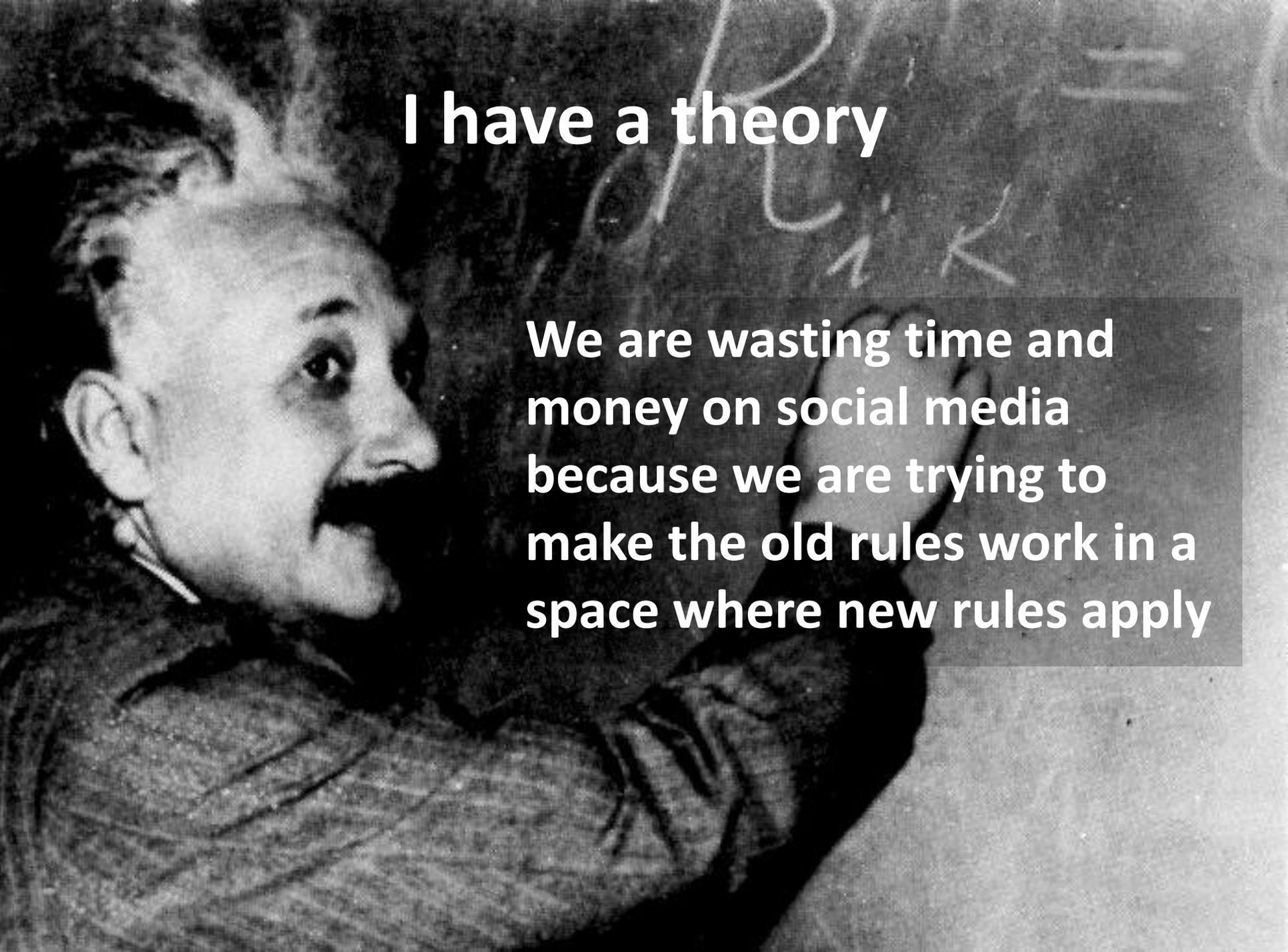


Me and my theories and opinions

You!

Conventional wisdom and current practices

Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'



I have a theory

We are wasting time and money on social media because we are trying to make the old rules work in a space where new rules apply

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Tangled™ - Trailer Previews

Tangled™ - Trailer Previews Tangled™ - Creating the Look TRON™ Tron Legacy™ Trailer New Toy Story 3™ Trailer

Discussion Board

What's on your mind?

CREATING DONUT SOCIETY

CONGRATULATIONS TO OUR GRAND PRIZE WINNER!

Rachel Davis
Sharon, MA

Coming Fall 2010!
Monkey-see Monkey-donut

MEET THE WINNER

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FIND OUT!

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Working alongside our campaign partners ICFP and the Sonny Mann Foundation, we're launching a petition calling upon governments to give children greater protection against trafficking.

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11 MODELS

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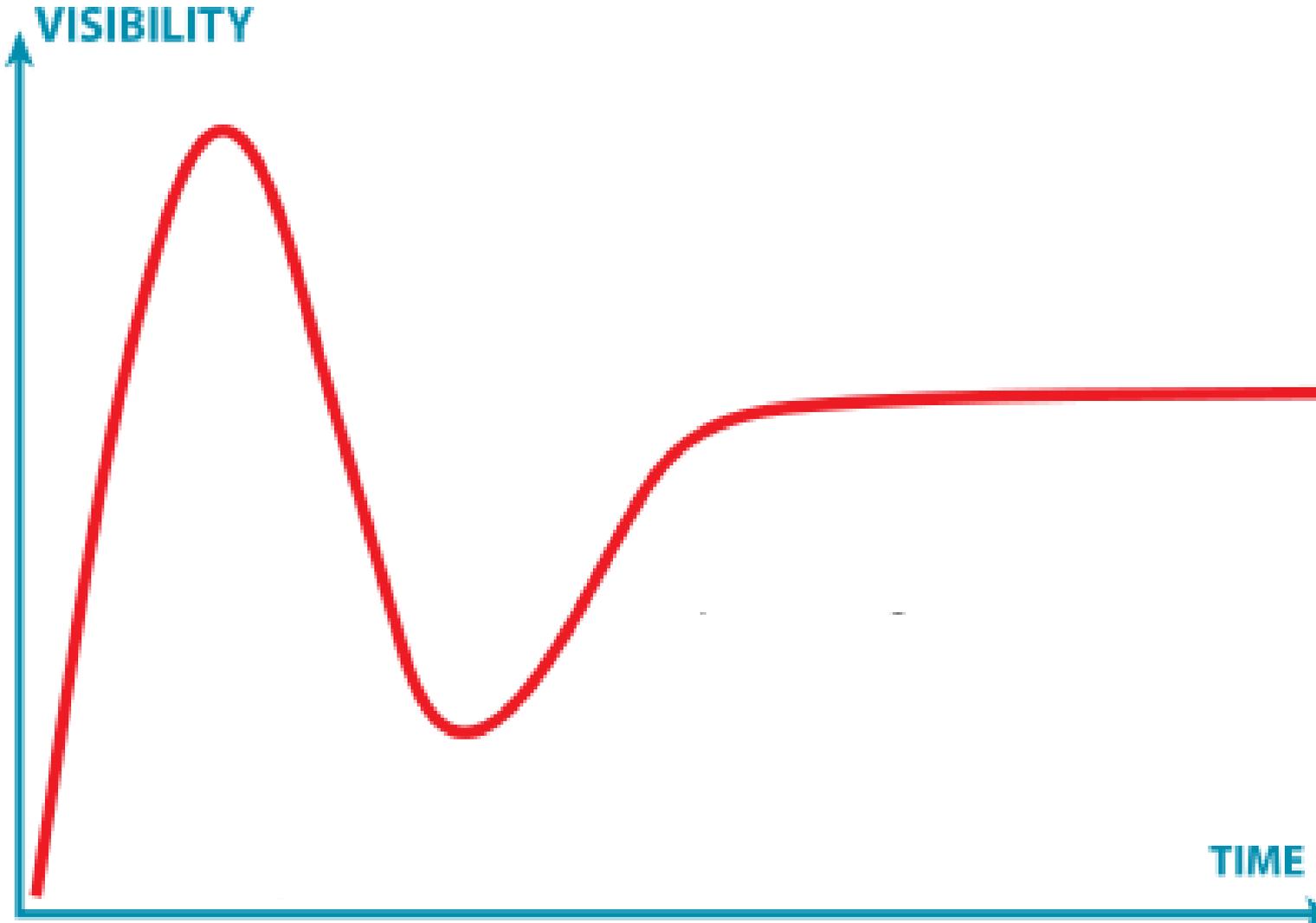
COST CALCULATOR

FIND A DEALER

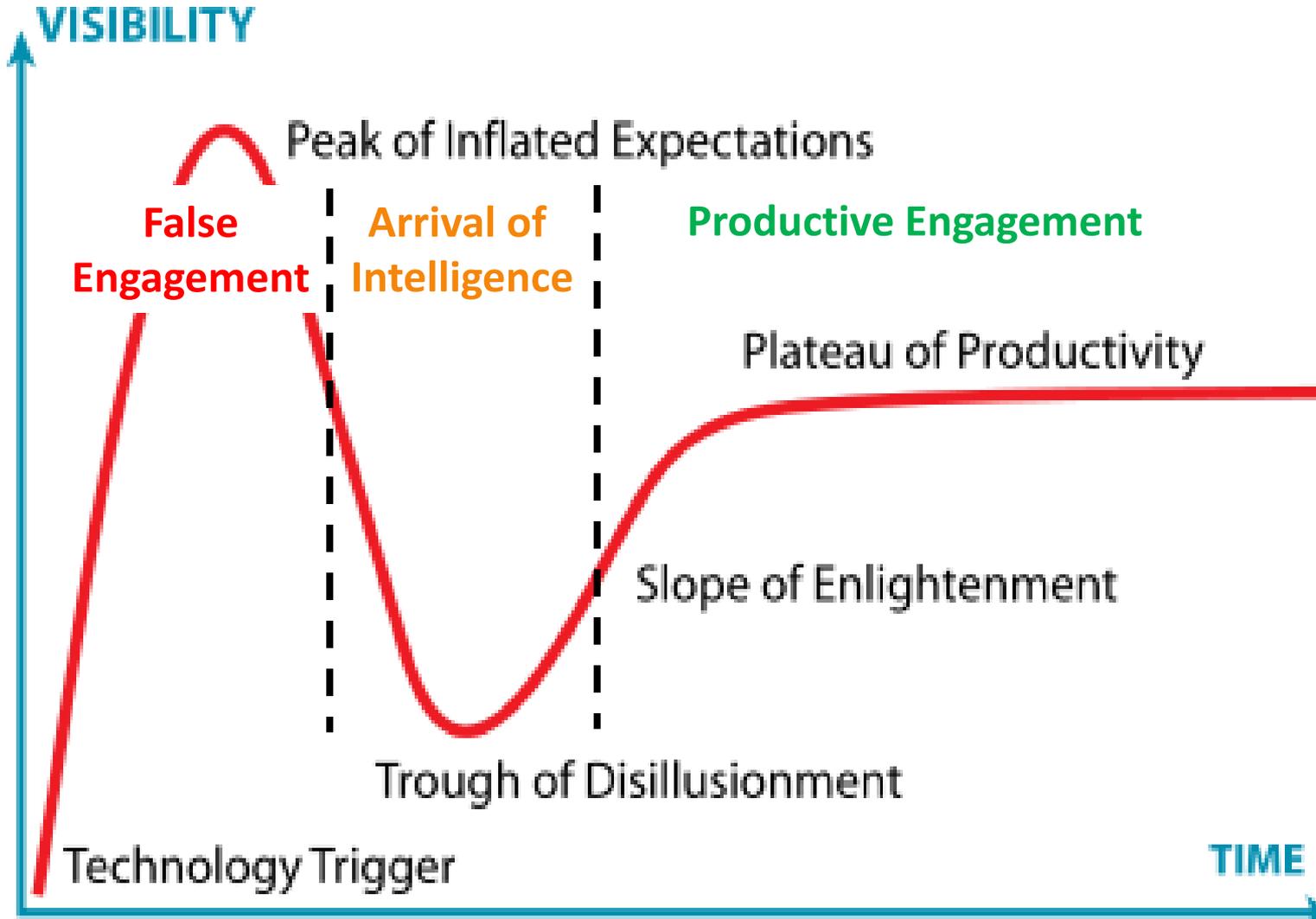
H.O.G.

INSURANCE

Gartner Hype Cycle



Gartner Hype Cycle



Gartner Hype Cycle



Agenda

- Uncovering the basic principles – looking at case studies
- Defining the rules (what social media does that traditional communications can't do)
- What to do about it

But first ...

- **Some basic information about individuals (sufficient to establish context and credibility)**
- **Identification of topics of shared interest**
- **Individual contributions based on relevance to the topics**



But first ...



Now imagine...

- One set of messages
- Encoded in a piece of communication
- Success = quality and amplification of message



Whereas ...

- Success is based on how you behave
- Influence is defined by relevance of contribution (subject and timing) and the ability to work the network



Deconstructing some case studies



Examples cited as successful

P&G





© Terence Donovan Archive/Getty Images





[HabitatUK](#): [#iPhone](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

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[HabitatUK](#): [#MOUSAVI](#) Join the database for free to win a £1000 gift card <http://bit.ly/2wPLO> (expand) ? Now!!

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Deaths: Network Rail Pleads Guilty >



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Tourette's Outbreak At US School >

Habitat Blames Intern For Twitter PR Disaster

comments 0

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Tweet 1

10:49am UK, Thursday June 25, 2009

Ruth Barnett, Twitter correspondent

Furniture chain Habitat has blamed an "overenthusiastic intern" for using online interest in the Iran protests to promote their spring sale on Twitter.

The UK firm has apologised for the "mistake", which caused offence online.

Their Twitter posts included "hashtags" - popular words people search - that referred to the unrest in Iran in which at least 12 people have died.

Other messages mentioned the Apple iPhone and an Australian television personality.

The tactic led to an outcry on the web as they were accused of "spamming" Twitter in an attempt to boost their profile and **find people** for the store.

Habitat's communications team said they had not authorised the messages but they have confirmed



chromebook

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4°C	3°C	2°C	2°C	3°C
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**Habitat failed to recognise
that social media is a shared
space, not an owned space**

**(Twitter is not actually a
form of media, it is a form of
behaviour)**



@QantasAirways

Qantas Airways 

To enter tell us 'What is your dream luxury inflight experience? (Be creative!) Answer must include **#QantasLuxury**.TCs qantas.com.au/travel/airline...

22 Nov via web

Retweeted by **WillemSmit** and 46 others





OPINION

Credit where it's due -
today's SMH shows what
it's capable of

If you want to see why
newspapers still have a point,
refer to today's Sydney
Morning Herald and its report
on the powerbrokers of the
NSW Labor party.

First, Kate McClymont's
investigation contains the sort
of detailed, legally challenging
material that newspapers are
among the only outlets
capable of investing in
researching.

Qantas in new social media fail with #QantasLuxury hashtag backlash

Qantas is this afternoon facing a
huge social media backlash after a
competition inviting Twitter followers
to win a pair of first class pyjamas by
tweeting their idea of a luxury
experience turned into an
opportunity for angry customers to
share their gripes.

The latest social media disaster comes just weeks after Qantas was forced to
apologise for running a Twitter competition in which it gave sports fans free
tickets for going blackface.

The airline launched a competition around two hours ago inviting followers to
win "a First Class gift pack feat. a luxury amenity kit and our famous QF PJs."



To enter tell us 'What is your dream
luxury inflight experience? (Be creative!)
Answer must include #QantasLuxury.TCs
qantas.com.au/travel/airline...

A blurred photograph of three men in suits. The man in the center is looking down and to the left. The man on the right is looking forward with a serious expression. The man on the left is partially visible, looking towards the center. The background is a plain, light-colored wall.

We are getting reports from
all over the media

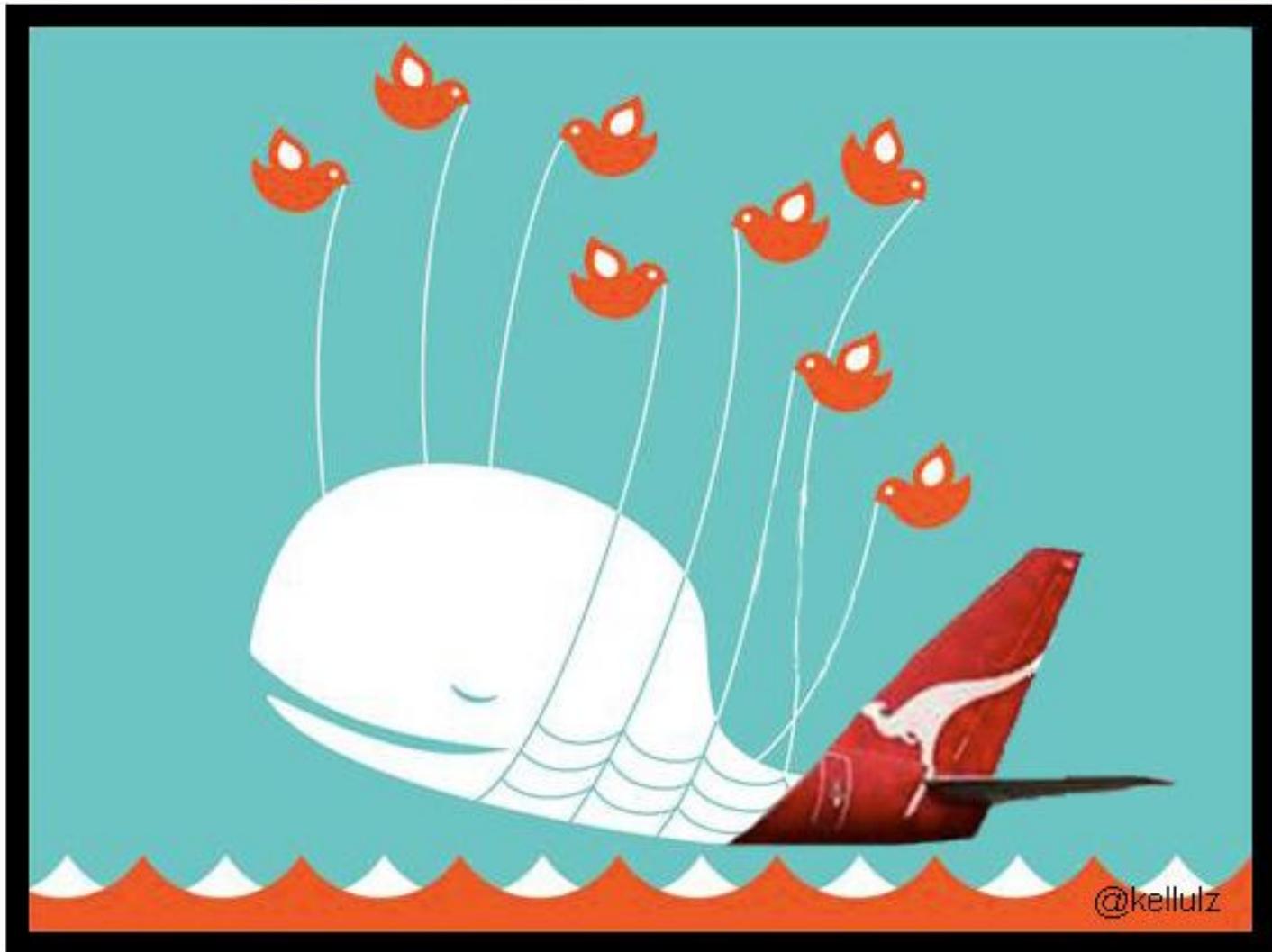


@kellulz

Kelly November 22, 2011

Tweet

163



Dear @QantasAirways Here is a picture that best describes #QantasLuxury (Now gimme the Pyjamas) ...

**You can't export techniques that
work in the 'traditional' media
environment (a promotion) into
the social environment *and expect
the same rules to apply***



Bayern Munich tricks fans into 'liking' the club on Facebook

Posted 30 January 2012 10:58am by [David Moth](#) with [10 comments](#)

[Print](#)



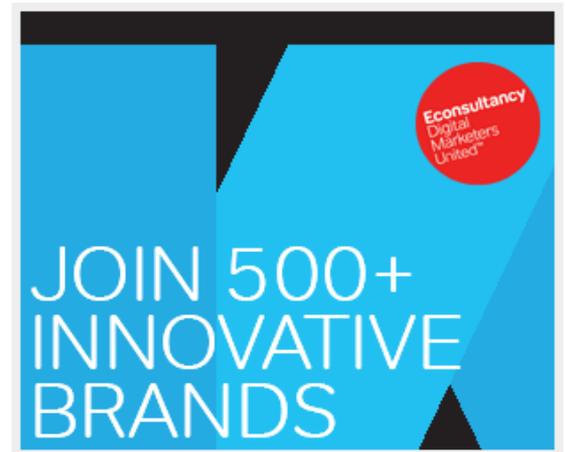
Bayern Munich's marketing team scored an own-goal by tricking fans into 'liking' them on Facebook with the promise of a "spectacular new signing."

However, instead of unveiling a "new offensive player", the club admitted it had duped its fans and was instead launching a new app.

Bayern had said on its website that a new striker would be unveiled on Facebook at 2pm on Thursday – to view the proceedings fans had to log on and 'like' the club's official page.

Ironically when the trick was finally revealed Bayern said its new app, called 'The New FCB Star', was to show just how important the fans are to the club.

A mere 3 hours and 5,000 angry comments later, the club was forced to issue an apology to its "dear fans."



[Advertise here »](#)

112

Tweet

10

+1

27

Like

32

Share



Submit



FC Bayern München

Sorry liebe Fans, wie wir Euren zahlreichen Kommentaren entnehmen, seid ihr über die heutige Aktion sehr verärgert.

Es war nicht unsere Absicht, Euch mit der neuen App zu enttäuschen. Vielmehr wollten wir Euch mit dieser Aktion in den Mittelpunkt stellen und dadurch zeigen, wie wichtig jeder Fan für den FC Bayern München ist. In mehreren folgenden Videoclips auf der App soll der Fan Teil der Mannschaft werden, indem z.B. der Nachname des Fans auf dem Trikot zu sehen ist und der Fan in den Medien als Star dargestellt wird. Diese persönlichen Videos sollen Euch und Euren Freunden Spaß und Freude bereiten.

See Translation

Like · Comment · Share · January 26 at 4:05pm · @

11,053 people like this.

View all 3,751 comments

308 shares

Write a comment...



FC Bayern München

Liebe Fans, ihr habt es natürlich alle schon längst gemerkt. Das Video von

POPULAR

MOST COMMENTED

TAGS

MOST POPULAR POSTS THIS MONTH

Four Seasons unveils \$18m website

25 brilliant examples of Facebook brand pages

The 21 most horrific social media facepalms of 2011

2012 search predictions: the experts' view

Snickers 'hijacks' Katie Price's Twitter account for PR stunt

Why HMV shouldn't make users register before checkout

Victim of the obsession with Facebook and “Like Harvesting”





WELCOME TO THE ALL NEW KEEP BRITAIN BIKING

Packed full of features to help you enjoy the benefit of a life on two wheels For the past year Keep Britain Biking has been celebrating ... read more

READ MORE

KEEP BRITAIN BIKING SECURITY TIPS



Posted by: *Keep Britain Biking* • 19th September 2011

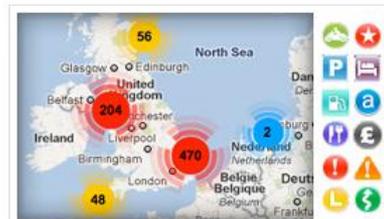
Simple Measures to Keep Your Bike Secure In the wake of the recent riots across the UK many of you will be thinking carefully on how you protect your prized possession, both when you are out and about and when you're at home. To help put your mind at rest...

