'S GROWING ON US, AND SOON TODAY'S ONLINE LANDSCAPE WILL SEEM LIKE SOMETHING OUT OF FRITZ LANG'S METROPOLIS MOVIE WHEN COMPARED TO THE COMING SEEMLESSNESS.
IN THIS FUTURE THAT IS ALREADY HERE, IT IS IMPORTANT TO BUILD ON A STRATEGY THAT BRANDS ARE VALUE CREATORS.

- THROUGH BOTH THEIR PRODUCTS, AND THEIR MARKETING.

IMAGE BY JASOHILL ON FLICKR.COM
The new marketing economy says that **the context is larger than the product**, much larger, and that marketing is about **increasing the value of this context** – and growing the context itself.
In all of this there is one common mistake: the idea that content itself equals participation.

But content has little or nothing to do with participation, it is how people are let to engage with the content and each other that is important.
1. **Peopel Talk.** They don’t want to be interrupted, but they do want their conversations to be ignited and more valuable.
conversation,ˌkänvərˈsā shən
noun
the informal exchange of ideas by spoken words:
the two men were deep in conversation.

• an instance of this: she picked up the phone and held a conversation in French.

PHRASES
make conversation talk for the sake of politeness without having anything to say.
ORIGIN Middle English (in the sense ['living among, familiarity, intimacy']): via Old French from Latin conversatio(n-), from the verb conversari (see converse 1).
EXCHANGE IS MORE THAN JUST THE EXCHANGE OF WORDS
What connects people to people to your brand is the creation and development of a collective purpose and meaning through the mutual exchange of ideas. Let us not limit our creativity by limiting our perspective on language or expression in the context of the brand.
The interesting thing about the Social Object is the not the object itself, but the conversations that happen around them.

THE MOST IMPORTANT WORD ON THE INTERNET IS NOT "SEARCH". THE MOST IMPORTANT WORD ON THE INTERNET IS "SHARE".

Hugh McLeod & Jyr Jengstrom
http://www.gapingvoid.com/Movable_Type/archives/003995.html
IN THE NEW WORLD WE NEED TO FOCUS ON BECOMING VALUABLE CONVERSATION TOPICS, INSPIRE VALUABLE IDEAS, NOT INTERRUPT EXISTING ONES.
"It's not only about personal style, this is a part of it, and I think an interesting part. But it's about creating a certain set of culture that enables certain modes of collaboration between people."

- Itay Talgam
THE FIRST THING MARKETERS NEED IN THIS ENVIRONMENT IS A HARDER WORKING IDEA, ONE THAT OPERATES IN CULTURE RATHER THAN IN A PRODUCT CATEGORY, AND LETS CONSUMERS RETHINK YOUR COMPETITIVE FRAME OF REFERENCE, DEFINING IT MORE BROADLY.

BY SCOTT GOODSON AND CHIP WALKER FROM THE CONTAGIOUS BLOG
WE NEED TO: CONNECT, SHARE AND IGNITE.
Social Media is not only about participating in conversations. It's as much about giving participants something to converse about.
"In fact, video content shared online often became the basis of personal communications - the sole reason for an email, a message on a social networking site, or a contribution to a blog."

"I share them but I don’t watch them with other people if you know what I mean."

Male, UK

"Sometimes it’s really hard to know where you’re going to get really good quality stuff from."

Male, Sweden

**Content as communications**

**Sharing video content online is rife**

One of the most striking aspects of this new world of video is the prominence of sharing content. People were sending amusing video clips between them as a kind of chain email, and discussing video clips within their online social networks. Sharing centred around short-form video – in fact, one of the main ways that people encountered short video clips was through communication with friends and acquaintances.

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**A new role for video content**

Shared content is moving away from being solely UGC - we saw people sharing professional

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**Networks are trusted navigators**

Finding online content involves a trusted navigator – one who’s likely to find the most relevant websites. The online network navigators are the long-form content like Google.

Long-form content is usually found through locator brands and search engines, whereas short-form content is shared through communities and friends.

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**Conversation topics on Messenger**

Films/Music/TV 52%
Links to websites 50%
Music files 49%
Whats on TV right now 47%
Clips/Photos I’ve found 46%
Clips/Photos 44%

38% of online activities are communication-based

Source: Microsoft/MTV: Circuits of Cool Project: 2007
Respondents interviewed were aged 14 - 24 years
Brands become automatically valuable, because they are the ground keepers of enormous amounts of valuable data AND THE ONLY THING PEOPLE WANT IS ACCESS.
People ask if there is a place for brands in social networks. The people have answered that question loud and clear, **they want brands in social networks so much they are bringing them in themselves.** The difference is that role is not the obvious thing that marketers default to, advertising next to their personal conversations, but rather **fans want something from the brands to use on the network itself.**

Geof Northcott / Supercollider.com
http://geoffnorthcott.com/blog/2009/02/facebook-apps-for-brands-part-i-fan-created-apps/
The web is creating a ‘consumer influence revolution’ and has created a social media age where people increasingly dictate their own digital experiences.

Recent research from Microsoft shows that sharing has also become central to consumers’ expectations of entertainment. Technology is transforming traditionally personal activities into shared entertainment experiences.

*Kilde: Europe Logs On, April 2009 Microsoft*
How do we communicate with young people? Utdanning.no and vibli.no are both perceived as bad and boring. Young people are more demanding than adults. They are so impatient that they are unable to complete the tasks they want to finish. **Young people want to be active and contribute. They want to have a say. It’s all about opening up the content and let them remix, and improve it.**

So what is it all about? The GENERATION C phenomenon captures the 
an avalanche of consumer generated 'content' that is building on 
the Web, adding tera-peta bytes of new text, images, audio and video 
on an ongoing basis.

The two main drivers fuelling this trend? 
(1) The creative urges each consumer undeniably possesses. We're all artists, but 
until now we neither had the guts nor the 
means to go all out. (2) The manufacturers of 
content-creating tools, who relentlessly 
push us to unleash that creativity, using -- of 
course -- their ever cheaper, ever more powerful gadgets and gizmos. 
Instead of asking consumers to watch, to listen, to play, to passively 
consume, the race is on to get them to create, to produce, and to par-
ticipate.
OUR FOCUS NEEDS TO SWITCH FROM INFLUENCING INDIVIDUALS TO IGNITING HERDS.

"A brand is a collective perception in the minds of consumers"

"a brand is a form of socially constructed reality that has attained an objective reality, which is why it can have a cash value that is dependent on the totality of perceptions about it."

- Earls Yakob


Image by Pops Harlow on Flickr.com
TECHNOLOGY IS STRENGTHENING EXISTING SOCIAL STRUCTURES

“Many believed that modern society would make us more lonely. But this is not how it turned out.”

source: http://www.vl.no/samfunn/article4065236.ece
OUR STORIES NEED TO INCREASE THE SOCIAL FABRIC BETWEEN PEOPLE, UNDERSTANDING THE SYSTEMS AND DRIVERS THAT COME IN TO PLAY WHEN PEOPLE CONNECT TO EACH OTHER AND HELP THEM CONTINUE STRENGTHENING THEIR RELATIONSHIPS.
MEDIA IS AN **ARENA** WHERE PEOPLE WITH SHARED INTEREST AND ENTHUSIASM CONVERGE AROUND A **SHARED IDEA**.
“...That’s why networks are everywhere.” People, in other words, need people: we are the glue holding ourselves together.

- Jonah Lehrer, The Buddy System

WIRED New UK Edition Nov 09

- People share stuff to articulate their persona and their role in the network.
“YOU KNOW WHAT WAS REALLY WEIRD ABOUT VIDEO GAMES BETWEEN 1970 AND 2004? IT WAS THAT PEOPLE PLAYED THEM ALONE.

