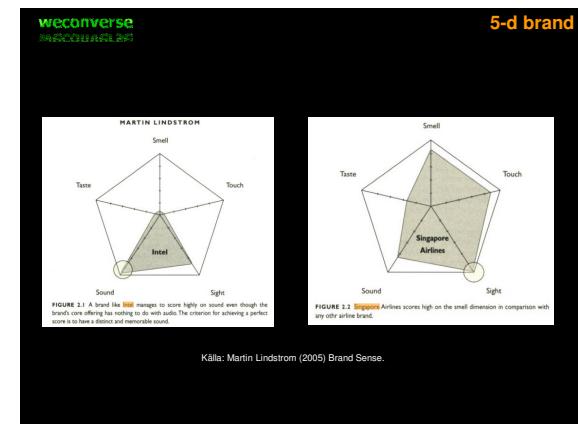


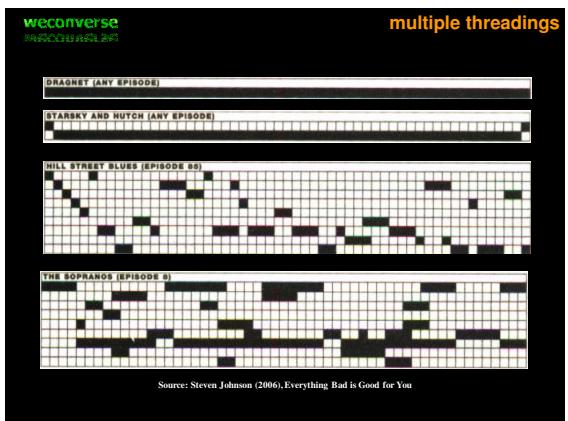
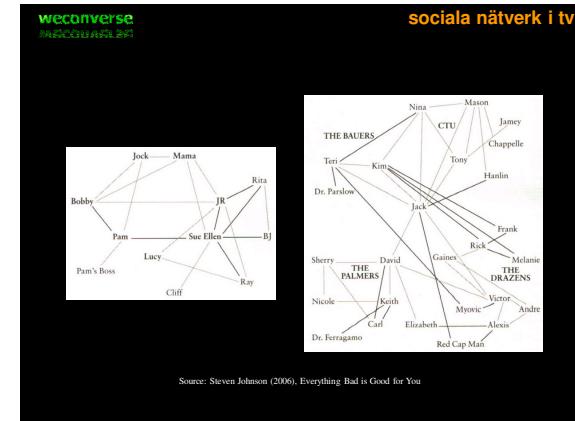
varumärken och företagskultur

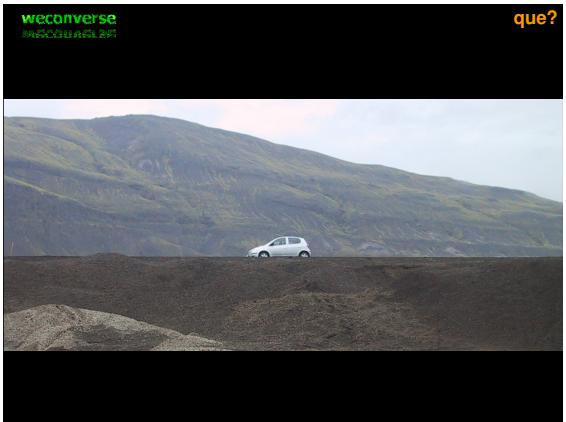
BUILDING A BRAND-BASED CULTURE

- Are your employees confused or apathetic about your branding strategy? Do they know you have one?
- Do your employees need more direction about what the company's brand means to them and the company?
- Is lack of a strong, brand-based culture preventing your company from maximizing its bottom line?
- Are you finally at that point where you realize professionals trained in brand identity management can help your company make or save thousands?

Källa: www.corp-psych-mgmt.com/corporate_branding_plan.htm







weconverse
BARNESPIELEREN.DK

que?

Bli med i Barnas PC-klubb og velg ett CD-rom spill for kr 0,- (=spøkelsespr. Kr 29,-)

Mulighederne, Således... Ja, jeg er over 18 år. Vi aksepterer kun bestil fra personer over 18 år.