READ THE FULL POST >

0 Comments

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On the Road



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- Are you a biker with short leg... 2
- BMF Peterborough... 2
- Knox Aegis 9 back protector su... 2
- JOIN OUR EDITORIAL TEAM AND KE... 1

LATEST TWEETS

- Check out this amazing bike created by a Bangkok artist! Scrap metal crafted to look like the classic sci-fi Alien <http://t.co/sWrgaYwf> 2 hours ago
- RT @TheGeordieArab: Beautiful Images Daily is out! <http://t.co/sWrgaYwf> Top stories today via @ajavrochester @britainbiking @burlingtonbuzz @tqnews 11 hours ago

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New in the Gallery

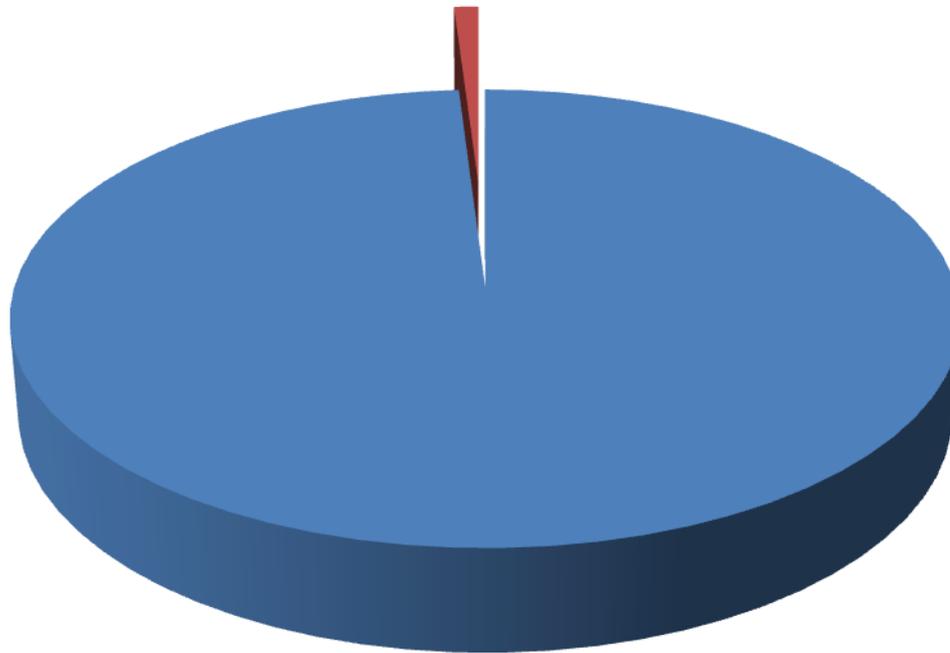


Shaking off the cobw...
Uploaded by: figaro
Check it out ->



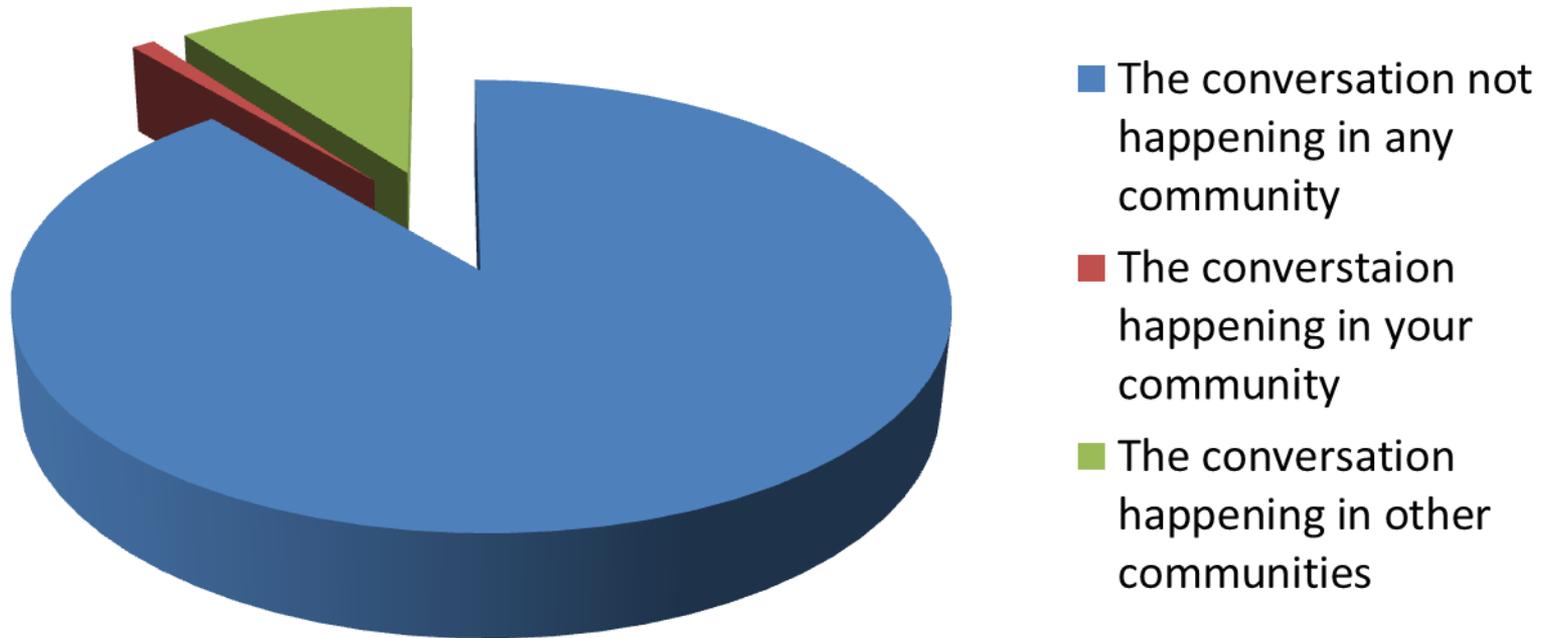
Craig Jones Stunts a...

The British Biking Conversation



- The bit not about insurance
- The bit about insurance

The British Biking Insurance Conversation





You are here: [Home](#) » [Blog](#) » [Is it possible to only own a bike and not a car?](#)

IS IT POSSIBLE TO ONLY OWN A BIKE AND NOT A CAR?

By [Bikerchig](#) • 10th August 2011 • 178 views

Ever since I could afford one I have always had a car as well as a bike. However just recently I sold my Suzuki Vitara as it was too big. I also need to economise due to my impending redundancy I have been left with only the bike. This has been interesting. I had forgotten what fun it is (not) to have to ride in the rain (rather than choosing to ride in the rain). I got wet on the way in to work last week in this typical British summer we are having – ahem. I had to sit in a freezing cold office all day. The office air-con has broken again – either full on or full off. As soon as you get used to one extreme they change it so you either suffer with heat exhaustion or freeze to death. So this particular day it was full on and due to the weather I arrived somewhat damp. I had to sit there all day with damp bits in all the wrong places. Yes of course I am aware there are waterproofs available but the journey is a short one and it wasn't raining when I left the house.

Having just a bike is also advantageous in that not ONE of my friends have EVER expressed an interest in going on the back of the bike. Perhaps this in itself is a good thing – I will never be asked to give anyone a lift.

I have a box on the back which is big enough to put a full face lid in when I go shopping and then replace the lid with the shopping when I come home. It also stops me going overboard as us girls are not unknown for on the shopping front. If I can't fit it in the bike box then I can't buy it.

If I need to take the kids out then I use the blokes' car. No more sticky fingers to clean off the seats and he gets the petrol.

I can park almost anywhere too – no parking charges for me. I have a space right next to the door in the works car park – right next to all the bosses' Mercedes and BMWs.

Yes I think having only a bike is a good plan – for the summer at least.

Latest Posts

- [GET YOUR BIKING SNAPS LOOK...](#) 0
- [Photo, Video and Blog of t...](#) 0
- [a day at the Pod](#) 0
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- [MATLOCK BATH](#) 2
- [More from last september L...](#) 0

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12% reach

2 hours avg. per mention

last mention 6 hours ago

82 unique authors

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Mentions about motorbike OR motorcycle AND insurance AND uk

Sort By: Results: Results 1 - 15 of 210 mentions.

- [Motorbike stolen from front of Colchester home](#)

POLICE are appealing for information after a motorbike was stolen.
[rds.yahoo.com/_ylt=A2KJjanitXhOkykA7Q7_wgt.;_ylu=X3oDMTByZnRjMG4zBHBvcwM3BHNIYwNzcgRjb2xvA3NwMgR2dGlkAw--/SIG=13okagnv/EXP=1311662530/**http%3A/](#)
 6 hours ago - on [Yahoo News](#)
- [Teen takes African bike challenge](#)

A teenage girl from Dumfries and Galloway undertakes a challenge to ride her motorbike to north Africa and back for charity.
[rds.yahoo.com/_ylt=A2KJjanitXhOkykA6w7_wgt.;_ylu=X3oDMTByNDfic21mBHBvcwM1BHNIYwNzcgRjb2xvA3NwMgR2dGlkAw--/SIG=13323ktmp/EXP=1311662530/**http%3A/](#)
 7 hours ago - on [Yahoo News](#)
- [Motorbike borne dacoits loots shop, kill security man](#)

Siliguri, Sep 19 : Motor bike borne dacoits looted a jewellery shop here this evening and gunned down a securityman during a chase, police said.
[rds.yahoo.com/_ylt=A2KJjanitXhOkykA8A7_wgt.;_ylu=X3oDMTByZcTJua2t0BHBvcwMxMARzZWMDc3IEY29sbwNzcDIEdnRpZAM-/SIG=12bvmjn27/EXP=1311662530/**http%3A/](#)
 7 hours ago - on [Yahoo News](#)
- [Downton Abbey: great show, shame about the ad breaks - Daily Telegraph](#)

They dramatised the real-life story of Gary, a customer who suffered a motorcycle ... in between". The insurance firm defended the campaign but said it would take ...
[www.telegraph.co.uk/culture/tvandradio/8774713/Downton-Abbey-great-show-shame-about-the-ad-breaks.html](#)
 10 hours ago - on [bing](#)
- [Zip-zap-zoom lure lands trio out of school, in cop net](#)

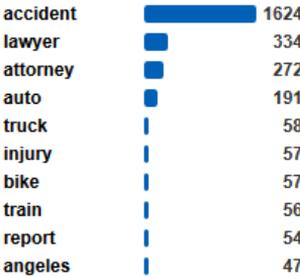
When contacted, school principal Mary Alphonsa, said: "We only allow students of Class XII to come to school on two-wheelers. The police was in school today and the ...
[rds.yahoo.com/_ylt=A2KJjanitXhOkykA6A7_wgt.;_ylu=X3oDMTByamR2OWZ2BHBvcwMyBHNIYwNzcgRjb2xvA3NwMgR2dGlkAw--/SIG=133f7b6b/EXP=1311662530/**http%3A/](#)
 16 hours ago - on [Yahoo News](#)
- [Oil spillage a possible factor in fatal bike crash](#)

A SPILLAGE of oil or diesel may have contributed to the death of a motorcyclist, killed after his motorbike was in collision with a car on a road in Royal Deeside, p...
[rds.yahoo.com/_ylt=A2KJjanitXhOkykA7A7_wgt.;_ylu=X3oDMTByOHQ3YjVxvBHBvcwM2BHNIYwNzcgRjb2xvA3NwMgR2dGlkAw--/SIG=12vbq5qq6/EXP=1311662530/**http%3A/](#)
 16 hours ago - on [Yahoo News](#)
- [Car transporter and motorbike in A12 crash](#)

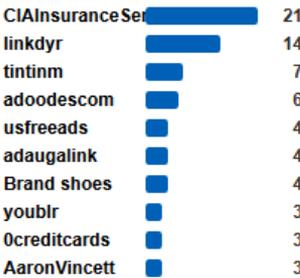
Sentiment



Top Keywords



Top Users



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CSV Data

[Sentiment](#)

[Top Keywords](#)

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UNIFIED SOC ANALYTICS DASHBOARD AND REPORT PLATFORM



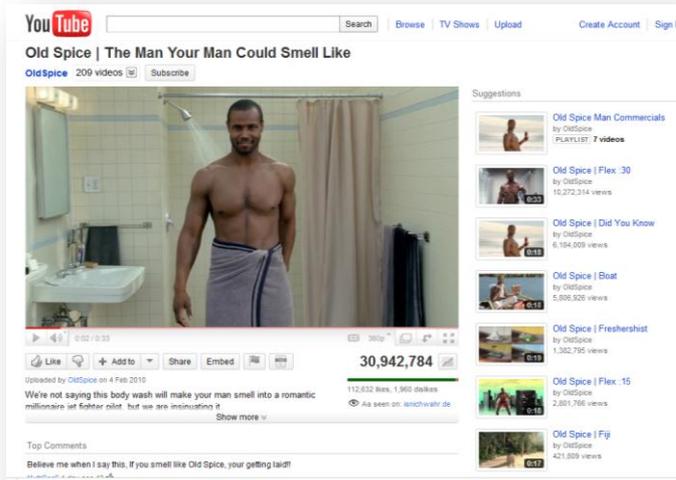
Track all your social accounts, blogs + websites with ease

**Value comes from participating in
conversations, not from sponsoring
them**

**Value is based on the relevance of
what you say, not the volume with
which you say it**



Successful or current initiatives from P&G

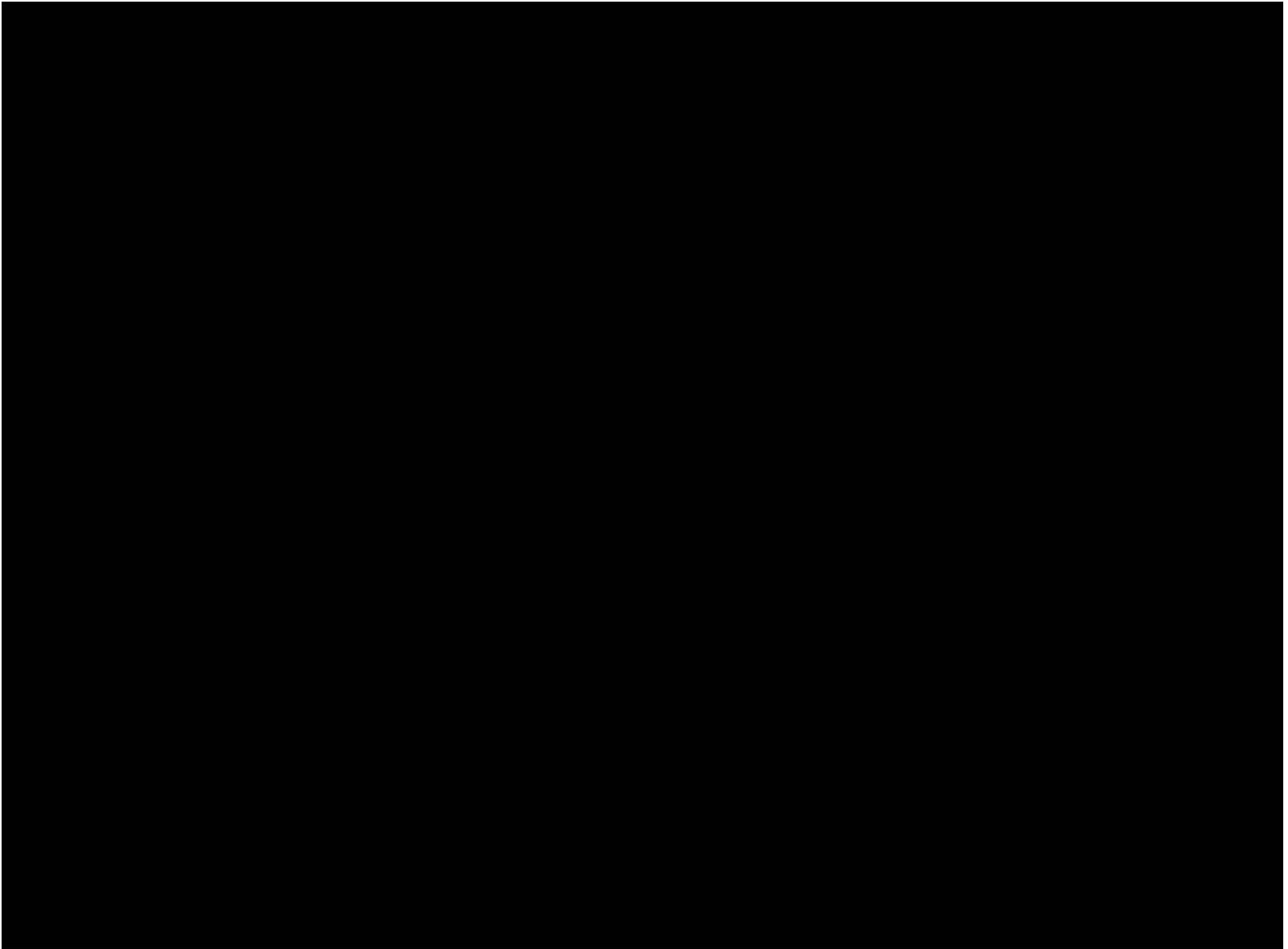


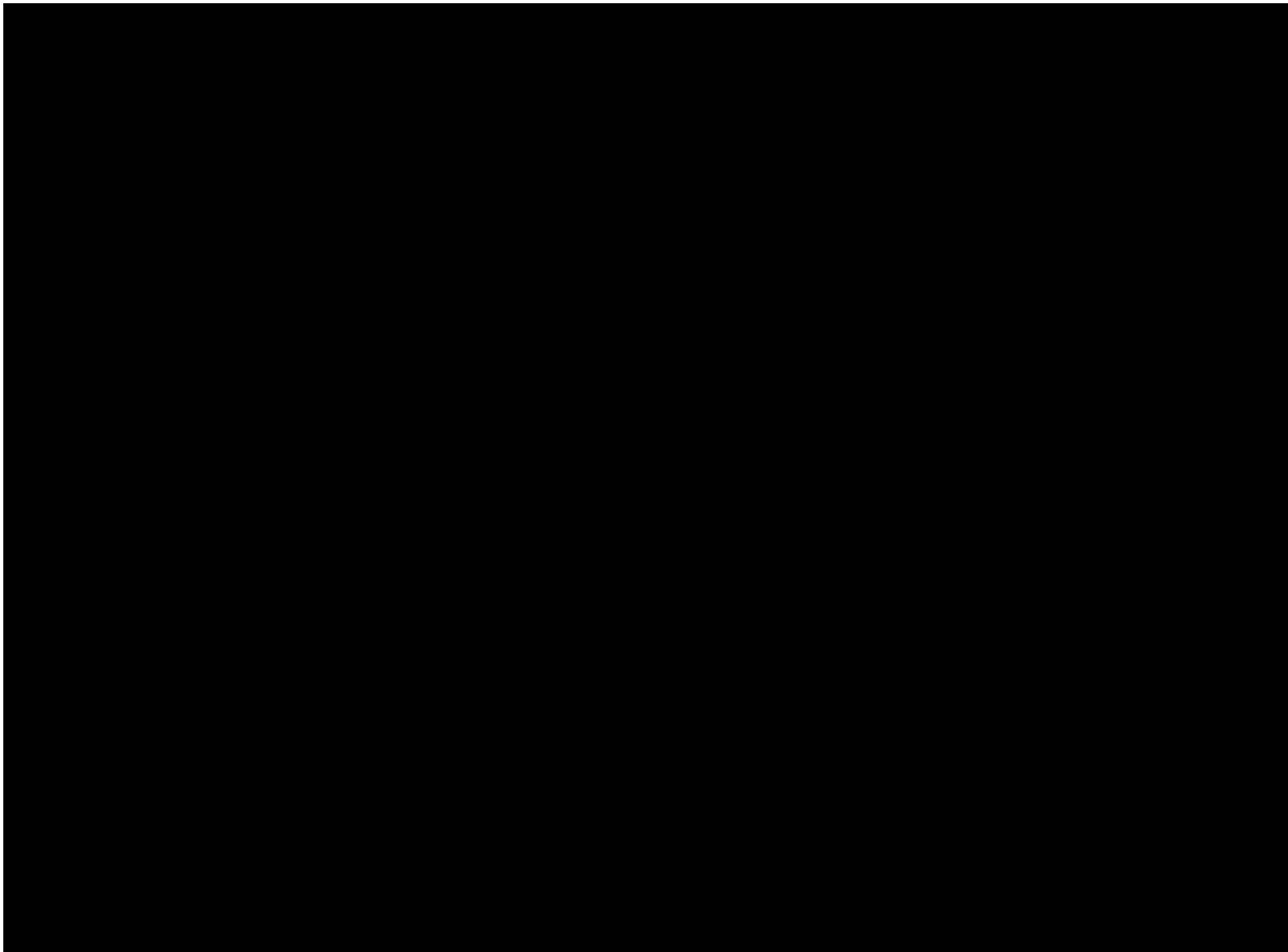
Cited by CEO Robert McDonald as reason why P&G is scaling back mainstream advertising (“we generated 1.8 billion free impressions”)

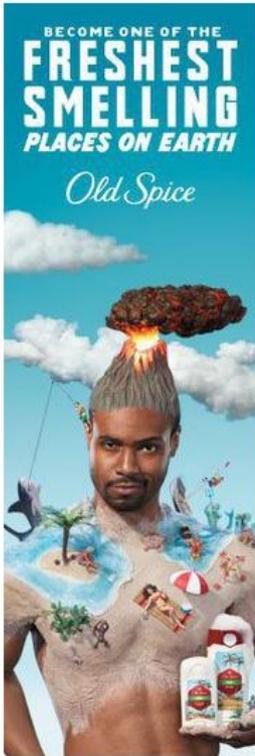


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 **Andika Bima** 7:25 am
jadi bumi orang nya
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 **Tracy Jarvis** 6:43 am
Just watched the ad... got me giggling!!! good start to my day!
[Message](#)

 **Leslie Ann Mendigoria** 1:41 am
"Hello, ladies, look at your man, now back to me, now back at your man, now back to me. Sadly, he isn't me, but if he stopped using ladies scented body wash and switched to Old Spice, he could smell like he's me. Look down, back up, where are you? You're on a boat with the man your man could smell like. What's in your hand, back at me. I have it, it's an oyster with two tickets to that thing you love. Look again, the tickets are now diamonds. Anything is possible when your man smells like Old Spice and not a lady. I'm on a horse."
[Message](#)

 **John Smith Lore** May 22
Heyyyyyy tienen también línea de jabones para la ducha?? en México?? donde los consigooo
[Message](#)

 **Gener Pasos** May 22

Old Spice | Scent Vacation
by Old Spice

Take your nose on a scent vacation full of fun memories and heart surprises.



You and Old Spice

 Paul Chaney likes this.