IT WAS A REALLY WEIRD THING, LIKE THEY HAD COMPUTER GENERATED OPPONENTS, AND THAT WAS SOMEHOW OF SUFFICIENT COMPLEXITY”

- KEVIN SLAVIN
BRAND AS ACTIVITY
Having a presence on social media is not social media, **talking, discovering and building relationships** are. It's the nature of your activity that is important, not your choice of technology.
A large part of the Internet, the so-called “social” part is not a media channel, it’s a conversation medium, and marketing needs to think about how to participate and add value to an existing conversation, an existing idea, not keep interrupting it.
“You tried to make me smile, and I like that”. We like it when people try to make an effort.

- Richard Murray

Source: D&AD Brand Building in a Recession
First, we found that girls would bring their camera phones into the dressing room with them and take snapshots of outfits they tried on — to help with later purchase decisions.

Second, groups of girls would get together, do each other’s hair and makeup and take photos for their MySpace / Facebook profile pics — obviously big platforms for self-expression.
Connecting restaurants and bloggers for 'tastecasting'

If vintners can conduct wine tastings via Twitter, it stands to reason that restaurants could do much the same thing to promote their foods. Which is just where TasteCasting comes in, facilitating the use of social media for taste tests and other promotional events to help restaurateurs get tongues wagging about them throughout the socially networked world.

Ohio-based TasteCasting draws upon teams of socially connected bloggers, Twitterers, Flickr users and YouTubers in cities across North America—there are currently 20 with active teams, and more are already forming. Restaurants, cafes and other food service establishments in any of the cities the company serves can host tasting events at which local team members will “taste, tweet, and then repeat,” broadcasting their experience of the restaurant across their social media platforms. Specifically, TasteCasting teams post stories, videos and pictures of each event to the TasteCasting site, and each team member adds comments and includes links to their blogs, photos and videos on the TasteCasting profile for that establishment. Grand openings, new menu items and special offers can all be publicized using TasteCasting in exchange for just a complimentary tasting and tour. Currently there is no charge to restaurants and no compensation for tasters, but TasteCasting says it may ultimately consider rolling out an advertising profit sharing opportunity for tasters interested in becoming independent agents.
[ON SKITTLES]: ... WAS HIJACKED BECAUSE IT DIDN’T HAVE (OR PRESENT USERS WITH) ANYTHING SUBSTANTIVE TO SAY.

ROBIN GRANT, HTTP://WEARESOCIAL.NET/ SOURCE: CONTAGIOUS MAGAZINE

SKITTLES & MODERNISTA
www.skittles.com / www.modernista.com
Tolltry brand Suave and mobile phone company Sprint wanted to appeal to busy mothers. They came up with the idea of creating the first-ever mother-focused web series, In the Motherhood, revolving around the hectic lives of three mother friends. The webisodes were written by Hollywood screenwriters, featured TV sitcom star Leah Remini, who also juggles her roles as an actress, wife and mother to her 3-year-old daughter.

Real-life mothers were given the opportunity to contribute their own stories on a dedicated website, inthemotherhood.com. The online mother community voted for and nominated the best entries, which were then polished and incorporated into the webisodes.

The show could be seen on mobile television site Sprint TV and Suave.com, and was publicized on the Ellen DeGeneres Show and in People magazine. Sprint and Suave also created an online community, hosted by MSN, offering games, blogging and peer-to-peer messaging. The campaign was the best-performing webisode series to date and broke all MSN records for a project of its kind.

‘WE WANT TO GIVE MOMS A REAL COMMUNITY WHERE THEY CAN SHARE IN THE TRIALS, TRIBULATIONS AND JOYS OF BEING MOTHERS…’

SARAH JENSEN, DIRECTOR OF UNILEVER HAIR CARE

SOURCE: ADVERTISING NEXT, TOM HIMPE
FANTASY PREMIER LEAGUE 2009/10

Fantasy Premier League - a Fantasy Football Game for the Barclays Premier League

Home - Games

Fantasy Name

Latest Points

Fixtures

Points / Rankings

Points

Overall: 264 (1,399,194 F)

History

Points & Achievements

Total players: 2,048,276

Leagues

Schedules

Amend leagues

Tables

Fantasy News

Barclays Premier League

Support

FAQ

Next Deadline

Fantasy Premier League 2009/10

Sponsored by Budweiser
Plurchase lets you shop at your favorite stores with your friends.

As convenient as online shopping can be, one of the downsides is that unless you happen to have someone with you while you’re online, the communal aspect of “are these shoes cute” or “is this dress too expensive” is lost. **Sure, you can send friends or family members an e-mail pointing to the item you are looking at, but the real-time aspect gets buried in the shuffle.**

The premium social play network for iPhone & iPod touch

Plus+ connects you to a community of gamers, like you, across a growing array of games.

Have a completionist streak? Play to unlock every game award. Want to take on the world? Vie for a spot on our global leaderboards. Feel like starting something? Send direct challenges to your friends and step up the competition.

What's coming next?

We'll be telling you plenty more about Plus+ and the platform as it grows and we bring more content to the network.

Whatever you do, you'll definitely want to be back here this month as we launch the new website and let you in on everything Plus+.

Sign up for email updates.
Be the first to know - enter your email address.

Enter your email address

We protect your privacy. Privacy Policy.

HTTP://APP.PLUSPLUSPLUS.COM/
Earned media is becoming more and more important in the mechanics of the marketing eco-system. People don’t share stuff because they notice it, they share stuff because it’s valuable.
Even though attention and engagement have become simple buzzwords for labeling advertising, are they creating a useful reference for success? Or are they distorting the picture?

Image by Daliborlev on Flickr.com
As we are moving from the Attention Web to an Everyday Life, where technology and communication are integrated parts, providing additional deliberate value becomes increasingly important in companies marketing initiatives – as opposed to attention, interest and interruption.
AS THE AIR AROUND OUR CITIZENS THICKENS WITH UNWANTED MESSAGES AND INTERRUPTIONS,

THE GOAL SHOULD NOT BE TO ADD TO THE UNWANTEDEDNESS, BUT TO CREATE DELIBERATE AND APPRECIATED VALUE.
2. CONTEXTUAL MARKETING:

"we are moving from messaging to services, from unwantedness to creating deliberate value"

http://www.18030720.no/?p=1268
I ALWAYS SAY TO CLIENTS IF THEY WANT ‘AWARENESS’, I’LL RUN DOWN THE STREET NAKED ... WITH THEIR BRAND DRAWN ON MY BACK ...  

- ROB@CYNIC

IMAGE BY NYCARTHUR ON FLICKR.COM
Our job is not getting people from A --→ B --→ C
It's creating value
WE NEED TO BE LESS CONCERNED WITH "TRAFFICKING USERS".
WE ARE ABOUT TO DESIGN STRATEGIES BASED ON WHAT’S EASY AND QUICK TO MEASURE, NOT IDEAS CREATING DELIBERATE VALUE.
THE FOCUS IS ON UNDERSTANDING HOW PEOPLE MOVE, NOT WHY!
Brains don’t make their minds up based on how long or how much they engage with an activity, they build their impressions on **quality not quantity.**

Source: How the mind works: Revelations
http://www.runybooks.com/articles/21575
New opportunities from Social Media and Utilities fit right into this context, for they, as opposed to advertising that is to focused on generating attention, can concentrate fully - and has to in order to be valuable - on adding extended value to the situation surrounding the product and not on finding interesting stories about the product itself.
Back in 2007 almost every visitor was either sent via direct traffic, search or paid media. Today this picture has shifted dramatically. **Today, earned media is becoming the main source of traffic to our sites.**
ANYONE CAN CREATE A GAME THAT LURES X AMOUNTS OF PEOPLE TO SPEND Y AMOUNTS OF TIME ON SITE.

THE CHALLENGE - AND THE JOB - IS NOT TO LUBRICATE THE MECHANICS OF THE SITE, BUT TO CREATE DELIBERATE VALUE FOR THE BRAND.