Foresattes fornavn: Foresattes efternavn: Barnets fornavn: Barnets efternavn:

Adresse: Barnets fødselsdato: dag måned år

Postnr./sted: Klubbrader Send bestilling

Barnas

123 Spill

dna Spill

Telescopa

Mini Ball

Spill gratis spill
123 Spill - Gratis spill på 1-2-3!

HOME filmclub
Velg 2 VHS filmer
for bare 79,- portofritt tilsendt!

weconverse
BARNESPIELEREN.DK

toyota educates

Dav og velkommen på vores værksted!

De ting, der findes nedenfor, er udtaget fra vores værksted. Du kan se dem her, når du kommer op, der ligger på værkstedsbordet. Klikke på forskellige ting, spille vores olieskyde-Han-Solo-spillet med Carrie, Bruce, Soren, "Benene", Du skal bruge musen for at komme rundt. Du klikker der, hvor du gerne vil gå hen. Værkstedet vil hele tiden udvikle sig med flere num oplevelser - det bliver bedre og bedre. Go! formuejel!

Med venlig hilsen
Ole O.

Klik her for at starte...

Ole O. & Co. **TOYOTA**

APP-O-MATIC



weconverse
BARNESPIELEREN.DK

ett tsunamiskt verktyg

VÄRUMARKEN

varumärket för olika grupper

Juristen - Något som skall skyddas
Reklambyrå - Något som skall laddas
Företagsekonomen - En tillgång eller en skuld

Källa: Uggla, H. (2002) *Organisation av varumärken - för kapitalisering och affärsteveckling*, Liber Ekonomi

weconverse
BARNESPIELEREN.DK

problem - starvig begreppshantering

brandchannel.com The world's only index exclusively about branding organized by [brandchannel](#)
home details contact books services directory papers about brandchannel

brand careers - glossary

Don't know your BS from your IP?
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

brand
varumärke
trademark

fysiska symboler
mentala uppfattningar
produkter
företag
organisationer
idéer
personer

beteende och varumärken

Studerat i två huvudspår

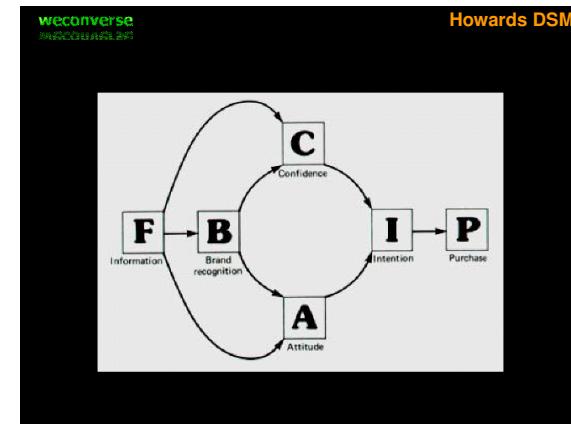
1. i början psykologi
 - siffermätning och matematiska modeller
 - en eller två dimensioner
2. numera allt mer sociologi
 - antropologi och förståelse
 - komplexa nätverk

en psykologisk klassiker



Pound and a half of hamburger
2 loaves Wonder bread
bunch of carrots
1 can Rumford's Baking Powder
Nescafe instant coffee
2 cans Del Monte peaches
5 lbs. potatoes

Pound and a half of hamburger
2 loaves Wonder bread
bunch of carrots
1 can Rumford's Baking Powder
1 lb. Maxwell House Coffee (Drip Ground)
2 cans Del Monte peaches
5 lbs. potatoes



varumärkespositionering

[product] consists of a small hand held monitor and [x] test sticks.