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 **"Another fine Mesh" Gig**
Saturday, June 11

RSVP: Yes · No · Maybe

Birthdays [See All](#)

 **Simon Goode**
It's his birthday.
 Say Happy Birthday

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@OldSpice Freshest places on Earth.

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<http://www.youtube.com/oldspice>

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OldSpice Old Spice

[@GuRuoFQs](#) your clan name sounds as mysterious as the dark side of the moon. Keep mystery mysterious. That's why they named it that.

19 May



OldSpice Old Spice

[@mmarnall](#) [@DigitalSummit_](#) are you also passing around many live puffer fish or de-commissioned hand grenades there today?

17 May



OldSpice Old Spice

[@ThreeLegFred](#) Just be prepared for the spontaneous winning of Miss Universe competitions.

17 May



OldSpice Old Spice

[@TourismFiji](#) extremely refreshing. Those images remind me of the makeshift yacht I made out of materials found on those shores.

17 May



OldSpice Old Spice

When man discovered Fiji, he said, "Wow. I'll bet that years from now, other men will have bikini photo shoots on these very beaches."

17 May



OldSpice Old Spice

[@FremStar](#) be careful if you find yourself riding two Komodo dragons, strapped onto your feet like shoes.

17 May



OldSpice Old Spice

Is it possible for trees NOT to fall down when I give them a stern look?

17 May



About [@OldSpice](#)

2,012

Tweets

712

Following

125,229

Followers

4,646

Listed

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Old Spice's Channel

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Old Spice Man Internet Responses

Old Spice Man Internet Response videos

URL: <http://www.youtube.com/user/OldSpice#grid/user/484F058C3EAF7FA6>



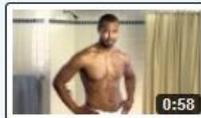
Re: Everyone | Old Spice

Old Spice
6,081,030 views



Re: @kevinrose | Old Spice

Old Spice
1,590,402 views



Re: @aplusk | Old Spice

Old Spice
1,313,248 views



Re: @TheEllenShow | Old Spice

Old Spice
1,462,828 views



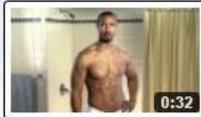
Re: @Jsbeals | Old Spice

Old Spice
1,524,464 views



Re: Perez Hilton | Old Spice

Old Spice
2,293,734 views



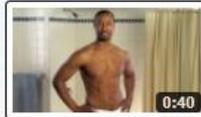
Re: @kpereira | Old Spice

Old Spice
827,453 views



Re: @GStephanoupl | Old Spice

Old Spice
1,236,809 views



Re: @Alyssa_Milano 1 | Old Spice

Old Spice
1,422,356 views



Re: @Alyssa_Milano 2 | Old Spice

Old Spice
815,600 views



Re: @Alyssa_Milano 3 | Old Spice

Old Spice
1,179,183 views



Re: Alyssa_Milano 4 | Old Spice

Old Spice
1,400,079 views



Re: @rosemcgowan | Old Spice

Old Spice
1,119,639 views



Re: @wspencer | Old Spice

Old Spice
1,236,358 views



Re: @JustineBateman | Old Spice

Old Spice
449,156 views



Re: @GeorgeGSmithJ | Old Spice

Old Spice
1,217,604 views



Re: @mrskutcher | Old Spice

Old Spice
1,319,675 views

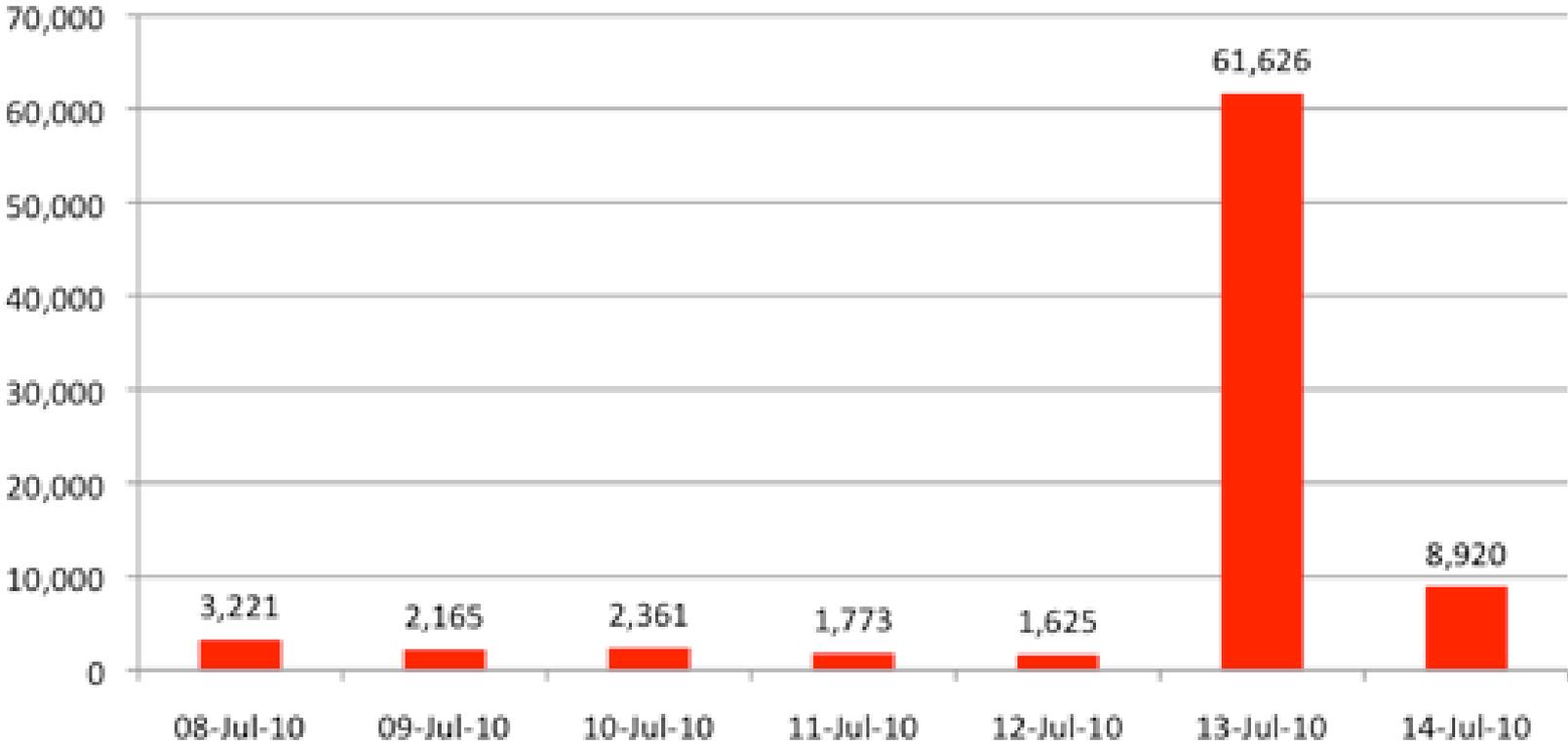


Re: @1capplegate | Old Spice

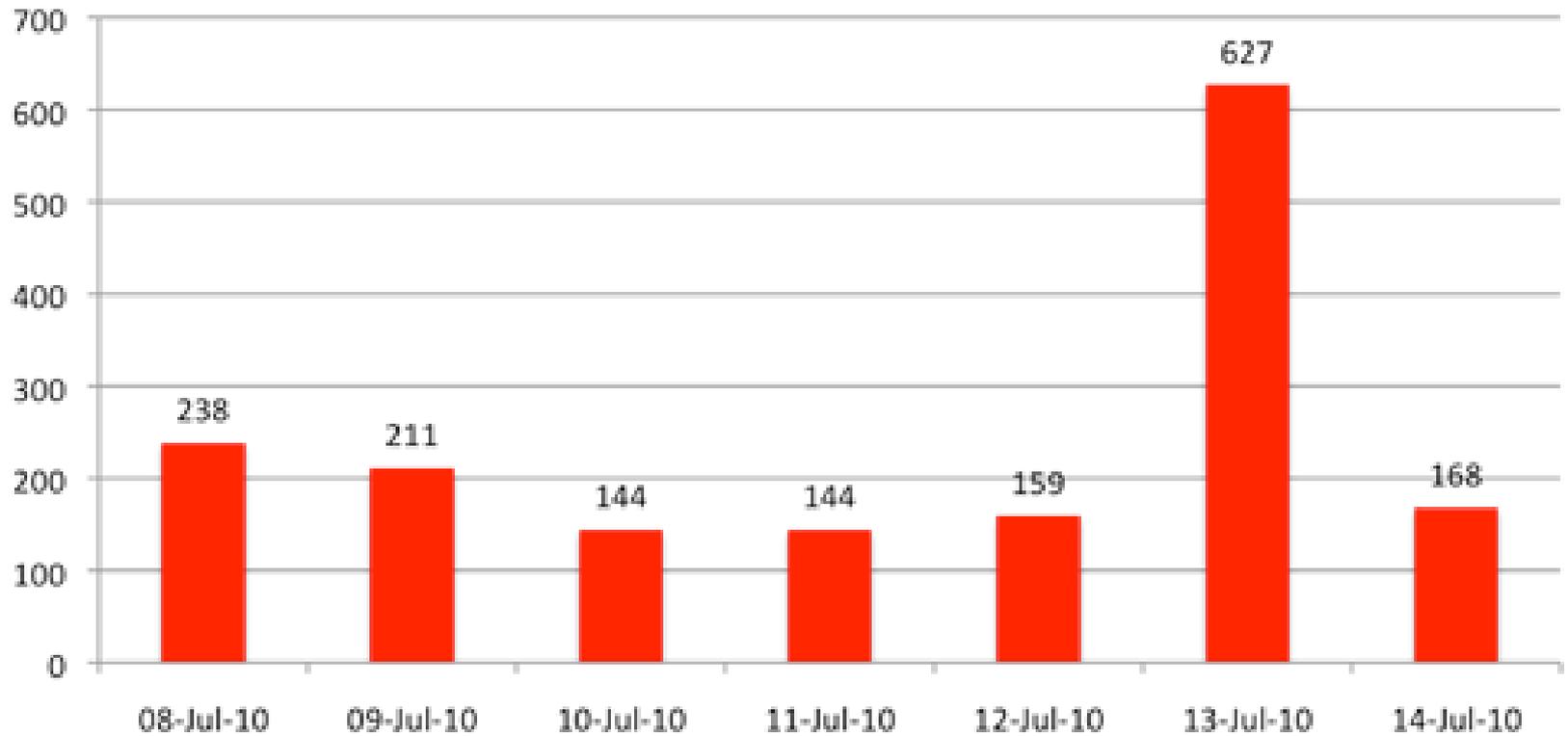
Old Spice
416,370 views



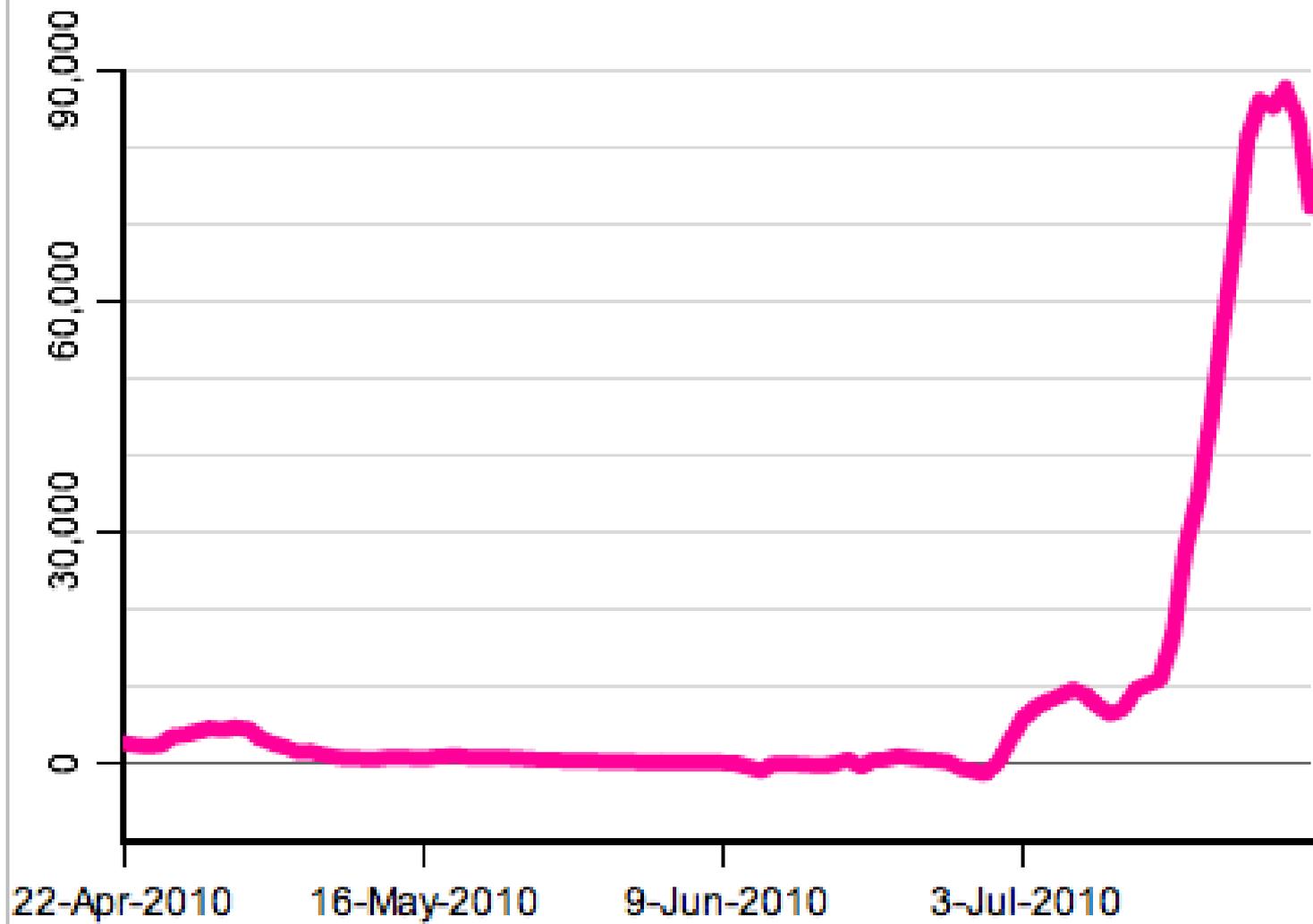
Old Spice Tweets



Old Spice Blog Coverage



Facebook new Fans per week : Trend



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Old Spice Social Campaign Case Study Video

Wed, Aug 11, 2010 ★★★★★ (6 votes, average: 5.00 out of 5) 38 Comments

368 tweets

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Enter your email address **SUBSCRIBE**



Welcome **Googler!** If you want to **subscribe to this**...

You were searching for "old spice campaign award"



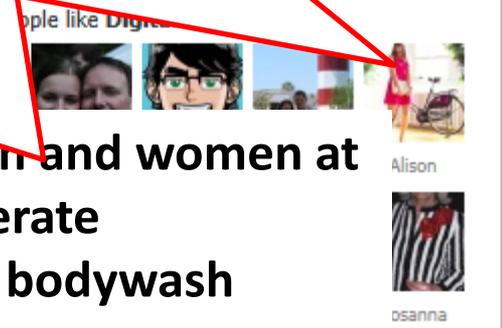
Well, based on this year's... in an overnight explosion... belong to! Check out the... The Old Spice Case Study... time to generate conversation... bowl weekend... the category (although I'm sure that was... about the Old Spice ads.
To continue that success Old Spice & WK... take the campaign to... now a household hero, and they wanted to... ge the fans directly. And so the response campaign was born.

On day 1 the campaign received almost 6 million views (that's more than Obama's victory speech) and generated the same amount of conversations around bodywash as getting men and women at the same time to generate conversations around bodywash



Book!

on Facebook



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Old Spice Social Campaign Case Study Video

Wed, Aug 11, 2010 ★★★★★ (6 votes, average: 5.00)

368 tweets

38 Comments

Retweet



Welcome to... you find... ful, you...
want to **subs**

You were searching for "old spice ca

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Email address

SUBSCRIBE



RSS



Daily Buzz



Technorati



Facebook

On day 2 old spice had 8 of the 11 most popular videos online

Well here it is...

this year, I'd suggest sending...
in an overnight express bag, no...
belong to! Check out the video a...

The Old Spice Case Study talk... insight...
time to generate conversation... and body wash. When... launched... super...
bowl weekend (and TV shortly after) the campaign managed to capture 75%... conversations in...
the category (although I'm sure that was off a small base) before every man and his dog was talking
about the Old Spice ads.

To continue that success Old Spice & WK needed to take the campaign to the next level, Mustafa was
now a household hero, and they wanted to engage the fans directly. And so the response campaign
was born.

On Facebook!

Digital Buzz.



Nick Tasos Jeff Alison



Kerry Phil Sandor Gabo Anna Rosanna



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Old Spice Social... Video

Wed, Aug 11, 2010



368 tweets

Comments

tweet



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Twitter



RSS



Daily Email



Technorati



Facebook

On day 3 the campaign had reached over 20 million views

Well here it is. The Old Spice... this year, I'd suggest... in an overnight explosion, no need for... belong to! Check out the video above, the...

The Old Spice Case Study talks us through the insight around... time to generate conversation around body wash. When it was launched online... bowl weekend (and TV shortly after) the campaign managed to capture 75% of all... in the category (although I'm sure that was off a small base) before every man and his dog was talking about the Old Spice ads.

To continue that success Old Spice & WK needed to take the campaign to the next level, Mustafa was now a household hero, and they wanted to engage the fans directly. And so the response campaign was born.

Digital Buzz Fan On Facebook!

on Facebook



people like Digital Buzz.



Nick



Don



Tasos



Jeff



Alison



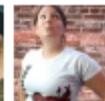
Kerry



Phil



Sandor Gabo



Anna



Rosanna

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Old Spice Social Campaign Case Study Vide

368 tweets

Wed, Aug 11, 2010 ★★★★★ (6 votes, 2 out of 5) 38 Comments



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for your digital marketing directly to your email.

SUBSCRIBE

Technorati Facebook

on Facebook!

The old spice twitter following increased 2700% (probably off a lowish base)

Well here it is. The Old Spice Case Study talks us through this year, I'd suggest sending the case study in an overnight express package. The Old Spice Case Study talks us through the time to generate conversation around body hair. The campaign was launched for the super bowl weekend (and TV shortly after) the campaign managed to capture 75% of all conversations in the category (although I'm sure that was off a small base) before every man and his dog was talking about the Old Spice ads.

To continue that success Old Spice & WK needed to take the campaign to the next level, Mustafa was now a household hero, and they wanted to engage the fans directly. And so the response campaign was born.

Old Spice & WK needed to take the campaign to the next level, Mustafa was now a household hero, and they wanted to engage the fans directly. And so the response campaign was born.

Digital Buzz Like

11,641 people like Digital Buzz.



Nick Don Tasos Jeff Alison



Kerry Phil Sandor Gabo Anna Rosanna



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Old Spice Social Campaign Case Study Video

Wed, Aug 11, 2010 ★★★★★ (6 votes, average: 5.00 out of 5) 38 Comments

368 tweets

retweet



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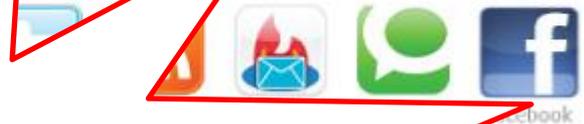
You were searching for "old spice campaign awards"

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Enter email address

SUBSCRIBE



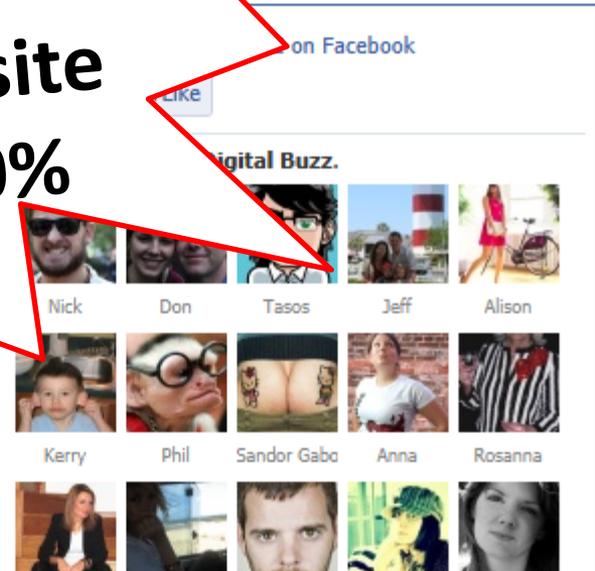
Facebook fan interaction was up 800%
Oldspice.com website traffic was up 300%

Well here it is. The Old Spice Social Campaign. This year, I'd suggest sending the... in an overnight... belong to! Check out...

The Old Spice Case Study talks about the time to generate conversation around... bowl weekend (and TV shortly after)... the category (although I'm skeptical)... about the Old Spice ads.

To continue that success Old Spice & WK needed... campaign... next level, Mustafa was... now a household hero, and they wanted to engage... directly. And so the response campaign was born.

Buzz Fan On Facebook!



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Old Spice Social

Wed, Aug 11, 2010 ★★★★★

Sign Cas

Video

368

Comments



Google

You were searching

The old spice YouTube channel became the all time most viewed channel (amazing)

Well here it is. The Old Spice... this year, I'd suggest se... in an overnight exper... belong to! Check out the video above, the res...

The Old Spice Case Study talks us through the night around ta... time to generate conversation around body wash. When it was lau... bowl weekend (and TV shortly after) the campaign managed to captu... 75% of all conver... in the category (although I'm sure that was off a small base) before every man and his dog was talking about the Old Spice ads.

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SUBSCRIBE



RSS



Daily Email



Technorati

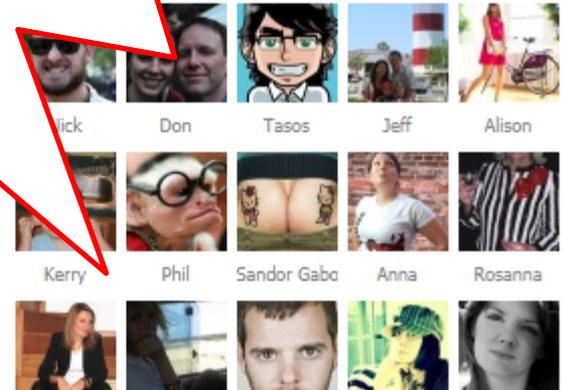


Facebook

Digital Buzz Fan On Facebook!

Facebook

like Digital Buzz.



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Old Spice Social Campaign Case Study Video

Wed, Aug 11, 2010 ★★★★★ (6 votes, average out of 5) 38 Comments

368 tweets

retweet



Googler! If you find this useful, you should share it with your friends.