IMAGE BY M*PGH ON FLICKR.COM
MARKETING BECOMES LESS ABOUT CRAVING EXCLUSIVE ATTENTION, AND MORE ABOUT BECOMING INVISIBLE. NOT IN THE SENSE OF DISAPPEARING, BUT IN THE SENSE OF BECOMING A PART OF THE EXPERIENCE ITSELF.
MARKETING BECOMES A PART OF THE PRODUCT EXPERIENCE.
MARKETING IS NOT AN EXPERIENCE IN ITSELF; IT'S IMMERSED IN THE ORIGINAL EXPERIENCE.
A Brand is our reflection of an experience influenced by our anticipation.

- everyday life - marketing
- traditional advertising
WHEN MARKETING EXISTS INSIDE SITUATIONS, THE BRAND'S OWN STORY IS IRRELEVANT, THE EXPERIENCE ITSELF WILL ALWAYS BE STRONGER.
THE GREAT SHIFT IS THIS:
When marketers were controlling the situation, marketing was done **blindly**
through media channels, **affecting people’s anticipation of a situation**
outside the situation itself, manipulating their feelings about it.

WE WERE TELLING PEOPLE
**HOW TO FEEL AT A POINT IN TIME WHEN THEY DIDN’T)**
FEEL ANYTHING.

(Who cares about shaving while enjoying a 2pm break from boring work routines?)
(why would I stop doing what I’m doing just to listen to your version of what I’m experiencing right now?).
THE ONLY REASON FOR PEOPLE TO ACCESS MARKETING INSIDE SITUATIONS IS BECAUSE THEY GAIN SOMETHING VALUABLE.
And if marketers can’t tell their own story, the goal becomes making the participants story better.
Which is what Seth Godin has been saying all along
If you want to understand the future of marketing, advertising and product design, start here. Baked In provides essential insights from two of the hottest minds in marketing today.

- Chris Anderson, Author of Free and Long Tail
BRANDS NEED TO SEE THEMSELVES AS **VALUE CREATORS**, ADDING VALUE TO CONTEXTS WHERE THEIR VALUE IS **APPRECIATED AND NEEDED**.

They need to investigate and explore these contexts, surrounding their brand and products, and take **ownership** of them.
But marketing is only marketing in the eyes of marketers.

To participants it’s a part of the experience - equal to the product itself.
MARKETERS NEED TO UNDERSTAND THAT AS THEY GAIN ACCESS TO PEOPLE IN A WHOLE NEW WAY THIS REQUIRES THEM TO **RETHINK THEIR VALUE PROPOSITION** TOWARDS THEIR CUSTOMER AND ASK THEMSELVES **IF THE WAY WE DO MARKETING TODAY IS THE RIGHT WAY AND BASED ON THE RIGHT PRINCIPLES FOR DOING MARKETING TOMORROW?** HAS THE WHOLE WAY IN WHICH WE CREATE AND PROVIDE VALUE CHANGED?
1. All our social networking profiles melt into one. Creating a **universal online identity**, knowing more about us than any algorithm in contextual or behavioral advertising ever will. (And maybe even more than our parents).

2. The mobile handset will, subconsciously and consciously, use this information together with **geolocation and time reference (SPIMES)** to control and communicate with the physical world around us. (The physical world will become as interactive as the digital).

3. Marketers will understand that this doesn’t give us a media channel opportunity for marketing, it presents us with **communication channel opportunities**. Which means value based marketing will become less about messaging and more about services. (product based, media driven marketing will stay the same though)
In my mind we are starting to build stuff based on what's cheap, fast and what we are already used to measuring, not what's really important.

**As we are moving from messaging to services, from unwantedness to creating deliberate value, measuring the wrong stuff will cripple our ability to demonstrate the value of our new activities and ideas**

- and we will stay stuck in an old world.
This is because **measurements create their own context**. For example, I’d argue that it’s precisely because we measure horsepower that horsepower is valued. Similarly, I think that the fact we don’t measure center-of-gravity means that we don’t see an importance in it.

On their own these two measurements seem quite small and benign, yet I started to wonder this morning what the world would be like if they were reversed. What would happen if we did measure center of gravity and didn’t measure horsepower?

Source: Adrian Ho, Zeus Jones
http://www.zeusjones.com/blog/2009/the-final-word-on-context-and-measurement-for-now/
As Whirlpool found when they went on to increase their value by launching a podcast about the American family - not talk about their home appliances..
More and more Tokyo residents are switching from tea to coffee. And in some cases, it's thanks to Motoko Ito who runs a small fleet of yellow vans which sell lovingly brewed lattes (he roasts the beans himself) at key points around the city. The little company offers not just coffee but a moment of human contact amid the hurly burly of the city. It's staff know their customers on first name basis. That's the secret, he says, of his success.
Fanta Virtual Tennis and Fanta Stealth Sound System.

The applications will launch across Europe starting late January, SUPPORTED BY PRINT AND ONLINE ADS, ON-PACK PROMOTIONS, POINT-OF-SALE MATERIAL, VIRAL MARKETING AND PUBLIC RELATIONS.

http://www.mobilemarketer.com/cms/news/content/2309.html
Or Wasa, as they help you get a nutritious breakfast – not sell their delicious bread/cracker things.
What was the last truly awful thing you saw a brand do? [in terms of youth marketing]

Guitar Hero: World Tour did a BIG advert on Netlog, the number 1 social networking site in Belgium. They re-designed the whole homepage in a Guitar Hero theme. **As the most part of the social networking thing goes via the homepage, it was quite irritating to be obliged to look at it.**

Or BakerTweet – making sure you enjoyed the product in its best possible context – when it’s steaming hot...

What is it?
It’s busy in a kitchen. It’s impossible to find the time to tell the world that the best hot rolls just came out of the oven of your bakery. Welcome BakerTweet. Spin the dial to “Hot Rolls” and press the button. A message goes out via twitter to tell the world of your delicious rolls.

Want One?
Drop us a line for more info, or any inquires. We’re excited to set you up.
iwantone@bakertweet.com
PEOPLE READING THEIR PUBLICATIONS ARE THERE BECAUSE THEY GET PROVIDED A VALUE, AND THAT BRANDS IN A LOT OF Instances CAN CO-PRODUCE THIS VALUE.
3. People are not on one platform, they switch between several—all the time.

Our activities need to give the participant the opportunity to choose how and where to participate.
AVAILABILITY
can not be underestimated,
THE MISSING LINK BETWEEN
SOMETHING BEING A TOOL
AND SOMETHING
CHANGING OUR BEHAVIOR
IS ITS AVAILABILITY
THE INTERESTING THING WITH TECHNOLOGY IS NOT THE TOOL IN ITSELF, BUT IT'S AVAILABILITY.

BECAUSE AVAILABILITY IS THE THING THAT SHIFTS IT FROM BEING A TOOL TO BECOMING A SERVICE. FROM BEING A TOOL TO BECOMING SOMETHING THAT CHANGES OUR BEHAVIOR.
PUSHING SHIRKY A BIT, WE COULD SAY THAT TECHNOLOGY IS TOOLS, BUT SERVICES ARE BEHAVIORS.

AND THAT TOOLS ONLY BECOME VALUABLE SERVICES AS THEY ARE MADE AVAILABLE WITHIN THE CONTEXT WHERE THE PERSON NATURALLY ADOPTS THEM.
DIGITAL MARKETING IS NOT ADVERTISING:
Advertising is to a large extent about creating situations, digital marketing is about finding them.
The next phase of media, I’ve been thinking, will be after the page and after the site. Media can’t expect us to go to it all the time. Media has to come to us. Media must insinuate itself into our streams.