[product] comprises a number of test sticks and a hand held [x] monitor.



material sammansätt från www.unipath.com



Procter & Gambles produkter

P&G

► Products

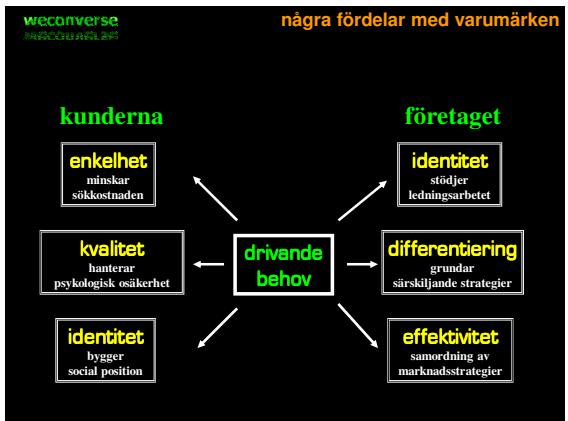
- Personal & Beauty
- Home & Home
- Health & Wellness
- Baby & Family
- Pet Nutrition & Care

► All Product Information

Health & Wellness Products

- Allergy Care
- Heart Care
- Prescription Drugs
- All Product Information

Asacol	Mesalamine delayed-release tablets
Actonel	Actonel®: risendronate sodium tablets
Macrodil	Macrodil: mifentanil monohydrate/macrocyclates capsules
Dantrolene	Dantrolene sodium capsules
Didronel	Didronel: etidronate disodium tablets
Macrodarlin	Macrodarlin: mifentanil microcrystals
Dantrium IV	Dantrium Intravenous: dantrolene sodium for injection



värdefulla varumärken aug 2005

RANK	BRAND	2007 BRAND VALUE MILLION	2006 BRAND VALUE MILLION	% PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1 1	COCA-COLA	67,525	67,394	0%	U.S.	Still No. 1, but consumers' shift from soda in the West has hurt Coke. Success with Coke Zero has helped offset some of the decline in the soft-drink share.
2 2	MICROSOFT	59,941	61,372	-2%	U.S.	The success of its Windows Vista operating system, coupled with its Xbox 360 console, keeps the software giant's latest technology in front of consumers.
3 3	IBM	53,376	53,791	-1%	U.S.	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
4 4	GE	46,996	44,111	7%	U.S.	With big bets in China and an accelerating push to go green, GE aims to be the Nokia built a brand at both ends of the market, with high-end multimedia handsets for upscale buyers and low-priced phones for emerging countries.
5 5	INTEL	35,588	33,499	6%	U.S.	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
6 8	NOKIA	26,452	24,041	10%	Finland	Quality concerns have increased overall, but Toyota's reliability and its hybrid strategy are leaving auto rivals trailing.
7 6	DISNEY	26,441	27,113	-2%	U.S.	Intel shored up its position as the world's leading chipmaker, but sub-par processor sales forced the company to cut costs. Disney's continues to move beyond its burgers-and-fries image with a growing selection of healthy foods and stylishly remodeled restaurants.
8 7	McDONALD'S	26,014	25,001	4%	U.S.	Disney picks franchises it can sell throughout the Magic Kingdom, from movies to theme park rides. The strategy has paid off handsomely.
9 9	TOYOTA	24,837	22,673	10%	Japan	New models have helped repair a badly dented reputation for quality, but sales are up only 1.9% for the first half of the year, trailing gains by rivals BMW and Audi.
10 10	MARLBORO	21,189	22,128	-4%	U.S.	Källa: Business Week, 1 augusti 2005

värdefulla varumärken aug 2007

THE 100 TOP BRANDS

RANK	BRAND	2007 BRAND VALUE MILLION	2006 BRAND VALUE MILLION	% PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1 1	COCA-COLA	65,324	67,000	-3%	U.S.	Still No. 1, but consumers' shift from soda in the West has hurt Coke. Success with Coke Zero has helped offset some of the decline in the soft-drink share.
2 2	MICROSOFT	58,709	56,926	3%	U.S.	The success of its Windows Vista operating system, coupled with its Xbox 360 console, keeps the software giant's latest technology in front of consumers.
3 3	IBM	57,091	56,201	2%	U.S.	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
4 4	GE	51,569	48,907	5%	U.S.	With big bets in China and an accelerating push to go green, GE aims to be the Nokia built a brand at both ends of the market, with high-end multimedia handsets for upscale buyers and low-priced phones for emerging countries.
5 6	NOKIA	33,696	30,131	12%	Finland	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
6 7	TOYOTA	32,070	27,941	15%	Japan	Quality concerns have increased overall, but Toyota's reliability and its hybrid strategy are leaving auto rivals trailing.
7 5	INTEL	30,954	32,319	-4%	U.S.	Intel shored up its position as the world's leading chipmaker, but sub-par processor sales forced the company to cut costs.
8 9	McDONALD'S	29,398	27,501	7%	U.S.	Disney's continues to move beyond its burgers-and-fries image with a growing selection of healthy foods and stylishly remodeled restaurants.
9 8	DISNEY	29,210	27,848	5%	U.S.	Disney picks franchises it can sell throughout the Magic Kingdom, from movies to theme park rides. The strategy has paid off handsomely.
10 10	MERCEDES-BENZ	23,568	21,795	8%	Germany	New models have helped repair a badly dented reputation for quality, but sales are up only 1.9% for the first half of the year, trailing gains by rivals BMW and Audi.