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SUBSCRIBE



RSS



Daily Email



Technorati



Facebook

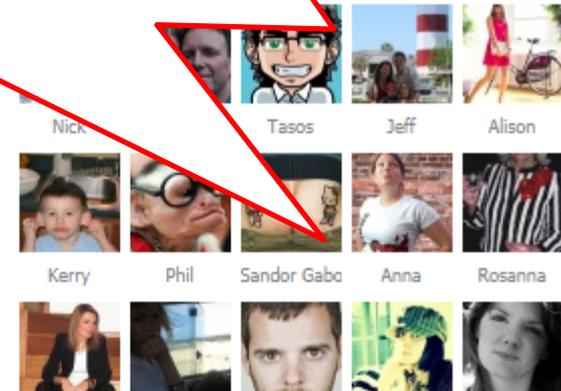
The campaign has generated 1.4 billion impressions since launching the ads 6 months ago

W...
this year...
in an overnight explosion...
belong to! Check out the video...

The Old Spice Case Study...
time to generate conversions... body wash. Video...
bowl weekend (and TV... only after) the campaign managed to capture 75%... conversations...
the category (although I'm sure that was off a small base) before every man and his dog was talking about the Old Spice ads.

To continue that success Old Spice & WK needed to take the campaign to the next level, Mustafa was now a household hero, and they wanted to engage the fans directly. And so the response campaign was born.

Fan On Facebook!





My Big Issues

- **Sociability**
 - Who was talking? How was the brand presenting itself?
- **Relevance**
 - What the conversation was about?
- **Ability to replicate**
 - How easy will it be to repeat the success?

Who was talking?



OldSpice Old Spice

I spent half the year living in the Internet, the other half in my ski chalet on Saturn's moon State?

15 Apr



OldSpice Old Spice

@GuRuoFQs your clan name sounds as mysterious as the dark



OldSpice Old Spice

Is it possible for trees NOT to fall down when I give them a stern look?

11 May



OldSpice Old Spice

Romantic puppy surpris

22 Mar



Miss Universe competitions.

17 May



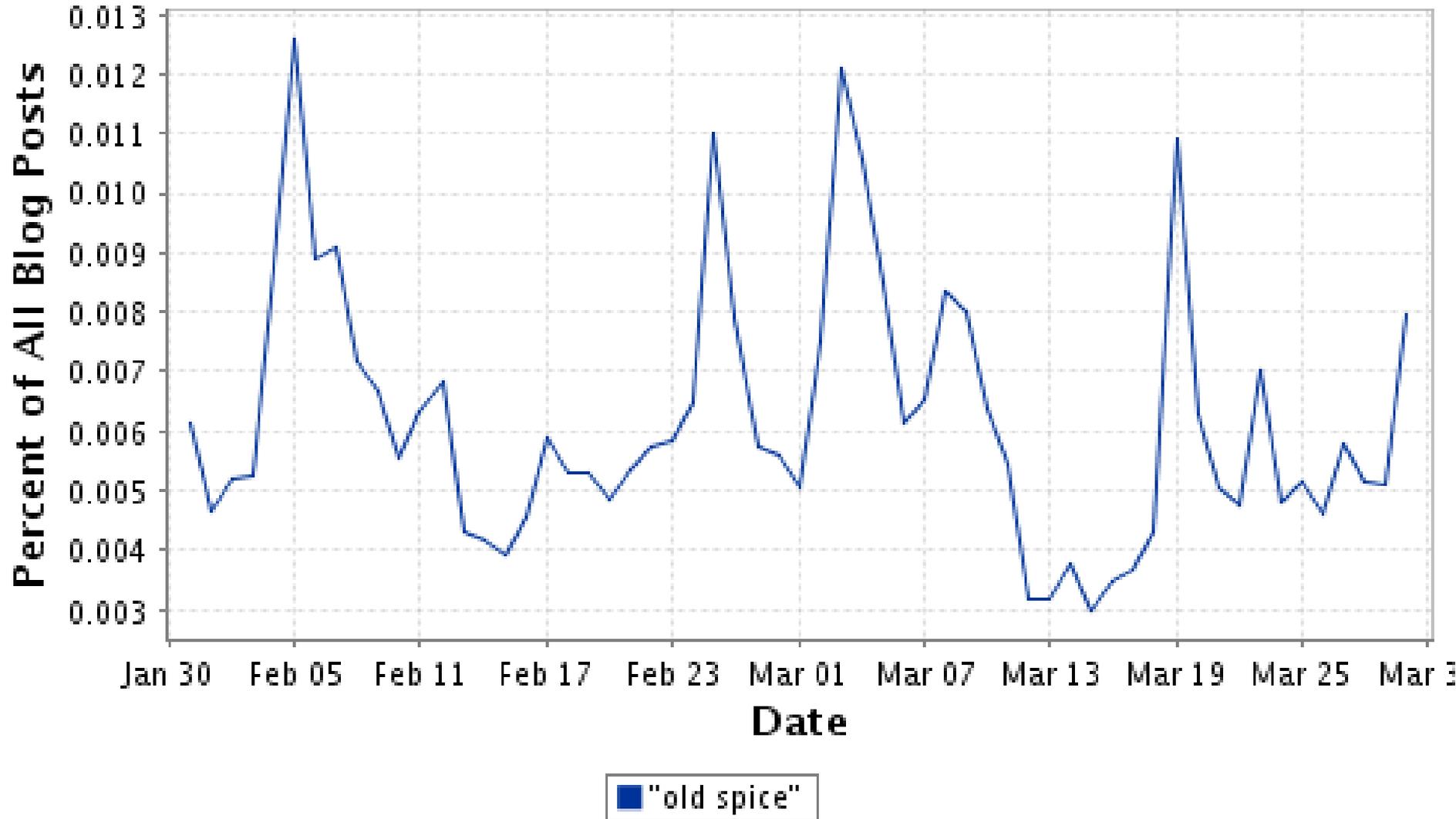
OldSpice Old Spice

Trends involving 'stink' come and go. Remember its our forefathers who gave us Old Spice and the fundamental right to smell good.

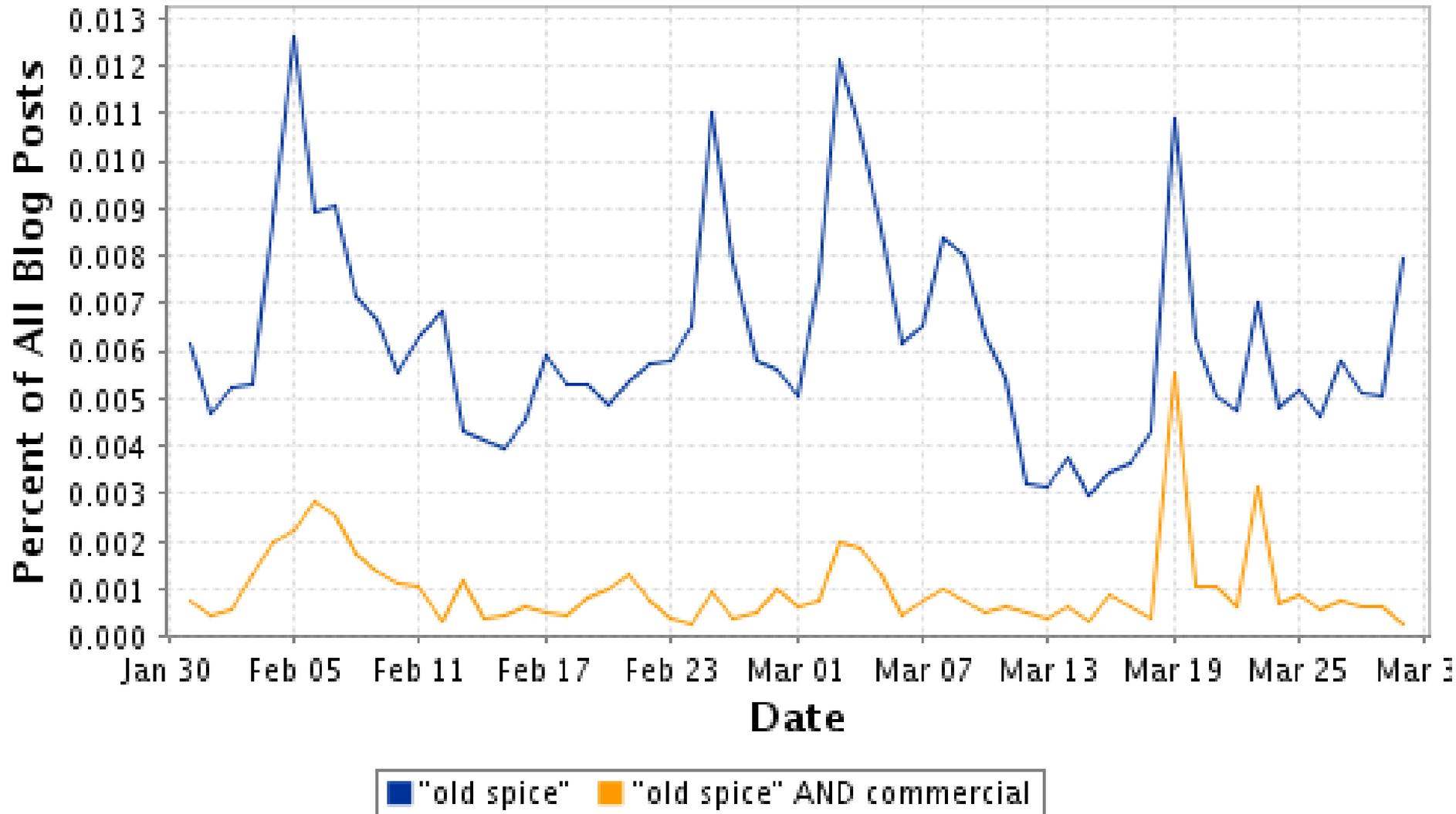
18 Mar

What was the conversation about?

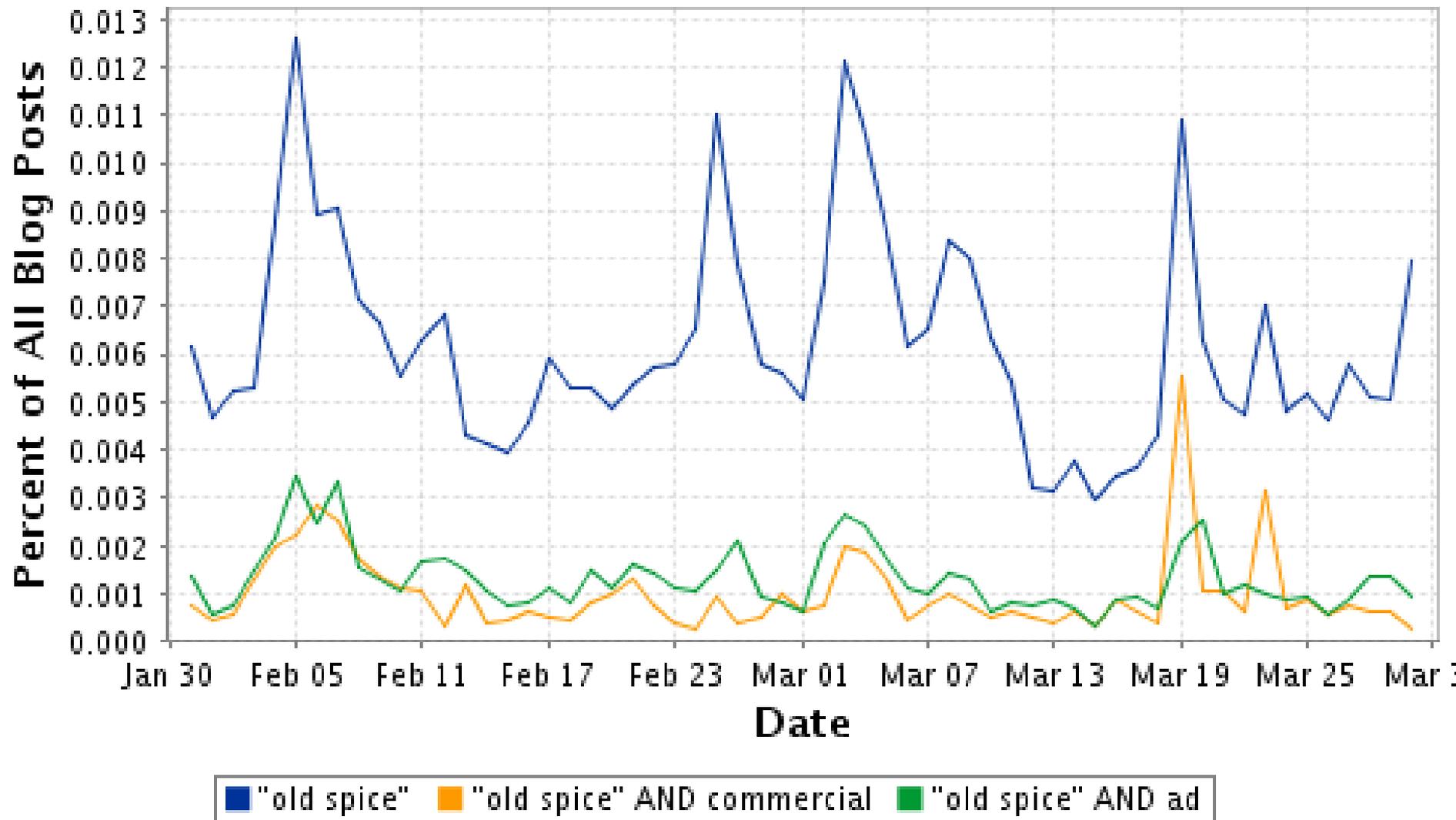
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"old spice"

Search

[Advanced Search](#)
[Preferences](#)
14%
strength10:1
sentiment

Mentions about "old spice"

Sort By: Results:

Results 1 - 15 of 621 mentions.

15%
passion20%
relevance

First 15 mentions

1 minutes avg. per mention

last mention 2 minutes ago

382 unique authors

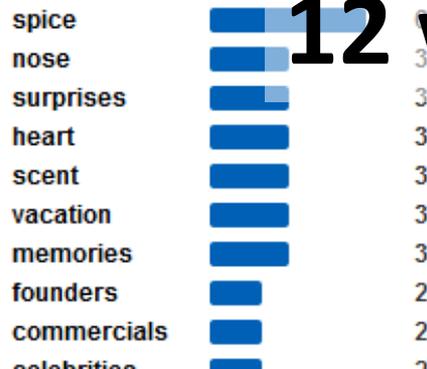
22 retweets

- 1 was not related to the product
- 1 was difficult to interpret
- 1 was about the product (but not especially flattering)

Sentiment



Top Keywords



12 were about the campaign

LOL
 Take your nose on a scent vacation full of fun memories and heart surprises.



www.facebook.com/profile.php?id=1133194411&v=wall&story_fb...
 2 minutes ago - by [William Thomas Hyer](#) on [facebook](#)

Until the summer
 Take your nose on a scent vacation full of fun memories and heart surprises.



www.facebook.com/profile.php?id=1133194411&v=wall&story_fb...
 3 minutes ago - by [Shawn Yetter](#) on [facebook](#)

www.facebook.com/profile.php?id=1133194411&v=wall&story_fb...
 Take your nose on a scent vacation full of fun memories and heart surprises.



www.facebook.com/profile.php?id=1133194411&v=wall&story_fb...
 5 minutes ago - by [William Thomas Hyer](#) on [facebook](#)

www.facebook.com/profile.php?id=1133194411&v=wall&story_fb...
 DUDE NEEDS A REAL JOB!

www.facebook.com/profile.php?id=880560696&v=wall&story_fb...
 6 minutes ago - by [Wrek Geronimo](#) on [facebook](#)

hahaha.. "neck deep in friendship and trust." I love old spice commercials.

www.facebook.com/profile.php?id=851959105&v=wall&story_fb...
 7 minutes ago - by [Wrek Geronimo](#) on [facebook](#)

Ability to replicate

This screenshot shows the Twitter profile for Old Spice (@OldSpice). The profile header includes the brand name, a bio that reads "Freshest places on Earth. Taking your nose on a scent vacation full of fun memories and heart surprises.", and statistics for 2,012 tweets, 712 following, 125,229 followers, and 4,646 listed users. Below the header is a tweet feed with several posts, including one from @NRAsOn and another from @BriannaOldridge. A large, vibrant "SMELLIS POWER" advertisement featuring a muscular man and Old Spice deodorant cans is overlaid on the left side of the page.

This screenshot shows the Facebook profile for Old Spice. The profile header includes the brand name, a bio that reads "BECOME ONE OF THE FRESHEST SMELLING PLACES ON EARTH", and a "Like" button. Below the header is a post from Old Spice with a video thumbnail and a caption that reads "Old Spice | Blown Mind". The post has 1,835 likes and 470 shares. A large, vibrant "SMELLIS POWER" advertisement featuring a muscular man and Old Spice deodorant cans is overlaid on the left side of the page.

My conclusion

- 1.8 billion impressions = fantastic ROI
- It was a great ad and they made the ad famous
- It was anti-social (no ability to create any sustained, relevant engagement with the brand)
- Old Spice (P&G) will never be able to do this again
- Contagion should never be the strategy, only a tactic

Why the Quest for Contagion?

The image displays two overlapping YouTube video player interfaces. The background player, from the channel 'macegrove', shows a drummer performing. The foreground player, from the channel 'tippexperience', features a video titled 'NSFW. A hunter shoots a bear!'. This video has two large, semi-transparent text boxes overlaid on the video frame: the top one says 'SHOOT THE BEAR' and the bottom one says 'DON'T SHOOT THE BEAR'. The foreground player's interface includes a search bar with 'tippex bear', a 'Subscribe' button, and a video count of '1 video'. The video progress bar shows 0:26 / 0:30. At the bottom right, the video has 19,289,604 views.

Why the Quest for Contagion?



The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'TV Shows', and 'Films'. The video title is 'Cadburys Advert Airport Truck Race New!! HQ!'. Below the title, the channel name 'DeanoB1986' is shown with a '+ Subscribe' button and a '17 videos' dropdown menu. The video player itself has a black background with white text. The text reads: 'Traditional marketing / media was all about reach and numbers', 'The only way you get numbers in social media is through viral', and 'Therefore social = viral'. At the bottom of the player, there is a progress bar showing '0:57 / 1:32' and various control icons. Below the player, there are buttons for 'Like', 'Add to', 'Share', and a flag icon, along with a view count of '67,532' and a volume icon.

Traditional marketing / media was all about reach and numbers

The only way you get numbers in social media is through viral

Therefore social = viral

67,532



old spice ad spoofs

Search

About 4,240 results (0.07 seconds)

[Go to Google.com](#) [Advanced search](#)

- Everything
- Images
- Videos**
- News
- Shopping
- More ▾

The web

[Pages from the UK](#)

Any duration

- [Short \(0–4 min.\)](#)
- [Medium \(4–20 min.\)](#)
- [Long \(20+ min.\)](#)

Any time

- [Past hour](#)
- [Past 24 hours](#)
- [Past week](#)
- [Past month](#)
- [Past year](#)
- [Custom range...](#)

Sorted by relevance

[Sorted by date](#)

Any quality

[High quality](#)

All videos

[Closed captioned](#)

Any source

- [youtube.com](#)
- [go.com](#)
- [funnyordie.com](#)
- [collegium.com](#)
- [thatvideosite.com](#)
- [dailymotion.com](#)



New Spice | Study like a scholar, scholar ✓

55 sec - 15 Jul 2010 - Uploaded by hblproduction
BEHIND THE SCENES: newspicepromo.blogspot.com - Do you want to be a scholar? Then study at the Harold B. Lee Library. Do ...
[youtube.com](#)



Sesame Street: Smell Like A Monster ✓

49 sec - 7 Oct 2010 - Uploaded by SesameStreet
, and other programs for children around the world. ... "Old Spice"
"Sesame Street" Parody Spoof Commercial Grover "Isiah ...
[youtube.com](#)



Old Spice Commercial What Your Man Could ... ✓

2 min - 16 May 2010 - Uploaded by LeroiPryce
That dude in the shower was excellent in the Old Spice commercial, but a Pimp Named Leroi is not to be missed!!!! Check this out ...
[youtube.com](#)



The Dish: Old Spice Spoof ✓

2 min - 9 Apr 2010 - Uploaded by WATCHTHEDISH
You've seen the hysterical Old Spice commercial, now watch Danielle have her way with the Old Spice dude, Isaiah Mustafa.
[youtube.com](#)



Female Old Spice Commercial Parody ✓

43 sec - 11 Nov 2010
Female Old Spice Commercial Parody
[thatvideosite.com](#)

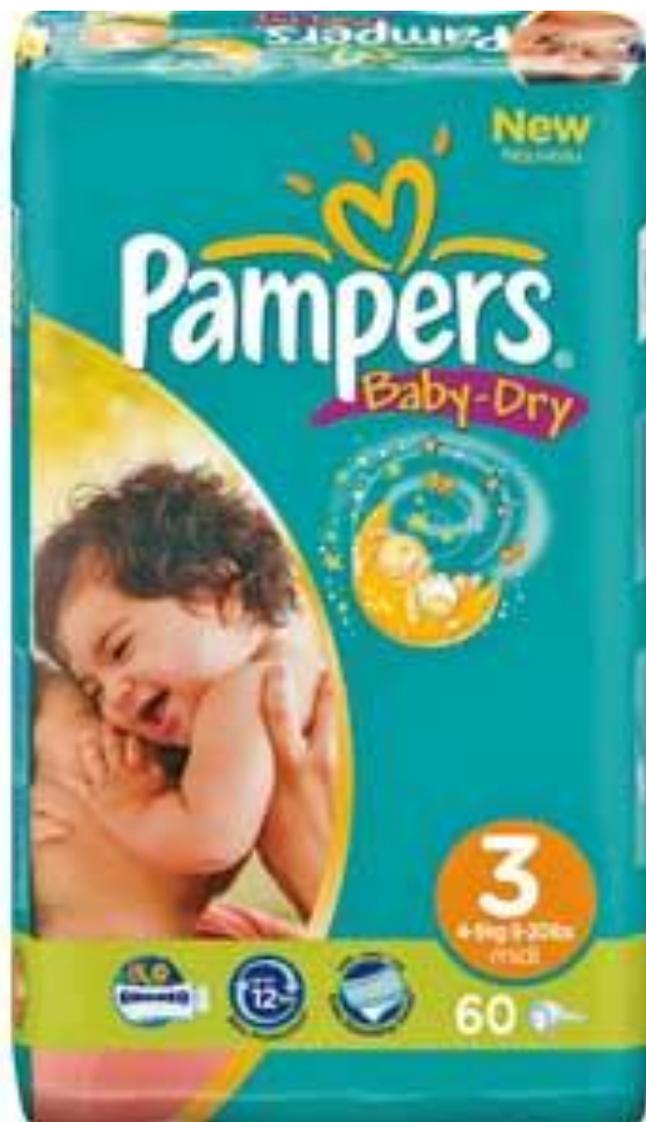


Joe Miller 'Old Spice' Spoof Ad ✓

42 sec - 14 Oct 2010
Alaska GOP Senate Candidate Joe Miller releases "Old Spice" Ad.
[abcnews.go.com](#)







Sign Up Facebook helps you connect and share with the people in your life.



- Wall
Info
Sleep WebTV Show
UNICEF
Hello
Products
Photos
Rules
Choose Location
MORE

About
Our community is a place to celebrate babies and connect with mums and dads...

92,528 like this
1,586 talking about this



Pampers UK & Ireland Like

Baby Goods/Kids Goods

Like us Join our community and connect with mums and dads like you.