- Jeff Jarvis

IF ONLY 50% OF ONLINE TRAFFIC IN FIVE YEARS WILL BE THROUGH A PC BROWSER, THE MEDIA INDUSTRY NEEDS TO FIND OUT HOW THEY WILL BE ACCESSIBLE ON NEW DEVICES, AND HOW VALUE WILL WORK AS A CURRENCY IN THIS FUTURE MEDIA INDUSTRY LANDSCAPE....

"Internet use on PCs will drop from 95% today to only 50% over the next 5 years as other web enabled devices such as IPTV, games consoles and mobile phones become more popular".

- Microsoft’s Europe Logs On report

IMAGE BY TI.MO ON FLICKR.COM
“Every time you touch a consumer, that is marketing”
It has to be intrinsic.

- PAUL GRAHAM, ANAMOLY UK

intrinsinc \[in \text{intrinzik}; \ -\text{sik} \]

adjective
belonging naturally; essential: access to the arts is intrinsic to a high quality of life.

IMAGE BY ATOMICITY ON FLICKR.COM
For brands to remain relevant in this environment, they will need to adapt to both emerging technologies and shifting consumer behavior without delay. Those who will succeed need to act more like publishers, entertainment companies or even party planners, than advertisers, such as Nike who recently scored a major coup by hosting a global “Human Race.”

Brands will need to create content that engages and “reaches” consumers across channels, provide valuable services over mere advertising and master an increasingly complicated and expansive content distribution model.

And, of course, they will need to rethink the way they create relationships (or conversations) with consumers before it’s too late.
A brand is the totality of the impressions created in the interface between brand and consumer. Or more correctly put, the impressions created in the mind of the consumer while reflecting on the different experiences.
THE BRAND molecule concept

Having one, monolithic brand communications idea is essentially unbalancing your communications portfolio. Much wiser to have a cluster of efforts, all working towards a common goal.

-Dion Hughes.


Image by molecular biometrics
THERE REALLY SHOULD BE NO REASON TO LIMIT ONESELF TO A BROWSER, AN APPLICATION OR MOBILE. NEW PLATFORMS AND DEVICES SHOULD BECOME AN OPPORTUNITY, NOT A HINDRANCE.

LET'S THINK OUTSIDE THE BOX.

SO, LISTEN TO YOUR UTILITY, EXPLORE THE SITUATION IN WHICH IT WILL BE USED, AND FIND OUT JUST HOW, AND WITH WHAT, YOU WOULD BECOME MOST ACCESSIBLE TO THE PARTICIPANT AT THE RIGHT MOMENT.

DESIGNER: HYUN JIN YOON & EUN HAK LEE
"Being accessible **WHEN** and **HOW** products are used or **WHERE** our company and its values are relevant will be of vital importance to brands

- owning the experience is crucial."
WE NEED TO START BEING PARTICIPANTS ON EVERY ARENA
DIGITAL IS NOT A SILO

It doesn’t exist in isolation, it’s a set of cooperative platforms.
This means that every screen, interface or object is an opportunity for dialogue, interaction, response and collaboration.

Explore these opportunities rather than just tell your story.
THE NEW MARKETING OPPORTUNITIES ISN'T RELATED TO TECHNOLOGY (PAPER IS AS MUCH A TECHNOLOGY AS A BROWSER, AND TV MOST CERTAINLY IS) OR DISTRIBUTION.

- BUT SHOULD BE THE PRODUCT OF WHAT THE COMPANY AIMS TO DO WITH THEIR TIME TOGETHER WITH THE CUSTOMER.
People, companies, categories, products or situations are too complex and nuanced to think that there are new “universal” rules for marketing and advertising. There is a lot of new stuff, and a lot of new ideas,

but the fact is that we’ve just been having way to few opportunities earlier. Resulting in brands being forced into formats where they don’t fit.
UTILITIES/SERVICES/EXPERIENCE

this changes everything, it opens up an opportunity to add value to the experience itself (not only talk about it).

It’s not about interrupting them, telling them how brilliant our product is. It’s about adding value to the experience, making it better, enhancing it, adding new concepts to it.

And this is services. Where brands interact with consumers as they are using their products.
EVERYTHING NEW IS OLD

“[SERVICES] WILL PROVIDE MOST OF THE SCOPE FOR THE INNOVATION AND DIFFERENTIATION THAT ALL GOOD BRANDS NEED”

- (QUINN ET AL. 1990, VANDERMERWE, 1988)
THE NEXT MARKETING ARENA ISN’T SIMILAR FORMATS IN SIMILAR MEDIA.

IT’S BECOMING THE MOST VALUABLE BRAND INSIDE THE EXPERIENCE SURROUNDING THE PRODUCT AND THE BRAND.
“THIS IS WHAT A LIVING ROOM LOOKS LIKE NOW. This is how we engage entertainment. This is what it means to watch television. It will mean it more next year and it will mean it more after that.”

- KEVIN SLAVIN, 5D CONFERENCE
Media Companies that will survive are the ones that create and facilitate NICHE ARENAS FOR BRANDS to connect with their customers on.
AND SO BRANDS BECOME THE COMPETITION:

“Brands will create their own mass media channels”

- Gunnar Stavrum, CEO at Mediehuset Nettavisen
Today, hiding stuff away behind walls of technology or website cartography is as good as not publishing it at all.
"...But now we live in a world of personal media devices, the challenge is to make all experiences directly resonant for citizens who organise themselves in masses of niche communities rather than big demographic groups."

Jonathan MacDonald
http://www.jonathanmacdonald.com/?p=3969
Availability:

BEING WHERE THE NICHE IS

-Jonathan MacDonald
2. NEVER MORE THEN AN ARMS LENGTH AWAY

Brands are only important sometimes, but when they are they need to be accessible.
MOBILE IS ABOUT UNDERSTANDING MY LIFE, THE ACTIVITIES
I PERFORM, WHICH ONES ARE RELEVANT FOR YOUR COMPANY.
AND DISCOVERING HOW YOU CAN ADD VALUE TO THIS BASED ON:

1. PRESENCE
(Being accessible when the situation occurs, not on the laptop 4 hours later)

2. PEOPLE
(Person + Herd = Culture)

3. PLACE
(Location + Time)
GEOTILITY AND SPIMES

GPS is the first component. Geo-location on your mobile phone enables “geotility” - making things useful for where you are. The basic element of this has been mapped out: you never get lost. Now add in temporal awareness and you have what the futurist and author Bruce Sterling calls SPIME - a device that knows where it is in time and space.

- Fara Yakob
  Source: The Invisible Web, Campaign 17 October 2008

Source: http://senseable.mit.edu/realtimerome/
The goal would be to make the service so easily accessible that it as a technology becomes invisible but contextually becomes valuable.
There are two main directions important to discuss.

CONTEXT

ARENAS
COOPERATIVE PLATFORMS
CONTENT / CONVERSATION / CONTAGION

CONVERGENCE

UTILITY SERVICES EXPERIENCE
WE HAVE TO KEEP UP WITH THE THING OUR CITIZENS ARE BEST AT
- ADOPTING NEW TECHNOLOGIES
"There are 1 billion computers in the world and 3.3 billion mobiles.

But a 100,000,000,000,000 things"

- Rafi Haladjian

NEW •• Mir:ror

And now let ALL things be connected

Violet has been pioneering the Internet of Objects since 2003. It conquered the world With Nabaztag, the first Communicating Rabbit, and deeply changed accepted concepts of design, consumer electronics and Internet usages.

Violet has devised a simple, two-step strategy for the construction of an Internet of objects:

- One: connect the Rabbits.
- Two: connect everything else.

On October 23, Violet will launch Step Two by launching a new product: Mir:ror
One of the critical things today is the bandwidth of attention. So you can keep up doing new things and imagine new devices with screens, and provide lots of bandwidth to people. But at the end of the day what people have is a small amount of attention, and the problem with screens is that they require an exclusive attention span.

... so putting more things on screens is maybe not the solution.

