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MARCH 13, 2007

ambition

support (y)our future life, by:
sharing (my) ideas
ask questions, search for answers
inspire you to live (more) online



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welfare society

"to do well"



Jonas Jonsson
bishop in Strängnäs

what is "well"?

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a huge leading question

where do our values come from?



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modern value management

2006-12-14 Krönika:
Yngre barn bör få slippa reklam

Krönika av: Lena Nyberg, barnombudsman
Ur: Barnombudsmannens nyhetsbrev, december 2006

För några veckor sedan anordnade Nätverket för barnkonventionen sin årliga hearing, där barn och unga får ställa frågor till statsråd med ansvarsområden som är viktiga för personer under 18 år. Jag hade förmånen att få träffa dessa ungdomar medan de förberedde sina

andra länder har en betydande omtätning av reklamen riktad till just barn, eller när färgglada kataloger som ser roliga ut för barn dimper ner i brevlådan. De yngsta barnen borde helt kunna få slippa reklam. En av många utmaningar för framtiden.

Reklamen när ändå in i vardagsrummet och barnkamraren. Det gäller i hög grad reklam för energitåta och näringsfattiga livsmedel.



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what do you think about advertising?



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what's this?





growth is good
consumption is necessary
personal development is important

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ACCELERATING
GROWTH IN THE NUMBER OF CUSTOMERS

Creating Consumers

For tech's powerhouses, this shift to emerging markets cuts both ways. They have a chance to round up many new customers, but only if they're smarter than their new competitors. They'll have to invest substantial sums of money up front. Yet, for many products, prices will of necessity be very low. While the first billion customers produced an industry with more than \$1 trillion in annual revenues, sales for the second billion won't be anything close to that. And ultimately, lower prices in the emerging markets will put pressure on prices everywhere. You could end up with an industry that, while it delivers a lot of value to a lot of people, it won't be able to sustain the revenue growth rates or the profit margins of its glorious past.

Source: Business Week, September 27, 2004

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ANIMATED

Illustration: Ingela Friesen, Amsterdam

Säg mig vad du äter så vet jag hur du rostar

consumption and politics

Illustration: Ingela Friesen, Amsterdam

Bush or Kerry: Who Will Be The Consumer President?

Decide on how you look at it, because each candidate comes at consumer concerns from very different starting points.

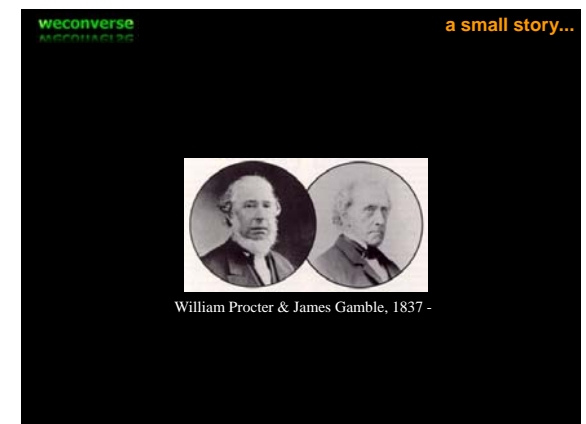
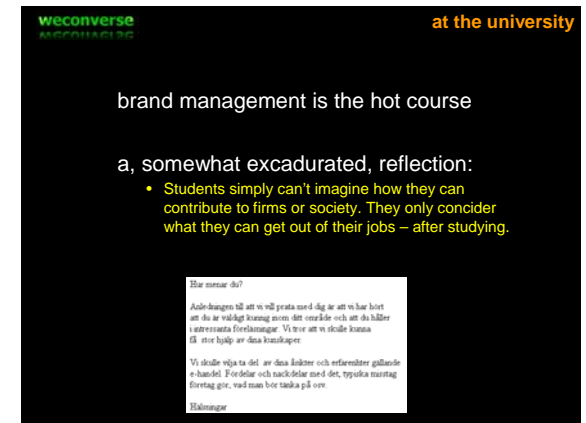
You don't support Democrats. Why should your ketchup?

© 2004 Wm. W. Ketchup Co.

W Ketchup™ is made in America. From Squidhead grown in the USA.

A portion of every sale is donated to help fundraise for the National Kidney Foundation (NKF), which provides scholarships for the children of active-duty police members killed in the line of duty.

W Ketchup is America's Ketchup™



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...without threads



Guglielmo Marchese Marconi, 1874-1937

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on broadcasting...