Celebrate your baby and share your journey with us.

Thank you for making a difference. In our 2011 Pampers-UNICEF campaign, we promised to donate the cost of one vaccine for a number of actions...

Every Baby is Born to Play For expert tips, videos and practical ideas for nurturing your baby's development through play, visit Born to Play on Pampers Village.

Finding it difficult to locate baby-friendly places when you're out and about?

Pampers has launched its free Out & About iPhone app to help parents find, review and share baby-friendly places. Visit the app store to find out more.



Expert sleep advice at Pampers land of Golden Sleep

We've worked with our sleep expert, Wendy Dean, to bring you advice for a better night's sleep for your baby - so you can both wake up to a brighter morning together. Visit the Land of Golden Sleep on Pampers Village.



Create a Page

Want to like or comment on this page?

To interact with Pampers UK & Ireland you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? Log in.

About

Our community is a place to celebrate babies and connect with mums and dads like you.

92,530 like this

1,586 talking about this



Pampers UK & Ireland

With only a week to go until Mother's Day, we would like to give some of our Pampers Mums an extra little treat. So the first 20 people to email pampersguk@gmail.com with their name and address, will receive a Max Factor Make-up bag filled with goodies and a Pampers coupon:-)



Like · Comment · March 9 at 4:48am ·

Lucilia Filipa Salgado, Vilmantas Ir Jogailė Martinkai, Gracie Hart White White and 68 others like this.

View all 53 comments

1 share

Data capture opportunity

Cross promotion



Pampers UK & Ireland

Our new, Limited Edition GB version of our Pampers Active Fit nappies is now available in Asda! More stores will follow soon. Still our best fitting and driest nappy, but with a new Limited Edition GB design.



Like · Comment · March 8 at 1:12am ·

Abigail Horne, Emily Kingscott, Samantha Godden and 87 others like this.



Julie Meaton Was Miller Wonder what the smallest size is??

March 8 at 1:13am · 1



Maureen Ingledeew Osborne paula realy had to buy these x

March 8 at 1:14am



Louise Stafford smallest is size 4, I want size 3's :(

March 8 at 1:15am



Pampers UK & Ireland Hi Julie Our GB nappy is available in size 4, 4+, 5 and 5+.

March 8 at 1:15am · 1



Pampers UK & Ireland

Good morning everyone! Have my cuppa and looking forward to a chat this morning:-) How are you and your LOs today?



 Like ·  Comment · March 7 at 1:21am · 

 Gracie Hart White White, Lorraine Parsons, Mandy Maughan and 22 others like this.

 View all 126 comments



Nic Hill Any tips on how to stop my lg being a screaming banshee when she is told no? Im sure she hit the terrible twos early

March 7 at 2:09am



Tasha Nicholls My little man a happy baby playing with his dog rattle Mummy very tired as he was up every hour on the hour last night Got to take the little one to clinic to be weighted today :> see how much of a chunk he is after 3 weeks

March 7 at 2:10am · 1



Cara Cairns my little boy is near 10 months old and has recently stopped sleeping during day and is a nite mare to get down at night, used to go to sleep easily but as soon as ya put him in cot he sits up n screams like mad :O any ideas?

March 7 at 2:11am



Jessica Collins Thank u for ur help...yes he has started standing whilst holding onto sofa. Marie, I did wonder if it could be separation anxiety as he's quite clingy in day if out and about. And will try peek a boo. Thank u.

March 7 at 2:13am · 1



Pampers UK & Ireland Wow Hayley that sounds great. Never heard of sessions like that before - hope you have fun:-)

March 7 at 2:15am



Pampers UK & Ireland Enjoy your toddler group Julie:-)

March 7 at 2:16am



Lucy Wadey My little one has his two year check up today and tomorrow he has speech therapy so busy couple of days for us xxx

March 7 at 2:18am



Pampers UK & Ireland Oh Keeley that's so sweet. Bless!

March 7 at 2:20am



Pampers UK & Ireland

Click on the link for another chance to view our Pampers sleep webTV show with sleep expert Wendy Dean. She gives advice on getting your baby a better night's sleep including tips for babies that don't settle easily, how to settle your baby without too much rocking or cuddling from mum or dad, babies that are waking constantly during the night and more.



Pampers WebTV show with Baby Sleep Expert Wendy Dean

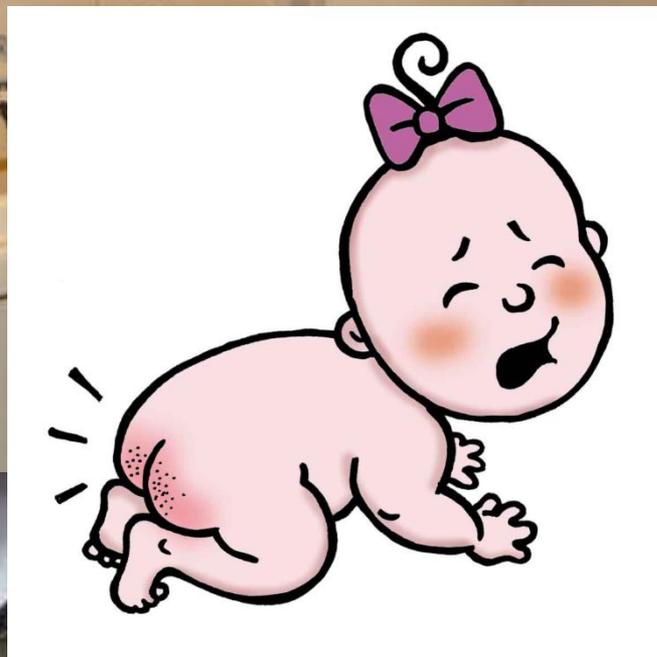
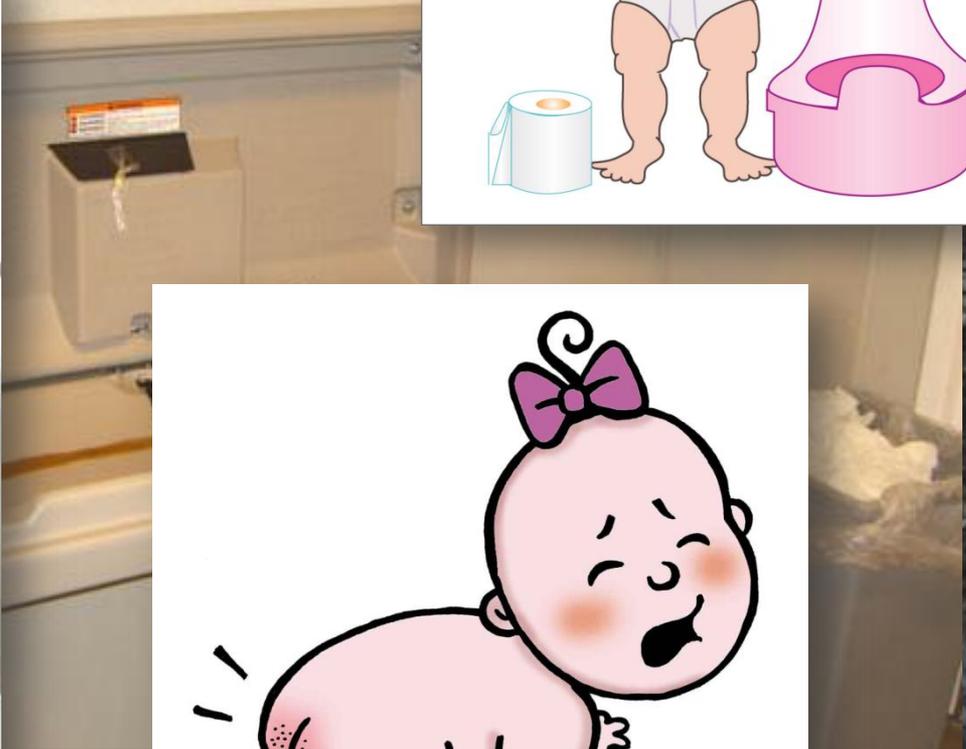
Source: pub.vitrue.com

 Like ·  Comment ·  Share · March 7 at 5:21am via PampersUKIre

 Helen Hope likes this.



Relevance



Ability to scale

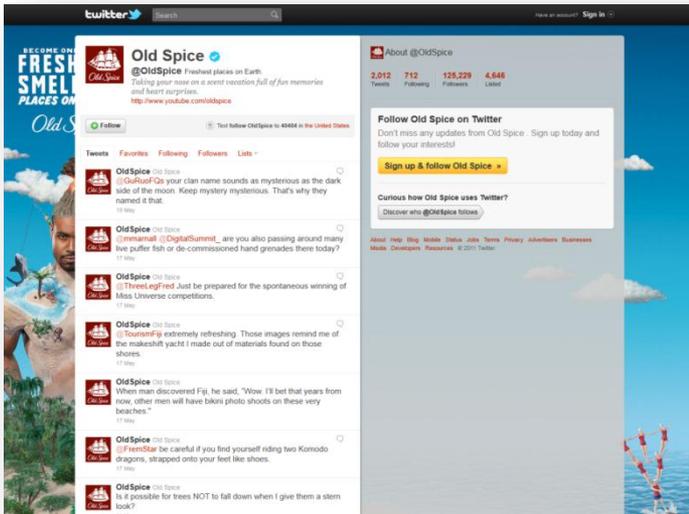
fairy

**The Facebook Fairy
does not exist!**



Important truth

- Social media is not good for reaching large numbers of people
- Social media operates at a social scale
- Need to attach a multiplier
- Is good at reaching exactly right people at right time (relevancy)
- More about the ability to connect, than it is to reach



Doing anti-social in front of large numbers of people, with limited chances of success



Doing social in front of small groups of people without a scale effect that will translate into sustained business benefits





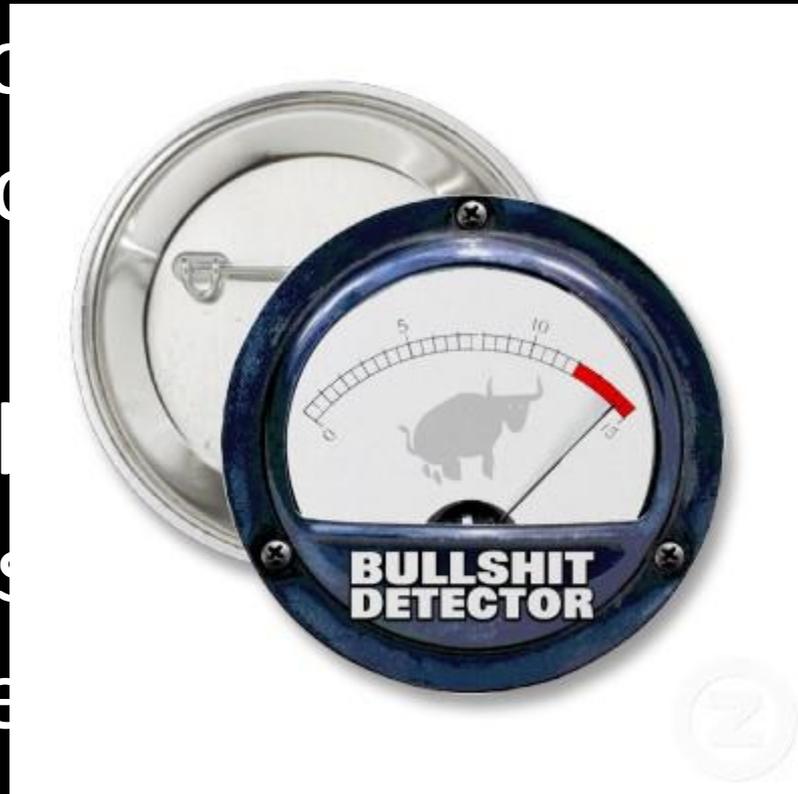
Summary

- Ideas so contagious they cannot be controlled
- Through a dispr and earn
- Drivers **Coca Cola have identified some very important truths**
 - Distribution of creativity (across business and amongst consumers)
 - Distribution of technology (enabling greater consumer connectivity and emp
- Develop **But have they built effective insights from this knowledge?** move
- away fr
- Brand s
- Must move from Insights to Provocations
- To get provocations data will become the new soil within which our ideas will grow and data whispers will the new messiahs
- Need to engage in on-line conversation
- Need briefs that exploit the connections ecosystem

The moment doubt set-in

Definition of Dynamic Storytelling

The development of multiple elements of a story is dispersed across multiple chapters for the purpose of coordinating the narrative.



mental elements that get across information for simplified and effective



Insights to provocations?



definition of provoke

Search

About 10,700,000 results (0.34 seconds)

Everything

Images

Maps

Videos

News

pro-voke /prə'vōk/

Verb:

1. Stimulate or give rise to (a reaction or emotion, typically a strong or unwelcome one) in someone.
2. Stimulate or incite (someone) to do or feel something, esp. by arousing anger in them.

Synonyms: excite - irritate - incite - arouse - rouse - induce

[More info »](#) [Dictionary.com](#) - [Answers.com](#) - [Merriam-Webster](#) - [The Free Dictionary](#)

Why provocation?



Stories = the end of the line

facebook  Search   Richard Stacy Find Fr

 Coca-Cola Your Stories  

YOUR STORIES

The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.

Without your stories from the past 125 years, Coca-Cola would be a very different brand. We hope you'll continue to share your thoughts, letters, photos and videos with us to help us make the future together.

2012 FEB



  147 people like this. Be the first of your friends.

Where next? Defining the rules



Rule 1 The old rules don't apply

Traditional media

Social media



Doesn't understand the difference



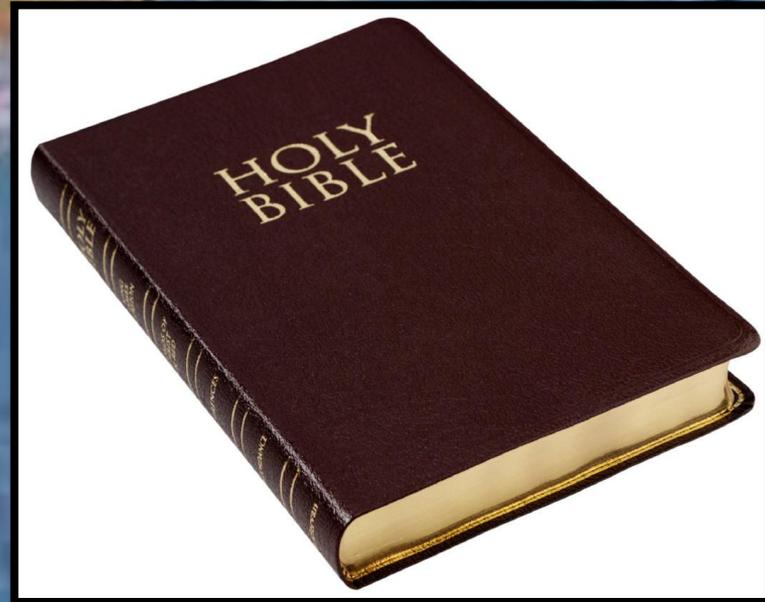
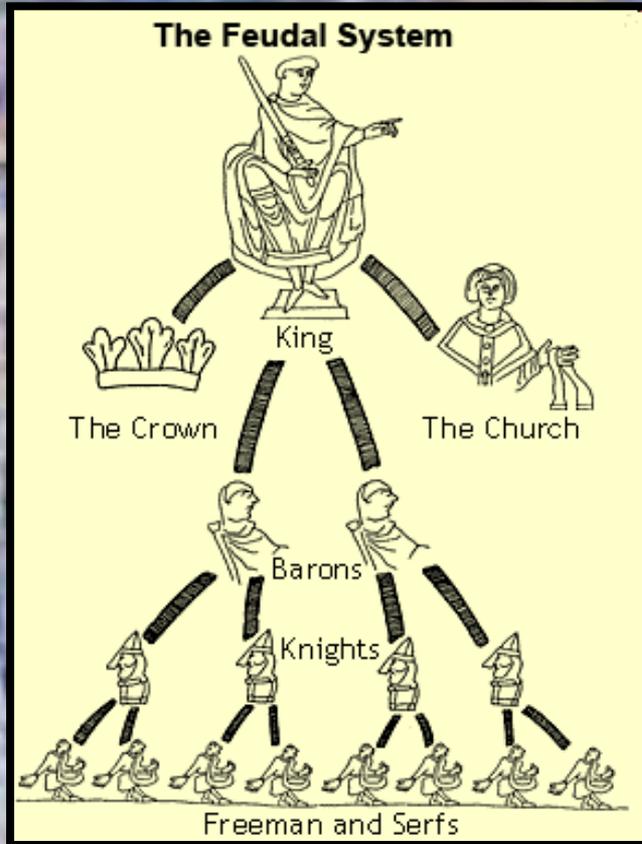
Understands the difference



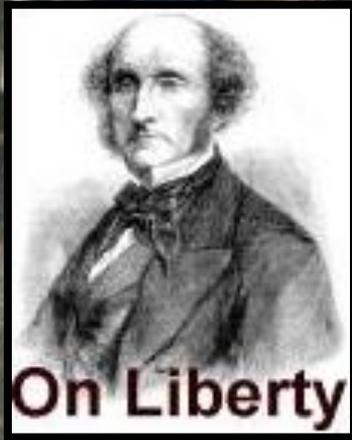
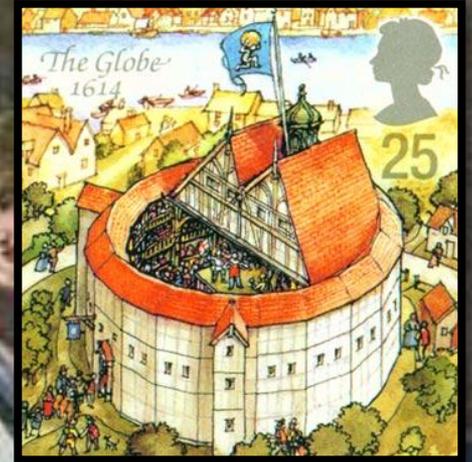
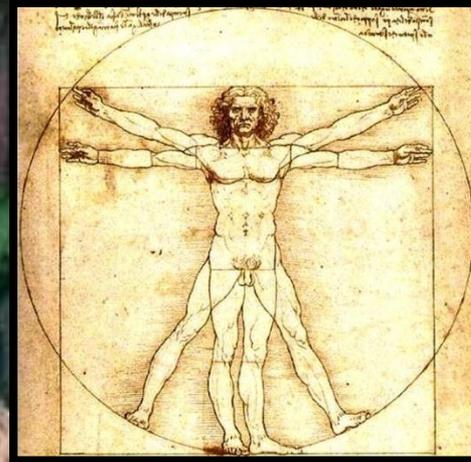
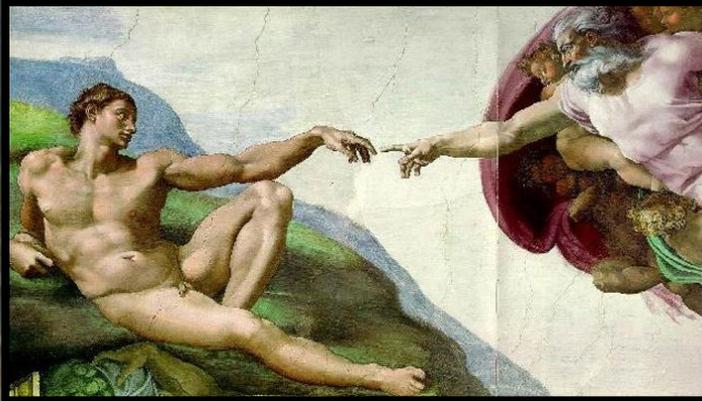
Did the woolly mammoths think it was cold?