- Rafi Haladjian, Lift Conference 08
http://www.liftconference.com/person/rafigaro
As transmedia on the one hand is doing a great job in exploring stories in a new converged participatory culture, is there also emerging a form of "story-less" advertising?
WATTSON.

JAMES FROM RICHMOND, LONDON.

“DAD LOVES IT FOR THE MONEY SAVING POSSIBILITIES, MY GODDAUGHTER LOVES THE WAY THE NUMBERS SCROLL AND THE LIGHTS CHANGE WHEN SHE TURNS THINGS ON, AND ITS SAVING ME MANY A FRUSTRATING “DID I LEAVE THE LIGHTS OR IRON ON” MOMENT WHEN I’M RUSHING OUT.”
“The Facebook application, dubbed "Pizza Hut Interface," is accessible through a redesigned Pizza Hut Facebook page. The chain currently boasts more than 300,000 Facebook fans, and to lure more, on Wednesday it launched "Lotta Pizza Lotto." Any Facebook user who becomes a "Pizza Hut" fan through the end of the year will become eligible for the weekly prize of a $50 gift card.”

- http://www.thedigitaledge.co.nz/fish-where-the-fish-are/
EA Sports is hoping to encourage people to think about personal fitness before the holidays. The company has recently opened two pop-up training centers for its EA Sports Active fitness title for the Wii. Located in San Francisco and Boston, visitors can get a personalized introduction to the title from a staff EA trainer. Visitors can demo the title on custom built training stations as well as receive personalized consultation. Trainers offer assistance in showing how to create a custom workout specific to their fitness level and goals, as well as how to use the in-game journal to track healthy nutrition and fitness habits.

Consumers who already own a Wii system and want to explore the Active products further in the privacy of their homes can borrow either EA Sports Active Personal Trainer or More Workouts from the lending library.

Both locations are open through December 14th.

Dutch beer brand Amstel just released an interesting **brand utility**, named Teamlink. It's an application designed for (Dutch) **amateur football players**, in support of their **team and weekly matches**. It features **official local competition details as fixtures, tables and results**, but also **non-official information uploaded by the players themselves**.

The app can be **embedded within social media or at the team’s website**, which makes it very accessible with high viral potential. Combined with a football minded nation (over 1 million amateur football players on 15 million people), I feel this can be a huge success. Hopefully Teamlink will proof that facilitating an online community is not only credible, but can also be very lucrative.
MAPS AS SERVICE DESIGN

“Over in Milan at the Salone di Mobile they’ve created a thing called The Incidental. It’s like a guide to the event but it’s user generated and a new one is printed every day. When I say user generated, I mean that literally. People grab the current day’s copy and scribble on it. So they annotate the map with their personal notes and recommendations. Each day the team collect the scribbled on ones, scan them in and print an amalgamated version out again. You have to see it, to get it. But it’s great to see someone doing something exciting with ‘almost instant’ printing and for a real event and a real client too.

- Ben Terrett of the RIG

http://berglondon.com/blog/2009/06/17/maps-as-service-design-the-incidenta/
Kayak is now gathering the usage patterns from their mobile platform, and based on how they are seeing these users coordinate travel plans, the team is forecasting a shift in the way they operate the service entirely. Beginning 2010, Kayak’s plans are to launch a mobile-centric travel-booking system as part of their core service.

Making existing networks available through new handsets is a given. Facebook’s iPhone application is one of the most popular iPhone apps overall — nearly 25% of all iPhone owners use it according to Joe Hewitt, lead engineer for Facebook’s iPhone application.

Having access to the ultimate social network for professionals straight from your iPhone means you no longer have to swap business cards with people — you can just add each other on LinkedIn, on the spot.


THE BEAUTY OF NEW TECHNOLOGY IS THAT ENABLES BRANDS TO FIND THEIR THING
PEOPLE WILL GLADLY SPEND A MINUTE OF THEIR DAY COMPOSING AND PUBLISHING THEIR OWN VERSION OF THE BRAND STORY, BUT THEY WON’T GIVE FIVE SECONDS OF THEIR TIME TO LISTEN TO THE COMPANY TELL THEIR VERSION OF IT.

IMAGE BY CARLO NICORA ON FLICKR.COM
A BRAND IS A PART OF A PERSONS OWN STORY, NOT A STORY IN ITSELF.
PEOPLE MAKE BRANDS THEIR OWN.
"BRANDS MUST UNDERSTAND THAT PEOPLE HAVE THEIR OWN PERSONAL BRANDS AND ARE NOT WILLING TO ASSOCIATE WITH ANYTHING LAME."

AJAZ AHMED, CO-FOUNDER AND CHAIRMAN OF AKQA

Jeff K says
"Lunix si for hippies and peopal who liek to spend all day downloading programs that dont work!"
"If I tell my Facebook friends about your brand, it's not because I like your brand, but rather because I like my friends."

- MIKE ARAUZ

HTTP://WWW.MIKEARAUZ.COM/2009/03/THOUGHTS-ON-SPREADABLE MEDIA-PARTS-3.HTML
A (modern) brand is... simply the sum of the great ideas used to build that brand.

John Grant - 2006
MULTIPLYABLE

A brand needs to be designed to serve its multipliers (customers).

Jenkins states that a brand’s original message is one of mass culture, a commodity. In its current form it has no worth within a social network as it is “sterile”. In order for it to become shareable it needs to be transformed, so that it enters what Jenkins calls the gift culture, something of social worth.

- “If it doesn’t spread it’s dead” by Henry Jenkins, Xiaochang Li, Ana Domb Krauskopf and Joshua Green
“People want to be a part of the flow of information”

- Charles Leadbeater
“Young people today are totally comfortable with the idea of branded content and branded entertainment...

...However, the results of this survey show that they are more than just 'comfortable' - they are openly willing and eager to engage with brands online. They clearly feel their opinions about brands are important. They want to associate themselves with brands they see as 'cool' and this is why we see them uploading clips to their social networking sites and IM services," comments Julian Rolfe, Global Manager, Young Adults Revealed, Synovate.

Young adults eager to engage with brands online, Global research from Microsoft and Synovate reveals
via Three Billion
SHARE

Digital marketing becomes more than telling your story, it turns into handing over your data so that customers can use it to tell their own story and help yours grow.
IT’S ABOUT PEOPLE AND THE STUFF THAT HAPPENS BETWEEN THEM
BRAND CAMP
THE POWER OF "WORD OF MOUTH"

by Tom Fishburne

I'LL HAVE WHAT SHE'S HAVING

© 2005

SKYDECKCARTOONS.COM
People are very dedicated if you let them
YOUTHS AND BRANDS:
FROM A PRESENTATION BY
Paul MacGregor

US teens have 145 conversations a week about brands

58% of teen conversations about brands are positive

...twice the rate of adults

Source: The Keller Fay Group, TalkTrack Survey August 2007

Source: http://www.slideshare.net/threebillion/the-seven-misconceptions-of-youth-marketing-presentation-807777
"...the worst you can do is give clear direction, because it creates 1:1. You have to let the musicians play as an ensemble..." - Itay Talgam
There is a big difference between how one brand chooses to communicate to everybody compared to how one participant in one situation chooses to communicate to others in the same situation.
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 extremel vivid, and based on a personal, detailed, face-to-face account.

Barry Schwartz, Paradox of Choice
Source: http://www.ted.com/tedtalks/tedtalksplayer.cfm?key=b_schwartz
UNDERSTANDING WHAT MARKETING BECOMES WHEN IT IS DRIVEN BY CUSTOMER MOTIVATION, NOT COMPANY MOTIVATION.
The birth of a fundamentally different consumer, whose behavior has changed so rapidly and so profoundly, requires an entirely new vision of brand management.