KDKA, Pittsburgh 1920

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...towards the answers



Ma Perkins (featuring Oxydol), 1933

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consumption habits upgraded



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a tsunamic tool

branding

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valuable brands

1	COCA-COLA	67,525	67,394	0%	U.S.
2	MICROSOFT	59,941	61,372	-2%	U.S.
3	IBM	53,376	53,791	-1%	U.S.
4	GE	46,996	44,111	7%	U.S.
5	INTEL	35,588	33,499	6%	U.S.
6	NOKIA	26,452	24,041	10%	Finland
7	DISNEY	26,441	27,113	-2%	U.S.
8	MCDONALD'S	26,014	25,001	4%	U.S.
9	TOYOTA	24,837	22,673	10%	Japan
10	MARLBORO	21,189	22,128	-4%	U.S.


Source: Business Week, August 1, 2005

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brand positioning

[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.




assembled from www.unipath.com

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it's about the inside

"a brand can be thought of as a psychological phenomenon"



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consumer behaviour and branding

Studied from two main perspectives:

- 1. initially psychology**
 - numbers and mathematical models
 - one or two dimensions
- 2. today increasingly more sociology**
 - anthropology and understanding
 - complex networks

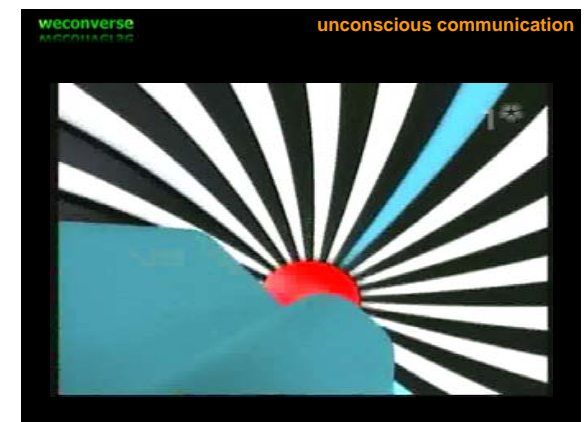
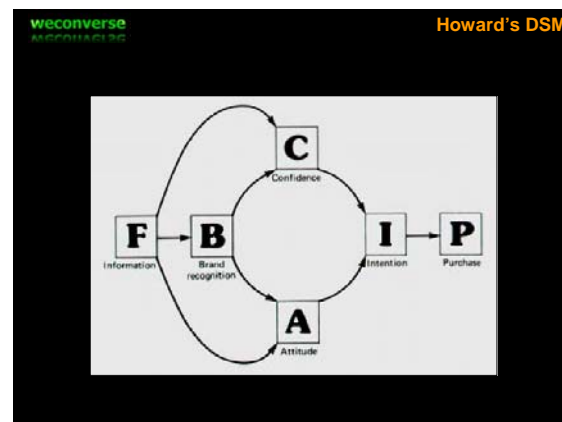
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a psychological classic





Pound and a half of hamburger
2 loaves Wonder bread
bunch of carrots
1 can Rumford's Baking Powder
Nescafé 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



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consumer behavior - sociology

Alladi Venkatesh Fuat Firat

The post modern condition

- hyperreality, fragmentation, reversal of consumption and production, decentering of the subject, and paradoxical juxtaposition (of opposites)

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

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post modern and hyper real

"Nike aims to keep pace in the techno-battle with Nike Free, a shoe still being tested, that makes runners feel as if they were barefoot. It's inspired by the barefoot runners of Kenya, who have proved that shoeless training builds strength and improves performance."

Source: Business Week, September 20, 2004

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branding sociology

tribe

- "a network of heterogeneous persons – in terms of age, sex, income, etc. – who are interlinked by a shared passion or emotion."

Bernard Cova, 1993

linking value

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

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maven of cool

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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."

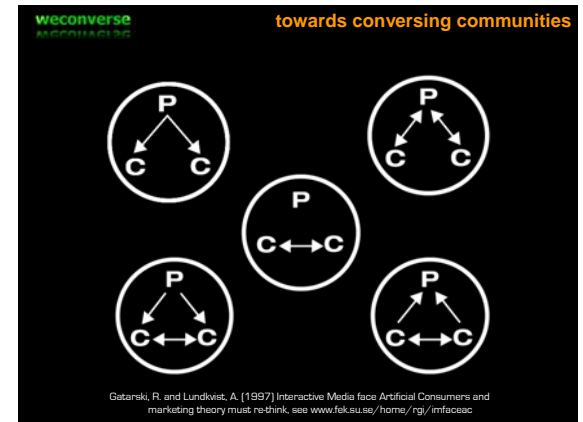
Source: Venkatesh, A., Sherry, J.F., Firat, A.F. (1993) Postmodernism and the marketing imaginary. *International Journal of research in Marketing*, vol. 10, pp 215-223.