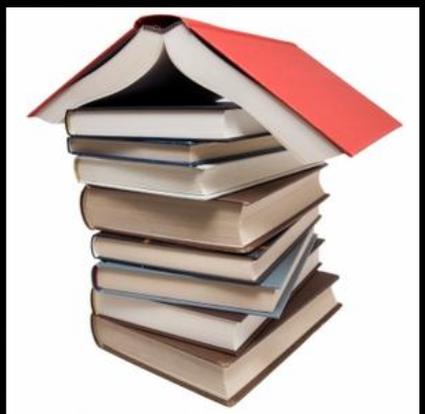
How printing created the modern world

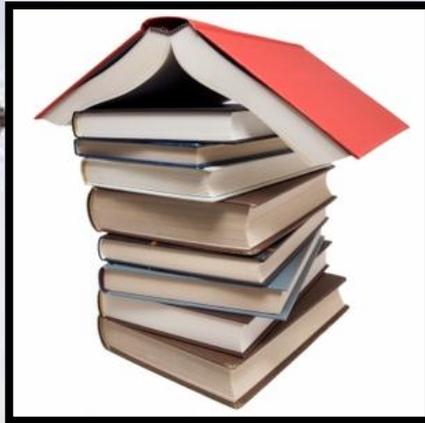






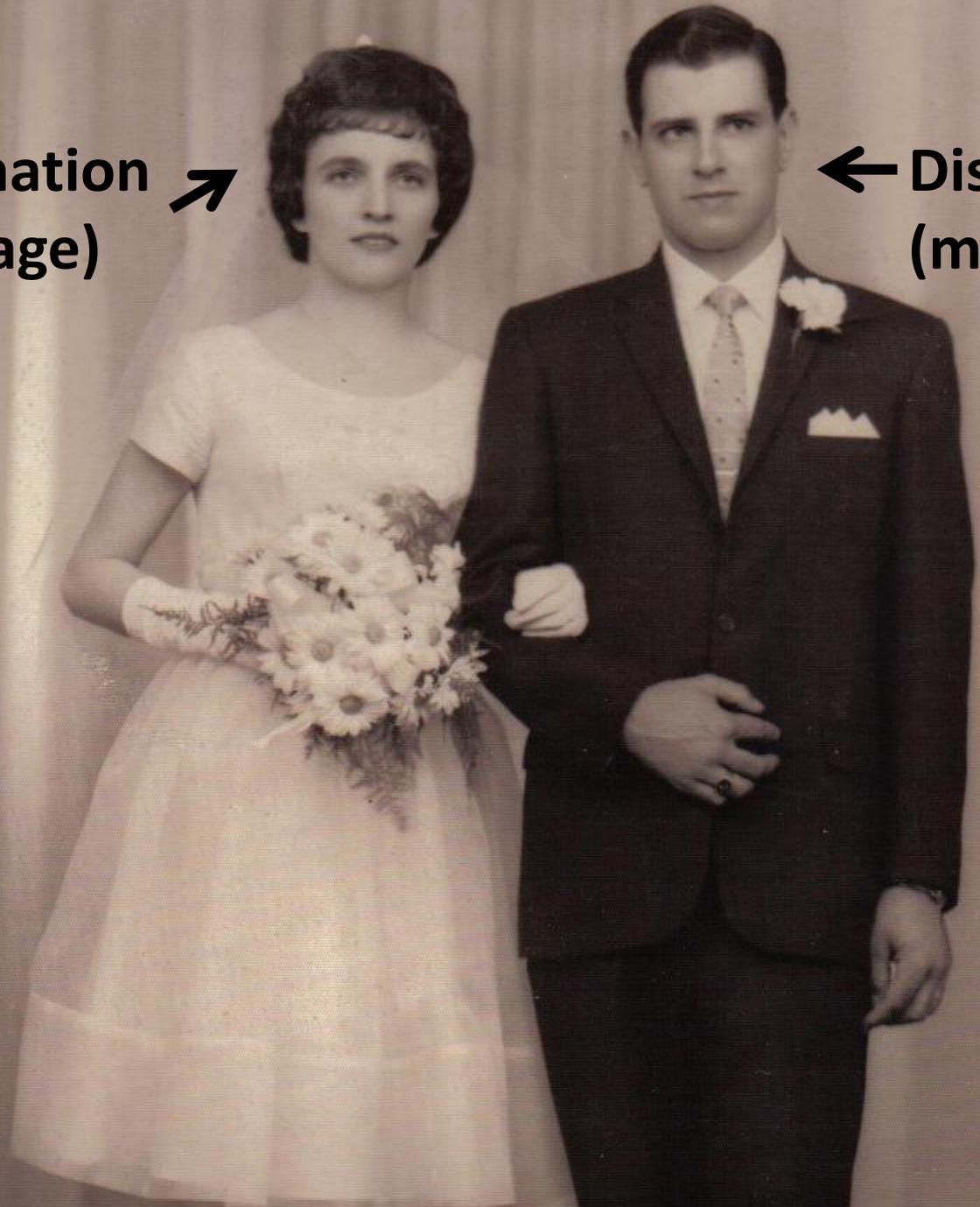


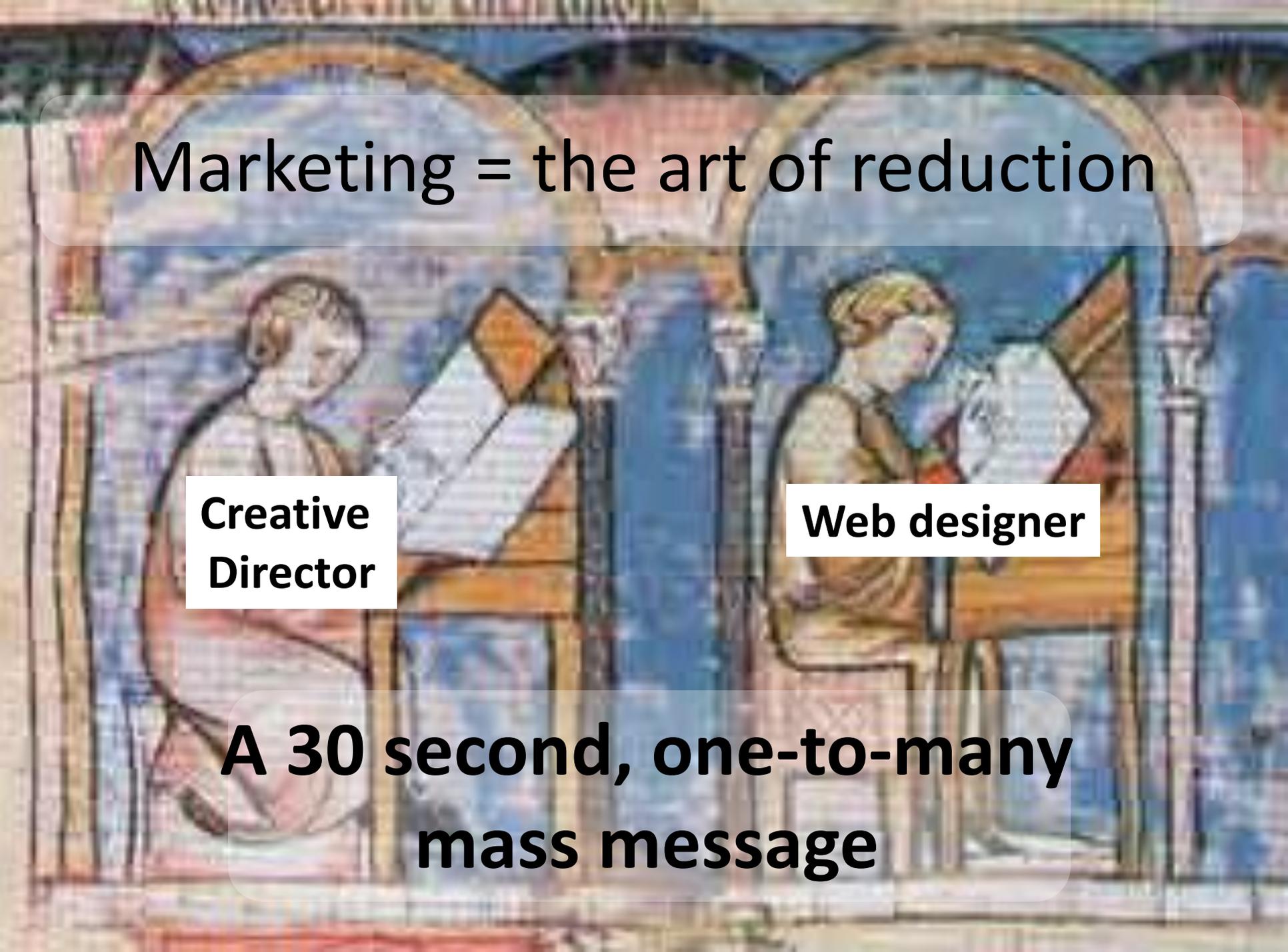




Information ➔
(message)

← **Distribution**
(medium)





Marketing = the art of reduction

**Creative
Director**

Web designer

**A 30 second, one-to-many
mass message**



**Mass information
distribution costs nothing**

**Content has been
liberated**

Everyone has the tools



Traditional



Social

Us

Individuals, who either:

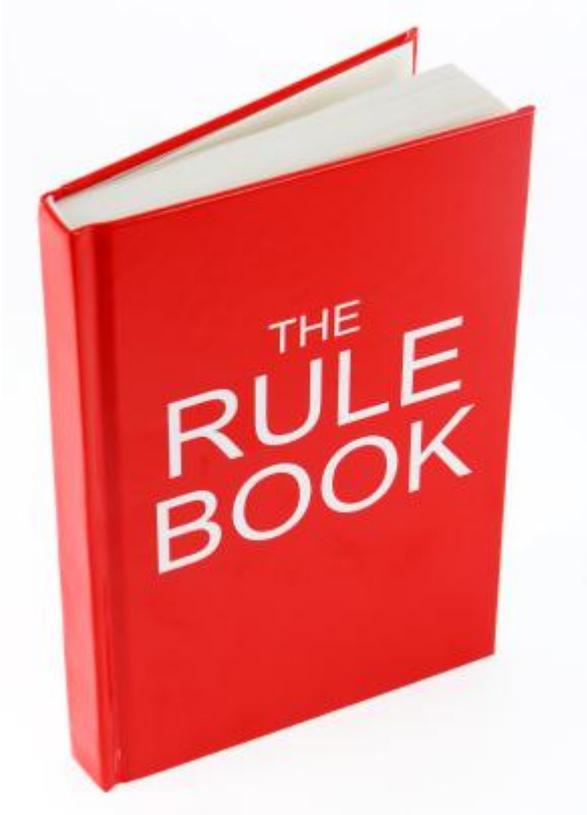
- **already know each other**
- **or have some form of potential or actual close connection as a result of a shared interest, making connections, frequently within spaces that can be seen as a form of small community.**

Them



Them

99.99%



It is all about digital spaces (not digital places)

We like what you do

We don't like what you do

Who are you, what do you do

Here's how to make it better

STORY



CONVERSATION

CONTENT

COMMUNITY





clean energy legal developments

About 3,040,000 results (0.26 seconds)

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Images

Videos

News

Shopping

More

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Timeline

More search tools

Renewable Energy in the Midwest States: New Policy, Business and Legal

www.renewableenergyworld.com/.../renewable-energy-in-the-midw... - Cached
In this conference, leading **renewable energy** professionals, innovators and regulators will address opportunities and challenges for developers and ...

Energy Law - ABA Journal

www.abajournal.com/blawgs/topic/energy+law/ - Cached
Climate Change Law Practice Group Blog. **Legal**, business and financial news about Canadian **renewable energy** and sustainable developments. ...

Green Energy & Development Law Blog : Green Building & Development ...

www.greenenergyanddevelopmentlaw.com/ - Cached
sustainable development • green building requirements • energy a broad look at the legal developments for **green energy** and green development. ...

White & Case LLP - Climate Change

www.whitecase.com/climatechange/ - Cached
Climate change legislation, and legal advice on **renewable energy** law & greenhouse ...
Development of cleaner sources of energy has increased in response to ...

About : Renewable + Law

www.lawofrenewableenergy.com/promo/about/ - Cached
To help our readers make sense of it all, Renewable + Law BlogSM tracks all major policy and legal developments impacting the U.S. **renewable energy** industry ...

Finance and project development : Clean Energy Law Report ...

www.cleanenergylawreport.com/finance-and-project-development/ - Cached
Clean Energy Law Report - Insights & commentary on climate change, ... existing legal obligations for already approved development projects is at the core ...

West Virginia Dismisses Challenge to Marcellus ... - Energy Legal Blog

www.energylegalblog.com/archives/2011/05/27/3602 - Cached
27 May 2011 – Powered by the attorneys of Bracewell & Giuliani, Energy Legal Blog is your ... to Marcellus Oil and Gas Development Clean Air Act Permits ...

Third Annual Renewable Energy Projects in ... - Native Nation Events

www.nativenationevents.org/event.asp?eventID=50 - Cached
Tribal Leaders, Economic Development Professionals, Investors in Renewable Energy Projects, Finance and Legal Professionals, Architect Firms, ...

Municipalization: Traditional and Creative ... - Clean Energy Action

www.cleanenergyaction.org/municipalization-traditional-and-creativ... - Cached
Municipalization: Traditional and Creative Legal and Financial Approaches ... His practice includes the development and financing of power plants, ... Baird currently focuses on **renewable energy** including wind, solar, biomass, tidal, ...

Can states keep clean energy jobs at home? | Grist

www.grist.org/energy.../2011-03-02-can-states-keep-clean-energy-j... - Cached
2 Mar 2011 – Can a state with a **renewable energy** mandate require green jobs to stay at home? ... but states have the legal ground to go great lengths to keep more of the economic development from their **renewable energy** industry ...

Ads

Clean Energy from M&S

www.mandsenergy.com/CleanEnergy
£70 M&S vouchers when you reduce your **energy** use in your first year.

Clean Energy Cashback

www.government-grants.co.uk
New feed tariffs pay you for **energy** you use and the **energy** you don't.

See your ad here >

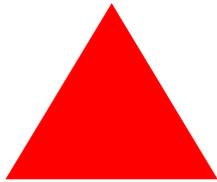
9 out of these top 10 sites is either a blog or social site



An ad is an
answer to a
question
*that no-one
ever asked*

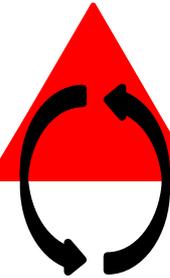
Rule 2: Its about small groups and multipliers

Who



**Help you to 'do' your
business (actions or
feedback)**

What



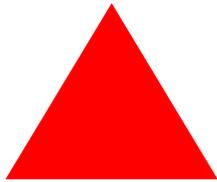
**Value of
contact**

**Multiplied
opportunities**

Business intelligence

Rule 2: Its about small groups and multipliers

Who



Not about being an information multiplier (brand ambassador)



Rule 2: Its about small groups and multipliers

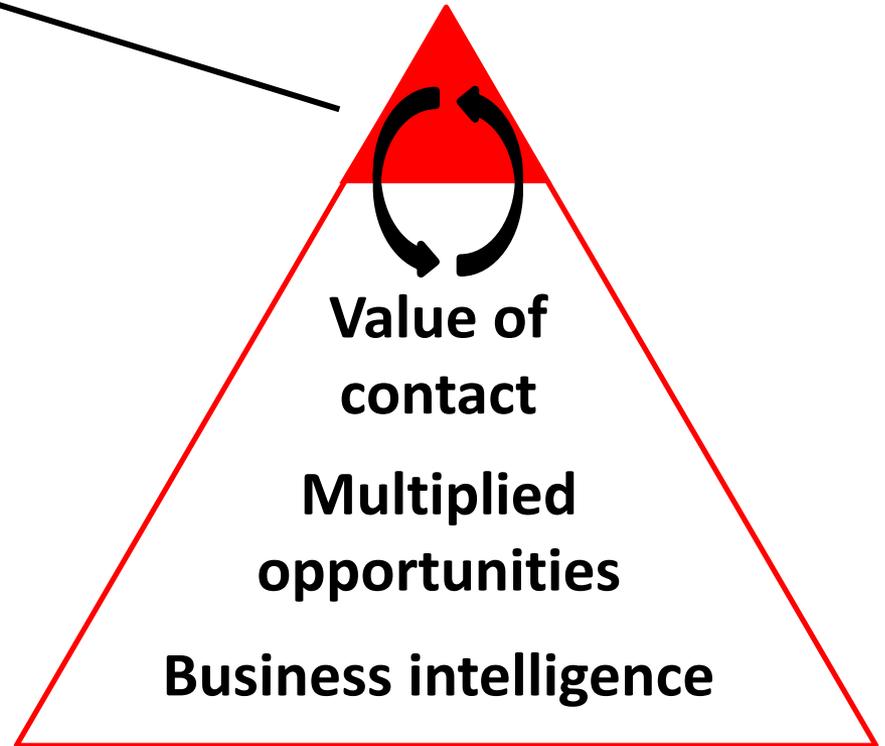
Why?

They have a problem or an issue

They are asking you a question

They are asking a question for which your brand is the answer

What



I have produced an ad so fantastic anyone who sees it will have their relationship with the brand transformed. And it only takes 2 minutes to make!

Value of contact



aiderss – they know how to do it

By richardstacy / February 10, 2009 / Uncategorized / One Comment



If you ever want an example of how to “do” monitoring and customer service in the post-Gutenberg world take note of what I have just experienced. I was sat at my desk working on a ppt presentation (on storytelling as it happens) when a



Melanie Baker

February 10, 2009 at 4:01 pm

[Reply](#)

Here I am! 😊

Thank you for the compliments on our efforts. I never feel like I can keep track of everyone, but I do my best.

We do have alerts and various types of monitoring, but they're not as real-time as Twitter, and TweetDeck really helps keep me connected to the community and potential community.

Thanks again for the recommendation and for the blog post. Feel free to give us a holler any time.

tool (rational support) I know like them as an organisation (emotional engagement) and have taken the trouble to publicise my endorsement of them.

They will probably pick up on this bog post as well. Lets see if they do and add a comment.

But there is a catch: the ad is
unique to each viewer, but...
let's run the numbers

1,000 opportunities a day

X 100

X 365 days/year

= 36,500,000

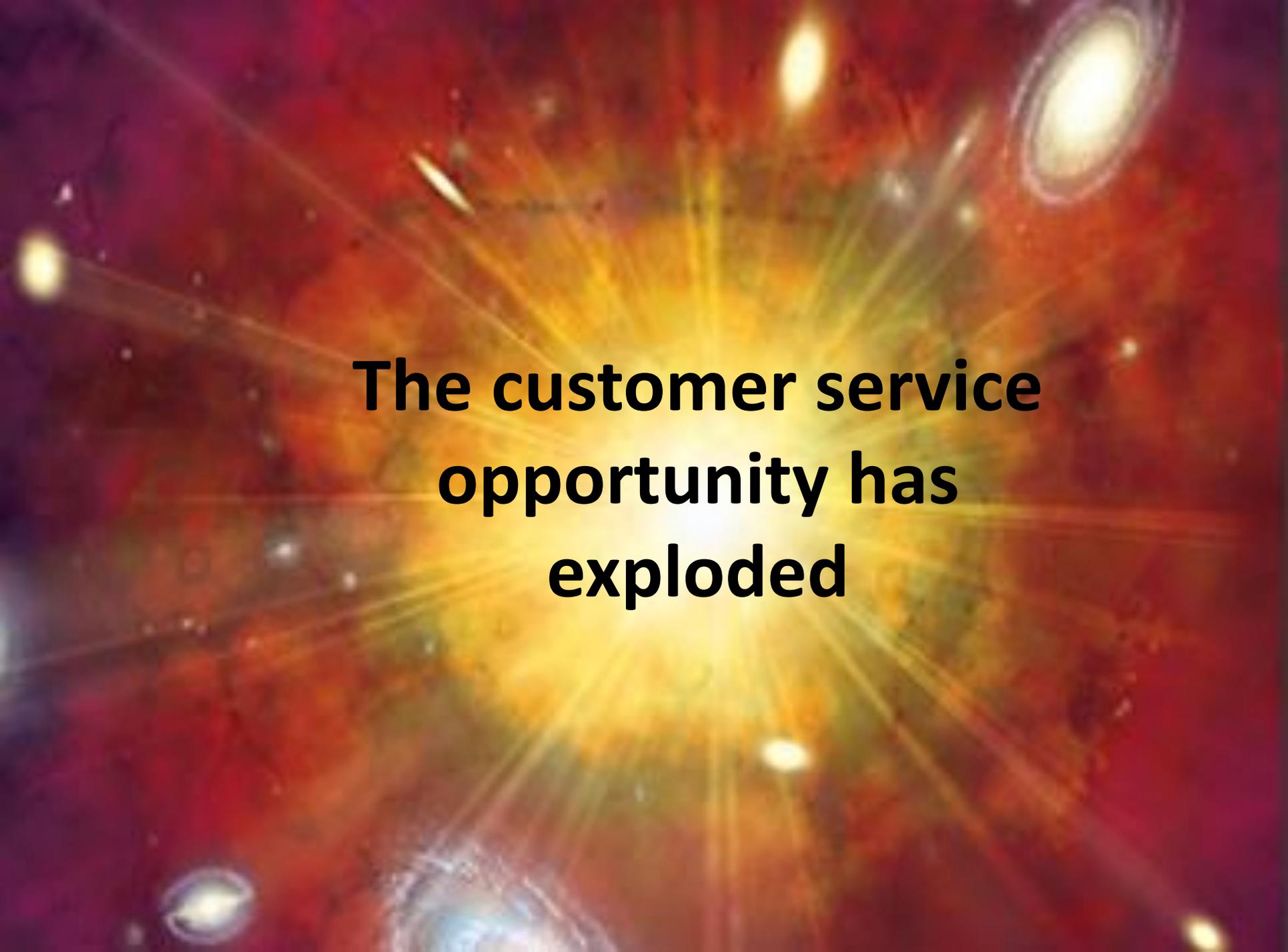


Multiplied opportunities



Contact Us





**The customer service
opportunity has
exploded**

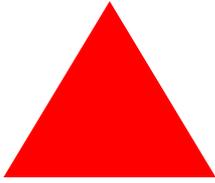


MISSION CENTER



Creating The Expectation of Listening

Who



**Help you to 'do' your
business (actions or
feedback)**

What



**Value of
contact**

**Multiplied
opportunities**

Business intelligence



A Starbucks barista in a green apron works behind the counter. A Starbucks coffee cup is visible on the left.

Rule 3: The community is the new individual

A cafe interior with many patrons seated at tables. The walls are decorated with circular framed pictures.

Individuals will form communities to manage their interaction with brands

A cafe interior with patrons seated at tables. The scene is dimly lit with warm lighting.

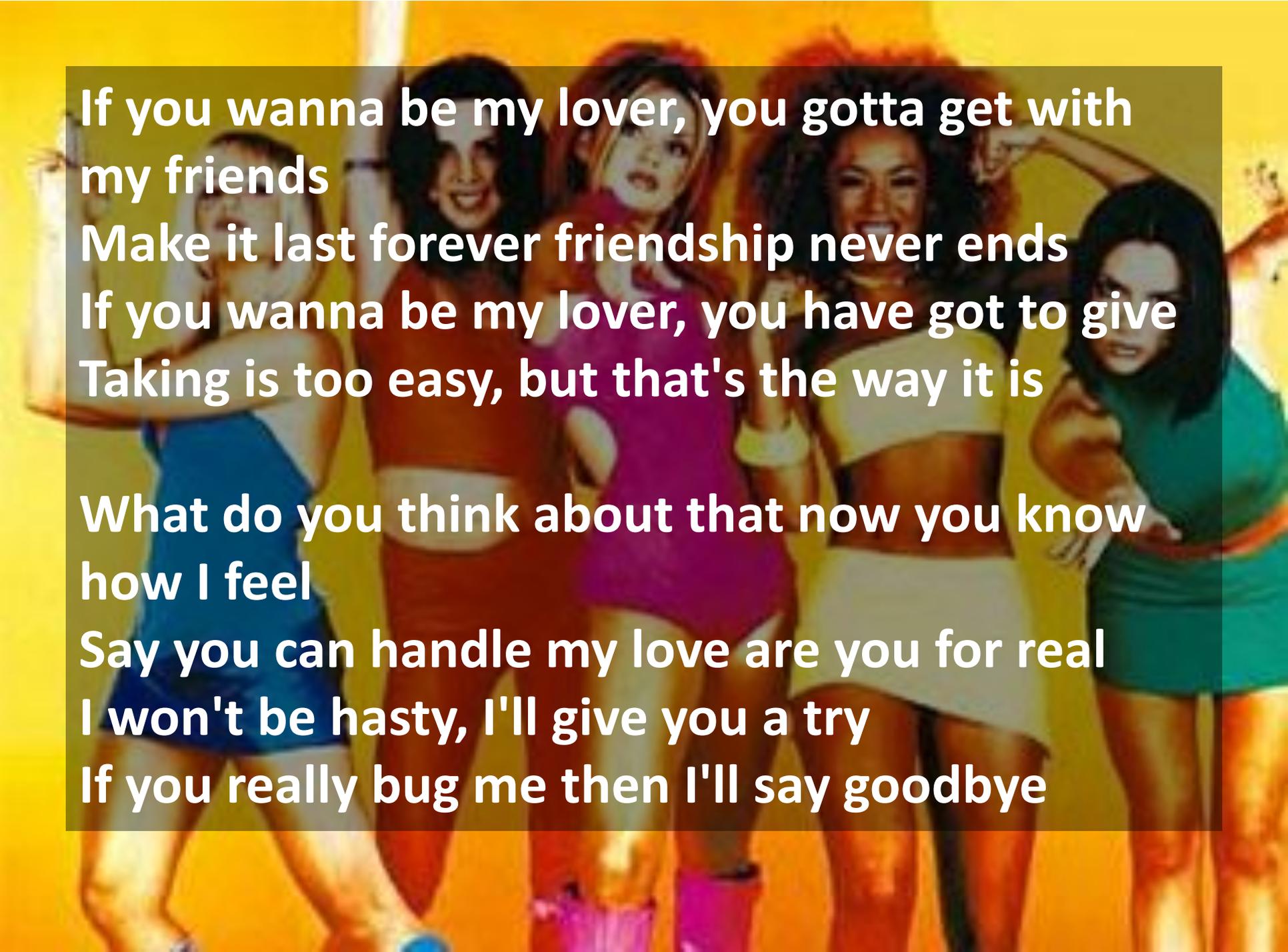
Individuals will not want to be managed within communities controlled by brands





**GIRL
POWER**

© 2010 Twentieth Century Fox Film Corporation

A group of five young women are dancing in a club setting. They are wearing colorful, form-fitting outfits: a blue dress, a red top and pants, a purple top and pants, a white top and skirt, and a green top and skirt. The background is a warm, yellowish-orange glow, suggesting a club atmosphere. The text is overlaid on a semi-transparent black box in the center of the image.