“A brand is not a place, it's a direction”

- JohnGerzema,
Chief Insight Officer, Young & Rubicam
“PURCHASE BEHAVIOR DIRECTLY CORRELATES TO HOW DEEPLY A CONSUMER ENGAGES WITH A PIECE OF SOCIAL MEDIA *AND* WHERE THEY DISCOVER THE MEDIA.”

- Razorfish

WE ARE BECOMING LESS WILLING TO PAY FOR INFORMATION BUT
WE ARE BECOMING MORE WILLING TO PAY FOR SOMEONE TO PROVIDE CONTEXT TO THAT INFORMATION.

SOURCE: ADRIAN HO, FROM THE HEAD OF ZEUS JONES

IMAGE BY LANDRUC ON FLICKR.COM
6. LISTEN AND LEARN WHEN PEOPLE KNOW WHAT THEY FEEL

Talk with the participant in context. Listen to their ideas before they get skewed.
"We must try to put ourselves inside their skin and look at us through their eyes just to understand the thoughts that lie behind their decisions and their actions" - Robert S. McNamara on empathy referring to Tommy Thompson former US ambassador to Moscow under the Cuba missile crisis, *The Fog of War*
HUMANITY’S INTELLIGENCE

"Many animals mimic each other’s behaviour but we do it more often and with greater fidelity. Our compulsive copying encodes collective knowledge into our society, and it is really our society that possesses humanity's 'intelligence'"

- New Scientist

CNN.com and Facebook present
Michael Jackson
The Memorial

Today // 12 p.m. ET
Watch Michael Jackson's memorial service on CNN.com Live and share your MJ memories with fans around the world. During the memorial you can update your Facebook status from CNN.com Live and see status updates from your friends and other Facebook users worldwide.

Watch Now

Happening Now
Ajax response failure

Live Schedule
12:00 p.m. ET - Tue, July 07
MICHAEL JACKSON MEMORIAL
Watch Michael Jackson's memorial service on CNN.com Live with Facebook.
THE VOLVO TWITTER AD

HTTP://WWW.THEVOLVOTWITTERAD.COM/

SOURCE: HTTP://WWW.CONTAGIOUSMAGAZINE.COM/NEWS%20ARTICLE.ASPX?REF=1077&SARCH=FALSE
THE LUXURY THAT’S MORE THAN A LUXURY.

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Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us your ideas? Revolutionary or simple - we want to hear it. Share your ideas, tell people's ideas and join the discussion. We're here, and we're ready to get started.

Welcome, Guest

Sign In to share, vote & discuss

SIGN IN

SEARCH

Most Recent Ideas

Categories

products

- Coffee & Espresso Drinks 17,029
- Tea & Other Drinks 5,219
- Food 7,380
- Merchandise & Music 3,128
- starbucks Card 3,033
- Other Product ideas 4,000

Experience

- Ordering, Payment & Pick-Up 4,200
- atmosphere & Locations 7,920

http://www.bestbuyideax.com/
5. People are more valuable owning and using your product than thinking about buying it.

Limiting marketing to just the “process” of purchasing, limits your time with people to an extremely small part of their universe.
EVERYWHERE you look these days, businesses are selling subscriptions. Cable television, Internet and cellphone services are sold that way. So are business software, office printing and car rentals like Zipcars.

Marketers like them for good reason: *Convince someone to take a subscription, and the revenue flows in for months to come.*
Evolutionary changes to marketing in the 1990s

The second evolutionary change is more directly related to the coming of the “services economy”, but is maybe a little more subtle than is often assumed.

It is not merely that more of people's money will be spent on 'services' rather than on 'products'. It is more that virtually everything we buy is a combination of product and service (Foxall, 1985) and that the service element will be increasingly vital to success in all brands (Christopher, 1985). It will provide most of the scope for the innovation and differentiation that all good brands need (Quinn et al., 1990; Vandermerwe and Rada, 1988).

- Stephen King, Tomorrow's Research, Admap, September 1991, A Master class in Brand Planning
Marketing/advertising was always a necessary evil for most businesses. And something bolted onto the culture. And they've never liked ITV. And having to do all this social networking stuff gives most of them the willies. But integrating communication and information into the product is something they can get behind quickly and easily.

I think. I'm not quite sure where I'm going with this but I think it's interesting. I think there's a whole model here that integrates the conversation into the stuff, creating a much more natural relationship between people and things, with much less mediation in the middle.

Russel Davies
“If you want to understand the future of marketing, advertising and product design, start here. Baked In provides essential insights from two of the hottest minds in marketing today.”

- Chris Anderson, Author of Free and Long Tail
PRODUCT DESIGNERS ARE VALUE CREATORS. IDENTIFYING OPPORTUNITIES INSIDE SITUATIONS AND DESIGNING OBJECTS OR SERVICES ADDING VALUE TO THEM.

MARKETING IS NOT ABOUT INFORMING PEOPLE OF ITS AVAILABILITY - BUT ADDING ADDITIONAL VALUE, ECLIPSING THE PRODUCT AND MAKING IT UNIQUE.
THE TRADITIONAL PRODUCT MODEL HAS SOME WEAKNESSES:

- MICROSCOPIC POINT OF CONTACT
- NO RELEVANT LINE EXTENSIONS
DISPLAY ADVERTISING MIGHT STILL BE AROUND AT THE END OF 2010, BUT

WHAT IS THE GAIN FROM BUYING EXPENSIVE CUSTOMERS? ...
JOIN THE WIENER LOVERS’ CLUB!

FREE CHILI DOG JUST FOR SIGNING UP.

Rush home right now and visit wienerschnitzel.com to get started.

THE MEMBERSHIP MODEL INTRODUCES SOME VERY INTERESTING ADVANTAGES:

- DIRECT RELATIONSHIPS / MEMBERSHIPS
- COUNTABILITY AND PLANNED INCOME
- DIRECTLY RELEVANT LINE EXTENSIONS
“IF YOU'VE ONLY BUDGETED 2 MONTHS TO BE AVAILABLE TO OUR COMMUNITY, WE'RE ONLY GOING TO GIVE YOU 2 SECONDS OF OUR TIME … AT BEST.”

Amanda Mooney, 23, Chicago
Source: Ruby Pseudo Wants a Word
With a subscriber model on the other hand the manufacturer sells you a hardware product with a **utilities universe attached to it**. Your first sale is the only sale. You've just given the customer a reason to pay you in monthly increments, and your focus shifts from artificially creating new needs (customer model) to understanding and expanding the value "universe" of the product you've just sold (subscriber model).
YOU SEE, IT'S NOT ABOUT BEATING EACH OTHER TO DEATH WITH COMPETING PUNCH LINE MESSAGES IN DISPLAY AD FORMATS,

IT'S ABOUT EARNING OWNERSHIP OF THE EXPERIENCE WHERE YOUR PRODUCTS ARE USED AND BRANDS ARE SHAPED.

LOSING ON THIS ARENA HAS FAR GREATER CONSEQUENCES THAN LOSING OUT ON A STANDARD FORMAT BANNER AD SPACE.
Marketing used to follow simple rules, keeping us at a safe distance from our customers and only communicating to them through one way glass and one way channels. But now, suddenly we need to start tearing down all the safety nets and expose our comfort zones.

We need to get out of this protected marketing world, and back into the real world by building real relationships with our participants, not imaginary ones.

This understandably terrifies some companies.
We will shift from being consumers to participants

Authored by Tim Brown

Ideo CEO Tim Brown says that communications technology is leading us back to the kind of participation economy that existed before the industrial revolution in that a great product or service will be defined by those who use it.
PARTICIPATION

PEOPLE WILL BE WAITING FOR YOUR PRODUCT, ANTICIPATING IT.
THE 1to1 FUTURE IS NOT INFORMATION, IT’S SERVICES

BRANDED UTILITY

“[Branded utility] is where the brand creates a commitment to a relationship. It’s where the brand creates something useful to you, something that’s a utility in your life. The consumer will feel more confident with the relationship if the brand will continue to be part of your life.”