Källa: Business Week, 6 augusti 2008

wecconverse
BRANDCHANNEL.COM

brand equity

"The sum of all distinguishing qualities of a brand, drawn from all relevant stakeholders, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable."

David A. Aaker

brandchannel.com



varumärkeskompositioner

ingredient branding
(asymmetric)

composite brands
(symmetric)

varumärken värdefulla?

The Shrinking Advantage of Brands
Posted by Umair Haque on February 15, 2008 11:23 AM

Quick – what's the top brand in the world? Coca-Cola? Nope. IBM? Nope. One of GE's stable of brands? Wrong again.

All these players are near the top. But the most powerful brand in the world today is, according to the gold standard of brand valuation, Millward Brown's BrandZ report, Google.

Now, that might seem superficially logical. But from a strategic point of view, it's nothing short of astonishing. Why? Because every other player in the top ten has spent decades – if not literally centuries, as for P&G and Coke – investing billions in advertising to build a brand.

But where these players invest on the order of 5-10% of revenues on advertising, Google's advertising expenditure is almost exactly zero.

Stop and think about that for a second: the top brand in the world belongs to a player that...uhhh...doesn't advertise.

discussionleader.hbsp.com/2008/02/the_shrinking_advantage_of_bra_1.html

värdefulla varumärken apr 2007

BRANDZ Top 100 Brand Ranking

#	Brand	Brand Value (\$m)	Brand Value Change (%)
1	Google	66,434	77%
2	GE (General Electric)	61,880	11%
3	Microsoft	54,951	-11%
4	Coca Cola (*)	44,134	7%
5	China Mobile	41,214	5%
6	Marlboro	39,166	2%
7	Wal-Mart	36,880	-2%
8	Citi	33,706	9%
9	IBM	33,572	-7%
10	Toyota	33,427	11%

www.millwardbrown.com/Sites/Optimor/Media/Pdfs/en/BrandZ/BrandZ-2007-RankingReport.pdf

konsumentbeteende - sociologi

Alladi Venkatesh Fuat Firat

The post modern condition
hyperreality, fragmentation, reversal of consumption and production, decentering of the subject, and paradoxical juxtaposition (of opposites)

Källa: Firat, A.F. & Venkatesh, A. (1993) Postmodernity: the age of marketing, *International Journal of research in Marketing*, vol. 10, pp 227-249.

postmodernt och hyperverkligt

BusinessWeek
THE NEW NIKE

No longer the heat of sports marketing, Nike is now the heat of discipline and culture. *BY TOM PETERS*

"Nike tänker hålla takten i techno-slaget genom Nike Free, en sko (testas fortfarande) som får löparna att känna sig barfota. Den är inspirerad av dom Kenyanska barfotlöparna som har visat att skolös träning bygger styrka och förbättrar prestationen."

Källa: Business Week, September 20, 2004

Me, Inc.

Fast Company
You

"Träningsskorna på dina fötter– en snabb blick på den distinkta swooshen på sidan markerar vem som varumärkt dig. Kaffemuggen som du bär, aha – du är en Starbuck-kvinna..."