**If you wanna be my lover, you gotta get with
my friends
Make it last forever friendship never ends
If you wanna be my lover, you have got to give
Taking is too easy, but that's the way it is
What do you think about that now you know
how I feel
Say you can handle my love are you for real
I won't be hasty, I'll give you a try
If you really bug me then I'll say goodbye**

Types of community

Collective



Collaborative



Communal



Weak ties
Central organisation

Strong ties
Self-organising



← **Sharing of information** →

← **Sharing of experience** →

Facebook and Groups

Keep in mind that the new groups format was designed to help you share with the small groups of people in your life. If you've been using your old group to promote your business, we recommend you create a Page instead. Learn more about the differences between groups and Pages.

**Businesses are being excluded from Groups
and pushed to Pages**

Max group size = 250

Implications for brands

- To isolate is to disempower
- Encourage or monitor community formation (participate within, not own or control)
- Anticipate what communities might form and play a part from the start



**Rule 4: Trust is shifting from
institutions to processes**

TRUST



Institution



Process



WIKIPEDIA
The Free Encyclopedia

**Sells expertise
and quality of
content**

**Doesn't care about experts
or content
100% focused on process**

Implications for brands

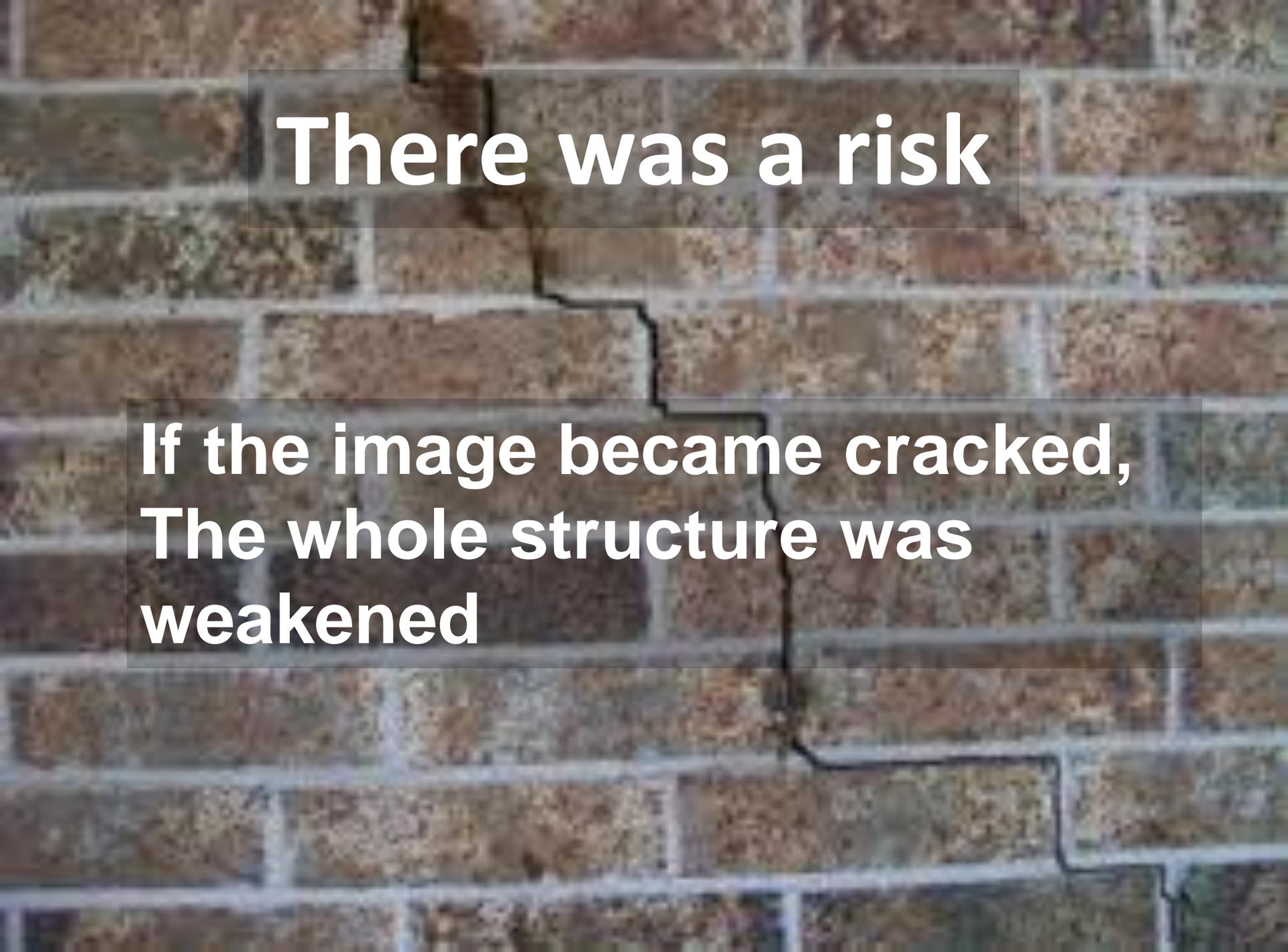
Institution

Process



Assumptions

- You couldn't see behind the scenes (or couldn't be bothered)
- If you did expose a difference between image and reality, you could be squashed

A close-up photograph of a brick wall. The bricks are reddish-brown with light-colored mortar. A significant crack runs vertically through the center of the wall, starting from the top and extending downwards, zig-zagging between the mortar joints. The crack is dark and clearly visible against the lighter mortar.

There was a risk

**If the image became cracked,
The whole structure was
weakened**

“We” now all have the backstage pass

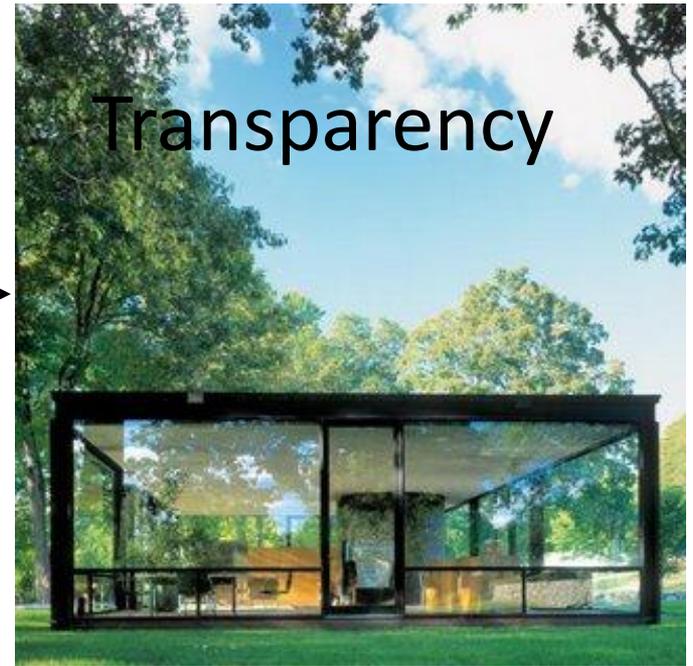
Behind the scenes is now front of house



You don't even have to go there to know what's going on

But: It is easier to fix a broken process than a broken reputation

Institutionalised reputation



The whole basis of the interaction between institutions and individuals will change



Windows Dev Center

Get Visual Studio 11 Express Beta to build Metro style apps for Windows 8. It includes the Windows 8 SDK and Metro style templates. Find design assets, app samples, and other tools to get you started building apps quickly.

Gilad Bracha: Dart - A Well Structured Web Programming Language

Lang.NEXT 2012

April 4, 2012 from 9:00AM to 10:00AM

★★★★★ (3) 16

Dart is a new programming language being developed at Google, designed to support web programming. Dart is a purely object-oriented, class-based single inheritance optionally typed language with actor based concurrency. The design...

[more](#)



Viewing ● ● ● ● ●

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Stefan Karpinski and Jeff Bezanson - Julia Programming Language

Charles

34 minutes ago 0

★★★★★



Application Compatibility: The Inside Scoop

The Knowledge Chamber

20 hours ago 0

★★★★★



Andrei Alexandrescu: Three Unlikely Successful Features of D

Lang.NEXT 2012

April 4, 2012 from 4:30PM to 5:15PM

★★★★★ (2) 8



A Deeper Dive into the Page Flip in Canvas/HTML5

2 days ago 11

★★★★★ (3)

Summary

- Rule 1: The rules are different
 - Digital spaces, not places
 - Content which answers questions
- Rule 2: It's all about small groups and multipliers
 - Defined by who or what
- Rule 3: The community is the new individual
 - The connected consumer / customer
- Rule 4: Trust is shifting from institutions into processes
 - Transparency



So what do you do?



A black classic car, possibly a Ford Mustang, is shown from a front-three-quarter view. The car's hood is open, revealing a highly detailed and polished V8 engine with various components like the alternator, belts, and hoses. The side of the car features large, stylized flame graphics in orange, yellow, and black. In the background, two people are partially visible: one in a yellow shirt and another in a green shirt. A white trash can is also present on the right side of the frame. The car is parked on a paved surface, likely at a car show or event.

You can add social channels to a conventional campaign, but...

**A marketing campaign is a big car
Social media is a small engine**

The image shows the interior of a car from the driver's perspective. The steering wheel has a Toyota logo. The dashboard and center console are visible. A text overlay is present at the top of the image.

Social media is your campaign dashboard

It can help you steer a campaign, rather than power a campaign

Social media usually only starts to work when the marketing people are put to one side and the business and operations people become involved

The strategy rule



**The old space:
Output = piece of
communication
(usage of channels or
techniques)**



**The new space:
Output = form of behaviour**

A control room with multiple monitors and people working. The room is dimly lit, with the primary light source being the screens. The monitors display various data, including a large 'G' logo with a red lightning bolt. The text 'MISSION CENTER' is visible on the wall. Two people are seated at a long desk, working on laptops and keyboards. The overall atmosphere is professional and focused.

It all begins with listening

- **Not spying**
- **Not listening to data**
- **Social listening (listening that has an expectation of response)**

Why buy TV ad space...
... as if it were
1960?



Reach millions of engaged viewers
across multiple smart TV platforms

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Friday, April 30, 2010

Case Study: How IBM Uncovers “Millions of Dollars” Worth of Sales Leads with Social Media

Posted By: *Clark Fredricksen*



How successful can a B2B business be using social media? Fairly successful, at least in the case of IBM. We recently chatted with Ed Linde II, whose team is responsible for building Web assets to support the IBM.com sales channel and organic Web visitors, about IBM’s social media efforts and successes. He spoke about their Listening for Leads program, which he says has “uncovered millions of dollars worth of sales leads” so far, and is expected grow even more. Here’s a clip from the [full interview](#) available on eMarketer Total Access.



RECENT POSTS

- April 6, 2012: eMarketer in the News
eMarketer Webinar: Social Media in the Marketing Mix—Global Best Practices
- March 30, 2012: eMarketer in the News
eMarketer Webinar: Digital Ad Trends—What’s Behind the Spending Boom

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Advertisement

91% of online adults use social media regularly.

Download our report to help reach consumers over digital channels.



The importance of a story



Proposition



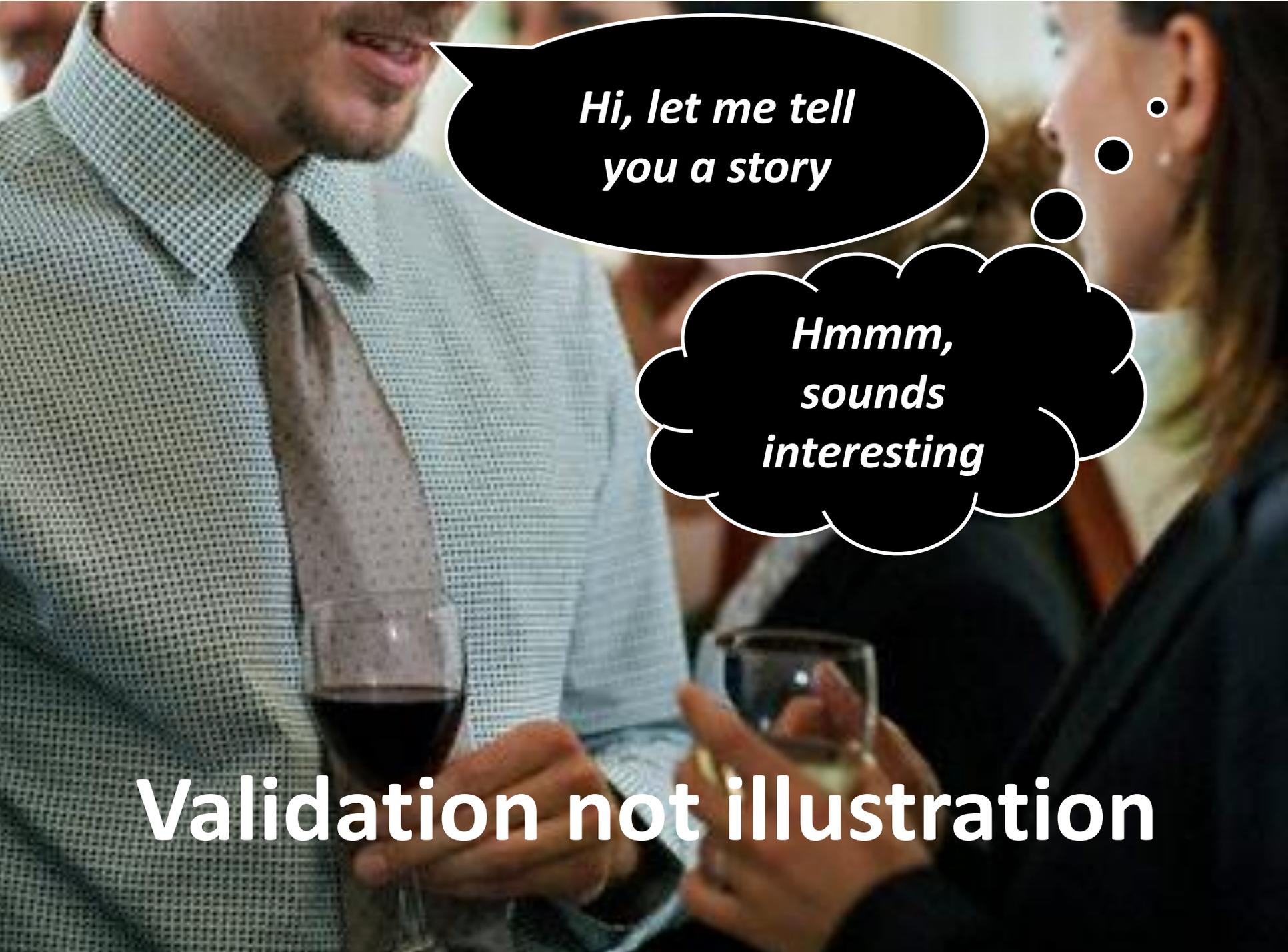
Story



*Hi, I'm Guinness, a
beer of substance
for a man of
substance*

*Leading...Innovative
...Integrated...Specialist
...Solutions...
Services...Provider...*

*Weirdo alert,
get me outa
here*

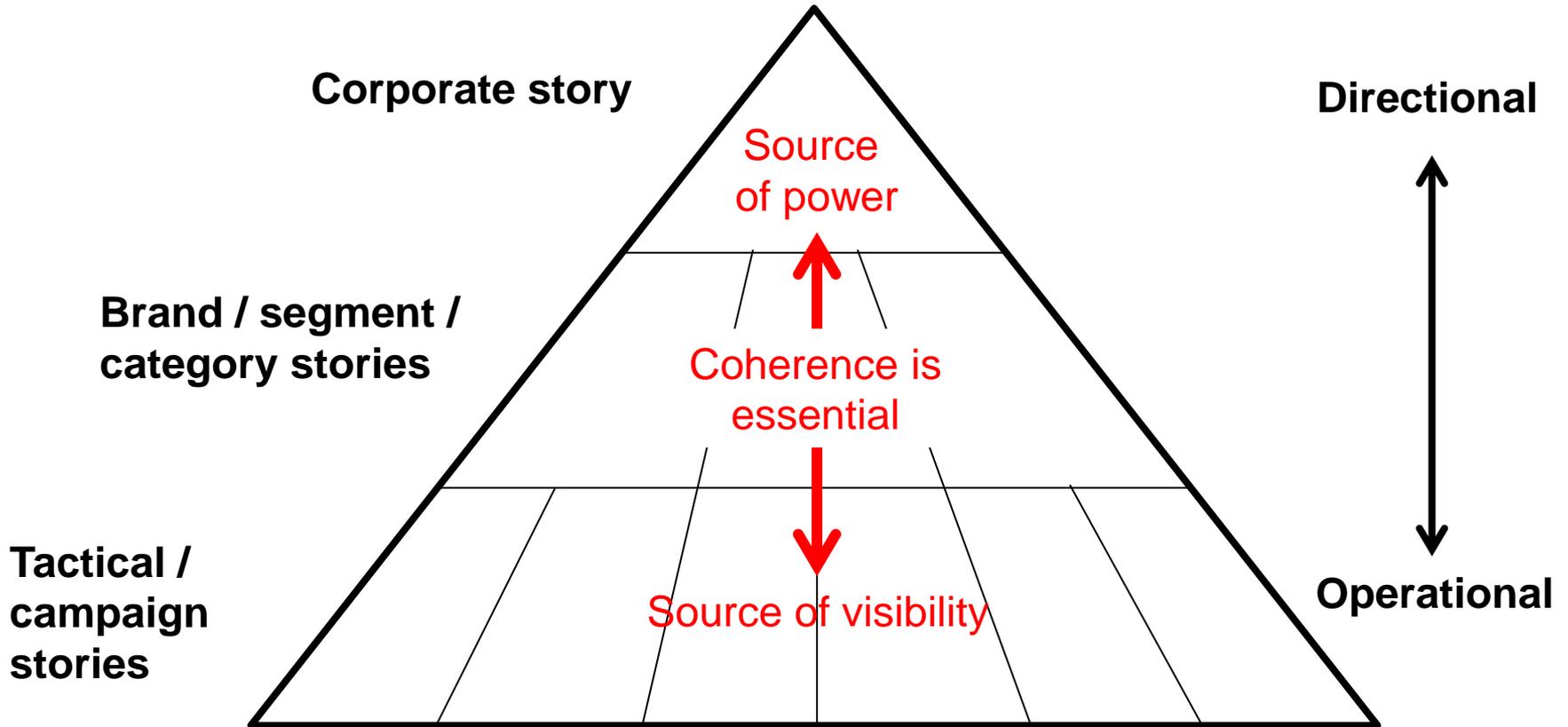


*Hi, let me tell
you a story*

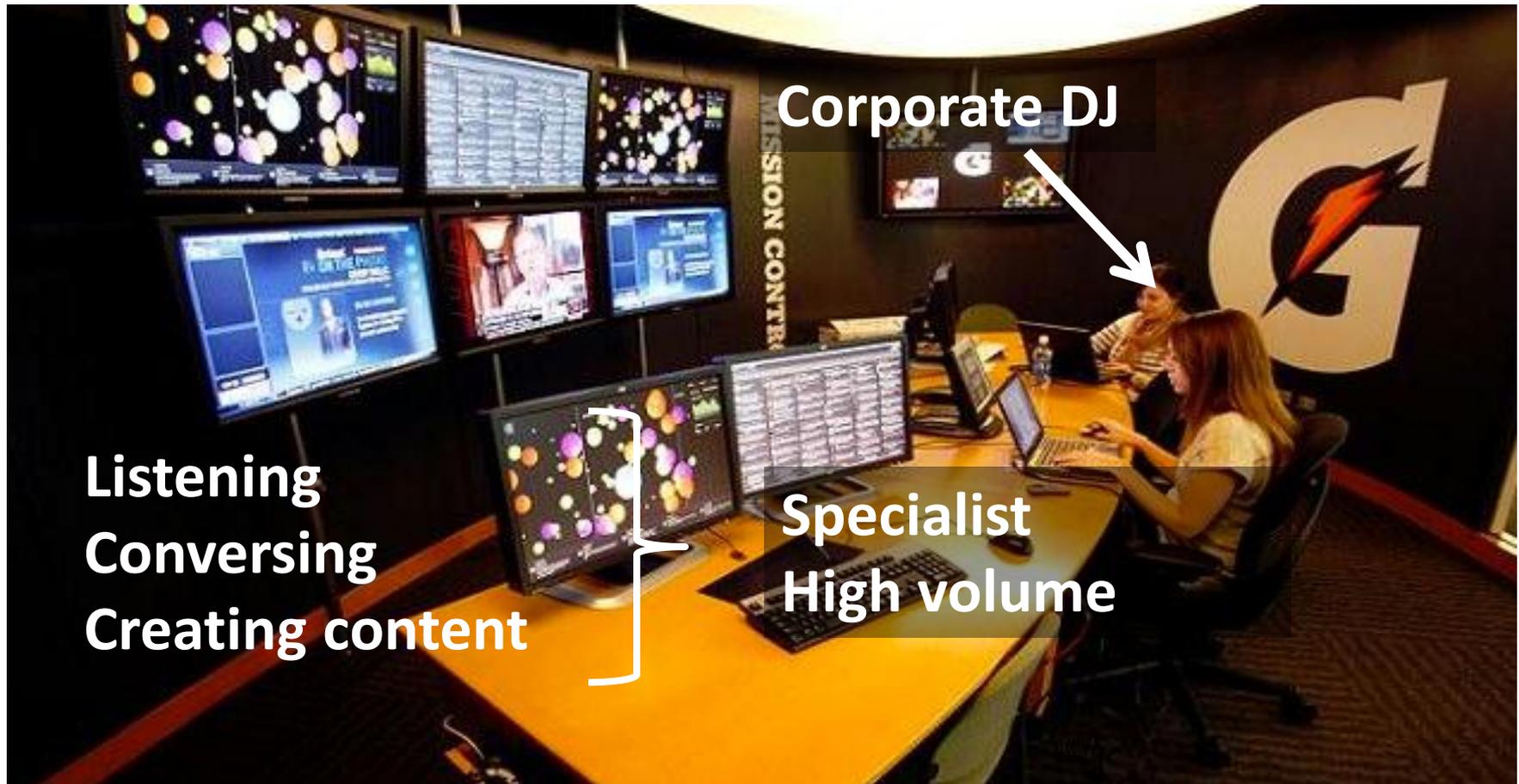
*Hmmm,
sounds
interesting*

Validation not illustration

The Story Triangle



People are the key asset



Decentralisation

Posted in: All briefings / Biofuels / Biomass / Environment / Geothermal / Hydropower / Solar / Waste to energy / Wind

Clean Energy Authors

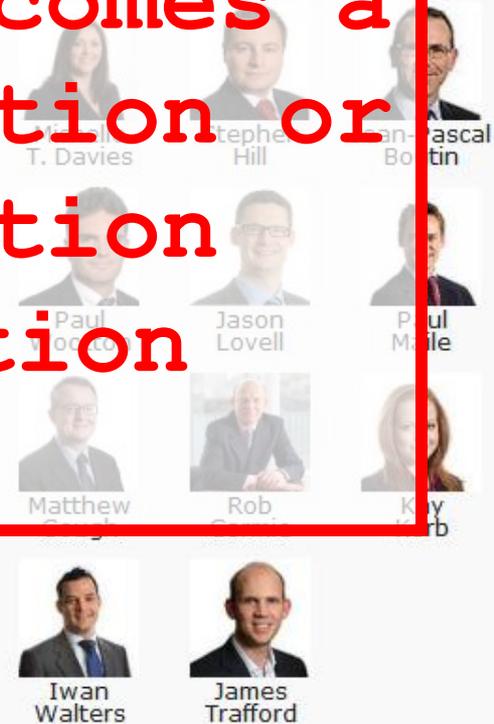
Communications becomes a training, facilitation or editorial function (not a production function)

The Green Investment Bank (GIB) will be located in Edinburgh and London
Mar 08, 2012 by Michelle T. Davies
Today, Business Secretary Vince Cable announced that the headquarters of the GIB will be located in Edinburgh, with the GIB's main transaction team based in London. The GIB, which aims to promote uptake in renewables by providing a platform to

Posted in: All briefings / Environment / Solar / Wind



DECC announces funding to train Green Deal assessors and installers
Mar 08, 2012 by Michelle T. Davies



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Windows Dev Center

Get Visual Studio 11 Express Beta to build Metro style apps for Windows 8. It includes the Windows 8 SDK and Metro style templates. Find design assets, app samples, and other tools to get you started building apps quickly.