- Benjamin Palmer, CEO/Owner The Barbarian Group, October 2006
Source: The future of marketing and advertising, by Paul Isakson
IS YOUR BANK LOAN A PRODUCT, SERVICE OR MEMBERSHIP?
IS YOUR CAR A PRODUCT, SERVICE OR MEMBERSHIP?
While the web is disrobing many businesses in the name of transparency, the City of San Francisco is happy to expose itself. A month since the launch of DataSF.org, a public archive of government data, Mayor Gavin Newsom has announced that the site will now showcase applications which manipulate that data to make it more useful and accessible to the city’s residents.

http://springwise.com/government/sfapps/

The DataSF App Showcase celebrates the innovators and innovations who are championing the Mayor’s vision of a more collaborative and open government. The public can browse a collection of apps which help San Francisco residents make sense of their city and the government services available to them.

http://datasf.org/showcase/

DO THESE APPLICATIONS OFFER YOU SERVICES OR MAKE YOU A MEMBER OF THE CITY?
In many categories

There is no need, but desire.
This disrupts the whole concept of purchasing linearity

Snakes and Ladders
Snakes and Ladders is an analogy to a kids board game where the goal of the game is to get from start to finish. But along the route there are ladders, jumping you ahead in the game, and snakes, setting you back in the game.

Using this analogy is meant to symbolize that even though there is some form of linearity in every sales/purchase process, it is not constant. Sometimes you jump far ahead, but suddenly something affects the process and you are taken back again to a previous state.

- Mark Earls and Alex Bentley
- Stephen Phillips
“IT'S A PROCESS, NOT AN EVENT.”

- SETH GODIN

ON BOARD CONTENT AND WEB SERVICE SOLUTION by NSB
(NATIONAL RAILWAY LINE IN NORWAY)
directLife

DirectLife is based around a wearable device that uses a 3D digital accelerometer to track a person's movements. The data is uploaded via USB to a personal web-page, where it's matched against daily targets, long-term goals, and (optionally) other users.

http://www.springwise.com/lifestyle_leisure/directlife/
Comcast's Amy Banse just hit the stage at NewTeeVee Live and announced key details about the company's new On Demand Online launch. If you can't check out the video (embedded after the break) here's the important stuff: It will be available at no additional cost to existing subscribers and allow the authorization of up to 3 devices per household. Log in once from home to Comcast.net or Fancast.com, download the Move Networks powered player to authorize your PC and proceed to stream from the very healthy library of VOD, whether at home or anywhere else, despite previous rumors to the contrary. The bad news? Yes, this does still count against the 250GB monthly cap if used at home and still no word on HD streaming, but within the concept of making content available to subscribers wherever they want to view it, this seems like a good first step.
“All in all, the best way to approach PERKONOMICS is to dream up genuinely interesting and unexpected benefits and privileges that will delight some or all of your clientele.”

- Trendwatchings' Perkonomics Briefing
Rent as many movies as you want! For only $8.99 a month.

Start Your Free Trial

How It Works

Browse Selection

Free Trial Info

Start Your Free Trial

Email

Confirm Email

Password

Confirm Password

Enter the letters as they are shown in the box above.

Continue

FREE TRIAL

PLUS, instantly over the Internet to your TV

DVDs by mail

IF PEOPLE AREN'T ENJOYING OUR CONTENT THERE IS NO INCENTIVE TO KEEP SUBSCRIBING
More baked goods by subscription, now in the UK

Much the way Dulcinea delivers sustainably baked goods once a week to busy New Yorkers, so Le Dolci aims to do the same for time-pressed Londoners.

While food-of-the-month clubs are not uncommon in North America, Le Dolci offers what it says is London’s first weekly cake club. Launched in September, the bakery uses seasonal, organic, free-range and fair-trade ingredients whenever possible in the creation of its biscotti, scones, brownies, pies, Sicilian treats and more. Members of the club get a bundle of home-baked goodness delivered to their doorstep each Friday; it’s a different assortment each week, but members can tell Le Dolci of any dislikes so as to avoid disappointments. Three subscription levels are available: Mini, with four to six servings each week for GBP 14 plus delivery; Mezza Luna, with seven to 10 servings for GBP 20 plus delivery; and Grande, with 11 to 15 servings for GBP 30 plus delivery.

So that takes care of New York and London; who will offer a weekly delivery service for sweet-toothed foodies in other parts of the world...?

Website: www.ledolci.co.uk
“People will watch a TV program once, maybe twice, but they will play chess an hundred or maybe a thousand times”. - Kevin SLavin, Area/Code

WHERE WOULD YOU GROW YOUR MOST IMPORTANT RELATIONSHIPS?
I mean, people spend maybe ten or twenty hours with one of my books. They spend thousands of hours in a gaming universe, and moving through it with a level of awareness and expectation for novelty that people used to approach, say, James Joyce.

Blindly copying concept from platforms where content actually disappears removes us from the ability to create value in an updated reality where content is stored in the “long here”. Where it isn’t static, but grows, connects and augments.
COMPANIES INTENDING TO BE RELEVANT TODAY MUST LEARN THE ART OF CREATING EXPERIENCES THAT GENUINELY ENGAGE THEIR CUSTOMERS.

Is there a secret to youth marketing?

Don’t think advertising
Think ENTERTAINMENT

"Be intimately involved with your target audience’s lifestyle, understand their wants and needs and the landscape they live in" - Omar Starr - UniverSOUl

The 5 Pillars of Youth Culture

- Fashion
- Sport
- Technology
- Socialising
- Music

evolve, fragment and deliver
give everyone a little piece, if they like it they’ll come back for more.
Most of my closest friends I have met online.

Flickr Fo' Life!!
BIG GAMES

...IN WHICH MILLIONS OF PEOPLE WANT TO JOIN IN ACTIVITIES WITHIN COMMUNITIES OF SHARED INTERESTS.

HTTP://WWW.NYTIMES.COM/2006/12/11/TECHNOLOGY/11SOPRANO.HTML

The New York Times
IT WAS A GAME DONE TO PROMOTE A TELEVISION SHOW. WHAT WAS INTERESTING ABOUT IT WAS THAT **THE SUCCESS OF THE GAME ECLIPSED THE SUCCESS OF THAT IT WAS DESIGNED TO PROMOTE.**

- KATI LONDON OF AREA/CODE
MTV Backchannel

Backchannel

Play online while you watch The Hills. Make comments, score points. The spotlight is on you.

NEXT GAME
Thu. Sep. 11, 1:30PM
Game rooms open in:
00:03:00

Hurry, before it's too late!

New Players
Top Tagger

Recent Games

OMG

Cute waiter alert!

Oh, Spencer

I love Heidi's shoes.

my girl parts her hair by leading.
Lo totally wants Justin Bobby.

JUSTIN BOBBY!!! a man so great?? uhhmm no sorry lauren!

Lauren is the best person on the show!
LO IS A TOTAL...
cut the music....

Brody Jenner is sexy

She is a cute person.

or you could stop being such a jerk...

blah blah blah

Hey stupid, she's trying to break up with you
SELGER DU SJELLEN MÅ NOEN BETALE

Jonny Kristiansen er villig til å gjøre alt for å nå toppen i Stavangers oljefiniserte finansmiljø. Han vil bli den beste, smarteste og rikeste av dem alle. Han går inn i en verden, der alt og alle kan kjøpes for penger - med store, åpne, grådige øyne.


Les mer

Rottenetter, an online ARG advertising the film with the same name, created such a following and online success, that when compared with the less successful movie release it immediately raised the question: What is the marketing and what is the content?