You're branded, branded, branded, branded"

Källa: egen översättning av Peters, Tom (1997) *The Brand called You* *Fast Company*, nr. 10. www.fastcompany.com/magazine/10/brandyou.html

tweens (8-14 years)

powerful and smart consumer group
influence USD 1 880 000 000 / year
"brand image" experts
connected

source: www.brandchild.com

tween media preferences

1. online
2. school
3. field
4. mass media

Source: Martin Lindstrom

the value of the brand

"linking value"
(as opposed to "use value") is
what the brand provides to support
the social links in the tribe

Bernard Cova, 1993

maven of cool

"Ok, something that makes you say the world is a different place." - Malcolm Gladwell

marketing and value formation

For the post modern generation, the modern structure of education [schools] is aimless, if not redundant.

[Images] that define the goals of the post modern generation are not acquired in [schools] but through the marketing systems.

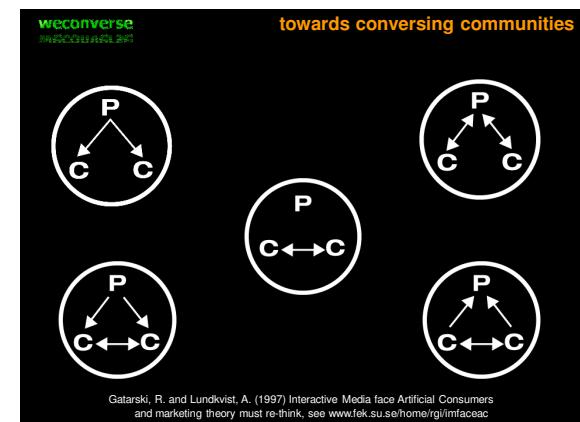
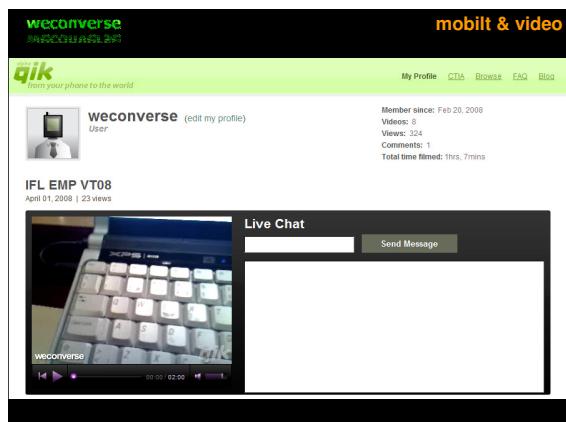
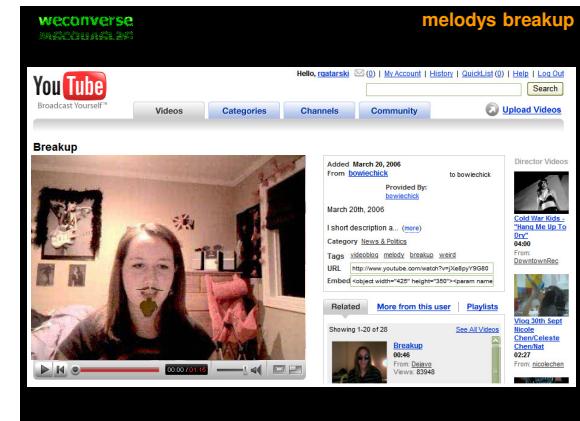
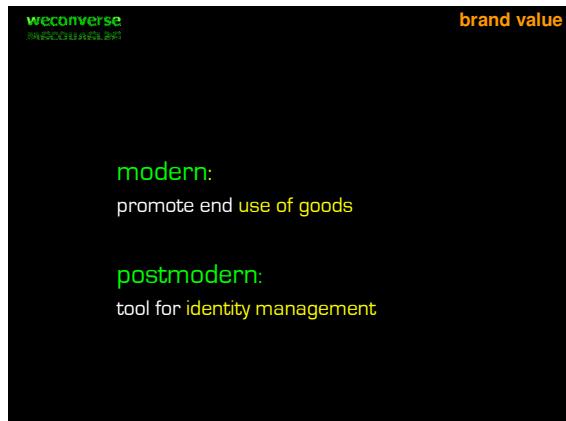
Therefore, the more fundamental education, one of goals, values, meanings, and desires already takes place through exposure to marketing culture.