Episode 77 - Windows Azure Powershell Updates

Cloud Cover

1 day ago 1



Join [Nate](#) and [Nick](#) each week as they cover Windows Azure. You can follow and interact with the show at [@CloudCoverShow](#).

In this episode, we are joined by [Michael Washam](#) — Senior Technical Evangelist for Windows Azure...

[more](#)



47 minutes, 59 seconds

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MMS 2012 - Day 2 Keynote Wrap-up

5 days ago 0



C9 Live: Today - Patterns and Practices Symposium

1 day ago 2



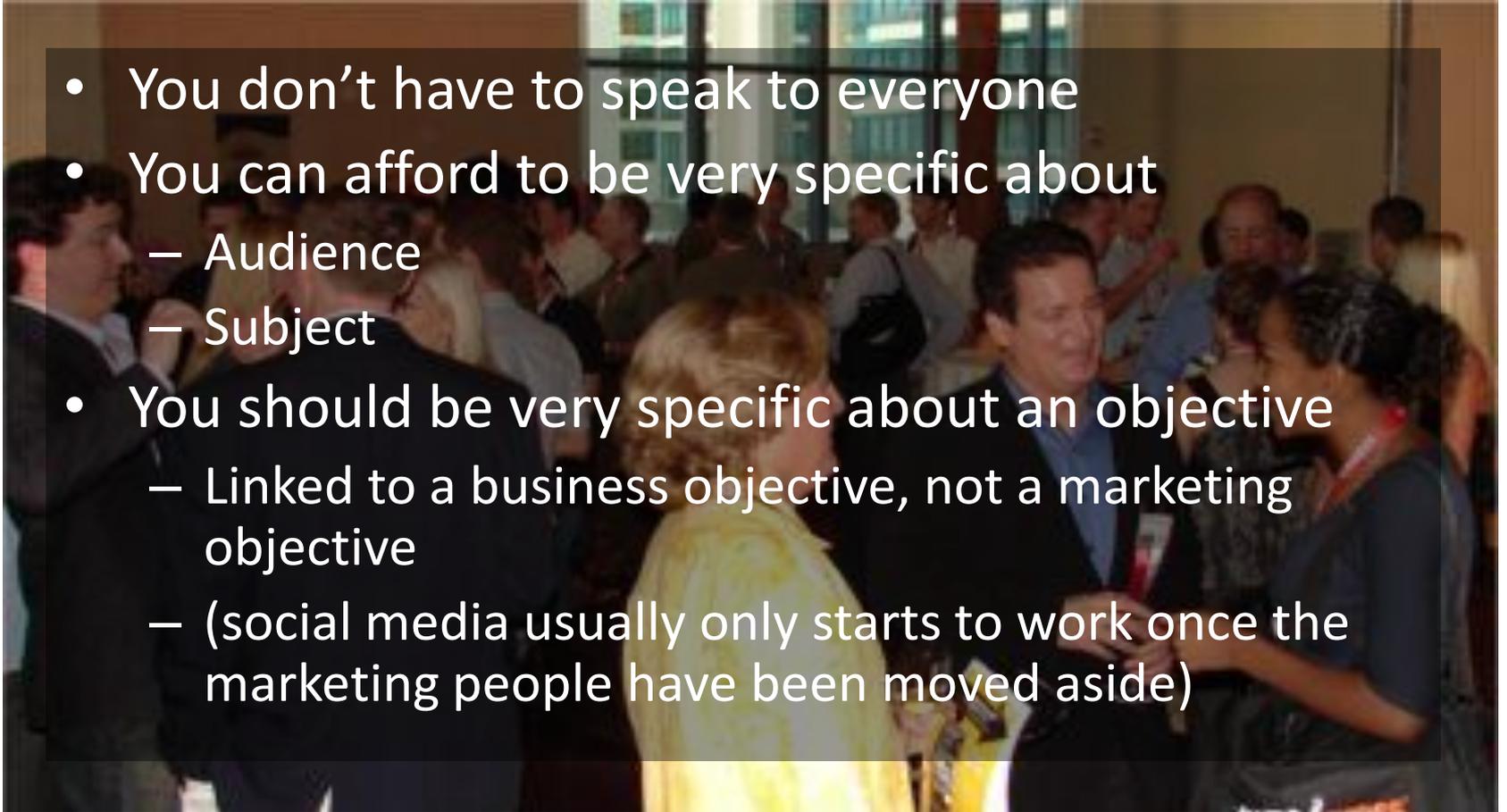
PowerShell V3 Guru Don Jones

4 days ago 1



Prioritisation

- You don't have to speak to everyone
- You can afford to be very specific about
 - Audience
 - Subject
- You should be very specific about an objective
 - Linked to a business objective, not a marketing objective
 - (social media usually only starts to work once the marketing people have been moved aside)

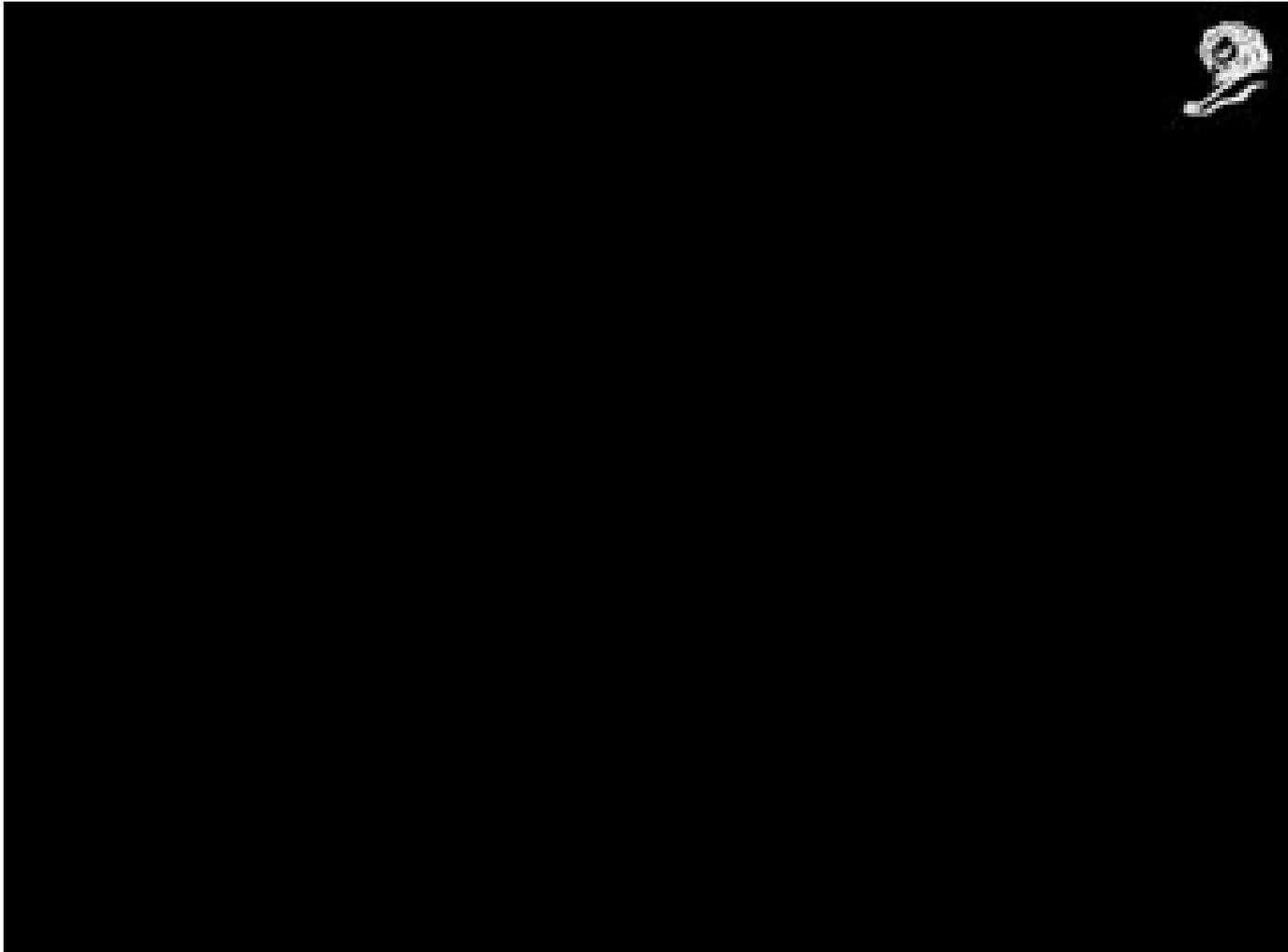


Process strategy, not creative strategy



Example: Best Buy Tag Trade

Example: @twelpforce



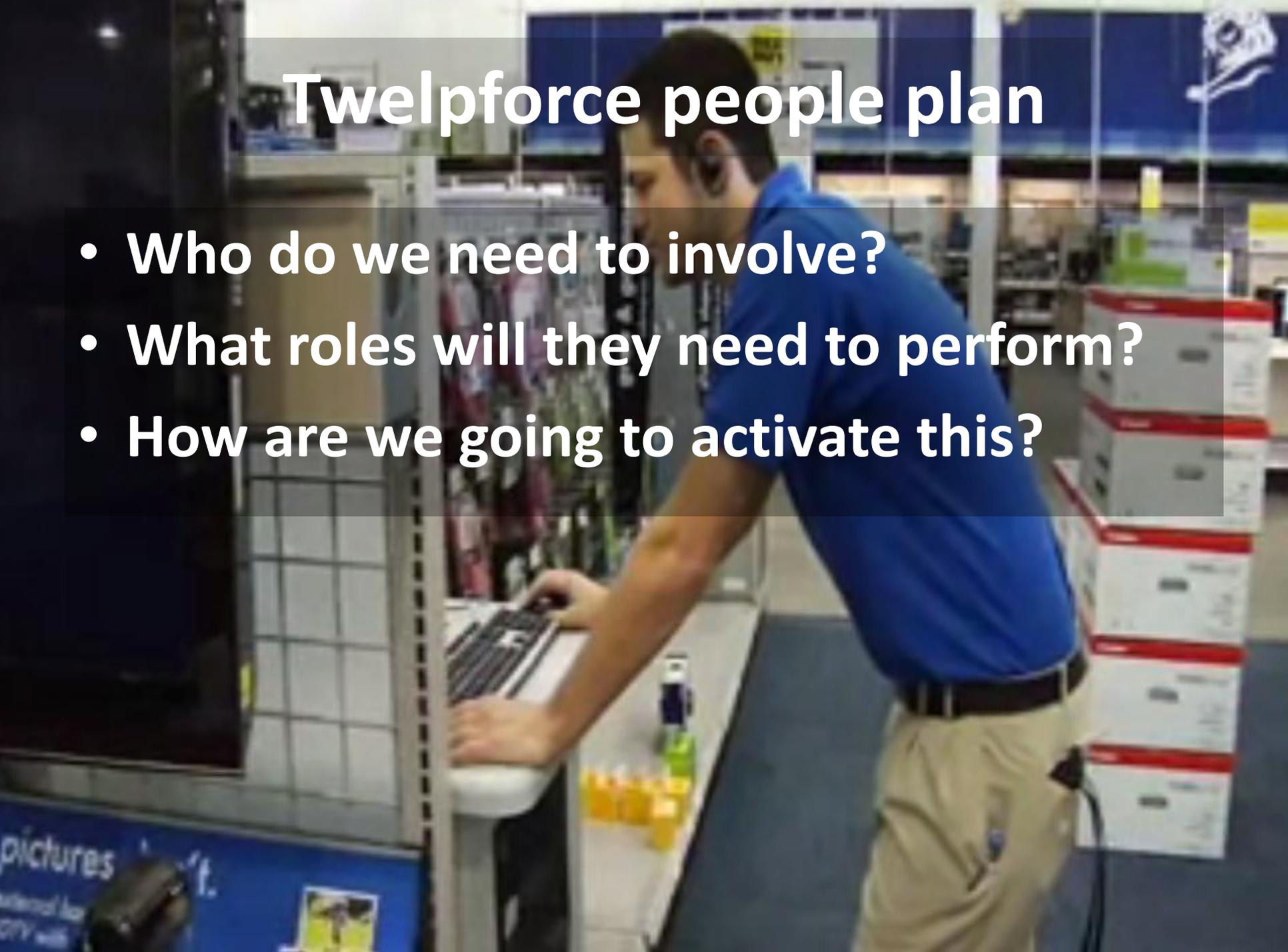
Twelpforce objective

- To liberate the asset that is the expertise of 'Blue Shirts' – allowing best Buy to be seen as the most knowledgeable retailer



Twelpforce people plan

- Who do we need to involve?
- What roles will they need to perform?
- How are we going to activate this?

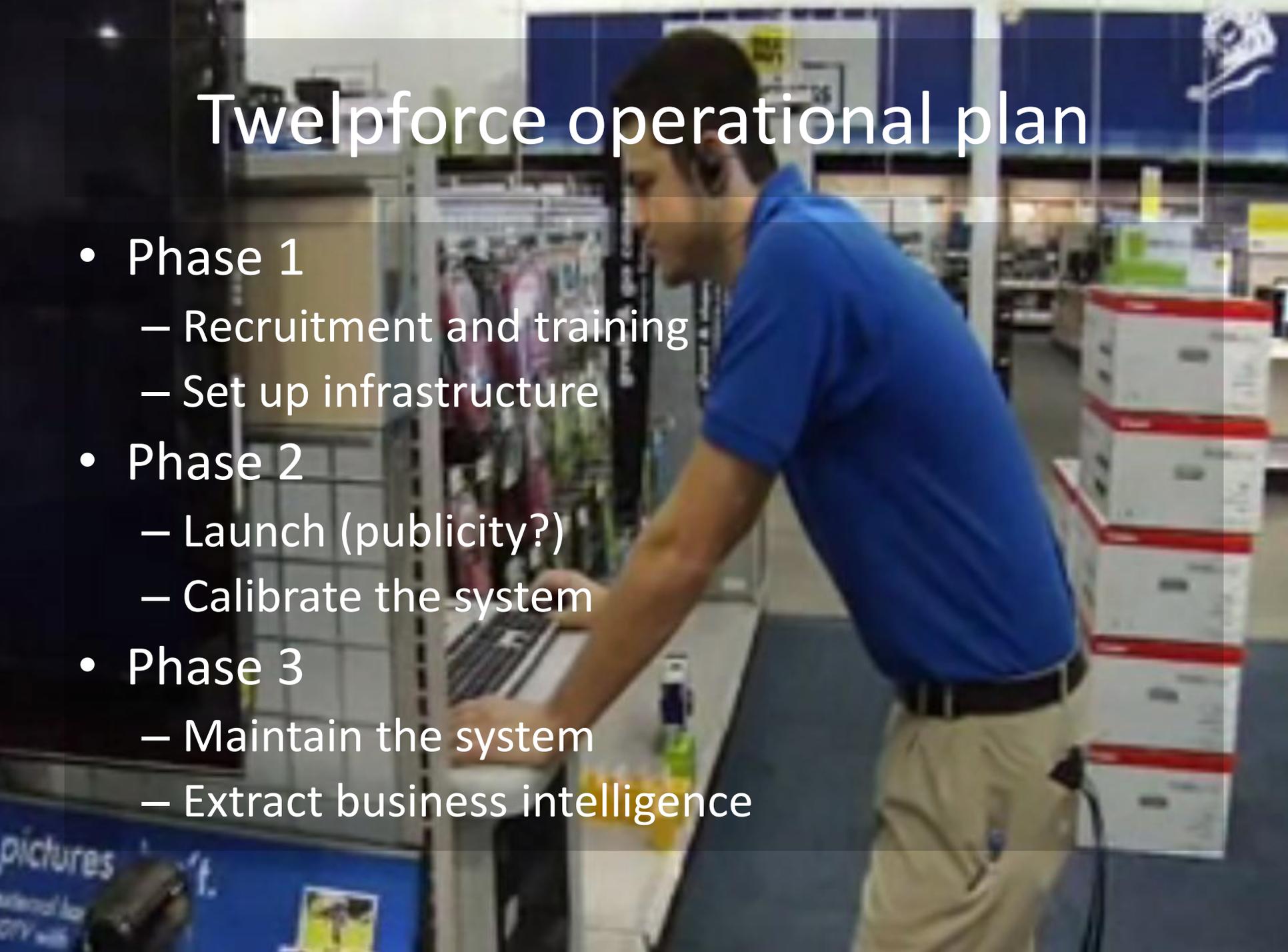


Twelpforce infrastructure plan

- Monitoring system
- Multiple Twitter response platform



Twelpforce operational plan

A man in a blue polo shirt and khaki pants is standing at a counter in a retail store, working on a laptop. He is wearing a headset. The background shows shelves with various items, including boxes and clothing. The store has a blue and white color scheme.

- Phase 1
 - Recruitment and training
 - Set up infrastructure
- Phase 2
 - Launch (publicity?)
 - Calibrate the system
- Phase 3
 - Maintain the system
 - Extract business intelligence

Summary

- Add social to a traditional campaign – but only in order to measure it
- Start with listening (to people, not to data)
- Switch from propositions to stories
- Recognise that your people are the asset / key resource
 - Requires decentralisation and prioritisation

Summary

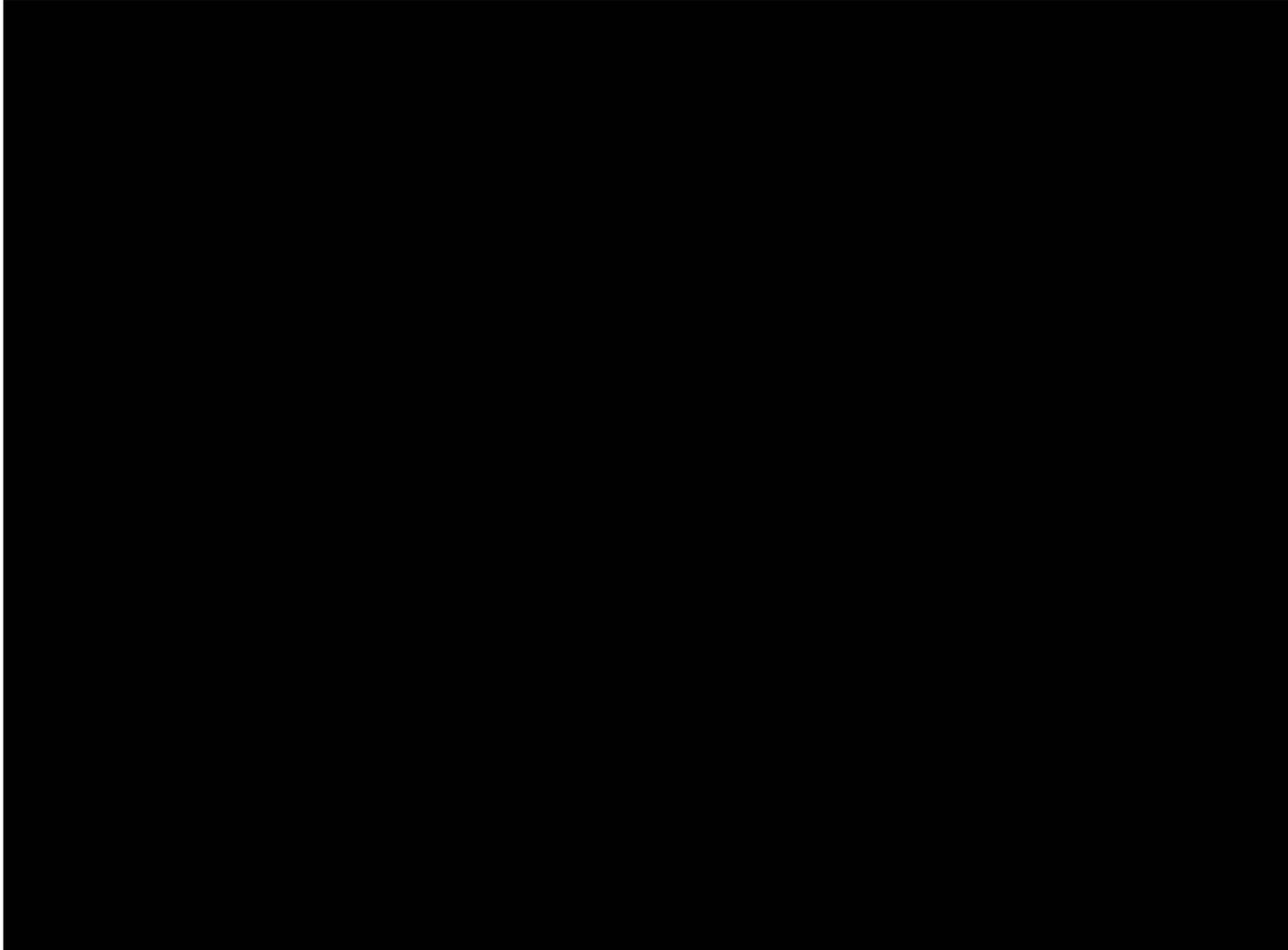
- Change the strategy (from things to behaviours)
 - Specific objectives linked to business (not marcoms) objectives
 - People plan
 - Infrastructure plan
 - Operational plan

A control room with multiple monitors and people working. The room is dimly lit, with the primary light source being the screens. In the foreground, a woman is seated at a desk, working on a laptop. Behind her, another person is visible. The wall is covered with several large monitors displaying various data and graphics. A large 'G' logo with a red and orange arrow is visible on the right wall. The text 'MUSIC CENTER' is visible on the wall behind the monitors.

**If you only do one thing.
Start to listen**

- **Not spying**
- **Not listening to data**
- **Social listening (listening that has an expectation of response)**

A final word...



**Its not about blogs and
Twitter and all that stuff, it is
about how you use listening
and coalescing conversations
to power the fundamentals
of your business ...**

... it changes everything