HVA GJØR DU HVIS DU VINNER 250 000 KRONER?
Ford recently handed 100 Fiestas to 100 people selected from 4,000 applicants. These "agents" -- that's what Ford calls them -- get to use the cars for six months in exchange for completing monthly "missions" with different themes. They'll share their experiences through YouTube, Flickr, Facebook and Twitter accounts Ford created for the campaign.

4.3 million YouTube views thus far / 500,000+ Flickr views / 3 million+ Twitter impression

50,000 interested potential customers, 97% of which don't own a Ford currently.

Source: http://mashable.com/2009/10/02/fiesta-movement-numbers/
For every check-in on Foursquare through the end of December 13th, Pepsi is donating $0.04 to Bronx-based CampInteractive, in an effort that started this morning at midnight. The CampInteractive youth mentoring program engages underprivileged youth, helping them explore both technology and the environment.

Foursquare

OneBigGame is altering the model for video game production by publishing games for charity. Founded in 2007, the company has just recently announced its first title. The game, Chime, a puzzler developed by Zoë Mode will be distributed on Xbox Live. At least 60 percent of all revenue generated by Chime will be donated to charity. Though this is the first game, other developers are already in line with subsequent games. For gamers, spending in the name of charity should be a nice, easy way to justify parting with their hard-earned Xbox Live points on what looks to be a pretty solid title.

Music Becomes a Game

NOVEMBER 11, 2009

Nicholas Nova of LIFTlab shares some interesting thoughts about the new generation of reactive music applications such as RJDJ, that use the iPhone’s microphone and accelerometer to morph the music you’re listening to.

He sees that a new paradigm is emerging where listening to music becomes more like an interactive game rather than a passive experience:

7. IMAGINATION

It's not the product or category that defines a company's ability to connect and grow with its audience and participants. It is its ability to imagine something remarkable inside what to others seems like a lifeless and boring category.
“Imagination is more important than knowledge.”

- Albert Einstein
‘My definition of creativity is “the process of having original ideas that have value”.’

- Ken Robinson, The Element
The problem with today's tools for creating stuff is that they lack the most important aspect of creativity - inspiration.
I have a new theory:

"All other things being equal, the better geologist is the one with the largest geological hammer."

the problem

if you think your only tool is a hammer, every problem starts looking like a nail.

read: we are too focused on our existing competencies (advertising and communication), to see the new opportunities...
“digital didn’t change anything - but everything digital has changed...”

The first ten years of digital didn’t present anything different, it was the same siloed ideas that we’d already been exploiting for decades on other transporation infrastructures (media)? It was a blue paper copy.

It is only in the last 2-4 years something interesting and revolutionary has surfaced.
Media Industry

Attention Web
still exists, but...

1990’s

Attention Interest Interruption

2000’s

This Happened

everyday

Life

Social Media + Utilities + stuff

Value + Direct Relations - Time

The New Currency

Time (Unstoppable Force)
AND DON’T LIMIT YOUR IMAGINATION TO WHAT THESE PLATFORMS CAN DO.
The ability of technology in the post digital age is to extend the value of a product by helping it reach into other contexts that it’s original state doesn’t.

**IN PLAIN ENGLISH:**
HELP PRODUCTS AND BRANDS DO AND MEAN MORE BY DISCOVERING THEIR POST DIGITAL POTENTIAL OUTSIDE WHAT THEY ARE ALREADY DOING.
My take is that the focus on "digital" being a technology removes us from understanding its real opportunities, because in doing so we are fusing together concepts and abilities related to storytelling, conversations and utilities, not understanding them as different or exploring them as different.
As participants’ worlds fragment across a range of platforms, arenas, channels and screens, **brands are met with the opportunity to build behind a bigger idea.**

This is unlike the differentiation we already know from the clichéd 360 degree mindset, because that is about messaging and channels. Now it’s everything from telling a story to facilitating a conversation to providing a utility.
IF YOU ARE BORING AND UNINTERESTING BRAND, AND NEVER EVEN TRIED TO CREATE SOMETHING REMARKABLE OR INTERESTING IN REGARDS TO YOUR PRODUCT, THEN SOCIAL MEDIA, AS ADVERTISING, IS NOT A GOLDEN TICKET, AND WILL EITHER FAIL OR PROVE YOU WRONG FASTER – OR BOTH.
Not only does Waze do it for free, but it offers an interesting gaming element to boot.

And it's a compelling business model because Waze basically has users building their maps for free, so they are able to then license that data at much better rates than the two big mapping companies, Navteq and Tele Atlas.
PLAY THE GAME
Think your conducting skills match up to Gustavo’s?
PLAY NOW

DOWNLOAD THE APP
Conducting on the go, now available on the iPhone.
GO TO ITUNES STORE

The LA Philharmonic has a brand new Guitar Hero-inspired conducting game that lets you pretend to be music director Gustavo Dudamel. It’s available on iPhone and on the Web.

‘FORD MANAGED TO BRING TOGETHER A DIVERSITY OF PEOPLE FROM AROUND THE WORLD TO SOLVE AN OPEN SOURCE QUESTION: WHERE ARE THE JONESES?’

DAVID BARBOSA, HEAD OF INSIGHT FOR DIGITAL COMMUNICATIONS AT IMAGINATION, IN CONTROVERSIAL MAGAZINE

Where are the Joneses? was an interactive online sitcom sponsored by Ford that invited the public to comment on each episode and contribute to the storyline, day by day. The series followed Dan and Ian Jones, played by comedy actors Emma Fryer and Neil Edmond, as they traveled around Europe in search of numerous clues from their parents’ estate. Each day, their adventures were filmed and uploaded to the site, and viewers could dictate the following day’s events by submitting what the Joneses came into contact with and the places they explored. Script collaboration happened within a wiki, where viewers could create storylines, write scripts, and even submit videos and images. Flickr, Twitter, MySpace, and Facebook were all used, along with email and the Ford S-MAX that the Joneses traveled around in.

The online sitcom achieved a high ranking in the blogosphere due to the bloggers who helped to shape and define the project.

Microsoft created iowaves to intrigue Halo fans in the months leading up to the launch of the sequel, Halo 2. iowaves.com was flashed at the end of cinema trailers for Halo 2 and seeded via cryptic messages to new gamers on the Alternative Reality Gaming Network.

When curious gamers visited iowaves.com, they found what appeared to be an amateur site run by a Halo Valley-based backpedal. GPS coordinates pointed to phone booths across the United States and several other countries around the world. Players had to hunt down the phone booths and wait for them to ring. By answering the phone and giving a secret password, they unlocked the content online for the broader community to play the game. Each week a new episode was released by these means.

More than 10,000 fans mobilized in public places for this pervasive mission, with 600,000 gamers flooding the website to solve the mystery. The iowaves Intrigue helped Halo 2 become a true cultural phenomenon, attracting an audience beyond hardcore gaming.

The campaign generated significant coverage in the mainstream press and almost all of the key gaming publications. Halo 2 sold $125 million in copies on its first day of release and surpassed 7 million in units.

EXAMPLES FROM ADVERTISING NEXT
BY TOM HIMPE
"This is used for inspiration for direction; we would always refer someone back to the fandecks," he said.

"What you see on the screen isn't necessarily what you're going to get." But color is notoriously difficult to remember, even for people who spend their lives working with it, so being able to compare colors on the spot is a boon.

- Andy Hatkoff, Pantone's technology vice president
A single glass of water can make a difference for children around the world...

Thank you for your interest in the Tap Project, a

This year, the Tap Project is expanding nationally, and we invite you to dine at Tap Project participating restaurants around the country during World Water Week, from March 14-20. Join the movement to do whatever it takes...

Less than 9% of the population has access to improved drinking water.
So right now, we are about here...
THANK YOU!!

EXPANDED VERSION

SEVEN

ACTIONABLE MARKETING TRENDS

BY HELGE TENNØ
WWW.180360720.NO
TWITTER.COM/CONGBO
SLIDESHARE.NET/HELGETENNO