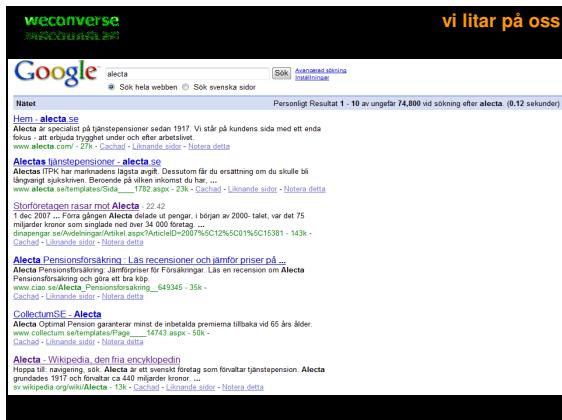
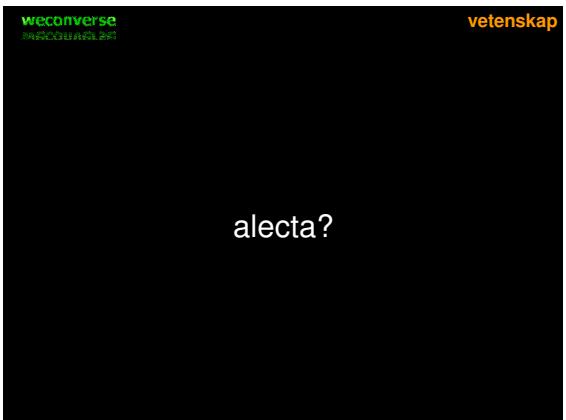
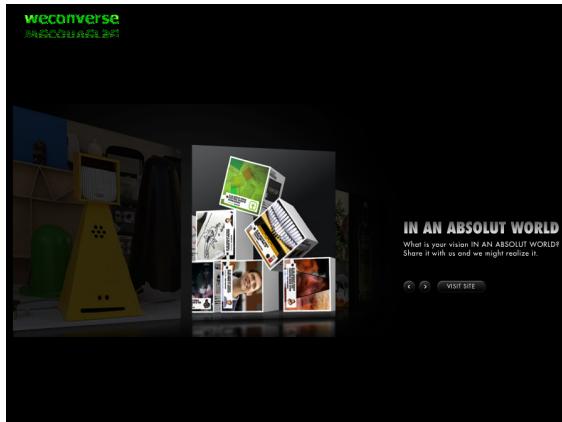
Source: Venkatesh, A., Sherry, J. F., Firat, A.F. (1993) Postmodernism and the marketing imaginary. *International Journal of research in Marketing*, vol. 10, pp 215-223.

postmodern education

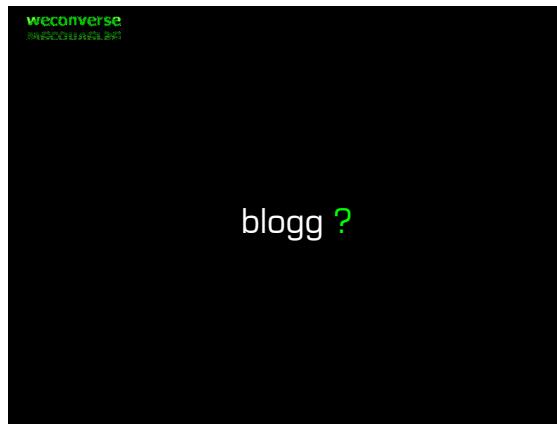
Juliet B. Schor
Professor of sociology

sound clips from www.wbur.org





The screenshot shows a wiki page for the Motorola Q phone. At the top, there's a navigation bar with links for 'Article', 'Discussion', 'View source', and 'History'. Below the navigation, the title 'Motorola Q Wiki' is displayed. The main content area starts with an 'Introduction' section, followed by a detailed description of the phone's features and capabilities. On the left side, there's a sidebar with a photo of the phone and a list of links related to the Motorola Q.



The screenshot shows a blog post by Isabella Löwengrip. The header features a large, blurry photo of a woman with long blonde hair. Below the photo, the author's name 'ISABELLA LÖWENGRIPI' is written in a stylized, lowercase font. The main content of the post is visible below the header.