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brand value

modern:
promote end use of goods

postmodern:
tool for identity management



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scientific knowledge

school ?

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an obsolete institution



The screenshot shows the Wikipedia article for 'School'. It includes a sidebar with navigation links, a main content area with a warning box about cleanup and verification, and a search bar. The article text discusses the definition of a school and its various forms.

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wicked wikipedia



John Seigenthaler Sr. in a joint appearance
on CNN with Jimmy Wales, 5 December 2005.

Room 208
2005 - 2006

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let go



A.G. Lafley
Procter & Gamble

Source: Lafley's key note at Association of National Advertisers, 2006-10-06
adage.com/andag/article?article_id=112311

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tweens (8-14 years)



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

source: www.brandchild.com

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tween media preferences

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

Source: Martin Lindstrom

toyota in whyville

MarketingVOX: The Voice of Online Marketing

The Human Brain

Home » Archives » 2006 » Jan » 24 » Toyota Targets

Toyota Targets Kids to Influence Parents

In April, Toyota began paying to place its Scion on Whyville.net, an online interactive community populated almost entirely by 8-15-year-old kids. Toyota hopes Whyvillians will do two things: influence their parents' car purchases and grow up to buy a Toyota themselves (aka MadaboutMyParent). Ten days into the campaign, The New York Times reports, visitors to the site had used the word "Scion" in online chats more than 70,000 times; hundreds of virtual Scions were purchased, using "stams," the currency of Whyville; and the community meeting place "Club Scion" was visited 33,743 times.

RELATED TOPICS
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technology
web analytics

Improve email delivery with a one, two, three PUNCH!

Find out how with Sender

www.marketingvox.com/archives/2006/06/14/toyota_targets_kids_to_influence_parents/index.php

toyota going 3D

www.whyville.net

postmodern socialization

Juliet B. Schor
Professor of sociology

Ljudmilagen från www.sbur.org

case POX

This Geek Gadget was from March 20, 2002 - April 2, 2002

Geek Gadget Viewer

what it is: POX
company: Hasbro
what it does: It's a handheld video game that lets you train a fighting machine and then lets you battle it with other people.
why is it kewl? You can have a wireless battle with people up to 30 feet away!

See the vote results from this Geek Gadget click here

Get a kewl idea for next week's tech toy?

Thanks - Justin Age: 11 From: USA for the geek gadget suggestion!

www.kidzoom.com/chat/geekgadgets/archive.04/0202.html

Kewl

Web images Groups News People Local more...

Google

Web

Kewl

From Wikipedia, the free encyclopedia.

"Kewl" is internet slang for the word "Cool".

Web definitions for Kewl

Internet slang (also AOL speak, AOLbonics — coined to sound like ebbonics) consists of slang that users of the Internet have developed and utilized. Many of its terms originated with the purpose of saving keystrokes, (e.g., "u" for "you", "y" for "are", "4" for "for", etc.) as a result many use the same abbreviations in text messages (see txt). The terms often appear in lower case, with capitals often reserved for emphasis - the pronoun "I", for example, often appears simply as "i". The

en.wikipedia.org/wiki/Kewl - Definition in context

What is KEWL ?

1) What is KEWL ? 2) What is its functionalities ? 3) Kewl basics Q&A ... 1)What is Kewl ? KEWL stands for Knowledge Environment for Web - based Learning ...

what is kewl? - Definition in context

www.kewl.net - 6k - Cached - Google images

POX: The Battle Unseen

Target: 8-12 year old boys, family income <60.000 USD/year

Preparation: research, trade show launch, name selection.

Strategy: viral and stealth. First one city, then nine, then national.

Alpha pups: coolest, socially dominating and trend setters.

Interviews: children, teachers, and parents. Gave 1.527 pups.

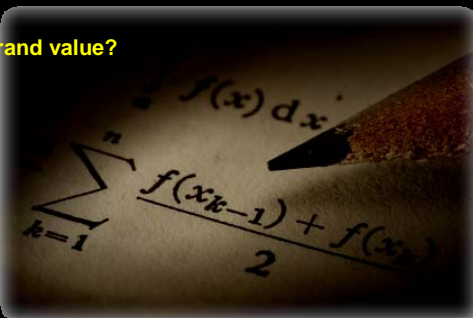
Schools! (ban, beneficial?)

Source, Juliet B. Schor (2004) Born to buy, pp. 69-74

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math

brand value?



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james' sna



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just popped up



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summary

re-think

1. see networks
2. steal from marketing
3. make many experiments
4. share through conversations

forget school



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conversations?

www.weconverse.com