The screenshot shows a blog post by Mattias. The header has the text 'säljande blogg'. The main content discusses image processing and includes a sidebar with links to other posts and a photo of a person.

The screenshot shows a blog post by Allan Heinberg. The header features the title 'GREY MATTER: FROM THE WRITERS OF GREY'S ANATOMY'. The main content is a transcript of a speech by Allan Heinberg. There are also sections for 'RECENT POSTS' and 'ARCHIVES'.

The screenshot shows a blog post by Randy's Journal. The header has the text 'boeing b2b blogging'. The main content discusses flight testing, and there are sections for 'FLIGHT TEST JOURNAL' and 'ARCHIVES'.

weconverse
BYGDEBOLAGET 2007

okee

Hem

[Okee Man](#)

[Okee Lady](#)

[Bilder](#)

[Blogg](#)

[Om oss](#)

[Shop](#)

Critical Mass i Chicago

10/04/07 22:49 [Permalink](#)

En av våra cyklar har letat sig till Chicago. Så här skriver Sophie:

"I ride my Okee Bike daily in Illinois (even through the snow when it's not too deep) and being shown off every month at Critical Mass. It made all of my bike-fan friends jealous."



weconverse
BLOGGED ON FEB 2008

insamling 2.0



FROZEN PEA FUND

We will not appose cancer.

home | write



people | who's talking about peas | resources for media

The Frozen Pea Fund was inspired by Susan Reynolds.

If you can't see the box below with flashing peas, click here to donate

Connie Reece on FIR about Frozen Peas

Posted by admin on February 16th, 2008 Filed in Uncategorized

Comment now -

I recently had the privilege of being interviewed by Shel Holtz and Neville Hobson for their program, *For Immediate Release*. As a fan of this popular podcast, I was happy to have the opportunity to talk to them in person, especially when the topic was one of my favorite projects, the Frozen Pea Fund.

The interview is about 30 minutes. Click to listen: FIR interview: Connie Reece, Frozen Pea Fund

Frozen Pea Friday - 09

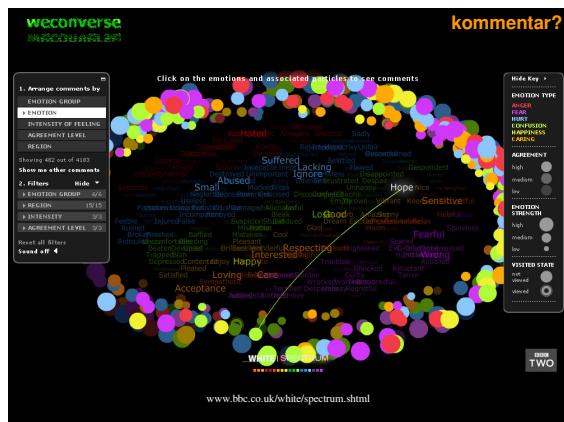
Posted by chequie on February 19th, 2008 Filed in Blogs

Comment now -

Read Susan's cancer blog
Bodoo on ice

Click Here to Donate

Subscribe to this blog!



The screenshot shows the homepage of the weconverse website. At the top left is the logo 'weconverse' with a small green icon. To its right is the text 'mashing things up'. Below the logo is a navigation bar with links: Home, Om, About, Extraten, BookRichard, Videos, FAQ, Contact, and Guides. A search bar is located above the main content area. The main content features a large, abstract green graphic on a black background. Below the graphic, the text 'weconverse' is displayed in a large, bold, white font. Underneath it is a subtitle 'richard patrash (re)marks on the power of us'. In the center of the page is a box containing the text '2007-04-19: Stockholms kommun, Sociala medier' followed by 'Read by Richard Patrash in 29 private' and a link to 'Edit'. Below this box is a large, bold text 'sms + blogging + social networking = twitter'. At the bottom, there are three large icons: Google Maps, Twitter, and a button labeled 'twittervision'. A sidebar on the left contains links for 'AV equipment', 'Contact', and 'Extraten'. A sidebar on the right contains links for 'Twitter/weconverse', 'I am in the Stockholm office', and 'OpenSource.com my media'. A footer at the bottom has a 'Share This' button and a copyright notice: 'Göteborgs om röda medier © Richard Patrash om OpenSource.com my media'.

